

23-37

SEP 13

Broadcasting & Cable

The Newsweekly of Television and Radio

PROGRAMMING



**Fox's Chevy Chase
faces the late
night music 14**

CABLE



**BET's Bob Johnson
readies new a la
carte channel 24**

Vol. 123 No. 37
62nd Year 1993 \$2.95
A Cahners Publication

MICHAEL AND ROGER KING WHEELS OF FORTUNE

*****3-DIGIT 812
BR024638 NOV93 REG606
SAVAGE LIBRARY
WESTERN STATE COLLEGE
SERIALS SECTION
GUNNISON, CO 81231

LESLIE J. SAVAGE LIBRARY
Western State College

SEP 14 1993

Gunnison, Colorado

**YOU CAN
TIE THE DIFF**

**YOU CAN
TIE THE DIFF**

At HARD COPY, we're starting our fifth season with some important differences you can see *and* s
Driven by a new team of broadcast pros behind the scenes, our new profile is broader in scope, with exciting new feature segments working to make every show more timely, more topical and more tuned-in to a changing America. Once you see you'll be sold. And so will your advertise

See the difference

AN TELL
ERENCE.

AN SELL
ERENCE.



e for yourself.

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Stations opt for second channels Networks aren't the only ones finagling cable channels out of retransmission consent: a growing number of stations are using their leverage to acquire channels for regional news services, news and talk services and entertainment programming. / 8

Birth of a giant? Entertainment companies Viacom and Paramount Communications are reportedly discussing a stock swap that would leave Viacom as the surviving entity. / 10

Fox asks affiliates to postpone retransmission deadline With some major cable operators balking at the price tag, Fox has asked its affiliates to give cable operators 60 days of free retransmission consent while it attempts to sell MSO's on its new FX cable channel. The extension, endorsed by the affiliate board, would take effect Oct. 6. / 11

The critics on 'Chase': all thumbs down Critics hated it, but the word out of Fox on *The Chevy Chase Show* was "ratings." According to the Nielsen numbers, Fox says, the new talk show led *The Tonight Show with Jay Leno* in all key demographic categories after two nights. / 14

Does more baseball mean more ads? Major League Baseball team owners voted overwhelmingly last week in favor of restructuring into three leagues to allow for more post-season playoff games. Ad agency executives questioned whether the economy could support an additional round. / 15



ESPN's half-price baseball deal: \$250 million for next six seasons / 15

PROGRAMMING

A la carte from BET

At a time of increasing competition in the black/urban cable market, Black Entertainment Television is ready to enter a new contender. The as-yet-unnamed a la carte service (details to come Sept. 21) capable of showing a profit with as few as 5 million subscribers, says BET President/CEO Bob Johnson. / 24

How many black households?

Producers of programming targeted to African Americans contend that Nielsen samplings and Census Bureau estimates underrepresent the number of black households in the U.S. The miscounting, they say, has a spillover effect on ad revenues. "Everybody is waiting for the day," says *Soul Train* Executive Producer Don Cornelius, "when Nielsen becomes more responsive to what the real



Cornelius: minorities undercounted in 'general ratings' / 26

American television universe is." / 26

'Donahue' selling through '96

Multimedia Entertainment has wrapped up more than a half-dozen major-market license renewals for *Donahue* through the 1995-96 season, suggesting that whatever political ambitions the talk show host may have are on hold for at least the next three seasons. / 28

Why the networks should play to their strengths

Former CBS President Gene Jankowski asks, if viewers watch cable programming for its no-holds-barred, graphic appeal, why is the most popular drama on cable *Murder, She Wrote*? / 32

RADIO

Audiences for radio networks drop

The latest RADAR analysis of radio listening finds that audiences for network programming are down 6.3% from fall 1992. Much of the loss can be attributed to the realignment of the Westwood One networks, in which four networks were merged into three and listenership dropped 18.7%. / 36

"Cable audiences are vastly smaller than network audiences. Why would anyone want to imitate that?"—Former CBS President Gene Jankowski on efforts by broadcast network producers to duplicate the appeal of cable programming. / 32

SEP 13, 1993

Burying the radio-cable hatchet

Lowell (Bud) Paxson, aggressively building a radio group in Florida's largest markets, is negotiating with cable operators in the state to use his radio sales staffs to sell advertising time on cable channels. Most radio broadcasters are wary of such cooperative deals with their cable competitors. / 36

BUSINESS

Cable offers access to computer networks

Zenith Electronics is testing a system in which home computer users can tap into their cable lines for access to computer networks. A cable system manager in Provo, Utah, where testing of the Zenith system is under way, says that using software like WordPerfect from remote locations via cable lines is about as fast as accessing it from a hard drive. / 40

WASHINGTON

White House input sought on telecommunications

Senator Daniel Inouye and his communications subcommittee heard testimony last week from industry witnesses about opening the telephone and cable businesses to competition. But where, the senator wanted to know, were the administration witnesses? / 44



Inouye: waiting to hear from administration / 44



On the Cover:

Michael and Roger King, the reigning royalty of prime access, "are poised to acquire, poised to expand" into first-run network prime time programming, kids programming and, if they can just find a "hole," "Hollywood Squares." / 17

Photo by: William Coupon

Cut in ad deductibility considered unlikely

For the third time in the past six years, lawmakers and advertising industry representatives blasted a proposal that would require amortization—rather than an immediate, 100% write-off—of advertising expenses. The level of congressional opposition makes it unlikely that a bill will ever come out of subcommittee, says a Congressional Budget Office economist. / 45

ADVERTISING & MARKETING

New York 1 at year 1

Regional news channel New York 1 News claimed \$6 million in ad revenue as of its first anniversary, well below its break even point but ahead of what some national cable networks might expect to bring in after several years. It expects a boost from spending in this fall's race for mayor. / 46



Philly stations air anti-violence campaign

Philadelphia NBC affiliate KYW-TV will contribute a third of its local airtime on Tuesday to public service announcements and phone-ins regarding domestic violence. The station's nationally syndicated talk show hosts—Maury Povich, Montel Williams and Les Brown—have prepared shows on the issue to air concurrently with KYW-TV's programming. / 47

New Nielsen rankings

Forty-six of the top-100 markets received new market rankings last week, thanks to Nielsen's annual recount of television households. / 47

TECHNOLOGY

DirecTv presses program access case

A federal judge's ruling that the Primestar consent decrees did not violate the Cable Act's program access guarantees has not deterred DirecTv—and in fact may have encouraged it. The soon-to-be direct, broadcast satellite programming provider says it will complain to the FCC about what it considers exclusive programming agreements between DBS competitor United States Satellite Broadcasting on the one hand and Time Warner and Viacom on the other. / 48

Changing Hands	42
Closed Circuit	65
Datebook	60

Editorials	66
Fates & Fortunes	62
Fifth Estater	61

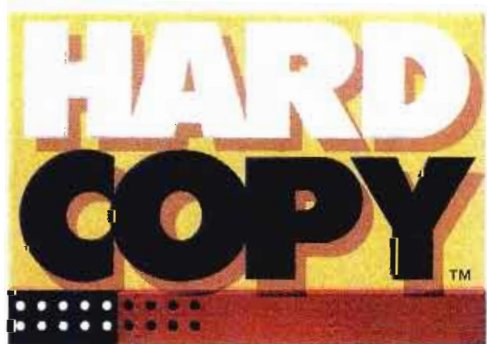
For the Record	55
In Brief	64
Masthead	66

**THE NEW
OF HARD
ISN'T JUST
WHAT WE'VE
IT'S BA
WHAT WE'**

What have we added? New features. A new emphasis on timely reporting. And a new team of broadcast news professionals with the experience to make it happen. The fact is, we've added all the things that will continue to make HARD COPY news lead-in/access franchise for the 90's. If you've been watching, you already *know* what's out there. If you start now, you'll quickly see what's in it for you.

You can tell the difference

**V SPIRIT
D COPY
BASED ON
: TAKEN OUT,
SED ON
VE ADDED.**



You can sell the difference

TV stations go for the channels

By Steve McClellan
and Rich Brown

Just as the broadcast networks are leveraging carriage rights to launch national cable services, a growing number of TV stations are using it to create their own local cable channels.

Evidence of the trend:

- Cox and Times Mirror are trying to start up news channels in each of their markets.

- The Providence Journal's four stations in the Pacific Northwest are putting together a regional news service.

- Chronicle Broadcasting's KRON-TV San Francisco plans a news-and-talk channel.

- Jefferson-Pilot has a deal to launch a general entertainment service in Richmond, Va., and is working on one in Charlotte, N.C.

Other channels are in the works. In the end, media watchers say, scores of broadcaster-owned local channels may emerge from the Sturm und Drang of retransmission consent.

"Negotiations haven't been easy,"

Inouye backs off

Senator Daniel Inouye (D-Hawaii) last week said he is no longer interested in Justice's scrutinizing cable operators' retransmission-consent dealings for possible collusion. "It's moot," the chairman of the communications subcommittee says. "The networks and cable operators have apparently resolved this matter," he says. Each of the four broadcast networks has cut retrans deals with at least one cable operator, trading permission to carry their broadcast signals for cable carriage of their new programming services. Inouye denied widespread speculation that his call for Justice to investigate had been prompted by CBS. "I was getting calls and letters from all over the country, including Hawaii," he says.



A growing number of local broadcasters are using retransmission consent to obtain cable distribution for new local channels like Tribune's ChicagoLand.

says Cox President Nicholas Trigony. Major hurdles include ownership, subscriber fees, channel capacity, content and who handles advertising sales, he says. "Like any other negotiation, it looks like things are going to come right down to the end."

Congress last year gave broadcasters the right to seek compensation from local cable systems wishing to carry their signals. Cable operators have been reluctant to pay cash for broadcasters' retransmission consent, but they have been willing to provide cable channels for new services.

In some cases, the broadcasters have settled for a cable channel alone. In others, following the lead of the networks, they have insisted on channels plus a monthly subscriber fee. Some broadcasters and cable operators are talking about joint ventures.

The decision to launch a channel is often way out ahead of plans to program it. News is most popular as broadcasters seek to make greater use of their costly news operations. But some broadcasters are proposing entertainment programs with locally produced specials, talk and other information-based shows.

The flurry of second channels is a "logical progression" from the local news inserts that hundreds of broadcasters have been providing for CNN

Headline News and other services, says David Bartlett, president, Radio-Television News Directors Association.

"TV news has a very high fixed cost," he says. "But it's not very expensive to repackage and resell it in different markets or down different paths. 'I think you're going to see lots more of it.'"

But not all are sure they want to see more of it. "It's kind of self-defeating," says Howard Nass, senior vice president of spot broadcast, Foote, Cone & Belding. What, he asks, is the financial incentive for broadcasters to create cable programming that will hold little interest and take viewers away from their over-the-air service?

For local cable carriage, the four Times Mirror stations are offering retransmission consent and demanding no subscriber fees. The stations are in Dallas and Austin, both Texas; St. Louis, and Birmingham, Ala.

In Dallas, Jeff Rosser, general manager of KDFW-TV, says he plans to ask CBS and syndicators for permission to time-shift some entertainment product to the new cable channel. He supports CBS's tentative plans to time-shift some of its programming for its national service.

Rosser says he hopes to meet with other broadcasters proposing new

A person wearing blue jeans and dark cowboy boots is holding a brown rope. They are standing next to a wooden wall. A bright rainbow light effect is visible on the left side of the image. The text "A New Arena" is overlaid on the image.

A New Arena

For Excitement

Is Coming.

From the Company That Brought You American Gladiators.

channels this fall to discuss cooperation. Stations could exchange news feeds or other programs or band together to buy entertainment programming for the channels, he says.

Cox's WPXI-TV Pittsburgh got the ball rolling for the broadcast group earlier this year by announcing a new-channel deal with Tele-Communications Inc. The service will comprise news and public affairs programming, at least at first, says Cox's Trigony.

Cox is trying to launch cable channels in all of the markets with mixed results, Trigony says. Cox has reached agreements with some systems to launch a channel in Charlotte, N.C., and Orlando, Fla., he says. It's having a tougher time in Atlanta, where Cox is headquartered. "Eventually, these channels will change depending on what the audience wants," says Trigony. "What you see now is not necessarily what you'll see two or three years down the road."

In Seattle, Providence Journal's regional cable news channel will be overseen by Bob Jordan, former news director at NBC affiliate KING-TV.

Three other King-owned stations in

Washington, Oregon and Idaho are involved in Northwest Cable News. According to Jack Clifford, president of parent Providence Journal Co., the new channel would cover about 2 million cable homes in the region.

Clifford says the venture has commitments so far from cable systems with about a million subscribers. Those systems have agreed to pay a subscribers fee to partially offset costs, although Clifford doesn't foresee the channel operating at break-even until the fifth year.

Jefferson-Pilot's WWBT-TV Richmond, Va., has signed a deal with Continental Cablevision, the largest operator there (125,000 subscribers, about half of the cable universe) to launch a new local channel about the middle of next year, confirmed the station's controller, Paul Escobar.

The channel would cover local news, special events and sports. Continental has agreed to carry WWBT-TV in all of its communities in the market on channel 12, the station's over-the-air position. And the deal gives Continental ad time on the new channel.

In Charlotte, Jefferson-Pilot's

WBTV-TV has tentatively struck a retrans deal with Time Warner there. GM John Hutchinson confirms the deal, but declines comment on reports that it includes a second channel.

KRON-TV plans a 24-hour channel of news with a large component of talk, all of which would be locally produced. Systems with about 80% of the cable customers in the market have committed, says news director Al Holzer, who is overseeing the effort.

Retransmission consent is also giving a boost to existing broadcaster-owned local cable news networks.

Tribune and Jones Intercable last week struck a deal that will put Tribune's ChicagoLand Television regional news channel into an additional 178,000 cable homes in the Chicago market. The nine-month-old service will now reach half of Chicago's 1.3 million cable homes. Jones agreed to carry the service in exchange for retransmission-consent rights to Tribune's popular WGN-TV Chicago.

In Washington, sources say that Allbritton Communications' News-Channel 8 has also become a bargaining chip in retransmission talks. ■

Viacom-Paramount merger in works

The Viacom-Paramount talks have been the subject of industry speculation for months. But last week, the rumors gained a good deal more credibility after a Paramount board meeting in which company directors were briefed on the talks.

According to the *Wall Street Journal*, the current talks involve a stock swap merger where Viacom would be the surviving entity. Viacom Chairman Sumner Redstone would control the merged company with a 30% ownership interest. Viacom is roughly valued at \$8 billion and Paramount at \$7 billion.

The prospect of a merger is drawing mixed reaction from observers including some who question whether Martin Davis, chairman of Paramount Communications, has waited too long to make a move.

Perhaps viewed as the biggest asset is the combined creative auspices of the two companies, including the successful Paramount network and syndication arms combined with Viacom's cable channels.

"It's a brilliant move," said Lee Masters, president-CEO, E! Entertainment Television. "There are a lot of creative and financial efficiencies that can be taken advantage of. When you look at the Paramount TV division, Paramount motion pictures, the MTV networks and the creative juices that come out of that place, this is just such a great fit."



It is reported that Viacom Chairman Sumner Redstone would own 30% of the newly formed company.

The marriage of the two companies will also have an impact overseas, according to Joe Zaleski, former president of Viacom Enterprises. "It [a merger] would give Paramount a whole new dimension. Viacom's cable systems and the four television stations offer the studio a much broader channel of distribution. The MTV Networks already have a strong presence in Europe and Latin America, which Paramount could possibly use as a springboard to create other delivery systems in other parts of the world."

A former Paramount executive says although the merger will fill holes in both companies, Davis has done too little, too late. "They are going to be a very strong company. Paramount lacks distribution, owning only half a network. Viacom is the perceived stronger company."

—SC,SM

Fox wants more time for retrans talks

It asks affiliates to give systems 60 days of free consent while it continues to negotiate

By Joe Flint

Fox Broadcasting is asking its affiliates to give their local cable operators 60 days of free retransmission consent so the network can continue to negotiate with operators for carriage of its FX cable network and its affiliate stations.

The affiliate board of governors met in Los Angeles last week and chose to recommend that all Fox affiliates grant the "60-day status quo" effective Oct. 6.

Should affiliates go along, Fox will have bought itself more time to talk with operators, including Time Warner, Continental, Comcast, Cablevision Systems and others that have not signed on with the Fox plan. Fox currently has lined up systems totaling 19 million subscribers.

Fox is offering operators carriage of its local affiliates in exchange for carriage of its new general entertainment channel, FX, at 25 cents per subscriber.

Fox will then give affiliates a 7-cent cut from the fee, or 5 cents if affiliates want an equity interest in FX.

But the above-mentioned operators and others have balked at the 25-cent price tag. With ABC, CBS and NBC working on cable networks at a substantially lower price, operators want Fox to cut its price.

One operator says that although he is against paying 25 cents for the service now, he would not necessarily object to an increase—depending on how the channel fares—in the future.

ABC and NBC have structured their deals to start in the 10-cent range and steadily increase during the life of the contract.

Fox affiliates are also facing pressure from their local cable operators. In many markets, all the stations—with the exception of Fox—are signed or are at least talking with operators. Cable operators are warning Fox affiliates to get on systems now or face losing their channel space. Under that pressure from systems, many Fox affiliates wanted to negotiate their own deals.

But Fox is keeping them together to give the cable industry a united front with which to deal. Said the affiliate



board: "We recommend that all Fox affiliate stations grant a 60-day 'status quo' period of free retransmission consent to cable operators effective Oct. 6, 1993."

What else is carried in that recom-

mendation is unclear. Cable operators contacted by BROADCASTING & CABLE confirmed that some affiliates had already contacted them about carriage in case the FX plan falls through.

Whether it would be smart for affiliates to give up on a plan that has already put close to \$18 million in a revenue pool to be split among affiliates remains to be seen. Some fear the risk is greater than the reward. Should Fox lower its price, it is unclear whether affiliates would also take a smaller piece of the pie.

Fox is expected to start a new round of negotiations this week with the top cable operators that are still playing hardball. ■

Dispatches from the retrans front

There still are broadcasters who want money or nothing in the battle over retransmission consent.

■ One such group owner, LIN Broadcasting, is engaged in a war against TeleCable in suburban Dallas over that system's decision to drop LIN's KXAS-TV on Sept. 20. LIN has launched a massive public relations campaign that it says has led to 55,000 subscribers sending postcards reading "Keep My 5 or Cut My Cable" to TeleCable's offices.

LIN President Gary Chapman says the effort began after "TeleCable basically walked away from the negotiating table, wrote misleading letters to our advertisers, ran ads attacking our station and, finally, notified our viewers that we were being moved to Siberia on the dial."

TeleCable VP J.T. Hendricks replies: "All we have done is written the facts; the laws were written by broadcasters. We do not want to take them off. LIN is picking on us because we are the right size [120,000 subs in Plano, Tex.]; they won't pick on TCI in Dallas. I admit we will lose subscribers [by dropping the station], but they will lose an awful lot. People won't switch off their cable to watch the local news. I suggest they quit the kid stuff and come to the table."

■ While little has been heard from group owners Gannett Broadcasting and Group W on retransmission consent, they are talking with cable operators. "We are talking to everybody and hope to have agreements in place. Our position has never been straight cash; we always felt some mix would get us where we want to get," says Group W VP John Spinola, who is part of the negotiating team for Group W's TV stations.

Gannett TV President Ron Townsend declines comment on the status of the group's negotiations. Cable operators in Gannett markets say that in some cases deals are close to completion. Gannett, according to cablers, is willing to trade carriage for ad inventory on systems, promotional spots, mailers in monthly cable bills and, perhaps, options for a second channel.

■ Cablevision Systems' Charles Dolan has a problem with giving up channel capacity for broadcasters, according to industry sources. But many speculate he is close to signing a deal with Tribune in which Cablevision would carry Tribune stations free as incentive to pick up the Television Food Network. Dolan could not be reached for comment. Why Cablevision has yet to make a deal with NBC remains a mystery. —JF

THE ONLY SHOW IN HISTORY
TO GARNER ELEVEN EMMY NOMINATIONS
FOR ABSOLUTELY NOTHING.

"I THINK WE MAY HAVE
SOMETHING HERE."



SAVINGS CHECK

Broadcasting & Cable

Bearer entitled to save

FIFTY-FOUR DOLLARS NO/00 **\$54.00**

Phil Young

Send in this SAVINGS CHECK today to SAVE \$54 off the annual cover price. Act now, and you'll pay just \$99 for one full year of *Broadcasting & Cable*—the #1 industry magazine.

CREDIT O.K.
SEND NO
MONEY
NOW!

Payment enclosed.
Bill me. (U.S. only).
Charge to ☐ Visa
MC ☐ AMEX

Account No. _____ Exp. Date _____
Signature _____

Name _____ (Please print)	Address _____ Apt./Floor _____		
Title/Position _____	City _____	State _____	Zip _____
Company Name _____	Type Of Business _____		
Canada = \$129 (includes GST) Foreign Air = \$300. Foreign Surface = \$149.			B338HS



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST CLASS PERMIT NO. 222 TORRANCE, CA

POSTAGE WILL BE PAID BY ADDRESSEE

*Broadcasting
& Cable*

P.O. BOX 6399
TORRANCE, CA 90504-9865



Seinfeld

SEASON PREMIERE

THURSDAY SEPT. 16TH
9:00PM ON NBC




CASTLE ROCK
ENTERTAINMENT
©1993 CASTLE ROCK ENTERTAINMENT. ALL RIGHTS RESERVED.



**COLUMBIA PICTURES
TELEVISION DISTRIBUTION**
a SONY PICTURES ENTERTAINMENT company

© 1993 COLUMBIA PICTURES TELEVISION, INC. ALL RIGHTS RESERVED



Goldie Hawn was far friendlier to Chevy Chase on his new show than TV critics.

Bad reviews, good ratings for 'Chevy Chase' debut

Fox's new late-night show tops competition on first night, but critics almost universally turn thumbs down

By Steve Coe

"The new model Chevy is an Edsel."—Tom Jicha, critic, *Fort Lauderdale Sun-Sentinel*

Fox's *The Chevy Chase Show* debuted last Tuesday to a warm reception from viewers, but perhaps the harshest critical comments of any late-night show in history. In its first outing the show averaged a 5.7 rating and a 13 share in Nielsen national ratings, making it the evening's top-rated late-night show.

Wednesday's rating dropped 28% to a 4.1/10, second to CBS's *The Late Show with David Letterman* which, in a later time period and with more limited coverage, averaged a 6.6/21. NBC's *The Tonight Show*, with the strongest station lineup of any late-night show, pulled a 3.0/9 on Wednesday after a 3.3/10 on Tuesday.

Chase awoke Wednesday to blistering reviews from many of the country's critics. "I've never seen an actor or performer lose it like that before,"

said Jicha. "You just had to feel for the guy—feel pity, that is—to see a guy's career die like that right before your eyes."

"There's no tactful way to put this," wrote David Glasier in the *Cleveland News-Herald*. "Opening night for *The Chevy Chase Show* was one of the biggest bombs in TV history. Chase laid an egg the size of Cleveland's Terminal Tower. We're talking a debacle of epic proportions."

Fox and Chase were not without supporters. The *Hollywood Reporter* gave the show a positive review after opening night. "Tuesday night's premiere of the new late-night talker also was visually splashy, refreshingly comedic and surprisingly mature. It sometimes missed, but more often than not it hit right on the mark."

Most of the postmortems, however, echoed the comments in Wednesday's *USA Today*. "The late-night wars drew blood Tuesday with the dead-on arrival of Fox's *The Chevy Chase*

Show." Calling the newly named Chevy Chase Theater "the Bermuda Triangle of late night," critic Matt Roush wrote: "Chase stammered and dithered in nervous mortification, unable to deliver a single gag.... Dennis Miller, all is forgiven."

The word from Fox after the first two nights was optimistic. "We're unconcerned," said Andy Fessel, Fox's senior vice president, research and marketing, about the show's drop-off after the first night. "We expect the numbers to bounce around for the next several weeks. The guests will be a day-to-day issue [that will affect the ratings]," he said.

Fessel said detailed demographic information from Nielsen showed *Chase* with a strong lead over *The Tonight Show* in all key demographic categories, even after the second night. "The demos confirm what we saw in the household numbers, which was a solid lead over Leno in adults 18-34, 18-24 and 25-54. On a household-to-household comparison in the comparable 11:30-midnight half-hour, we also beat Leno in those demos." Fessel said the drop-off after the first night did not pinpoint a specific age or gender group. "There were some declines, but it was pretty balanced by sex and pretty similar by age."

Now in its second week on CBS, *Letterman* continues to perform above network expectations. David Poltrack, CBS senior vice president, planning and research, said executives expected the show to average a 5.3 rating for the second week. Through Wednesday night, it was averaging a 5.8/18, and Thursday and Friday traditionally post higher late-night HUT levels.

Somewhat lost in the chaos of two debuts in two weeks is NBC's *The Tonight Show* and its host, Jay Leno. Although the *Letterman* and Chase premieres have tended to bring in new viewers to the daypart instead of pillaging from existent shows, *The Tonight Show* is getting some of its weakest ratings since Leno took over a year and a half ago. The posture at NBC, however, is that this is only the first of many battles to be fought in late night. "This is not a sprint, it's a marathon," said Rick Ludwin, senior vice president, specials, variety programs and late night, NBC Entertainment. "We all predicted Dave's opening would be strong and it was. We also said let's see what's happening in a month or two."

More post-season games for MLB

Team owners also approve new, lower-rights-fee deals with ESPN, CBS Radio

By Rich Brown

It looks like Major League Baseball will add some jewels to the post-season crown starting with the 1994 season.

The MLB team owners last week voted overwhelmingly to create three divisions in both the American and National Leagues and another round of best-of-five playoffs. The restructuring, subject to approval from the Major League Players Association, would produce up to 20 additional postseason games for fans and TV.

Not all advertising agency executives were immediately taken with the idea of additional postseason games, which some compare to similar efforts by the NHL and the NBA to bulk up their postseason play.

"Can the economy support an additional round?" asks Bill Sherman of McCann Erickson. "I don't see it happening, at least at the outset."

In other developments, the MLB team owners approved their long-anticipated deals with ESPN and CBS Radio. ESPN is expected to pay MLB about \$250 million over the next six

seasons (1994-99) for rights to televise 70-80 regular season games a year, roughly half the number of games in the current contract. CBS Radio will spend approximately \$50 million to broadcast a package of regular season and postseason games during the same period.

The price of the new ESPN cable deal is believed to be about half that of the network's existing four-year contract, which cost ESPN an estimated \$100 million a year. The paper losses on that contract were estimated to be in the \$160 million-\$200 million range over the life of the contract. CBS Radio is believed to be paying the same \$50 million in rights fees for its current four-year MLB contract as it will be spending on the six-year deal.

The reduced rights fees mark a pattern for MLB, which earlier this year could not find a broadcast network willing to come anywhere near CBS's existing \$1.06 billion, four-year deal. In a joint venture formed last May with ABC and NBC, MLB will receive no broadcast network rights fee for its future games but will instead

retain 87.5% of the revenues, with the two networks splitting the rest.

ESPN's new deal with MLB will enable the cable network to continue with its exclusive *Sunday Night Baseball* coverage and also to produce Wednesday night doubleheaders, versus six nights of coverage now. The cable network will also showcase a Sunday night game prior to the traditional start of the regular season. Other new wrinkles in the ESPN contract include plans to develop multimedia products including home video games and on-line personal computer services; development of children's programming for ESPN's new cable network, ESPN2, and an easing of network blackout restrictions.

CBS Radio, which has held MLB rights since 1976, will have exclusive network radio broadcast rights to a range of games, including the 26 games of the week, 20 Sunday night games, the All-Star Game, possible expanded playoffs, League Championship Series and World Series. CBS Radio rights include Spanish-language and Canadian coverage. ■

ABC previewing more episodes of 'NYPD Blue'

Belo Broadcasting-owned WFAA-TV Dallas will not clear ABC's *NYPD Blue*, nor will Belo's WVEC-TV Norfolk, Va. "The show is not consistent with our company's program standards. We screened three episodes and told ABC of our concerns with the profanity, nudity and violence," says Cathy Creany, general manager, WFAA-TV.

Concerned with the publicity the show's first episode has generated, ABC sent its affiliates the second and third episodes, which are said to be less racy. ABC hopes that after viewing those episodes, affiliates on the fence about clearing the show will decide to do it.

The strategy worked in Cleveland, where WEWS—previously undecided—decided to air the show.

Some stations that are not airing the first episode have agreed to carry subsequent episodes, according to ABC affiliate chief George Newi.

"We put together focus groups to discuss the show," says Gary Robinson, general manager of WEWS, "and while some did not like the content, they thought the



audience was intelligent enough to make a decision about viewing."

The show, from Steven Bochco, contains language and nudity not normally seen on prime time network television. It has also become the centerpiece of Donald Wildmon's American Family Association's crusade to clean up the airwaves.

According to Newi, about 25 stations have said they won't take the show. Among the more prominent are affiliates in Louisville, Ky., and Jacksonville, Fla. Most of the stations resisting the show are in the southern region or Central time zone.

"Let me preface this by saying I think it is a wonderful show. There is only a minute that separates us from clearance, but it is a critical minute," says Jim Matthews, president of WJWS Jacksonville.

While Matthews thinks later episodes of the show will be "squeaky clean," he does not "want to look over [his] shoulder every week to see Bochco pushing boundaries.... Currently, we are heroes in the majority of households here."

—JF

Perot toying with radio

Political maverick says he's interested in a radio show

By Peter Viles

Ross Perot is giving serious thought to launching a national radio program, and is reportedly leaning toward producing a short, daily commentary show.

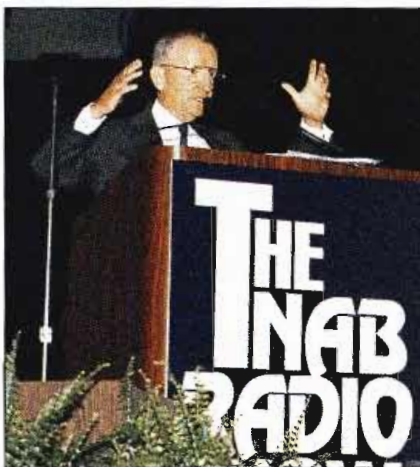
Two of radio's four major networks—Westwood One and Unistar—have had preliminary talks with Perot, who last week solicited offers from hundreds of broadcasters during a keynote speech at the NAB Radio Show in Dallas. Perot's pitch was simple: while wrapping up a speech that consisted largely of blistering criticism of the proposed free trade agreement, he asked broadcasters interested in airing his program to leave their business cards behind.

"I'll be in contact with you to talk about what kind of program will work," Perot said. "If you think it's a good idea, just leave your business card."

Several dozen broadcasters did just that.

Network and syndication executives agreed that Perot would probably attract a significant audience on radio. "In the euphoria that seems to have developed over talk syndication, I've got to believe that every player is interested in him," said one top syndicator.

But the same syndicator, who asked not to be identified, expressed several concerns about a Perot program. If Perot decided to run for president again, the show would end suddenly, and the network would probably suffer some loss of credibility. Further, the executive speculated that a Perot show could make Congress more likely to reimpose the fairness doctrine. And



Ross Perot, on the stump in Dallas

last, the executive said, Perot's commitment to radio is still in question, and the networks and syndication companies would prefer a long-form talk program with larger blocks of commercial inventory over a shorter commentary show.

Given Perot's wealth and the relatively cheap cost of producing a radio program, the possibility also exists that Perot will simply form his own syndication company to produce and distribute the show.

"I think Ross favors a daily commentary show," said CBS Radio talk show host Gil Gross, who had Perot as a guest last Thursday.

A top CBS Radio executive said that network has no interest in a Perot program. Executives at both Westwood One and Unistar acknowledged having preliminary discussions with Perot or his representatives, but a Unistar executive said that the network is interested only in a long-form program. ■

BROADCASTING & CABLE moves Los Angeles office

Effective today (Sept. 13) the Los Angeles office of BROADCASTING & CABLE has moved to 5700 Wilshire Boulevard, Suite 120, Los Angeles 90036. The office's main phone number is 213-549-4100; editorial fax is 937-4240 and sales fax is 937-5272. Direct-dial phone numbers: Steve Coe, 549-4110; Joe Flint, 549-4111; Mike Freeman, 549-4112; Sandy Klausner, 549-4113; Nancy Logan, 549-4114; Gary Rubin, 549-4115.

'Journal' starts slow, but grows

By Mike Freeman

First-day pre-emptions and erratic viewing patterns helped form the Labor Day landscape for King World Productions' series premieres of *American Journal* and *Les Brown*.

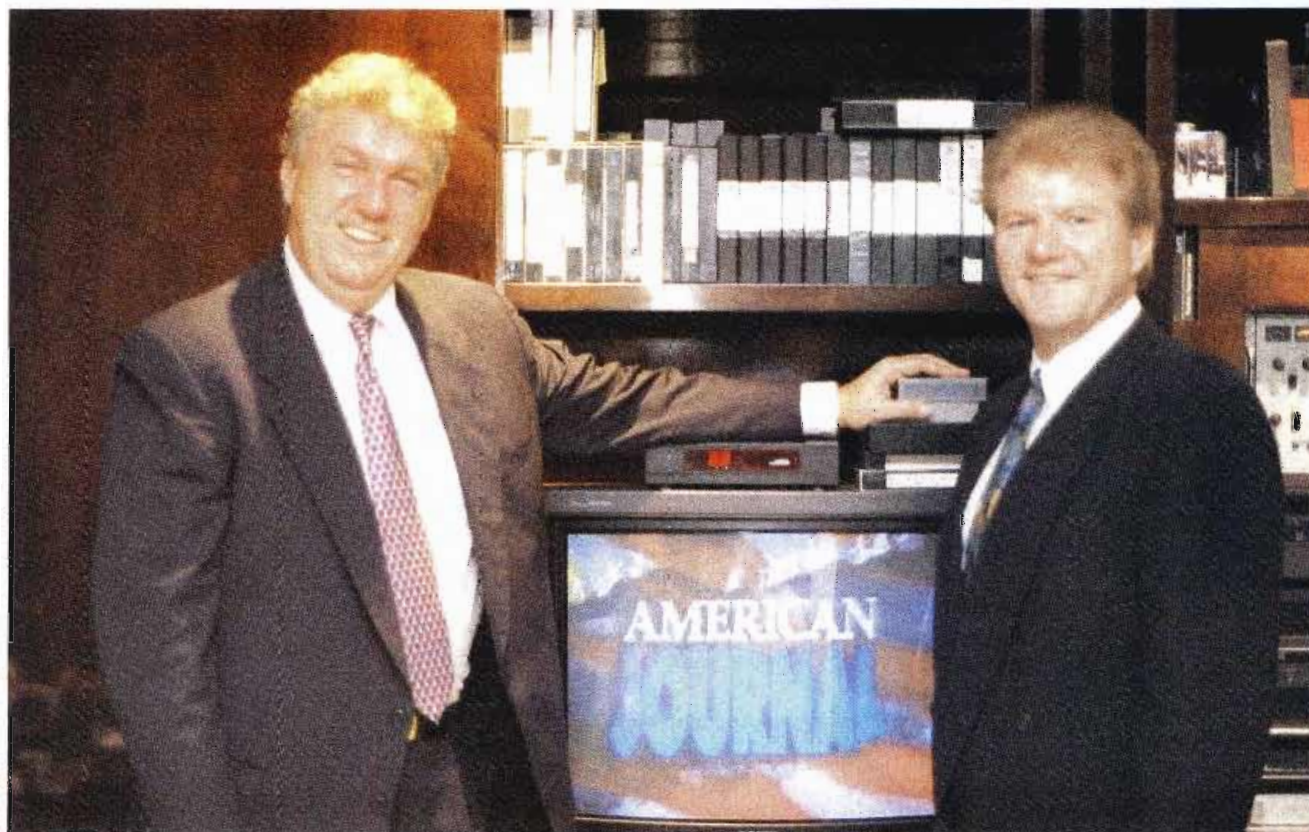
In 17 of the 25 Nielsen metered markets carrying *American Journal*, the launch was delayed until last Tuesday (Sept. 7), making comparisons a little sketchy. Overall, the news magazine strip averaged a 4.3 rating/10 share for Sept. 6-8, representing a 23% drop in share from both its lead-in (5.1/13) and May 1993 time period (5/13) averages.

On the bright side, the show went from a 9 share to a 10 to a 12 in its first three days, representing 33% share growth during the span. On Chicago's WBBM-TV, for example, *AJ* moved up 25% in share from Tuesday to Wednesday; on KPIX-TV San Francisco the show grew 56% in share from its Labor Day opener, hitting a third-ranked 4.3/14 by Wednesday (Sept 8).

Talk show *Les Brown*, whose debut was delayed until Tuesday in 13 of 25 metered markets, pulled in a 3.2/12 average for the three days, off 25% from both lead-in (4.5/16) and May 1993 time period (4/16) averages. In New York, the show won the 10-11 a.m. time period on its Sept. 7 debut day on WABC-TV with a strong 5.6/23, but dropped 22% in share the following day to 4.4/18.

Wavelength, the on-the-road magazine/talk show from Ryscher TPE, has had a somewhat disappointing early story since its debut in August. The show posted a season-to-date 1.2/4 (Aug. 2-Sept. 8) in 23 Nielsen metered markets, but its 1.3/4 for Sept. 6-8 exhibited a slight 8% rating gain over the previous week.

George Gubbart, Ryscher TPE's senior vice president of research, said it was hoped that an early summer rollout would capitalize on teen and young adult demo groups still on vacation from school. Instead, he says, it was found that most of those kids were out of the house. ■



Michael and Roger King: 'It always gets back to software'

Roger and Michael King have parlayed 'The Little Rascals' shorts, with which their father launched King World, into a half-billion-dollar syndication enterprise that has laid claim to much prime (particularly prime access) TV real estate. In the following interview, the brothers talk of plans to expand on several fronts, and give their assessment of the constantly evolving business.

How is the television business—for the over-the-air universe and for the incipient media universe?

RK—It's alive and well. We had a banner year; I can't remember the last time we had a year of selling like this, when we launched two strips. We believe that television is a very healthy industry. It's evolved, it's changing, and it's gone through some painful periods—and it's still going through a painful period with retransmission consent. But I'd say the broadcasters have a good hand. I mean, the cable industry built the cable industry off of three channels. And 67% of the audience that watches cable watches

an affiliate. That's a pretty dominating thing. So I hope that they get through this period basically not bruised too much and go back to the real job at hand, which is developing quality television. All of us.

MK—And it's status quo with a lot of the long-term contracts that our company pioneered and a lot of the other first-run companies are following. Paramount, Multimedia and so on. So you're not going to see that many differences over the short term, which is the next two, three or four years, but you're seeing alliances that are changing and legislation that's changing that's going to have a

COVER STORY

profound effect, and I don't think anybody can really, at this point, crystal-ball all of the ramifications of some of these changes. They certainly make it more difficult for the over-the-air broadcaster.

We had not thought to ask about retransmission consent because we couldn't see you getting any revenue from it.

RK—Not right now.

And, at the moment, it doesn't look like broadcasters are going to get any revenue from it.

RK—There are revenues. They're just calling it something else.

You know, what you have are two very strong-willed industries getting married. They've been married for a long time, but out of wedlock, and now they're going to get married officially, and I just hope they work it out where everyone makes money. I mean, as a viewer I pay a lot of money to the cable companies, so I don't care if I pay another dollar to pass along to the affiliates.

I don't mean to dominate the conversation, but it's



Roger King

dominating my conversations every single day. Broadcasters are up to their eyeballs in this retransmission thing. Some markets have 50, 60 cable systems, which is wild. It's difficult for them to make any other decisions right now. And so it is an interference right now for people to make decisions other than what they're working on.

King World is a software company. We feel we're in the right place at the right time. I remember the commercial for Barney's in New York that featured little kids on the sidewalk talking about their futures. And one of them was going to be the mayor and another was going to be a famous doctor, and then Barney stood up and said: "They'll all need clothes." And it's the same thing with cable and television, they're all going to need programming. When they add more channels they're putting a tremendous load on themselves. A humongous load. I mean, there's just such narrowcasting. You're taking this tremendous spectrum and constantly dividing it. We're becoming radio.

MK—It used to be when a show was broadcast, the next day people would come in and everybody you knew had watched it. In a 500- or 600-hundred channel universe it's going to be hard to reach an audience like that.

RK—And the advertiser is going to suffer. It's the advertiser who wants to reach that mass audience. They want the Super Bowl audience, they want that conversation at the water cooler the next day. And with all this dividing, they're eliminating that possibility.

Well, do you think it's going to happen? Do you accept that there will be a 500-channel universe?

RK—I think our technology will catch up to that. But, quite frankly, I have trouble using the channels I'm using now. I don't know if you have the same problem, but I have all these gadgets on my coffee table—four that I don't touch at all, because if I touch them I've lost television for a couple of days, because I couldn't find out how to get it back on at all.

MK—And then they threw the satellite in there. Now, Roger, you have the satellite, right?

RK—Yeah. I don't know how to use that either.

MK—When they threw in the satellite, it threw the cable off completely. I always thought I got all the HBO's until I realized I was not watching the cable. I was watching satellite and only using the cable to watch the local channels. The premium ones required that I hit different buttons. I taught my wife that, and it took 10 minutes to get back to the normal cable channels. So it is complicated and it's going to get more complicated when we get to the 400 or 500.

RK—But it's really an intimidation, you know, when they say to one of the affiliates, "You're only one of 500 channels." That's a perfect way of taking something out of context. You're one of 500, but you're spending 700 million or 800 million dollars a year to program that one. And the other 490 channels don't spend anywhere near that. So it always gets back to software.

But do I expect to get paid? I absolutely expect to get paid.

How substantial do you think that revenue stream will be down the road?

RK—When you start looking into the future, it's pretty hard to nail down, but I think it will be substantial. I think that you'll see multiple channel sales when you get to a market rather than now when we go into a market and we sell one channel the exclusive rights to, say, *Wheel of Fortune*. I think in the future you might see me come into a market like Dayton and sell three channels, with perhaps one owning the other two. Maybe we'll sell *Oprah* for 4 on DTN and then the subchannel will have it for 9 or 10 o'clock. And so we'll be able to pick up more revenues; with more channels, we'll see more possibilities.

Do you see more over-the-air channels?

In three or four years, when we get through all this, you'll find that the local stations will have two or three channels. Channel 7 will have three 7's, and they'll program all news on one of the extras and I don't know what they'll program on the other. But there'll be different types of programming on different channels to reach that audience.

MK—Watch what Ted Turner is doing. He's a pretty astute businessman, and he looks like he wants to have as many networks as possible. Why? Because he doesn't want to be diluted.

RK—But he also realizes that he needs that flow of

programing. And he can't program two and three channels, and four channels and five channels, by himself. Warner's can't do it, Fox can't do it, nobody can do it. It's just too big a factory. So, for us, the initial question is how we are going to get paid and how we are going to expand in our future. As an independent company, we mean to develop more shows to sell more people. It's an opportunity for us.

What are you going to do next?

RK—Corporately? We're expanding our factory. King World has always said that it's a factory of programing. We have six strips, but we've literally looked at hundreds of different concepts. And we have several in the pipeline. We're always going to have something in the pipeline.

MK—The world is our oyster, and we will never turn a good idea down because we want to vertically program ourselves. If a good producer comes in with a terrific idea, we'd be delighted to be the distributor.

RK—First of all, we have a lot of cash—hundreds of millions—and we have every famous producer, director, writer available to King World. Every one of them, as the studios do. I mean, we deal with agents just like they do. So to answer your question, we'd like to have a big mixture of our own product. We'd love to find another *Wheel* and *Jeopardy!*. We've looked, but we can't find one.

It has been suggested that your program development operation is essentially a mini news division. Are you looking to exploit that—perhaps by programing a cable channel or something?

RK—Yeah, we could do that, although we're really not in the news business—news is a very expensive operation. But we have reporters all around the world. Literally, we have Bill O'Reilly of *Inside Edition* leaving for Brazil, and we have another reporter in Russia. We know that format inside and out. Look at *American Journal*. That's a network show. I'd put that on prime time on any channel and win.

MK—The term "network" has changed now.

RK—But it always referred to quality.

MK—Right, but first run and network are synonymous now. And, as Roger said, the quality of first run today is even better than network prime time. Look at some of the budgets for first-run hours—they just can't afford to do a *Star Trek: The Next Generation* in prime time. It's the same scenario in the magazine business. We are spending the same kind of dollars as would any network prime time magazine. And we're attracting the same people, whether it be producers, reporters, directors, writers, what have you. That's one of the exciting things in the business, that they've broken that concept down—that network is the only quality television.

Would you ever consider being a network?

MK: We are a network now. Through an ad hoc arrangement, through NBC, ABC and CBS affiliates and some independents.

RK—We're the finest network you could be. They're paying me. I mean, how much better can you get?

But could you consider a King World channel that you program 24 hours a day?

MK—We would like to be. We want to see our company survive and grow. And, in order to do that, we want to diversify first within our core business, which is to continue

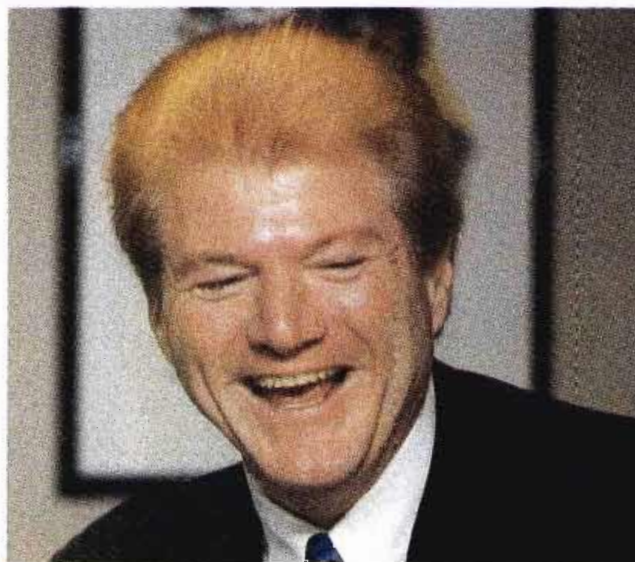
to expand our first-run arena—and we haven't exploited that area fully at all. You could safely see us in the first-run network prime time business. I think you could see us programing to independents, whether it be expanding off of the kids area; we would love to be in that arena. We are poised to acquire, we are poised to expand. We just want to do it with some logic.

What role does Washington play in all of this?

RK—To keep all these giants apart, to keep them from killing each other. The only problem is, I'm not so sure Washington really understands it.

What do you think will happen if it pulls out the prime time access rule?

RK—I've never been scared of that. We'd like to keep some regulations in place because they've worked for decades. And now that you add the cable giant into this mix, we should have some structure to keep us all from killing



Michael King

ourselves. I mean, if everyone had their way at these big corporations, they'd muscle out the other guy. They would put him out of business. And that's their plan.

Isn't that the American way?

RK—Well, not quite. There have always been restrictions on the American way. Look at the phone company. You do need some government to help the little guy because the little guy would be extinct if you didn't have some referee in there.

Are you concerned by all the Washington concern over violence?

RK—No, I'm not concerned at all. I'm happy they're concerned. There's no question that now that they've raised concerns, Hollywood is dealing with them. They weren't dealing with them at all. And there's always somebody in the community who will go to the lowest level. They would put on somebody actually murdering somebody if they could get a rating. Where we get to that middle of the road is by having both sides pulling so that we can stay in the middle of the road. So I'm very happy that the government is raising some huge issues for the society. I don't think that society necessarily is only programed by television, don't misunderstand me. But I think that there should be some

MAKE THE RIGHT CHOICE

WOULD YOU RATHER

- (A) Buy A Proven Game Show With A Successful 21-Year Track Record?**
- (B) Buy The Sizzle Of An Unproven Magazine Show, Sight Unseen, *Again*?**
- (C) Avoid The Decision Altogether?**



IF YOU S YOU MA RIGHT C

You made the right choice because no other new first-run show on television has THE PRICE IS RIGHT's proven track record. You made the right choice because no other syndicated show for 1994 has the franchise recognition to compete effectively in a marketplace flooded with talk and reality. And most of all, you made the right choice because burying your head in the sand is really no choice at all.

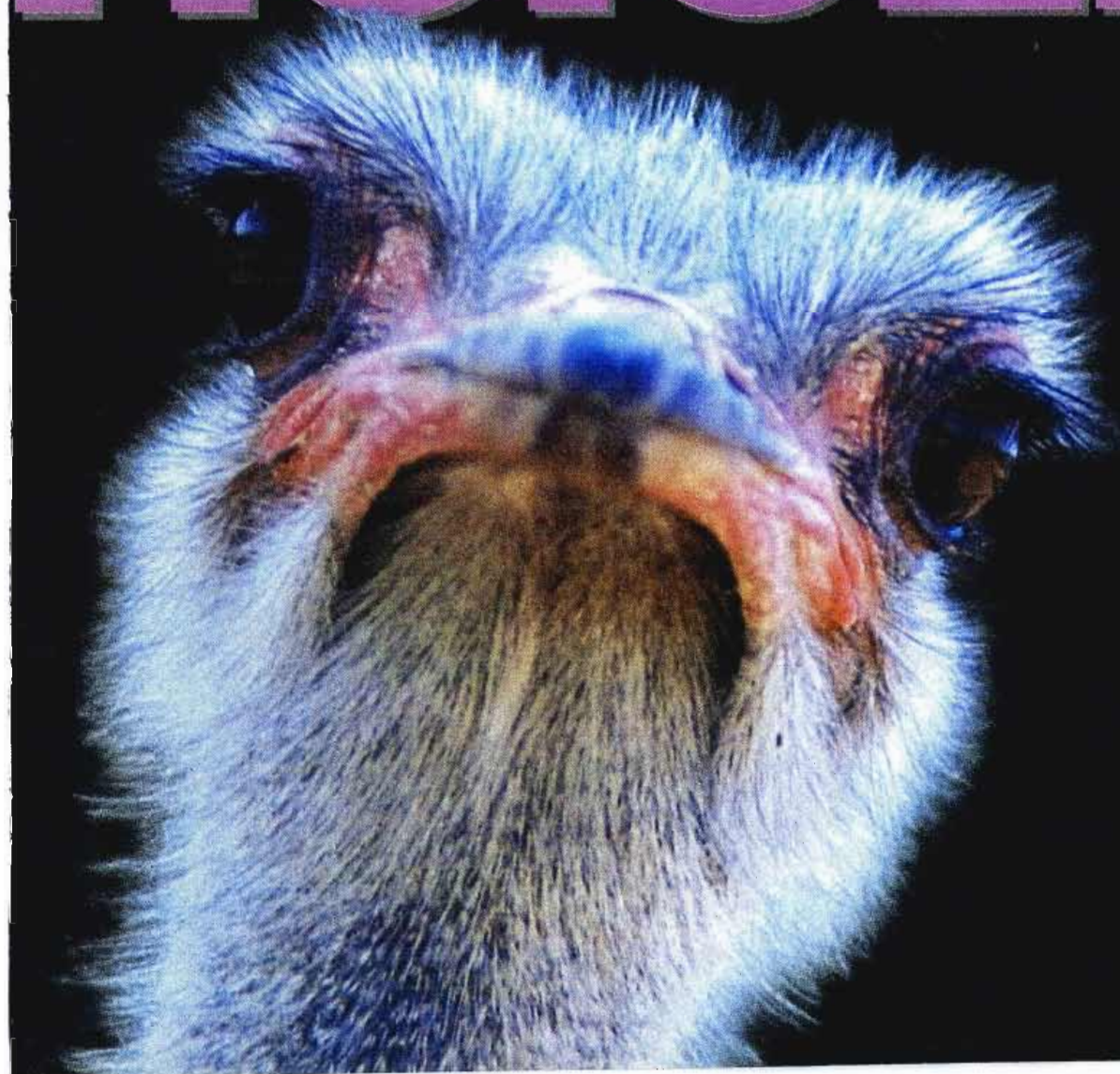


PREMIER
ADVERTISER SALES
A Paramount Pictures Company



A Paramount Pictures Company

**S
AID (A),
DE THE
HOICE.**



attention brought to this unbelievable amount of violence. And, quite frankly, soft porn.

MK—But if you look at what the big successes, the long hauls have been, they've all been family entertainment. The most successful movie of all time is "ET," and the most successful television show of all time is *Wheel of Fortune*. And you're seeing some rather unique G-type films in "Sleepless in Seattle" and "Dave," just to name a few, so the public responds to good entertainment.

How about your own shows? What about *Journal* and *Les Brown*?

RK—They're going very well. You know, we thoroughly understand the *American Journal* format, so we're way ahead of schedule. We're taking Les Brown from being a motivational speaker and training him to be a talk show host. We built millions of dollars into the budget to get rid of all the kinks and troubles before we get on the air. The first week of his show will be very good, the second week should be better, and so on.

What do you learn about our business when you fly 60,000 miles launching a show?

RK—My brother Mike and I work this company. Our blood and money and hard work are on the line here. And we love this business and we understand the business. I study the markets. One day I was in Chicago for breakfast and sold the market. I had lunch in Dallas and sold the market and dinner in New York and sold the market. I woke up many times on that swing not knowing what city I was in. But I rent a plane and do that 60,000 miles because when you go into a city, you learn about that city. That general manager or that program manager knows a lot about that city because they live there and they breathe there and they make their

money there, so when I go in I watch a lot of television. I meet and talk and listen to a lot of stations.

What about *Hollywood Squares*?

RK—We're not developing it for syndication. We don't see a new game show right now. *Wheel* and *Jeopardy!* are the premiere game shows, and we don't see any opportunity for another game show in syndication at this moment.

You know, *TV Guide* asked the public, "What are your favorite games," or game show. *Wheel of Fortune* and *Jeopardy!* came in like number one and number two, and the third in their poll of the viewers was *Hollywood Squares*. It's a powerful format, a classic show, and I could see it as a first-run syndication or in prime time or daytime network. Once a week. It could really work in any one of those arenas. We're thrilled that we own it; it's just a very valuable asset.

MK—But I don't see a hole.

Maybe '94 or later?

MK—We think probably '94. You asked about what you learn by flying around the country. You learn to look forward a little bit. You know, you start picking up all the little problems. You learn what's happening today, this year, the next 13 weeks, the next quarter, and some of the things you learn from the smaller markets where they are experimenting, doing some pretty exciting things. But it's really sitting down with people like yourself, going to some of the seminars they have throughout the year, different conventions. And you get to look forward. It scares me at times. But it's always been scary, the future; it's unknown. And the future has always been very exciting for some and horrible for others.

RK—So we're basically scared. ■

BET plans à la carte channel

Cable competition heats up in black/urban arena

By Rich Brown

Black Entertainment Television, faced with a growing list of potential competitors in the market, is about to create some competition of its own.

BET is developing a new à la carte service capable of showing a profit with as few as 5 million subscribers, says BET President and CEO Robert Johnson. The new service will be as much a symbol of expansion in the black/urban genre as it will be a symbol of how programmers plan to grow while keeping costs down in the 500-channel digital universe.

Programing on the channel is expected to have crossover appeal that will reach beyond the black/urban market. BET is already targeting that crossover audience with Action Pay Per View, a programing service purchased by the company last July. Full



Bob Johnson announces a third channel

details on the new service are expected to be unveiled next Tuesday (Sept. 21).

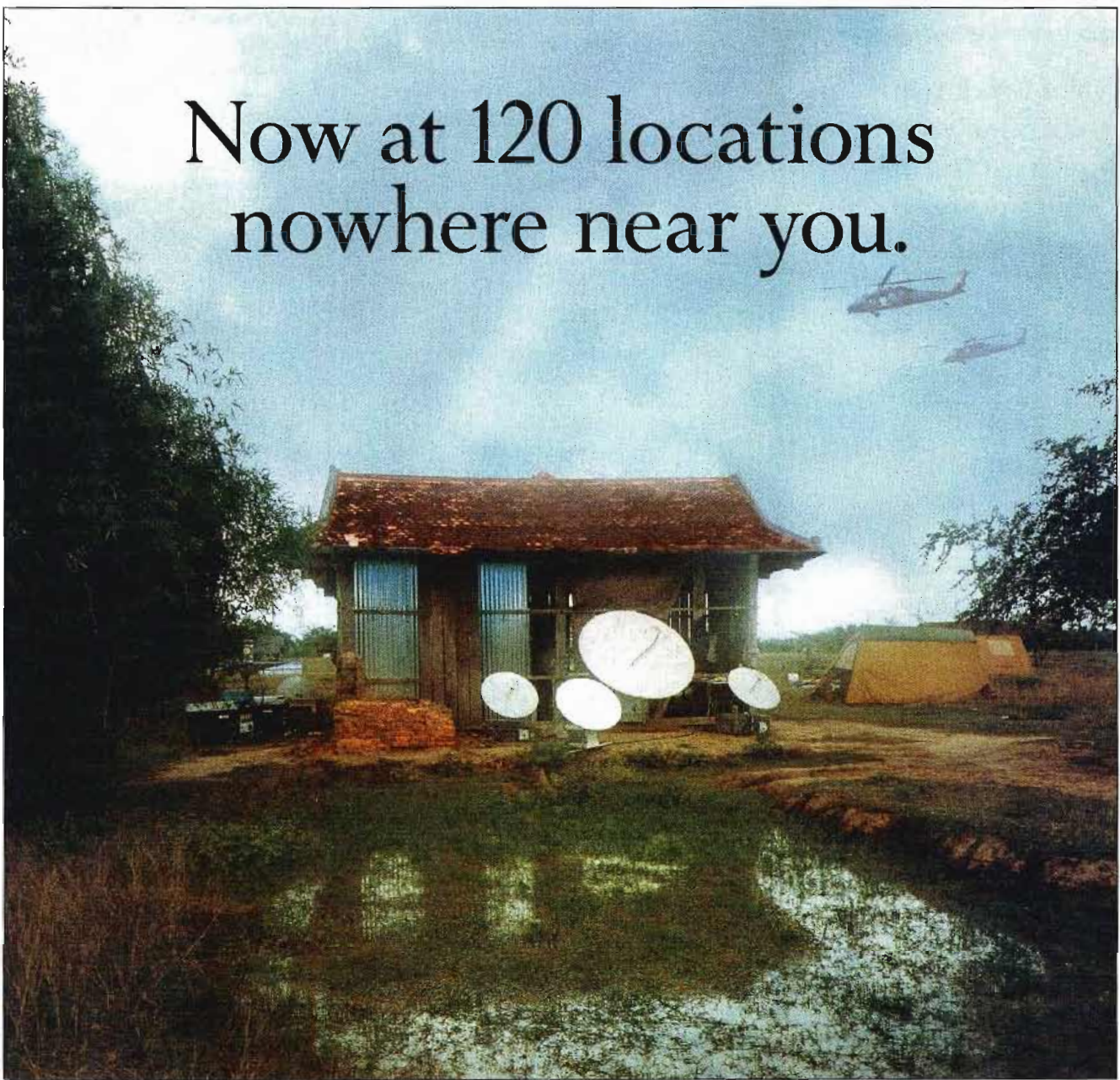
Talk of the new BET service comes

at a time of increasing competition in the black/urban arena from such potential competitors as World African Network (WAN) and Minority Broadcasting Corporation (MBC). But Johnson says he is not swayed by other players trying to enter the market.

"Those are only announcements, and anyone can make an announcement," says Johnson. "The challenge is bringing a channel on-line in a very competitive environment."

Besides, commercial-free WAN might actually be seen as complementing ad-supported BET, says Curtis Symonds, executive vice president of affiliate sales and marketing for BET. Likewise, WAN's Eugene Jackson says that his new service will complement BET and he hopes that the services will eventually cross-pollinate each other.

WAN so far has announced only



Now at 120 locations nowhere near you.

Every news editor knows the problem.

In a shrinking world, few news stories are considerate enough to break exactly where you have the full resources to cover them.

And when it's a question of extending your station's newsgathering reach, absolutely nobody can provide as many answers as Reuters Television.

Reuters has 120 bureaux in 80 countries – each capable of providing news in the form of television, text, graphics and still photography.

When it comes to supporting your own news teams, we can provide a service that's as basic as a single ENG crew – or as sophisticated as a transportable earth station including MCR, edit suites and multiple

uplinks to a satellite system that spans the world.

Plus all the local knowledge, experience and contacts of an organisation that's been dedicated to accurate and impartial reporting since 1851, and that numbers virtually every major broadcaster in the world among its customers.

For full details on the services of Reuters Television, contact your nearest bureau, or call +44 81 965 7733.

And get the news direct from the source.

REUTERS
TELEVISION

When Black television syndication results are important Baruch Entertainment delivers for it's clients. . .

African Heritage Network

"African-American Movie of the Month"

85% clearance

Black Entertainment Television (BET)

"African-American Men of Courage"

86% clearance

Career Communications Group

"Success Through Education: A Salute To Black Achievement"

92% clearance

World African Network

"Miss Collegiate African-American Pageant"

81% clearance

"Stomp"

78% clearance

A leader in quality Black programming with over 30 hours on-the-air in 1993

BARUCH

ENTERTAINMENT

1331 F St NW, Suite 800
Washington, DC 20004
202-833-1777 Fax 202-737-0725

PROGRAMMING

one multisystem operator affiliation agreement—New York-based Queens Inner Unity Cable Systems, a part-owner in the network. Jackson says that the delay in signing additional systems has been tied to uncertainty over reregulation.

"As quickly as they turn the corner on the FCC rules, we'll be able to formally sign contracts," says Jackson. "Once we get rid of all this Cable Act confusion, we'll make our June 1994 launch."

WAN will feature 30-40 titles a month at a cost of \$9-\$9.95 per month. Other details are less clear. For reasons of competition, Jackson won't say which movie packages WAN plans to acquire. He says that the network is seeking worldwide rights on acquired product and plans to launch the service internationally in 1994 or 1995.

MBC's Alvin James also says there is room for a pay TV service that would complement BET. MBC is currently trying to secure a new transponder on GE Satcom C-1 that would make the channel accessible to cable systems. He says that many cable system operators cannot retrieve the channel from its current position on

Galaxy III, which primarily serves the TVRO market. The service, which is now offered unscrambled, will eventually be offered to cable subscribers at a cost of \$4 per month.

Since March 1, MBC has been running a promotional piece for the channel along with some movies from the 1930's through the 1970's, ranging from Paul Robeson movies to *Shaft*. The service currently runs 12 hours daily and plans to expand to 24 in late September, James says. MBC, which hopes to run billboard advertising between movies, is in the process of organizing an Oct. 16 symposium at its Dallas headquarters to acquaint advertising and marketing executives with the service.

Ultimately, it will be up to cable system operators to decide just how much room there will be for additional black/urban channels.

"Over time, there is room for some competition in that arena," says Rob Stengel, senior vice president of programming for Continental Cablevision, one of the nation's top multisystem cable operators. "Over time, there's an opportunity to serve different programming interests in the minority community."

Producers say black viewing numbers simply don't add up

Complain of underreporting by Nielsen, census

By Mike Freeman

The variety of TV programs targeted to the African-American community has increased (see story above) but in the syndication area at least, producers don't think they're getting the ratings credit they deserve.

Several producers of African-American-targeted programming charge that Nielsen's local and national samplings do not accurately reflect black viewing. The alleged problem, they say, has had a spillover effect on advertising revenues and undermines the sales appeal of an audience estimated to account for as much as \$60 billion in annual retail spending.

Some producers fault U.S. Census population figures as much as Nielsen's purportedly representational

sampling pool of black peoplemeter households—of the 4,000 so-called Nielsen family households, roughly 11% are black.

Minority producers claim that there are close to 17 million black households (or almost 18%) in the 94 million TV household universe.

"What Nielsen and Census Bureau officials are saying is that only 11% of households in this country are black, which is patently absurd," says SI Productions President Bob Dockery, whose Los Angeles-based production company recently unveiled a fall 1994 "urban" news magazine, *24/Seven*.

"Compounding the problem is the fact that Nielsen's sampling pool of black households is so small that the margin of error is greater. When Nielsen reports the rating numbers for

A GOOD CALL.

UP 29%

3.8/9

3.2/7

**NEW YORK
LOS ANGELES
HOUSTON
MINNEAPOLIS
DETROIT**

WEEK #1 WEEK #4
FIVE MARKET PRE-LAUNCH RELEASE.

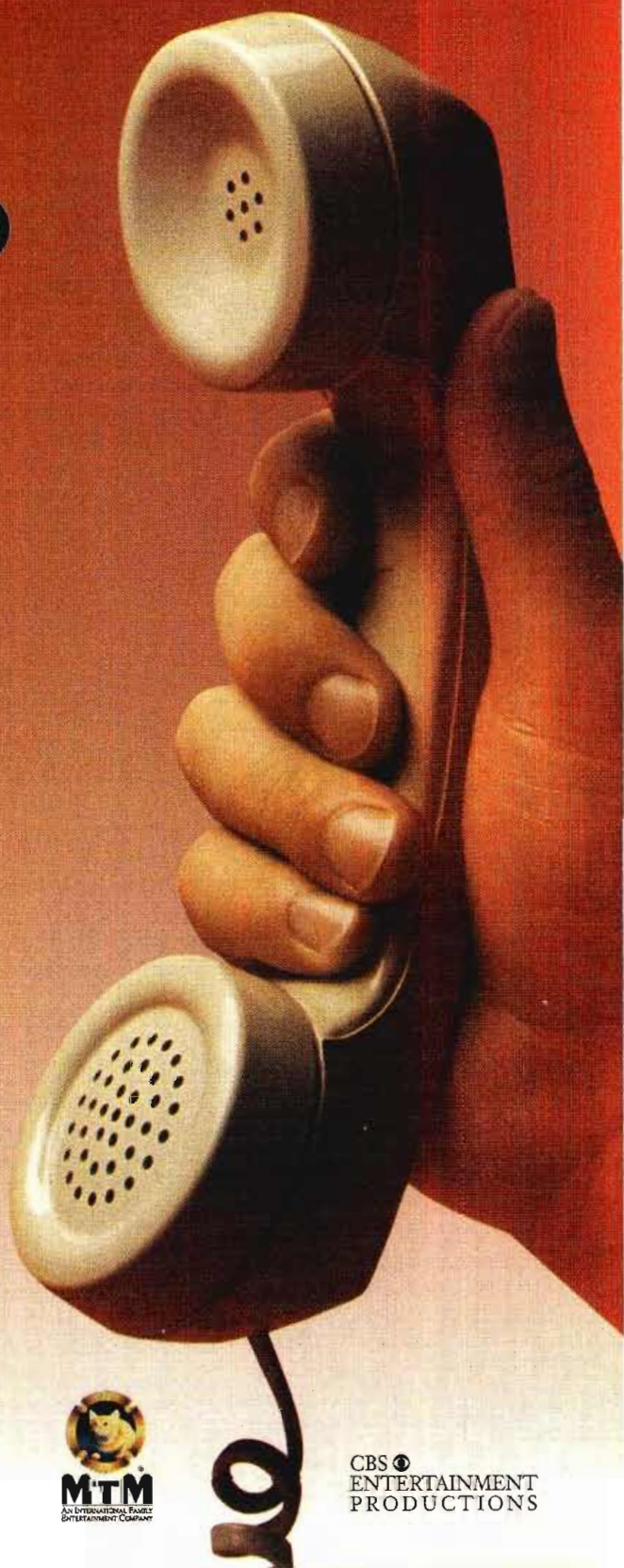
RESCUE 911[®]

**THE HIGHEST RATED NETWORK REALITY SHOW
IS HEADED FOR SUCCESS IN SYNDICATION!**

Source: NSI (New York, Los Angeles, Houston, and Minneapolis) and ARB (Detroit), 8/2-6/93 vs. 8/23-27/93. Percent change based on share.
©1993 MTM. All Rights Reserved.



**CBS
ENTERTAINMENT
PRODUCTIONS**



black households, they regularly footnote that the ratings [with up or down arrows] have 25% to 50% margins of error," Dockery says. "If there is a 50% error factor, how could advertisers have confidence in our [projected] rating guarantees?"

[Nielsen] is the only game in town," Dockery continues "and their only reply is that [ratings] subscribers would have to agree to pay substantially more to increase the sampling pool."

Even Tribune Entertainment's *Soul Train Music Awards*, one of the top-rated syndicated programs among black households for each of the last seven seasons, is said to face a series of challenges in proving its minority and white household ratings.

Yet, according to a competing African-American program supplier, the awards special garnered \$117,000 per 30-second commercial unit, a figure that places it atop syndicated minority-oriented programing airing last season.

Don Cornelius, *Soul Train*'s founder, host and executive producer, says that the annual music awards special typically averages above a 40 rating nationally among black households. But because of the error factor in those households, Cornelius says, Tribune's Target Marketing minority ad sales division is "often challenged to qualify its performance through a general audience rating." He claims the awards show usually averages a 10-12 general household number.

"Everybody is waiting for the day when Nielsen becomes more responsive to what the real American television universe is," says Cornelius, who prefaces his remarks by suggesting that distributors of Hispanic and children's programing are similarly concerned about underreporting of those groups. "When they [Nielsen] quit blocking minority programing at the pass by counting us as part of the centrist population, we'll have made some progress, but all we've been getting is lip service so far."

Jack Loftus, Nielsen's vice president of communications, says that the research company is holding steadfast to the Census Bureau's annually "updated" tabulations, with 10.9% of the national Nielsen Television Index (NTI) and 11.1% of the local Nielsen Station Index (NSI) sample pools represented by black households.

"We don't just take the census fig-



Don Cornelius

ures, we also rely on state and local agencies to cross-check these population figures," Loftus says. "This is the best data we have at our disposal, unless somebody could prove there is a better method."

While Loftus concedes that the margin of error is greater among the 400-plus black households, he says that a suggested tripling of the 4,000-household sampling would be "cost-prohibitive" and would neither be supported by industry subscribers nor change the demographic ratios now used in the Nielsen peoplemeter universe.

Loftus emphasizes that Nielsen has tried to be more responsive to the needs of African-American program suppliers, especially in the development of the National Audience Demographic (NAD) report during the last year and a half. And, six months ago, Nielsen introduced the personal NAD report, which, Loftus says, allows subscribers to randomly select a wide range of age, race, income and other sociographic information from Nielsen's database.

"Some people may complain that 400 black households is not enough, but it certainly provides us with detailed information that was never available to our subscribers before," says Loftus. ■

Stations renew 'Donahue' through 1995-96 season

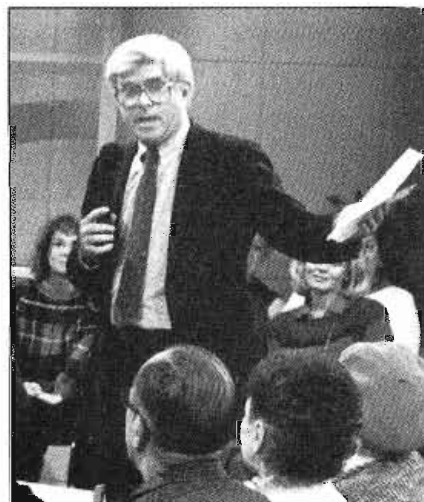
Suggests host's current one-year contract extension will be extended yet again

By Mike Freeman

Multimedia Entertainment has completed more than a half-dozen major-market license renewals for *Donahue* through 1995-96.

Company officials were either unwilling or unable to confirm whether Donahue himself has reupped for the 1995-96 season (his current one-year contract expires at the end of the 94-95 season). But the station renewals are considered a sure sign that the talk show host will remain in place for the next three seasons, despite rumors that he would leave the show for a run at political office.

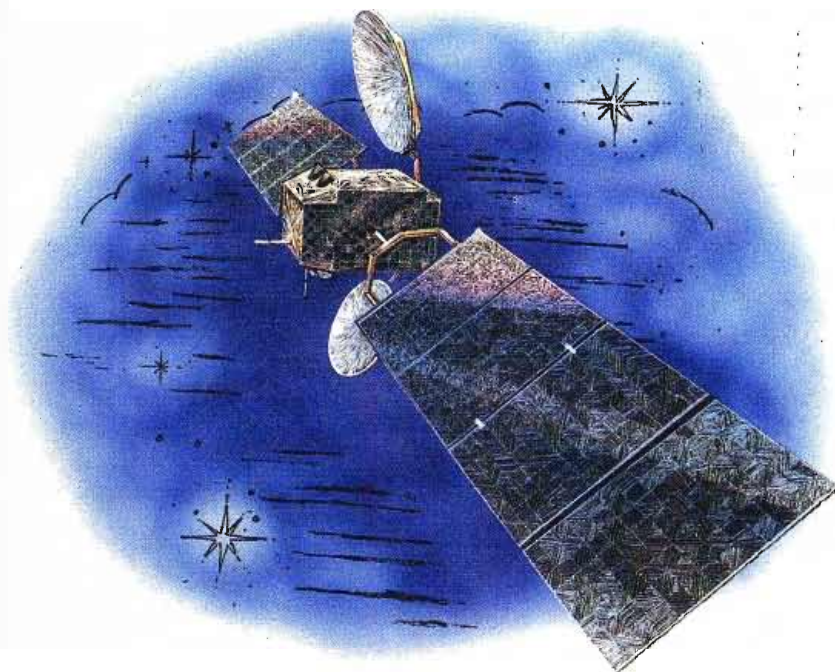
"In the eight years I have been here, the rumors have had Phil seeking everything from a senatorial, congressional or gubernatorial seat, to the most recent about him wanting to go on a moon shot," jokes Tom Shan-



non, Multimedia's senior vice president and director of sales.

Shannon says the same rumors cropped up two years ago—before

GE-1: THE FUTURE OF SATELLITE COMMUNICATIONS



JUST ASK OUR CUSTOMERS

"We needed to maintain our existing ground equipment and still have the flexibility of introducing new technology, such as digital compression, as it develops. GE Americom gave us a creative, cost-effective solution: GE-1 with 36 MHz Ku-band."

Randy Falco, President, Broadcast and Network Operations, NBC



GE American Communications

INNOVATIVE

- ◆ First U.S. 36 MHz Ku-band
- ◆ Cost-effective bridge to compression technology
- ◆ Shaped reflectors for optimum coverage

TECHNICALLY ADVANCED

- ◆ 60W Ku-band
- ◆ 15-18W variable C-band
- ◆ 15-year service life

RELIABLE

- ◆ Improved redundancy on mission critical components
- ◆ 36 for 24 Ku-band; 32 for 24 C-band transponder sparing
- ◆ Ground spare launch protection

Service begins first quarter '96.
Call (609) 987-4187
for more details.

**GE AMERICOM.
A HIGHER LEVEL
OF COMMUNICATION.**

Donahue's previous contract extension—that he was going to jump ship, but the New York-based syndicator went ahead with two-year station renewals.

At the NATPE convention two years ago in New Orleans, Multimedia completed a long-term licensing deal with NBC owned-and-operated stations to pick up *Donahue*, as well as its stable of *Sally Jessy Raphael* and *Jerry Springer* talk shows. Shannon says those contracts with the NBC O&O's "go well beyond the contracted dates for Phil's services," although he was unable to recall the specific expiration date.

As of last week, Shannon says, Multimedia has completed 1995-96 extension deals on *Donahue* with ABC O&O's KGO-TV San Francisco and KTRK-TV Houston, WCVB-TV Boston, WCCO-TV Minneapolis, KMBC-TV Kansas City, WOKR-TV Rochester and WEEK-TV Peoria.

Going into his 26th season in broadcast syndication, *Donahue* is cleared in more than 212 markets (98% U.S. coverage) and in eight countries. ■

Top cable shows and nets

Following are top 15 basic cable programs (Aug. 30-Sept. 5), ranked by households tuning in. Ratings are based on network's total households at time of program; U.S. ratings are based on 94.2 million TV homes. Source: Nielsen Media Research.

	HHs. (000)	Cable Rtg.	U.S. Rtg.	Program	Time (ET)	Network
1.	4,179	7.0	4.4	NFL (Houston-New Orleans)	Sun. 8p	TNT
2.	3,471	6.0	3.7	MTV Music Awards	Thu. 8p	MTV
3.	3,199	5.3	3.4	MLB (San Francisco-Atlanta)	Tue. 7:30p	TBS
4.	3,177	5.2	3.4	MLB (San Francisco-Atlanta)	Thu. 7:30p	TBS
5.	2,512	4.1	2.7	MLB	Wed. 7:30p	ESPN
6.	2,457	4.0	2.6	Boxing (Morrison-Williams)	Mon. 9p	ESPN
7.	2,449	4.0	2.6	NFL Primetime	Sun. 7:23p	ESPN
8.	2,171	3.5	2.3	NFL Gameday	Sun. noon	ESPN
9.	1,769	2.9	1.9	MLB (San Diego-Atlanta)	Fri. 7:30p	TBS
10.	1,755	3.0	1.9	Ren & Stimpy	Sun. 11a	NICK
11.	1,683	2.8	1.8	MLB (San Diego-Atlanta)	Sat. 7p	TBS
12.	1,657	2.7	1.8	Saved by the Bell	Tue. 5:30p	TBS
13.	1,632	2.8	1.7	MTV Music Awards (post show)	Thu. 11p	MTV
14.	1,627	2.6	1.7	College Football (Texas-Colorado)	Sat. 7:30p	ESPN
15.	1,614	2.6	1.7	NFL Primetime	Sun. 11:47p	ESPN

Following are the top five basic cable services for the week, prime time 8-11. Ratings and shares based on coverage households of each network. Data supplied by outside sources based on Nielsen Media Research.

Network	Household (000)	Rating/Share
TBS	1,887	3.1/5.5
ESPN	1,310	2.1/3.8
TNT	1,218	2.0/3.6
USA	935	1.5/2.7
NICK	713	1.2/2.1

INTERNATIONAL WIRE

UK cable slowdown

UK cable may be an exciting prospect for investors at the moment, but the latest cable numbers show a falling penetration rate. UK regulatory authority the ITC issued figures for the first half of 1993 which show that for the year to July 1, average penetration fell from 21.1% to 20.3% even though net broadband subscribers increased by 142,000 to 473,000. The drop is partly attributed to higher churn rates because of recessionary conditions. Despite the slowdown, the Cable Television Association is forecasting 800,000 subscribers by the end of the year.

Fremantle launches German production arm

Game show specialist Fremantle International has launched a German production company, Fremantle (Deutschland) Fernsehproduktions, to produce game shows and, eventually, other series from its Cologne base. Several of Fremantle's German game show

formats have already taken top ratings in afternoon time slots. Among them: *Geh Auf's Ganze (Let's Make a Deal)*, *Der Preise Ist Heiss (The Price Is Right)* and *Herzblatt (The Dating Game)*. The company will be headed by producer Martin Gulzow.

Owned 80% by the Interpublic Group, Fremantle now has eight international production affiliates, including companies in Spain, the UK, Greece, Portugal and Australia.

Turner networks set for free-to-air launch

Standing firm by its strategic decision to offer multilingual services free to subscribers, Turner Broadcasting will launch its Cartoon Network and TNT in Europe this week. Overshadowed somewhat by Rupert Murdoch's announcement of the launch of his much-heralded Sky Multichannels pay package, Turner's latest European channels will launch unencrypted on Sept. 17 to European satellite-dish homes and selected cable systems. Transmitted

originally in English, the channels will offer up to 40% of their schedule dubbed or subtitled in six European languages, including French, Swedish, Norwegian, Finnish and Spanish.

Turner also concluded an agreement with the London Interconnect consortium of regional cable systems. Turner has enlisted agency Bartle, Bogle & Hegarty for its extensive consumer advertising campaign in the UK, hoping to capitalize on the brand appeal of its cartoon and nostalgic movie personalities.

E! deals with Star TV

E! Entertainment Television made its first move into Asia, becoming the first new programer to join Murdoch-owned Pan-Asian satellite network Star TV. The entertainment package will provide Star with a minimum of two hours per week from E! series *News Week in Review*, *Extreme Close Up* and *In Focus*. The branded time slot will air on Star Plus beginning Sept. 14. —MA

HIGHWAY IS HOT!

+71%

MEN*

18-49

ADI SHARE
VS. JULY '92
TIME PERIOD



+13%

WOMEN*

18-49

ADI SHARE
VS. JULY '92
TIME PERIOD



*Source: Arbitron July '93 & July '92 all markets.



National Advertising By:

**GROUP W PRODUCTIONS
MEDIA SALES**



**GENESIS
ENTERTAINMENT**

(212) 527-6400 • (818) 706-6341

© 1993 Genesis Entertainment.

**REAL STORIES
OF THE
HIGHWAY
PATROL**

Produced in Association with Mark Massari Productions.

NIMA debuts at NATPE

Part of association effort to broaden participation

By Mike Freeman

Going into his first program conference as president of NATPE International, Bruce Johansen is looking to broaden the roster of exhibitors at the 1994 convention in Miami.

For the first time, there will be an "Infomercial Pavilion" on the convention floor (housing 20 National Infomercial Marketing Association-sponsored exhibitors).

The former Multimedia Entertainment syndication executive is also looking to create an aggressive agenda of pre-convention industry forums to broaden the national TV programing organization's membership ranks.

To get more members under the tent, NATPE is also holding a "Creating Today's Television" seminar next month (Oct. 2) in Los Angeles—a two-part panel session featuring the network entertainment chiefs, syndication executives and producers.

As a precursor to the industrywide panel sessions at the NATPE convention, Johansen says the organization is considering conducting similar all-day seminars quarterly around the country.

The \$325 registration fee for the L.A. seminar, says Johansen, will include a membership in NATPE through the end of 1994. The revenue will go NATPE's education foundation and scholarship funds. ■

King World buys in to interactive

King World has purchased a 10% interest in Crystal Dynamics, a Palo Alto, Calif.-based interactive programing company. The purchase follows by two months HBO's acquisition of a 10% stake in the same company. Crystal was founded in 1992 and is run by Strauss Zelnick, former president and COO of Twentieth Century Fox.

Something to Lose

A commentary on network programing standards from
Gene F. Jankowski, former president, CBS

It is difficult to read about the debate regarding sex and violence on television without expressing some thoughts that need to be entered into the discussion.

The one program that seems to be the catalyst for much of the expressed concern over content is *NYPD Blue*.

A recent article in *The New York Times*, as well as trade interviews with the producer, reflect a lack of understanding and appreciation of what network television programing is all about, and why it grew to be so popular over the years. After reading the articles, one could draw the conclusion that the sexual mores of America are now in the hands of one producer who believes that "America won't get rid of its sexual hangups until we have full frontal nudity on television."

Apart from the lack of any factual basis for that statement, the attempt to justify his position on the basis that "network dramas need more license to grab audiences that have become accustomed to more graphic fare on cable" is ridiculous.

"In 1993, when you're doing a cop show, you're competing with cable," he said. "I don't think we can at 10 o'clock with our hour dramas effectively compete any longer unless we paint with some of the same colors that you can paint with when you make a movie." He said he hoped that affiliates would "have the courage" to allow viewers to form their own judgments about the series rather than "function as a public censor or a public taste arbiter."

To say that I do not share his opinions or philosophy would be too mild.

First of all, broadcasting should not be competing with cable. The last time I looked, the most popular drama on cable was *Murder, She Wrote*, possibly the least violent, least sexy show in its class—and, after eight years, still one of the top-10 most-watched programs on CBS—a tribute to the performances and writing of good television.

How does this establish that sex is what cable audiences want?

And as HBO and Showtime know only too well, audiences are known to reject pay cable.

In any case, cable audiences are vastly smaller than network audiences. Why would anyone want to imitate that? It

would seem to be more appropriate to consider what network television audiences want. If anyone studies the recent ratings, they will discover, among others, *PrimeTime Live*, *48 Hours* and *Dateline NBC* are all 10 o'clock shows in the top 20 for the week, and all have audiences that would make any cable channel ecstatic.

Network television continues to survive in a world 30 times more competitive because the audience is there every night, a repeat customer waiting to be entertained/informed.

They return because, as an invited guest, network television has maintained reasonable standards of taste and decency.

When executives make the mistake of abdicating standards responsibilities to others, and believe that audience size will increase if standards are lowered,

they are sowing the seeds of programing failure and financial difficulty. I am not aware of any company, in any business, that grew stronger by lowering the quality of its product.

Some of the ABC affiliates have reacted. I hope they do have "the courage" to pre-empt any program that they believe weakens the positive image they have of their stations, of their audience and of themselves, and not abdicate to any individual producer the role of public arbiter. As someone once said: "Editing is what editors are for." The networks and stations alone should take responsibility for content.

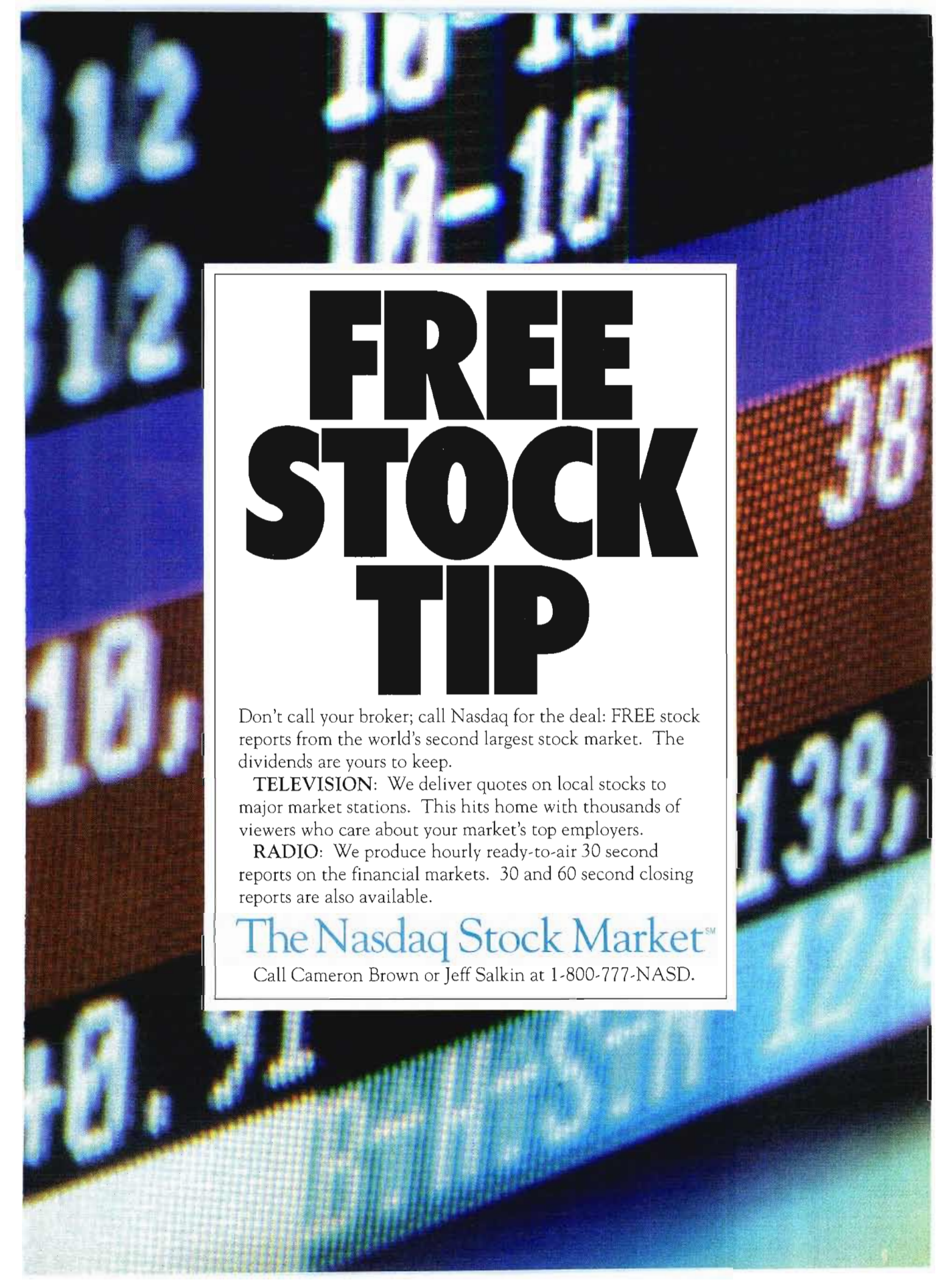
Furthermore, blatant nudity on commercial television should not be a matter of arbitration. Networks need only say "no." Maintaining standards of quality and image control should not be confused with censorship. Once the networks lose their standards and have no company code of conduct, only the competition benefits.

And if one network loses its standards, it tarnishes all the networks.

It is the belief that there are no self-imposed program standards that causes government representatives and pressure groups to attempt to control program content. And no one should want that.

No, the networks should not compete with cable by lowering program standards. After all, it is not cable that has something to lose.





FREE STOCK TIP

Don't call your broker; call Nasdaq for the deal: FREE stock reports from the world's second largest stock market. The dividends are yours to keep.

TELEVISION: We deliver quotes on local stocks to major market stations. This hits home with thousands of viewers who care about your market's top employers.

RADIO: We produce hourly ready-to-air 30 second reports on the financial markets. 30 and 60 second closing reports are also available.

The Nasdaq Stock MarketSM

Call Cameron Brown or Jeff Salkin at 1-800-777-NASD.

Ratings Week

According to Nielsen, Aug 30-Sep 5

	 ABC	 CBS	 NBC	 FOX
MONDAY	11.3/19	10.3/17	10.9/18	6.1/10
8:00	15. Day One 11.2/19	30. Evening Shade 9.6/17	17. Fresh Prince 10.9/19	70. Fox Night at the Movies—Bonnie & Clyde: The True Story 6.1/10
8:30		30. Major Dad 9.6/16	17. Blossom 10.9/18	
9:00	14. ABC Monday Night Movie—Missing Persons 11.4/19	12. Murphy Brown 12.5/20	17. NBC Monday Night Movies—Deception: A Mother's Secret 10.9/18	
9:30		22. Big Wave Dave 10.7/17		
10:00		29. Northern Exposure 9.7/17		
10:30				
TUESDAY	10.3/17	11.4/19	9.2/16	6.3/11
8:00	33. Full House 9.5/17	11. Rescue: 911 12.8/22	41. NBC Movie of the Week—Saved by the Bell Hawaiian Style 8.7/15	76. Roc 5.7/10
8:30	49. Where I Live 7.8/13			83. Roc 5.2/9
9:00	4. Roseanne 13.9/23	22. CBS Tuesday Movie—Seduction in Travis County 10.7/18		61. America's Most Wanted 7.2/12
9:30	8. Coach 13.2/21		26. Dateline NBC 10.2/18	
10:00	43. The Commish 8.6/15			
10:30				
WEDNESDAY	9.1/16	9.5/16	11.4/20	6.3/11
8:00	49. Wonder Years 7.8/14	57. Trouble w/Larry 7.4/14	8. Unsolved Mysteries 13.2/23	67. Beverly Hills, 90210 6.3/11
8:30		66. Tall Hopes 6.6/11		
9:00	1. Home Improvmt 15.7/26	44. Ned Blessing 8.5/14	13. Now w/Tom and Katie 12.0/20	
9:30	38. Street Match 8.9/14	10. 48 Hours 13.0/23	38. Law and Order 8.9/16	
10:00	59. The Commish 7.3/13			
10:30				
THURSDAY	11.2/19	9.3/16	10.9/19	6.1/10
8:00	27. ABC Movie Special—Crash Landing: Rescue Flight 9.9/17	34. In the Heat of the Night 9.2/16	37. Mad About You 9.0/16	41. The Simpsons 8.7/16
8:30		25. Eye to Eye with Connie Chung 10.3/17	16. Wings 11.0/19	72. Roc 5.9/10
9:00		44. Angel Falls 8.5/15	5. Seinfeld 13.8/22	82. In Living Color 5.3/9
9:30			2. J. Larroquette 14.3/23	86. Herman's Head 4.5/7
10:00	5. Primetime Live 13.8/24		30. Mad About You 9.6/16	
10:30			56. Wings 7.6/14	
FRIDAY	11.3/23	5.7/11	7.7/15	5.4/10
8:00	27. Family Matters 9.9/21	80. How'd They Do That? 5.4/11	44. NBC Movie of the Week—The Awakening Land, Part 1 8.5/17	79. Brisco County, Jr. 5.5/11
8:30	24. Hangin w/Mr. C 10.4/21	80. Building 5.4/11		83. UFO Report Special 5.2/10
9:00	17. Step by Step 10.9/21	75. Boys 5.8/11		
9:30	40. Dinosaurs 8.8/17	71. Picket Fences 6.0/12	68. Great Escapes: Trade Winds 6.2/12	
10:00	5. 20/20 13.8/28			
10:30				
SATURDAY	4.6/10	8.7/18	6.6/14	6.4/14
8:00		49. Dr. Quinn, Medicine Woman 7.8/17	72. Super Bloopers 5.9/13	63. Cops 6.8/15
8:30	87. In a New Light '93 3.5/8	36. CBS Saturday Movie—Gunsmoke: To the Last Man 9.1/19	53. Empty Nest 7.7/16	53. Cops 7.7/16
9:00			47. Nurses 8.3/17	77. Front Page 5.6/12
9:30			72. Sisters 5.9/13	
10:00	64. The Commish 6.7/15			
10:30				
SUNDAY	6.6/14	10.1/21	5.7/12	5.5/11
7:00	90. Gettin' Over 3.2/8	3. 60 Minutes 14.0/33	85. I Witness Video 4.7/11	87. Tiny Toons Vacation 3.5/8
7:30	91. Gettin' Over 3.1/7	17. Murder, She Wrote 10.9/22	77. I Witness Video 5.6/11	64. Martin 6.7/14
8:00	57. Am Fun Hm Vid 7.4/15		68. NBC Sunday Night Movie—Living a Lie 6.2/12	59. Living Single 7.3/14
8:30	48. Am Fun Hm Vid 8.2/16	53. CBS Sunday Movie—Mother of the Bride 7.7/15		34. Married w/Childn 9.2/17
9:00	49. ABC Sunday Night Movie—A Son's Promise 7.8/15			62. Daddy Dearest* 7.0/13
9:30				89. Tribeca 3.3/7
10:00				
10:30				
WEEK'S AVGS	9.1/17	9.3/17	8.8/16	5.9/11
SSN. TO DATE	11.3/19	11.9/20	10.4/18	7.0/12

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

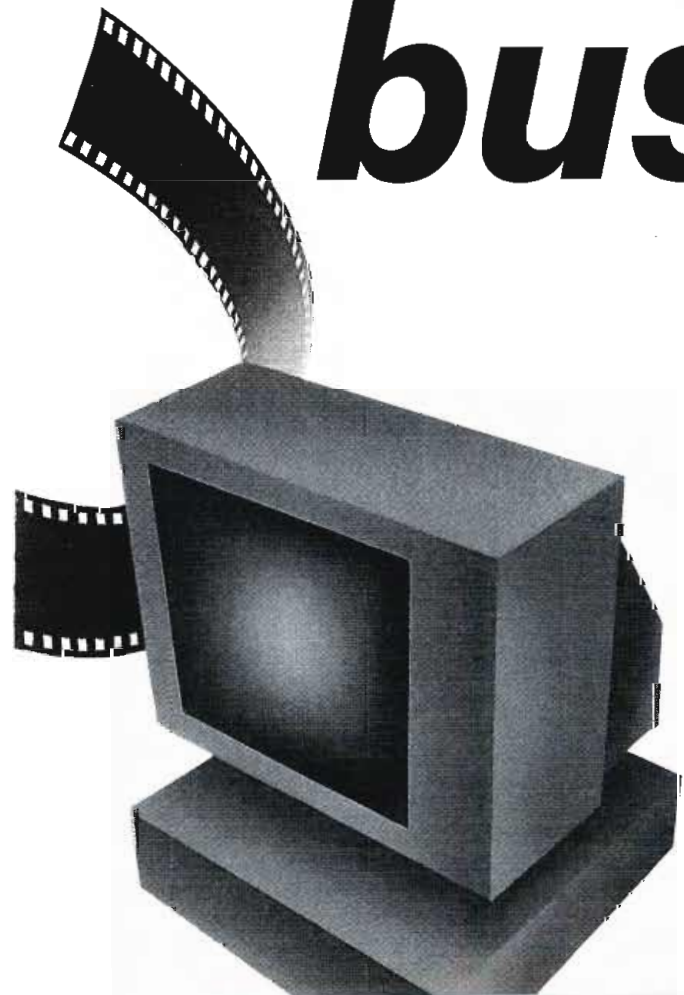
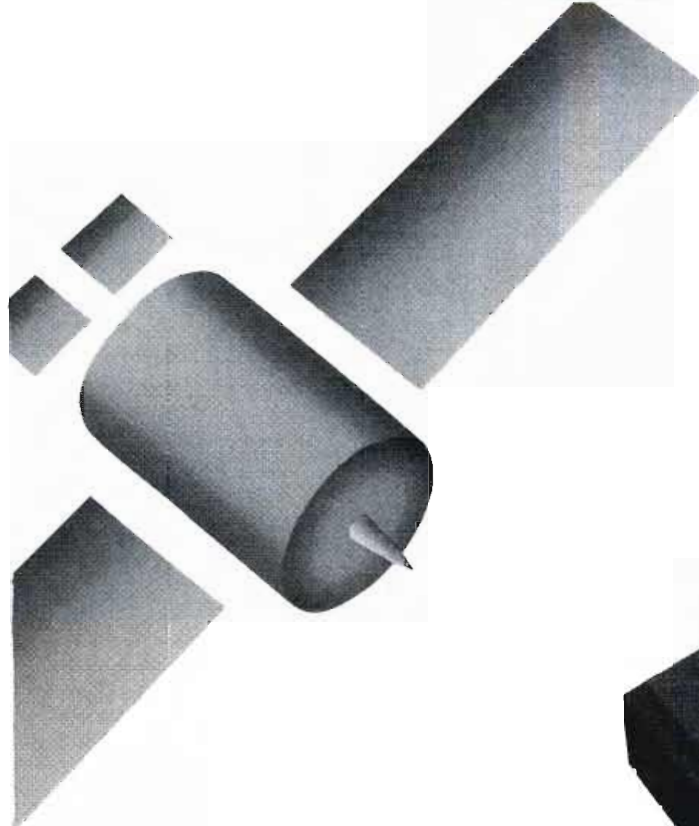
YELLOW TINT IS WINNER OF TIME SLOT

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT



visual **business**

MIPCOM

**International film and
programme market for TV, video,
cable and satellite**

**11th - 15th October
Palais des Festivals, Cannes**

MIPCOM 1993 : Seeing is believing.
Programming professionals from
around the world gather for
this annual event.

To buy and sell, make new contacts
and forge new partnerships.
Negotiate Co-productions
and discuss joint ventures.

Meet almost nine thousand
industry professionals
from eighty countries : Producers,
Distributors, Broadcasters,
Acquisition Executives
and Feature Film Makers.

Get off to a good start... Book your
participation now and advertise in the
MIPCOM Preview distributed to
delegates before the show. Use the
MIPCOM Daily News to maintain
your advertising message, and the
MIPCOM Guide: the definitive reference
source no one would be without.

Call **Barney Bernhard** now on (212) 689 4220,
fax on (212) 689 4348 or write to :
Reed Midem Organisation Inc.
475 Park Avenue South, 9th Floor
New-York NY 10016

 **A MEMBER OF REED EXHIBITION COMPANIES**

Network audiences down slightly

Westwood and ABC drop, while CBS and Unistar are flat in latest RADAR ranking

By Peter Viles

Despite the recent rise in nationally syndicated radio programming, the network radio industry lost a considerable number of listeners from 1992 to 1993, according to RADAR 47, the most recent ratings analysis of the industry.

An ABC analysis of the report shows listenership to the four major networks down 6.3% from fall 1992 to spring 1993, from 27.4 million to 25.7 million. Much of that drop—1.4 million—can be attributed to Westwood One's realignment, under which four networks were merged into three, with total listenership to the three networks dropping 18.7%. ABC was also down slightly, with each of its five networks posting slight losses and the company suffering a total listenership decline of 3.9%.

CBS and Unistar both held steady, with each network posting a total gain of 0.9% in listeners.

Westwood's listener losses did not appear to benefit a particular network. An ABC analysis of audience share shows Westwood losing 3.5% of its audience share, with Unistar gaining 1.4%, ABC gaining 1.1% and CBS gaining 1.0%.

The top four networks held their places, with ABC Prime leading the way, followed by Westwood One/Mutual, ABC Platinum and ABC Genesis.

Other highlights of the report include:

- ABC's Paul Harvey again tops all other RADAR-rated programs. Harvey's weekday morning program draws more than 6 million listeners, and Harvey accounts for five of the seven top-rated programs in network radio.

- In an analysis that doesn't include American Urban Radio Networks, ABC continues to hold a commanding lead in audience share, with 43.3% of the audience of listeners 12-plus. Westwood is second at 23.1%, Unistar third at 19.7% and CBS fourth at 13.9%. ■

RADAR 47 Network radio, spring 1993

Network	Radar 47 Spring 1993		Radar 46 Fall 1992		% Chg. Spring v. Fall
	000's	Rank	000's	Rank	
ABC Prime	4,703	1	4,725	1	-0.5
Westwood Mutual	2,808	2	3,033	2	-7.4
ABC Platinum	2,463	3	2,572	3	-4.2
ABC Genesis	2,196	4	2,310	4	-4.9
CNN +*	2,117	5	1,964	6	+7.8
CBS Spectrum	2,078	6	2,050	5	+1.4
Westwood/NBC	1,953	7	1,408	10	+38.7
Unistar Super	1,664	8	1,880	7	-11.5
CBS Radio Ntwrk.	1,495	9	1,490	8	+0.3
W.O.N.E.**	N/A	N/A	1,485	9	N/A
Unistar Power	1,277	10	1,167	12	+9.4
Westwood/Source	1,174	11	1,375	11	-14.6
ABC Excel	929	12	1,064	13	-12.7
American Urban	865	13	994	14	-13.0
ABC Galaxy	845	14	917	15	-7.9

* Formerly Unistar Ultimate

** W.O.N.E. merged into Westwood/NBC and Westwood/Mutual in RADAR 47

Source: ABC analysis; persons 12+; common daypart, all full-service networks, Monday-Sunday, avg. persons in millions

Paxson flirting with cable

Sees opportunity in using radio stations to rep channels

By Peter Viles

Lowell (Bud) Paxson, one of the founders of home shopping and now an aggressive duopoly dealmaker, is at it again. This time Paxson says that he is negotiating with cable systems in Florida to use his radio sales staff to sell advertising time on cable channels.

"We've found some serious interest in this, and we're in some serious discussions about it now," Paxson said last week during a panel discussion at the National Asso-



Bud Paxson

ciation of Broadcasters Radio Show in Dallas.

While the subject of the panel was duopoly, Paxson talked repeatedly of the opportunity he sees for radio stations to use their sales and marketing expertise to sell advertising time on cable channels. While that idea has surfaced before, many radio broadcasters are hesitant to join with cable, fearing that gains

made by cable systems in advertising sales will likely come at the expense of radio stations.

Paxson, however, sees only oppor-

YOU CAN SHARE PROGRAMMING AMONG YOUR RADIO STATIONS ... At a Lower Cost Than Ever Before!

Share programming among your station group or with other stations by sharing day parts, entire formats or by delivering your top-rated talent to other markets coast to coast. You can spread overhead costs, increase the quality of programming at the local station and build your audience by creating a satellite radio network. And now new digital satellite technology makes radio networking more affordable than ever before. Let us offer you a complete solution for your radio networking needs.

Call us at (202) 822-2626.

NPR SATELLITE SERVICES®

2025 M Street, NW, Washington, DC 20036
(202) 822-2626

tunity. "My observation is this: Go get five channels from cable and sell them yourself."

Certain cable-radio combinations would make more sense than others, Paxson said. For example, the sales staff of an all-sports radio station could sell local spots on ESPN as well; all-news stations or news/talk stations

would pair up well with CNN, and country stations would match well with CMT, the country music video channel.

Paxson said that he doesn't know of any such arrangements now, but he said he expects to see them. He would not name the cable systems with which he is negotiating. Paxson owns

14 radio stations in Florida's four largest markets: Miami, Tampa, Orlando and Jacksonville.

"We were approached [by cable systems]," he said. "So if we were approached, I've got to assume other broadcasters were." He added: "I think it's an area of opportunity for us."

New system lets FM's aid in navigation

Mobile receivers in boats, vehicles or aircraft could pinpoint coordinates using RBDS

By Sean Scully

Radio can now help people find themselves.

Differential Corrections Inc. of Cupertino, Calif., is promoting a system that allows FM stations to use radio broadcast data system (RBDS) signals to improve the accuracy of global positioning service (GPS) receivers. GPS uses 24 satellites to locate the position of a receiver mounted in a boat, vehicle or aircraft.

The problem, says DCI President Ron Haley, is that without some error-correction method, GPS is only accurate to about 100 meters, hardly enough for any delicate navigation. "Take New York, draw a circle 100 meters wide downtown and you cover a couple of blocks," he says.

DCI proposes putting a GPS receiver in a known location, thereby allowing mobile receivers to check the uncertain GPS information from satellite against a certain terrestrial signal. With that known position broadcast over FM RBDS, a mobile receiver could calculate its location to within one meter.

Differential correction is nothing new, Haley explains, but using RBDS to transmit the correction signal is new.

DCI is already transmitting in San Francisco, Washington, Los Angeles and Chicago, and it hopes to have most other major markets up by the end of the year.

Once a broadcaster agrees to participate, DCI will install the GPS receiver and RBDS encoder and manage the service.

In return, the broadcaster receives 20% of the revenue, Haley says. Subscriptions to the service cost \$50 per year for guaranteed 10-meter accuracy and increase to \$500 annually for 1-

meter accuracy.

Current GPS receivers, which start at approximately \$700, include a jack for error-correction equipment, so DCI will sell a standalone RBDS receiver for roughly \$200. California GPS receiver company Trimble Navigation will market a combined GPS-

RBDS receiver later this year for about \$950. The standalone receiver can double as an RBDS-based pager, allowing a station to offer several data services at once.

Haley says that DCI will begin a major publicity campaign for the service later this month.

Chicago DJ loses equal-pay suit

Chicago disc jockey Shannon Dell lost her sex discrimination lawsuit against WGCI-FM Chicago. Dell sued because the station's male drive-time stars, Doug Banks and Tom Joyner, were making considerably more money than she was making for doing middays. A Chicago jury found WGCI-FM and its owner, Gannett, not guilty of discriminating against Dell on the basis of her sex. Banks was seeking \$2.9 million. According to the *Chicago Sun-Times*, her pay ranged from \$40,000 to \$55,000 per year, while the two male stars made between \$625,000 and \$750,000. The jury's decision is considered significant because it upholds one of radio's long-standing employment practices: paying disc jockeys and other on-air personalities widely differing amounts for performing essentially the same tasks. "I feel ecstatic—and very relieved," WGCI-FM President and General Manager Mary Dyson told the *Sun-Times*.

—PV

Stock offering from Clear Channel

San Antonio-based Clear Channel Communications announced last week it has filed a registration statement for the offering of 1.9 million shares of common stock.

Of the shares being offered, 1.5 million are being sold by Clear Channel, 200,000 by an outside director, and 200,000 by L. Lowry Mays, Clear Channel Communications president and chief executive officer.

Proceeds from the sale of shares to be sold by the company will be used to repay debt under a revolving credit agreement.

A diversified broadcasting company, Clear Channel Communications owns or operates 31 radio stations, eight television stations and three state news networks in 14 states.

Alex. Brown & Sons, A.G. Edwards, First Boston and PaineWebber are managing underwriters for the offering.

The registration statement relating to the securities offering has been filed with the Securities and Exchange Commission, but has not yet become effective.

—JC

Fair enough, King says



King

The potential return of the fairness doctrine became a hot topic at last week's NAB Radio Show in Dallas. At a meeting of the Radio Operators Caucus, most

broadcasters agreed that the issue would likely become a pressing one and that broadcasters were likely to fight Congress in the federal courts.

Against that background, many broadcasters were surprised to read the following in Larry King's *USA Today* column last Tuesday (Sept. 7): "Every responsible broadcaster I know likes the fairness doctrine because fairness is what the USA is all about."

Arbitron OK

It wasn't quite a ringing endorsement, but it was probably as close as you can expect: The Radio Operators Caucus discussed the new Arbitron survey plan calling for larger sample sizes, and a majority of the broadcasters present went on record as favoring the changes. The group held back a full endorsement, which was deemed inappropriate because there are other companies vying for the same business.

A banker in the house?

Anecdotal evidence at the NAB Radio Show last week in Dallas indicated that the banking industry is showing more interest in radio these days. Lowell "Bud" Paxson of Paxson Broadcasting observed: "Last year I think there were four banks here. This year there are 25. The money's there."

KGO and KGO

San Francisco's news/talk powerhouse, KGO(AM), has been cloned: the station is being simulcast on KGOE-FM Eureka, Calif. KGOE-FM will initially carry KGO's

entire commercial load, but eventually the FM station hopes to insert its own local advertising. Says Thomas Crane, whose company, Southwestern Pacific Broadcasting, owns KGOE-FM: "Radio's future is regional. There's really no other way than through retransmission to deliver to small markets the type of quality programming that KGO radio offers its listeners."

Interop promotes CouponRadio

The Interop Radio Store has entered a joint venture to promote CouponRadio, a newly developed system that uses the Radio Broadcast Data System (RBDS). The system envisions an electronic memory card that listeners insert into specially made radios during commercials. Listeners then take the card to participating retailers and insert it in a special machine that reads the information and spits out a coupon

good for a discount on a product. In addition, the coupon would prove to the advertiser that the commercial was effective.

Simpson to Unistar



Simpson

Next entry in the rapidly growing national morning show sweepstakes: Donnie Simpson of WPGC-FM Washington will soon do a national show for

Unistar Radio Networks. Unistar officials say the show will not differ much from the one Simpson does now at WPGC-FM, which is a hybrid of contemporary hit radio and urban.

\$18,500,000

Senior Secured Notes
to
Radio One, Inc.
Radio One of Maryland, Inc.

Financing has been
provided by

GFC

Greyhound Financial Corporation
Communications Finance Group

Matt Breyne, (312) 322-7227 • Chicago, Illinois
Jeff Kilrea, (312) 322-7205 • Chicago, Illinois

Home computing gets cable connection

Zenith system would let households hook into central servers on Ethernet-like networks

By Sean Scully

Soon you may be able to enter a computer network through your cable jack.

Zenith Electronics says that its new Homeworks system allows cable operators to convert a single 6 mhz TV channel into four separate computer networks. The networks are based loosely on Ethernet, which allows many users on a single server simultaneously, says Zenith engineer Edward Zilka.

The base unit for home computers will retail for just under \$500, and a headend unit to control the networks will cost just under \$2,000.

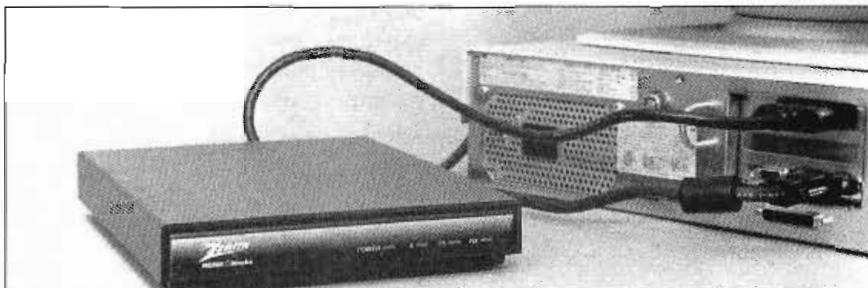
Other than the units on each end, Zilka says, there is no additional cost to offer such a two-way service over a normally one-way cable system.

Several trials are under way, Zilka says, including one at TCI's Provo, Utah, system. The company set up two computer file servers on the cable network and hooked up personal computers at various points around the city. They ran several programs, including WordPerfect, over the cable line, and timed the system's speed against that of a self-contained computer. "We were always within one second.... You literally seem to be working off the hard drive," says Paul Venturella, the system's general manager.

The test also includes electronic mail, billboards and connections to Internet, a worldwide network. In every case, Venturella says, Homeworks has passed with flying colors.

With a new generation of computer-driven cable boxes on the horizon, Venturella says that this kind of two-way computer communication offers exciting possibilities for cable. "I believe we'll reach a point where we can do all these things—access Internet and retrieve data—without a PC."

While he's not certain whether TCI in Provo will offer the service directly anytime soon—that would require a corporate decision by TCI in Denver—Venturella says that several local groups are considering buying equip-



Zenith's new Homeworks unit, which allows a PC user to connect to computer networks through a standard cable jack

ment and leasing channels from his system. Utah Valley State College, he says, is interested in distance learning as well as inexpensive and easy network access.

Computer networks have been waiting for this kind of development for a long time, says David Waks, executive director of technology for Prodigy Services. Cable lines offer the possibility of transmission speeds of millions of bits per second, compared with conventional phone-line modems that are able to carry only thousands of bits per second.

"Right now, the biggest bottleneck in our service is the local telephone line," Waks says.

The Zenith system will, at least at first, offer only half a megabit, Waks says, but that's still better than phone modems. "This is a good first step."

The ultimate objective, he says, is to get bit rates high enough to transmit full-motion video to computers. Systems such as Zenith's will offer that possibility as technology improves, Waks says, and he predicts a flood of similar products during the coming months and years. ■

TeleWest buys Post UK cable holdings

TeleWest International is buying the Washington Post Co.'s cable TV franchises in the United Kingdom.

Although terms of the deal were not disclosed, the Washington Post Co. said it would realize an after-tax gain on the sale of \$5 million to \$10 million.

The cable properties pass more than 92,000 homes and have 19,000 subscribers in central Scotland, adding to TeleWest's 17 other franchises serving 3 million homes. A joint venture between TeleCommunications Inc. and US West Inc., TeleWest International is the largest cable TV and telephone systems operator in the UK.

Washington Post Co. CEO Alan G. Spoon says that UK regulatory changes, which "strongly encouraged cable companies to provide local telephone services as well," were behind the company's move to sell. "To construct both cable and telephone would require a very substantial increase in capital spending," he says, "and we believe we have other opportunities that more closely match our investment criteria."

TeleWest International President Gary Bryson calls the Post franchises "a perfect complement" to its existing cable TV and telephone services in the UK.

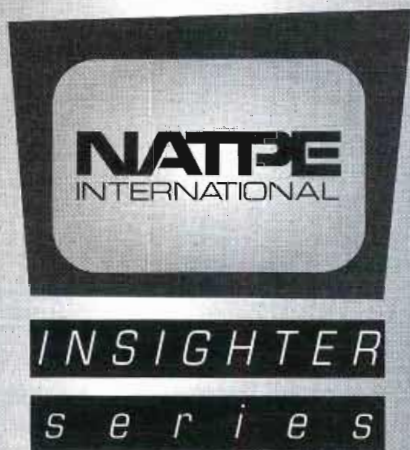
The sale is pending approval by UK regulatory authorities.

—JAZ

Creating Today's Television

Explore trends in programming, risk-taking and originality, the creative process and the producer - programmer relationship.

Moderated by Barbara Corday and Grant Tinker



A Professional Development Service of the
NATPE Educational Foundation

with producers:

Diane English

Murphy Brown, Love & War

Kenneth Kaufman

The Betty Broderick Story 1 & 2, In the Line of Duty TV film series

Barry Kemp

Coach, Newhart

Joel Shukovsky

Murphy Brown, Love & War

and

Judy Girard

Senior VP Programming, Lifetime Television

Sandy Grushow

President, FOX Entertainment Group

Ted Harbert

President, ABC Entertainment

Warren Littlefield

President, NBC Entertainment

Dick Robertson

President, Warner Bros. Domestic Television

Jeff Sagansky

President, CBS Entertainment

October 2, 1993

9 am - 4 pm

Beverly Hilton Hotel

Los Angeles

NATPE Members \$50 (includes lunch)

Non-Members \$325 (includes automatic membership through 1994)

Students/Faculty \$100 (Full-time with valid I.D.)

For more information on this and future NATPE Insider seminars call 310-453-4440

Official NATPE INSIGHTER Registration Form

BC

Please Print or Type Only

First Name	Last Name	
Company		
Street		
City	State	Zip
Phone	Fax	

Registration Category	Rate	Total
☐ NATPE Member (Lunch Fee)	\$50.00	
☐ Non-Member (Includes 1994 dues)	\$325.00	
☐ Student/Faculty (Full-time with valid I.D.)	\$100.00	
Payment ☐ Check (Payable to NATPE International) ☐ American Express ☐ MasterCard ☐ VISA		
Card Number	Exp. Date	
Cardholder's Signature		
Address (if different than above)		

Mail To: NATPE INSIGHTER • 2425 Olympic Blvd., Suite 550E • Santa Monica, CA 90404

If Paying By Credit Card FAX To: 310-453-5258

National Association of Television Program Executives

Florida fight

A man who fought the FCC for a station permit and won is now in danger of losing it after his arrest for drug trafficking in Florida.

Wayne G. Fields, 75% owner and general partner of LL Broadcasting, had the character qualifications necessary to hold the construction permit for a new FM in Alachua, Fla., declared the FCC in a 1992 decision. His opponent was Eve Ackerman, a woman with broadcast experience. Fields, won the permit due to the FCC policy giving preference to minorities. Ackerman immediately filed an application for review based on Fields's string of unpaid bills. On July 7, Fields was arrested in Gainesville and charged with conspiracy to traffic cocaine. He pled guilty, and agreed to cooperate with the state in return for a lighter sentence.

Now, Ackerman has filed a motion for remand in appeals court, claiming Fields is unfit to be a licensee based on the FCC's policy on drug trafficking.

Changing Hands

KCAL(AM) Redlands, Calif. □ Purchased by Redlands Radio Inc. from Sarape Communications Inc. for \$3,000,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KCAL has sports format on 1410 khz with 5 kw day, 4 kw night. *Broker: Ray Stanfield & Associates.*

□
KSET-FM El Paso, Tex. □ Purchased by Magic Media Inc. from Dunn Broadcasting Co. for \$2,700,000. **Buyer** has no other broadcast interests. **Seller** has interest in KVIV(AM) El Paso, Tex. KSET-FM has country format on 94.7 mhz with 61 kw and antenna 1,080 ft.

□
WTAS-FM Crete, Ill. □ Purchased by Word of Faith Fellowship Inc. from South Cook Broadcasting Inc. for \$800,000. **Buyer** owns WEMG(AM) Knoxville, Tenn. **Seller** owns WCGO(AM) Chicago Heights, Ill. WTAS-FM has MOR format on 102.3 mhz with 3 kw and antenna 299 ft. *Broker: John W. Saunders.*

□
KRSP-FM Salt Lake City □ Purchased by Ostler Broadcasting Co. from Holiday

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ **\$3,825,000** □ **7**

FM's □ **\$4,567,000** □ **8**

AM-FM's □ **\$575,000** □ **3**

TV's □ **\$10** □ **1**

Total □ **\$8,967,010** □ **19**

So far in 1993:

AM's □ **\$46,667,591** □ **161**

FM's □ **\$509,379,526** □ **259**

AM-FM's □ **\$527,817,015** □ **143**

TV's □ **\$1,407,640,386** □ **69**

Total □ **\$2,491,504,518** □ **632**

For 1992 total see Feb. 1, 1993 BROADCASTING.

Broadcasting Co. for \$650,000. **Buyer** has no other broadcast interests. **Seller** owns KKDS(AM) South Salt Lake, Utah. KRSP-FM has AOR format on 103.5 mhz with 27.5 kw and antenna 3,630 ft.

□
WPDQ(AM) Jacksonville, Fla. □ Purchased by Prism Radio Partners LP from Genesis Communications of Jacksonville Inc. for \$400,000. **Buyer** owns WOKV (AM)-WKQL-FM Jacksonville, Fla.; KWFM-AM-FM/KNST(AM)-KRQQ-FM, all Tucson, Ariz., and WWKY(AM)-WVEZ-FM/WTFX-FM Louisville, Ky. **Seller** owns WLQY(AM) Hollywood, Fla., and WNIV (AM) Atlanta. WPDQ has news/talk format on 690 khz with 50 kw day, 10 w night. *Broker: John W. Saunders.*

□
WKJF-AM-FM Cadillac, Mich. □ Purchased by Biederman Investments Inc. from Hagar Broadcasting & Investments for \$375,000. **Buyer** owns WBCM(FM) Boyne City, MI. **Seller** has no other broadcast interests. WKJF(AM) has adult contemporary format on 1370 khz with 5 kw day, 1 kw night. WKJF-FM has adult contemporary format on 92.9 mhz with 100 kw and antenna 895 ft.

□
WDBA-FM DuBois, Pa. □ Stock purchased by Dan Brownlee, Debbie Brownlee, Charles Brownlee and Joyce Brownlee from DuBois Area Broadcasting Co. Inc. for \$360,000. **Buyer** and **seller** have no other broadcast interests. WDBA-FM has inspirational format on 107.3 mhz with 50 kw and antenna 499 ft.

□
KLTK(AM)-KWMQ-FM Southwest City, Mo. □ Purchased by Drake Communica-

July, 1993

SOLD

THE TIMES MIRROR COMPANY

has sold the assets of

KTVI-TV

and

WVTM-TV

St. Louis, Missouri

Birmingham, Alabama

to

ARGYLE TELEVISION HOLDINGS, INC.

The undersigned represented the buyer in this transaction



COMMUNICATIONS EQUITY ASSOCIATES

375 Park Avenue, Suite 3808, New York, NY 10152 (212)319-1968

101 E. Kennedy Blvd., Suite 3300, Tampa, FL 33602 (813)222-8844

TAMPA • NEW YORK • PHILADELPHIA • DENVER • LONDON • MUNICH • HONG KONG • PRAGUE

This notice appears as a matter of record only. CEA and CEA, Inc. are members of the National Association of Securities Dealers, Inc. and their professional associates are registered with the NASD. Member SIPC.

tions Inc. from K-Lite AM and FM Inc. for \$170,000. **Buyer** and **seller** have no other broadcast interests. KLTK is 250 w daytimer with C&W format on 1140 khz. KWMQ-FM is on 100.3 mhz with 3 kw and antenna 328 ft.

□

KBLF(AM) Red Bluff, Calif. □ Purchased by Night Hawk Communications Inc. from KBLF Inc. for \$135,000. **Buyer** and **seller** have no other broadcast interests. KBLF has adult contemporary format on 1490 khz with 1 kw full time.

□

WBAG(AM) Burlington, N.C. □ Purchased by Sumner Broadcasting Co. from Falcon Communications Inc. for an estimated \$110,000. **Buyer** and **seller** have no other broadcast interests. WBAG is 1 kw daytimer with news/talk format on 1150 khz.

□

WWKO(AM) Cocoa, Fla. □ Purchased by Brevard Broadcasting Inc. from Walker Broadcasting Inc. for \$90,000. **Buyer** and **seller** have no other broadcast interests. WWKO has urban contemporary format on 860 khz with 1 kw day, 121 w night.

□

KMGR(AM) Murray, Utah □ Purchased by Venture Broadcasting Inc. from RVI LP for \$90,000. **Buyer** and **seller** have no other broadcast interests. KMGR has business/talk format on 1230 khz with 1 kw full time.

□

KERX-FM Paris, Ark. □ Purchased by Max H. Pearson from Diamond State Broadcasting Inc. for \$42,000. **Buyer** owns WLEE(AM) Richmond, Va., and KBCN-FM Marshall, Ark., and is purchasing KDEW-FM/KLRA-AM-FM DeWitt, Ark. (see below). **Seller** has no other broadcast interests. KERX-FM has contemporary country format on 95.3 mhz with 6 kw and antenna 571 ft.

□

KDEW-FM/KLRA-AM-FM De Witt, Ark. □ Purchased by Max H. Pearson from Quandras Inc. and Diamond State Broadcasting Inc. for \$30,000. **Buyer** and **seller** are also involved in KERX-FM Paris, Ark., sale (see above). KDEW-FM is on 96.7 mhz with 3 kw and antenna 146 ft. KLRA(AM) is 250 w daytimer with contemporary country format on 1530 khz. KLRA-FM is on 96.5 mhz with 3 kw and antenna 148 ft.

□

KAQU-FM Huntington, Tex. □ Stock purchased by Verna Phillips of Angelina Broadcasting Corp. from Robert Milbank Jr., trustee for Robert Tindle, for \$10,000. **Buyer** and **seller** have no other broadcast interests. KAQU-FM is on 101.9 mhz with 6 kw and antenna 328 ft.

□

KRNQ-FM Hampton, Iowa □ Purchased by James Ingstad Broadcasting Inc. from John Linder for \$5,000. **Buyer** owns KDDR(AM) Oakes, N.D.; KNUJ(AM)-KXLP-FM New Ulm and KRFO(AM)-KRFO-FM Owatonna, both Minn.; KOVC-AM-FM Valley City and KLXX(AM)-KBYZ-FM Bismarck, both N.D.; KWBG(AM)-KRUU-FM Boone, KIAQ-FM Clarion, KRFO(AM)-KIAI-FM Mason City and KLKK-FM Clear Lake, all Iowa; and is permittee of KLPR-FM Springfield, Minn., and new FM in Sleepy Eye, Minn. **Seller** owns KMHL(AM)-KKCK(FM) Marshall and KARL(FM) Tracy, both Minn. KRNQ-FM is on 98.9 mhz with 6 kw and antenna 325 ft.

□

KTRG-TV Del Rio, Tex. □ Purchased by Thomas Gilchrist from Republic Broadcasting Co. for \$10. **Buyer** and **seller** have no other broadcast interests. KTRG-TV is Fox affiliate on ch. 10 with 316 kw visual and antenna 1,155 ft.

□

WKMK-FM Sylvester, Ga. □ Purchased by Wade Keck of K&B Broadcasting Co. from Karen Barnard of K&B Broadcasting Co. for forgiveness of loan and transfer of voting stock. **Buyer** and **seller** have no other broadcast interests. WKMK-FM is on 106.1 mhz with 3 kw and antenna 328 ft.

□

KBHS(AM) Hot Springs, Ark. □ Purchased by J&A Inc. from Great American Broadcasting of Arkansas Inc. for no cash consideration. **Buyer** and **seller** have no other broadcast interests. KBHS has country format on 590 khz with 5 kw day, 500 w night.

Cahners publishes '94 economic report

Now you can minimize the risks associated with your business planning decisions with the *Cahners 1994 Economic Outlook*. This 60-plus-page report features forecasts for the general economy, as well as for more than 30 industrial and service industries, and includes an electronics and technology section.

Published in early October and regularly \$75, the *Outlook* will be available to BROADCASTING & CABLE readers for only \$29. Send your name and address with a check made out to Cahners Economics or your Visa/MasterCard number and expiration date to Cahners Economics, P.O. Box 59, New Town Branch, Boston, MA 02258-9908.

SOLD!

KSSK-AM/FM, Honolulu from Coast Broadcasting Company to NewTex Communications, LLC for \$7,350,000 cash.

Elliot B. Evers
Broker

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

GEORGE I. OTWELL
513-769-4477

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

RADIO and TELEVISION
BROKERAGE • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO • CINCINNATI
SAN FRANCISCO

Subject to F.C.C. approval

Hill asks administration for telcom views

Senate Communications Subcommittee chairman says White House input is needed on legislation opening local telephone and cable to competition

By Harry A. Jessell

Senator Daniel Inouye (D-Hawaii) last Wednesday prodded the Clinton administration to come forward soon with its ideas on opening the telephone and cable businesses to competition.

After five hours of industry testimony before his communications subcommittee on legislation aimed at fostering such competition, Inouye complained about the absence of an administrative witness and expressed hope one would be on hand for the next hearing.

The administration was invited, Inouye told reporters. But "they were occupied with some other activity," he said. "They always show some reluctance, but they will come around."

The subcommittee is going to hold another hearing and proceed to mark-up, the senator said. "The administration should know that," he said. "I would hope they would participate in the process of deliberation."

A subcommittee aide later said Inouye misspoke. The administration was never officially invited, he said. "We inquired whether the administration would make someone available and were informed they needed a little more time to prepare their views."

"I'm very interested in working with the Senate on this legislation," said Larry Irving, head of the National Telecommunications and Information Administration and its principal spokesman on telecommunications policy. And, he added, he is eager to testify.

Irving said he would have testified last week if not for the short notice and a scheduling conflict. He was in Orlando, Fla., Wednesday for a speech before the National Association of Telecommunications Officers and Advisors, a group comprising mostly local cable regulators.

In any event, Irving said, the administration's interagency task force on telecommunications policy plans to issue its "vision statement" this



Senators Danforth and Inouye ponder the arguments for cable/telco competition.

week. The statement will not take positions on specific issues, he said, but it will unveil what the administration's "priorities are in this area."

The Telecommunications Infrastructure Act, co-sponsored by Inouye and the subcommittee's ranking minority member, John Danforth (R-Mo.), would allow local telcos into the cellular long-distance and cable businesses (subject to certain safeguards against anticompetitive conduct) and just about everybody into the local telephone business.

A subcommittee aide said the Senate may be ready to take up the bill before the end of the year. Danforth said he expects that Congress will pass some form of the legislation by the end of 1994.

"The times are changing," Danforth said. "And in communications, they are changing very, very rapidly; inertia is not sufficient in an era of rapid change."

Pressure to act also comes from the federal court ruling three weeks ago striking down as unconstitutional the

statutory ban against telcos operating cable systems in their service areas. "Congress should take the lead in making public policy," he said.

Much of the five hours was given to a civilized debate between AT&T Chairman/CEO Robert Allen and Ameritech Chairman/CEO William Weiss over whether Ameritech and the other local telcos should be allowed into the long distance business.

Allen argued for keeping the locals out of long distance, at least until they are subject to competition. When "real competition" breaks the regional Bell operating companies' bottleneck, he said, "concerns about monopoly abuse should end, and [RBOCs] should be free to enter the long-distance market."

Pressed by Danforth to define "real competition," Allen suggested a two-level test: competition would be said to exist where 50% of telephone users have access to an alternative service and, say, 25% actually opt for it.

Speaking for the National Cable Television Association at an earlier

hearing on the bill, Comcast President Brian Roberts proposed a similar threshold for local telcos' entry into cable.

Despite having agreed to purchase McCaw Communications, a major cellular operator, for \$12 billion, Allen said AT&T has no interest in the local telephone business. It makes no economic or financial sense, he said.

The company also has no ownership ambitions in cable, he said. "We do not own any cable companies, and we have no interest in owning cable companies." However, he added, AT&T is interested in being a "partner" with cable operators, providing them with the technology they need.

Weiss, speaking for the other six RBOC's spun off from AT&T nearly a decade ago, said the current restrictions on the RBOC's should be loosened or eliminated so they can compete fully and effectively in manufacturing, cable and long-dis-

tance services.

If the RBOC's were allowed into cable, he said, cable TV prices would decline almost 25% over 10 years, saving consumers \$75 billion.

Countering Allen, Weiss contended that the local telcos are already facing local competition from long-distance companies and from so-called alternative access providers. The long-distance companies already have taken away 50% of the services to large business customers and 75% of the local toll-free business, he said.

Weiss said Time Warner and other cable operators have targeted the local telephone business, and AT&T has been talking with large operators "about linking customers into one big network, which would include allowing customers to phone one another through their cable lines."

To say that local competition does not exist, he said, "is to perpetuate a myth." ■

ner of Price Waterhouse's Washington National Tax Service, said the plan would create too much red tape. "Distinguishing those advertising expenditures for which a deduction would not be currently allowed would create administrative nightmares for both the IRS and taxpayers," he said.

Despite the idea's apparent lack of support, advertisers say they will continue to lobby against it because it unfairly singles out specific businesses, said Hal Shoup, executive vice-president of the American Association of Advertising Agencies.

"Advertising is the same as sales training—it's the cost of doing business," Shoup said. "If it's a cost of anything other than that, people wouldn't have to do it every year."

One supporter of limiting ad deductibility stepped forward last week. The Center for the Study of Commercialism handed out a news release at the subcommittee hearing calling on Congress to end all tax deductions for ads selling alcohol, cigarettes and children's products. But congressional support for the measure would be surprising, said Karen Brown, the center's research director.

"I think the advertising industry and the broadcasting and news industries have a strong impact on Congress," Brown said.

Reducing the tax deductibility was proposed last year in the Progressive Policy Institute's "Mandate for Change," a 388-page report of deficit-slashing proposals for the Clinton administration. "Mandate" proposes a long list of spending and tax subsidies that, if dropped, could trim billions from the annual deficit. Amortizing the deductibility of ad costs was included on the list because it would garner \$3.3 billion in 1993, and \$16.5 billion over four years.

PPI is a spin-off of the Democratic Leadership Council. ■

Ad deductibility reduction appears headed for failure

Hill hearing finds lack of support for proposal

By John P. Ourand,
special correspondent

A proposal to reduce the tax deductibility of advertising expenses resurfaced in Congress last week and was once again met with hostile fire.

Lawmakers and industry representatives blasted the idea for the third time in the past six years. The proposal would require that a portion of advertising expenses be amortized over an unspecified number of years. Currently, 100% of ad expenses are deductible. Advertisers said that the change would take nearly \$18 billion out of their pockets over four years.

"I see this as placing government in the position of micromanaging American businesses," said DeWitt Helm, president of the Association of National Advertisers at a House Ways and Means subcommittee hearing last week. "I'd rather see government tax profit and not interfere with process."

Representatives Mel Hancock (R-Mo.), Michael J. Kopetski (D-Ore.) and Lewis F. Payne (D-Va.) also took

shots at the proposal. "I believe firmly that advertising goes into a product as much as research and development," Kopetski said.

The revenue-raising plan was first introduced in 1987 by former Pennsylvania Congressman Dick Schulze, and it resurfaces from time to time. An aide to Subcommittee Chairman Charles Rangel (D-N.Y.) said that the plan was put on last week's hearing agenda to gauge interest in it.

Given the amount of opposition to the plan, officials at the Congressional Budget Office doubt the idea will ever make it out of subcommittee. "I'd say that the chances of it passing are pretty slim," said John Hakken, a CBO economist.

Small companies with time-sensitive advertising would be hit the hardest, said Tim White, publisher of Albany's daily newspaper, *The Times Union*. Larger companies would be forced to use direct mail and telemarketing, he said.

Mark McConaghy, managing part-

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 800-554-5729 prior to 9:45 a.m. for a same-day replacement copy.

New York 1 bringing in ad dollars but revising expectations

Subscriber growth has been quick and easy for Time Warner-owned cable network

By Christopher Stern

As it celebrates its first anniversary, New York 1 News is claiming ad revenues approaching \$6 million, short of the \$10 million break-even point but an enviable amount for any start-up network, especially one with only 1.2 million subscribers.

Some national networks with more than 10 times the subscriber base, such as Court TV, still do not see \$6 million in advertising revenue.

The Time Warner subsidiary has a first-string roster of advertisers, which includes Alfa Romeo, American Express, BMW and Anheuser-Busch.

"I think we had more business on the books before we launched the channel than some all-news services had in their first 52 weeks of business," says Larry Fischer, president of Time Warner City Cable Advertising. There are currently seven all-news local cable channels in the U.S.

Fischer's budget plan for the current



year counts on a fourth quarter that must be the biggest quarter to date. He said his first year has been a learning experience and there has been some downward adjustment of his budget plan. It is a plan he says he won't meet unless he gets renewals from his major advertisers. This fall's New York City mayoral election is a boon to a news channel already selling sponsorships of its political coverage, including *Road to City Hall*, brought to viewers by New York utility Con Edison. The channel's sales staff also offers cross-media promotions with Time Warner-

owned magazines, including *Fortune*, *Money* and *Sports Illustrated*.

At the same time, Fischer says, he is pushing for an increase in pricing, which starts at \$250 for a 30-second advertisement. The price increase reflects the channel's recent boost from 850,000 subscribers to 1.2 million. Published reports have said spots sell for as much as \$750, which Fischer says is high. "I'd love to see us get to that point, but I think it's a year and a half away," he says.

While Fischer's staff says they compete for television advertising dollars, they say they are willing to take ad dollars from anyone. New York City currently supports two all-news radio stations, WCBS(AM) and WINS(AM), which together have revenue of more than \$50 million. Both radio stations advertise on NY1.

Although subscriber growth at the channel has come quick and easy, NY1 cannot count on the same kind of growth in the future. "We have pretty much reached saturation level," says Paul Sagan, vice president of news and programming. NY1 is the first of the local news channels to pass one million subscribers, and Sagan says the channel will eventually reach 1.5 million New Yorkers. That growth will come from cable companies signing up new subscribers, not from the channel signing additional cable systems.

Sagan says he is not obsessed with the cable channel's bottom line: "It's not in the top five on my list of priorities."

Petry names Joyella senior VP

James A. Joyella, former Television Bureau of Advertising president, is the new senior vice president, marketing, at Petry Inc.

Charged with developing new marketing approaches for Petry's client stations in the \$8 billion annual spot television marketplace, Joyella will also oversee Petry's regional marketing departments in New York, Chicago and Los Angeles.

"His background will enable us to develop creative partnerships with advertisers," says Harry Stecker, president of Petry Communications.

Joyella joins Petry from Katz Television Group, where he was president of the American Division. Prior to his tenure with Katz, he served at TVB, joining as marketing vice president and rising to president. He went to TVB after 19 years at CBS in sales and marketing of both radio and television.

A graduate of Fordham University, Joyella is on the board of governors of the International Radio and Television Society.

Joyella joins one of the largest rep firms in the country. Petry employs more than 500 people in 18 offices.



-JC

Philadelphia TV station fights domestic violence

Station to give up a third of a day's local commercial time

By Jim Cooper

A Philadelphia station will give up a third of its local commercial airtime tomorrow (Sept. 14) to address the growth of domestic violence cases in the area.

Group W's KYW-TV, the NBC affiliate in Philadelphia, will use almost 20 live one- and two-minute cut-ins during regular programming hours to discuss the definitions of domestic violence and how and where to find help.

The cut-ins will air from 7 a.m. to 8 p.m. and will be part of the station's tri-state broadcast in New Jersey, Pennsylvania and Delaware.

The effort follows a summer of violent crime in the Philadelphia area that included the assault on a three-year-old boy, the murder of a mother and

her sister and the death of a police-woman, shot while responding to a 911 call about a domestic dispute.

Spearheaded by news anchors Bruce Hamilton and Jennifer Ward, the program will include an all-day phone-in forum, news series, public affairs programs, talk shows, editorials and public service announcements.

The local commercial time used for the live cut-ins represents about \$30,000 of raw advertising time.

"Channel 3 [KYW-TV] will use every resource it has available over the next year to get out the message that domestic violence cannot and should not be tolerated," says Tony Vinciguerra, KYW-TV's vice president/GM.

Advertisers will not be directly involved with the campaign, but local

Thrift Drug Stores have agreed to provide brochures and information. "We're trying to keep this as noncommercial as possible," says Vinciguerra.

A spokeswoman for the station says that delivering brochures directly to homes could endanger the women who receive them, and television is a way to deliver the message without threatening those in need.

The KYW-TV campaign is similar to a 1991 program conducted by its sister station, WBZ-TV Boston. After a violent summer Vinciguerra, then vice president/GM of the Boston station, contacted Norfolk County (Mass.) District Attorney Bill Delahunt, who led an aggressive campaign against violent domestic crime. Their meeting resulted in a public awareness campaign on WBZ-TV, the prototype for the Philadelphia campaign.

KYW-TV's nationally syndicated talk show hosts have also agreed to address the issue. Maury Povich, Montel Williams and Les Brown have prepared shows on the issue to air concurrently with KYW-TV's programming. ■

Nielsen reranks top 100 markets

Of the top 100 TV markets, 46 changed their rank from 1992-93. Nielsen Media Research released its annual market rankings based on the number of television households last week. The markets with changes:

'92-'93 rank	'93-'94 rank	Market	'93 HH	'94 HH	'92-'93 rank	'93-'94 rank	Market	'93 HH	'94 HH
11	10	Houston	1,455,000	1,510,580	65	66	Roanoke, VA	382,710	386,300
10	11	Atlanta	1,475,590	1,510,340	66	67	Syracuse, NY	380,010	384,800
15	14	Minn./St. Paul	1,369,670	1,389,420	67	68	Austin, TX	373,670	383,230
14	15	Tampa/St. Pete	1,374,310	1,384,150	71	69	Lexington, KY	359,890	378,720
25	24	San Diego	910,990	920,570	72	71	Rochester, NY	359,570	363,620
24	25	Hartford, CT	930,870	915,110	73	72	Des Moines	354,710	362,520
30	29	Charlotte, NC	758,710	774,760	75	73	Omaha	344,780	359,610
31	30	Cincinnati	756,230	770,400	69	74	Shreveport, LA	368,700	351,650
29	31	Kansas City, MO	760,020	767,930	78	75	Las Vegas	333,050	346,710
41	38	Salt Lake City	600,230	616,720	79	78	Spokane, WA	324,870	341,630
38	39	Norfolk, VA	614,640	612,880	74	79	Portland, OR	346,020	341,080
39	40	San Antonio	605,200	610,660	84	83	Cedar Rapids, IA	295,480	300,880
40	41	New Orleans	600,770	609,000	83	84	South Bend, IN	298,320	299,920
45	43	Oklahoma City	562,920	572,300	86	85	Fort Myers, FL	293,110	298,920
46	45	W. Palm Beach	559,670	566,140	85	86	Madison, WS	293,280	297,970
43	46	Providence, RI	567,110	565,460	90	87	Huntsville, AL	289,510	296,930
50	49	Louisville, KY	519,830	533,170	91	90	Jackson, MS	284,970	286,200
49	50	Albuquerque, NM	521,930	530,040	93	91	Johnstown, PA	276,230	283,950
55	54	Jacksonville, FL	473,030	484,220	87	92	Burlington, VT	292,900	282,740
54	55	Richmond, VA	476,850	484,030	92	93	Tri-Cities (VA-TN)	280,770	278,870
64	63	Toledo, OH	405,800	407,850	100	97	Colorado Springs	241,950	250,580
63	64	Knoxville, TN	406,670	404,020	97	98	Waco, TX	251,530	247,620
68	65	Green Bay, WS	371,470	391,650	98	100	Lincoln, NB	250,360	245,350

DirecTv keeps heat on Primestar

DBS company plans to complain to FCC that agreement between USSB and cable programmers violates program access rules of Cable Act

By Sean Scully

Direct-broadcast-satellite company DirecTv says that it will continue to challenge elements of the Primestar Partners consent decree.

DirecTv says that it will complain to the FCC about exclusive agreements between DBS competitor United States Satellite Broadcasting and some cable programmers. Such agreements, DirecTv says, violate the program access rules in the 1992 Cable Act. DirecTv used the same argument in challenging the Primestar decree, which ends an antitrust case against the cable-owned satellite company, saying it ratified such exclusive agreements.

Earlier this month, Federal Judge John Sprizzo signed off on the decree, despite opposition by DirecTv and other groups, but noted that the decree could not supersede the Cable Act. He left the FCC free to enforce the act as it sees fit.

"We believe there are exclusive contracts that would prevent us from getting access to the services of Time Warner and Viacom," says DirecTv Director of Communications Tom Bracken. "If that turns out to be true, we will pursue the matter as far as we have to, to get access to the programming."

USSB President Stan Hubbard denies that the contracts for HBO and Showtime violate the Cable Act. "We think the Cable Act is pretty clear, and everything we've done is allowed." In fact, Hubbard says, the contracts promote the public interest by promoting competition among DBS operators. Those services are

necessary to differentiate USSB from the much larger DirecTv, which shares its satellite.

Bracken says that he expects to see a resolution of the issue by the end of the year. DirecTv either will come to some arrangement with the cable programmers and USSB or will file a complaint with the FCC. ■

Bell Atlantic promises 384-channel VDT systems in N.J.

Bell Atlantic has promised to expand its two New Jersey video dialtone tests to 384 channels in September 1994.

In amended video dialtone applications filed with the FCC, the company's New Jersey Bell division said that its equipment providers will deliver a software upgrade late next year that will allow the systems to grow from 64 channels to at least 384.

Until that happens, the company promised, no programmer will be allowed to lease more than half of the capacity of the system. The FCC in July had expressed concern that, in the original VDT applications, New Jersey Bell said 60 of the original 64 channels were committed to a single programmer, leaving little capacity for the phone company to fulfill its obligations as a common carrier. New Jersey Bell's amendment clarified the point, saying that the programmer will not receive the full 60 channels until the system expands.

Annual Interface and Hall of Fame set

On Nov. 9, BROADCASTING & CABLE magazine and the Federal Communications Bar Association will sponsor the seventh annual "Broadcasting/Cable Interface" seminar and the third annual BROADCASTING & CABLE "Hall of Fame" dinner and awards ceremony at Washington's Omni Shoreham Hotel. For more information contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.



Multichannel monitor

Eventide of Little Ferry, N.J., says that its new multichannel monitor will solve a serious space problem for stations that need to monitor more than two channels simultaneously. The monitor-receiver, which retails for almost \$9,000, can monitor up to eight channels, including the AM, FM, aviation, police, fire and government bands. As many as three such units can be linked to a single recorder, allowing a user to monitor up to 24 channels. The company says that the unit can be hooked to a computer, which can rotate the channel selection, allowing periodic monitoring of an unlimited number of channels.

—SS

Cutting Edge

Edited by Sean Scully

The long-awaited lottery to assign licenses for individual video and data services

frequencies will be held Sept. 15 at 10 a.m. at the FCC's Washington headquarters, on M Street, NW. More than 4,100 applicants are vying for 18 licenses, two each in the nation's nine largest markets: New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Washington, Dallas and Houston.

The commission had planned to include Detroit in the first round, but possible interference with Canadian radio caused it to drop the idea. Several companies have proposed uses for IVDS frequencies, including as a return path for interactive TV systems. Licenses in other markets will be offered under the recently passed spectrum auction law. The first nine markets, however, were so far along in the commission's process that they are handled under the old lottery rules.

Independent satellite operator

PanAmSat is asking the FCC to

act on a petition from Columbia Communications alleging abuse of International Telecommunication Union registration procedures by Ton-

gasat, the official satellite agency of the Pacific island kingdom of

Tonga. Columbia accuses Tongasat of filing for orbital positions then selling the slot to the highest bidder. Columbia and PanAmSat

ask the U.S. government to combat such practices, saying they strangle business efforts by companies that legitimately plan to offer satellite services. Columbia says Tonga attempted to gain access to the 27 remaining Pacific-covering fixed orbital positions even though it did not identify a need for them.

It also accuses Tonga of attempting to gain control over non-fixed orbital positions and available international up-link and down-link frequencies.

NBC will use all 10 Ku-band transponders on Hughes' SBS 4. Although SBS 4 is nearly a decade old, a venerable age for most satellites launched in the 1980's, Hughes says it will be able to conserve enough fuel to extend the satellite's life into the next century. NBC now uses SBS 4 occasionally and says it will switch to full-time use in 1995. Terms of the deal were not disclosed.

Hughes will build a fourth satellite for PanAmSat which has already ordered three HS 601 models from the company. The latest

order will serve as a spare in case of problems with the launches of the other three, which will join PanAmSat's satellite already in orbit.

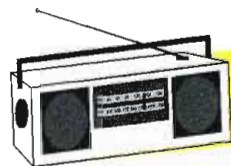
MTV Europe will use a widebeam transponder on France Telecom's Eutelsat II-F1. This will allow MTV to extend its reach in Europe until the launch of Eutelsat II-F6 in 1995.



Ultimate Corp. says its new PhotoFusion software will improve a user's ability to do blue screen image compositing on Adobe's Photoshop package. The software allows a user to overlay and combine photographs. The package, which will retail for just under \$700, was introduced last month at MacWorld '93.

The voice of ABC sportscaster Al Michaels will soon be coming from an unexpected source: your personal computer or video game machine. Michaels will be the play-by-play voice of a new football simulation from Accolade, known as Unnecessary Roughness. A PC version will debut in October, with a Sega Genesis version out the following month. The game allows players to play against real NFL teams featuring current sports figures, including Thurman Thomas and Ronnie Lott. The game allows players to go through an entire season and features such familiar TV devices as instant replay and post-game highlights.

Intraplex of Westford, Mass., and Applied Communications Technologies of Fort Wayne, Ind., will cooperate to distribute their products in the U.S. ACT specializes in broadcast engineering, microwave systems management and other telecommunications technology. Intraplex specializes in high-speed digital communications equipment for terrestrial and satellite broadcast networks.



In an effort to call attention to its proposed digital radio systems, USA Digital is inviting delegates to the NAB Radio show in Dallas this week to bring in and test their own favorite CD's using its demonstration equipment. USA Digital Radio, a consortium of CBS, Gannett, and Westinghouse, will compete against a joint effort by AT&T and Amati Communications in a digital audio broadcasting test early next year, sponsored by the National Association of Broadcasters and the Electronic Industries Association. The tests will answer key performance questions about in-band, on-channel DAB, which would allow broadcasters to send a digital signal without having to change to a new frequency. While the technology appears promising, there is little experimental data so far on how such systems perform in the field.

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

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

Local sales manager for one of Greater Portland's top retail billers. Ready for that first management step with a company that has put five managers into ownership in the past ten years? Resume-philosophy: Judy Tyler, KISS-100, 912 Washington St., Auburn, ME 04210. EOE.

General sales manager/station manager for three simulcasting AM's successfully doing Music of Your Life in Greater Portland area. Must carry list. Resume, philosophy Ron Frizzell, Box 929, Lewiston, ME 04243. EOE.

GM/GSM: Leading S.E. coastal FM/AM has growth opportunity for selling manager. Attractive compensation pkg. Work closely with national sales marketing consultants. EEO. Reply in confidence to Box P-2.

Strong sales oriented GM needed for coastal Texas turnaround. Must be self motivated, have strong, proven track record in sales. This may be your first step into management from a successful sales career. Reply in confidence to Karl Baehr, KBE, 8116 San Francisco NE, Albuquerque, NM 87109. EOE.

General sales manager: Combined Media is looking for a super aggressive, bottom line oriented GSM for a 100kw FM and 50kw AM combo in a large southern market. Minimum of 3 years successful track record as SM or equivalent sales experience. Outstanding compensation for right individual. Selected candidate must be able to take immediate full charge responsibility for all aspects of sales and promotions. Must also be able to select and work with national reps. Qualified candidates may call Norman Allen at 708-527-0110 for an initial discussion of the position. This opening is for immediate hire. Combined Media is an equal opportunity employer.

General manager: If you love the great outdoors this may be the opportunity of a lifetime. GM position open with growing northern Minnesota broadcasting company. Unique opportunity for the truly motivated. Understanding of small market radio is essential. Send confidential reply with resume, salary history and sales philosophy to Box P-15. EOE.

Local sales manager: Major southwest market FM station seeks highly motivated, experienced individual. Knowledge and experience in all phases of radio research, computerized programs. Excellent opportunity with long established company. EOE. Send information to Box P-16.

GSM: We're looking for an experienced general manager to lead a great sales staff at a medium market in the Northeast. Must have a proven track record in sales management as well as research knowledge and computer skills. Send resume referral and salary history to Box P-17. Replies confidential. EOE M/F.

General manager: Leading AM/FM combo in northeastern top-50 market; strong sales background helpful. EEO. Send resume and salary to: PO Box 1632, New York, NY 10185.

General manager for KMCM/KMTA Miles City Montana. Sales experience required. Send resume to 1218 Pioneer Building, St. Paul, MN 55101. EOE.

HELP WANTED SALES

Human dynamo for Central Florida medium market — almost 4 billion \$ gross sales in county last year. It's here for the taking. Call Robert 904-867-5982. EOE.

Montana, Big Sky country, AM/FM combo leader in Great Falls looking for experienced radio professional with solid references to sell our stations to eager buyers. A wonderful place to live, a pair of great radio stations to sell. Earn base against 20-25% commission. Send resume to General Manager, KEIN/KLFM Radio, 811 1st Avenue North, Great Falls, MT 59401. EOE.

Mid-Atlantic small market, several stations need selling GM's and sales reps. Not a walk in the park, but if you'll go above and beyond with us, we'll go the distance and then some with you. Our best reps earn 40 to 60. Reply to Box P-3. EEO.

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

Vermont FM/AM award winning Rock/Newstalk combo seeks experienced AE. Existing list, local ownership, great skiing, recreation. (Obviously if we're selling our skiing, it's in lieu of big bucks.) Contact Doug Tweedy GSM, WKVT Box 1490, Brattleboro, VT 05302. EOE/AA.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director: WETA TV/FM (Shirlington, VA) seeks experienced program director for radio broadcasting. Major responsibilities include: Overseeing radio broadcast schedule and production, supervising programing and production staff, and evaluating audience data. Bachelor's degree (or equivalent) in a related field plus 6-8 years radio broadcasting and supervisory experience required. Public and/or commercial radio background helpful; classical music preferred. Salary upper \$40's. WETA offers a comprehensive benefits package and a smoke-free work environment. Send resume to WETA TV/FM, PO Box 2626, Washington, DC 20013(PD). WETA TV26 FM91 is an equal opportunity employer H/V/M/F.

SITUATIONS WANTED MANAGEMENT

Broadcast professional prepared to lead your charge. Aggressive GSM/GM; not a desk jockey. Eastern rated market, any size. Mark Wehner 904-760-5612.

Seeking general manager/sales manager position in small Northeast or Southeast market with eventual possible buyout or lease interest. Ambitious, conscientious top biller. Currently in radio and real estate management. Call Ted 914-357-9425 or 914-357-3100 or write 399 Rte. 202, Suffern, NY 10901.

SITUATIONS WANTED TECHNICAL

Engineer seeks position in Northeast major or medium market. Experienced studio and transmitter, computers, sports networks, satellites, personnel, budgeting. Call 301-230-3590.

SITUATIONS WANTED NEWS

Award-winning English sportsbroadcaster (two Sony awards). Also experience on national newspaper (Guardian). Seeks job in the States. Radio or TV. Good looking. Phone-ins, commentating, presenting. Expert on many sports including soccer, basketball, etc. Anything considered. Reply to Box P-18 or call 021-373-4567.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

70s/80s Oldies, Album AC, Hot AC, Travel formats. Digital, automation, computer-literate. Profit conscious. 14 years experience. Jim. 404-933-0147.

Want a news/talk station that does more than take up space on the spectrum? Veteran PD/ND/OM seeking position in AZ, NM, NV, ID, OR, MT, CA. Believes in programming, people will talk about! Can sell, too! 805-659-4794.

MISCELLANEOUS

Ron Balonis' Broadcast Engineer's Computer Toolbox makes a computer a technical assistant for an engineer. For details, write Computer Toolboxes, 118 Rice Street, Trucksville, PA 18708 or call 1-717-696-1490 (300/1200,8,N,1)

TELEVISION

HELP WANTED MANAGEMENT

General manager: Fox 66, WSMH-TV, DMA #60 serving mid-Michigan. Opportunity for results driven manager with a strong sales orientation. Call me in confidence to discuss your abilities. David Wittkamp 1-800-733-2065. EOE.

Traffic director: Responsibilities will include: Hiring, training and supervising the traffic staff for the production of daily program logs and insuring the correct scheduling of all related materials, supervising the accuracy of commercial copy and program copy, maintaining and generating various revenue and inventory reports and functioning as the primary resource for sales management on inventory and traffic related problem solving. Qualifications: Minimum of 3 years traffic management experience with knowledge of the BIAS traffic system preferred. Knowledge of JDS-Sales Talk and local area network experience a plus. Send resume and salary requirements to: Human Resources - BC #38, WWOR-TV, 9 Broadcast Plaza, Secaucus, NJ 07096. EEO M/F/H/V.

Texas affiliate looking for aggressive hands-on general sales manager. Must be a leader capable of juggling national, regional and local sales efforts. Understanding of selling without numbers a plus. Convince us with your examples of why you're the person for the job. Reply to Box P-10. EOE.

General manager: Exceptional opportunity for the right individual with experience and successful broadcast leadership. Station management experience and successful sales history are required. Excellent benefit and compensation package. Send letter of introduction and resume to Box P-13. EOE.

HELP WANTED RESEARCH

Research manager: KCOP-TV, LA's "very independent" television station is looking for an experienced research manager. Candidate must have a thorough knowledge of TV ratings, strong writing skills, and a working background in computers. Must be a self-starter able to service marketing needs of local and national sales staff. Minimum of 3 years related media experience required at a television station, rep firm, syndicator or ad agency. KCOP offers excellent benefits and competitive salary. Mail or fax resume with salary history to Human Resources, KCOP-TV, 915 N. La Brea Ave., Los Angeles, CA 90038. Fax: 213-851-4187. KCOP is an EOE employer.

HELP WANTED MARKETING

Promotion producer/director(s): Looking for creative/cutting edge "hands-on" production oriented producer. Computer editing and experience with motion picture film a big plus. Salary and benefits commensurate with experience. It's a great opportunity in one of the country's best places to live! Send tape and resume to Personnel Manager, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27106. WXII is a Pulitzer Broadcasting company and an equal opportunity employer.

HELP WANTED SALES

America's #1 independent, KMPH Fox 26, Fresno, California, is seeking an experienced broadcast salesperson. Support includes Scarborough research, BMP and award winning creative. This is an excellent opportunity for a highly motivated individual wishing to join a growing, progressive company, Pappas Telecasting. Two years experience and a proven track record required. Send your resume to: Personnel Department, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 09/30/93. AN EOE-M/F/D. Women and minorities are encouraged to apply.

GSM for Fox affiliate: Need success oriented, experienced LSM or NSM to lead sales to full potential. Resume to Greg Thomas, WRSP-TV, 3003 Old Rochester Rd., Springfield, IL 62703. EOE.

HELP WANTED TECHNICAL

Engineer in charge mobile facility: Mobile television company in Northeast has position available immediately for EIC. Must have previous experience as EIC or maintenance engineer on similar facility having Beta, 1", Chyron, GVG Switcher, RTS Intercom, triax cameras, Abekas Still Store and DVE. SBE certificate a plus and must enjoy traveling and working with people. Send resume and salary requirements to Box P-8. EOE.

Assistant chief engineer: This person will train for a minimum of 2 years to assume our chief's job upon his retirement. Our media company has a group of affiliate V's and we offer an excellent salary and benefits. The person who fills this position will have a minimum of three (3) years television engineering experience, technical schooling, and a General Class license. We are a small market that is a nice place to live and raise a family. Please send a resume, salary requirements, and references to Chief Engineer, KTVF, 2909 Kilpatrick Blvd., Monroe, LA 71201. No phone calls. EOE.

Maintenance engineer: DC, Baltimore area independent needs a maintenance engineer, UHF transmitter experience a plus. Reply to Box P-11. EOE.

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

Chief engineer: Major market, immediate opening. Must be acquainted with all aspects of studio and transmitter maintenance. FCC general license or SBE certification required. EOE M/F. Reply to Box P-12.

HELP WANTED NEWS

TV news photojournalist with 3-4 years experience. NPAA Standards, live truck experience a must, great attitude. Send resume and tape to: Scott Livingston, Chief Photographer, WBFF-TV, 2000 W. 41st Street, Baltimore, MD 21211. EOE.

Producer wanted: Aggressive, creative, dynamic, crazy. Must be at least 3 of 4. Which are you and why? Medium market producer position is open now. Send 3/4" aircheck (no more than 3 days old), along with anything else you think we need to know to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Give it your best shot, the first time. Great opportunity for the right person. Only those with experience should apply. Women and minorities are encouraged to apply. M/F EOE.

News producer: Highly rated, growing Fox station looking for 10pm news producer. Candidate must exhibit outstanding news and tease writing skills, production abilities, and be an excellent people manager. Send resume to WXIN-TV, Ron Petrovich, News Director, 1440 N. Meridian St., Indianapolis, IN 46202. Application deadline 9/24/93. No calls. Any job offer contingent upon results of substance abuse testing. EOE.

Producer/director: The Weather Channel is looking for a producer/director to join our weather news team. Must have an interest in weather or science and one year experience including live and field producing and writing packages. Send tape and resume to: Production Manager, The Weather Channel, 2600 Cumberland Parkway, Atlanta, GA 30339. EOE.

WFSB-TV, a Post Newsweek station, is looking for an experienced and creative producer. The producer must have strong news judgment and be able to dig out stories from a variety of sources and then be able to create dynamic, informative and interesting broadcasts. The assignment calls for a producer who will work with anchors, reporters, assignment desk editors, graphic artists and directors to produce newscasts that combine a commitment to journalism with a flair for production. Superior writing skills a must. Resume and tape to Rob Cizek, Assist. News Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06103. EOE.

Reporter/photographer: Top-rated CBS affiliate looking for reporter who can shoot and edit his/her own story. We need an experienced television news photographer, no beginners, please. Must be comfortable working nights. College degree necessary. Send non-returnable tape and resume to Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No calls please. Minorities strongly encouraged to apply. M/F/EOE.

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

TV news videographer: KTVN-TV has an immediate news videographer's opening for a motivated individual with 2-3 years news photography experience to join our aggressive staff. Creativity, journalistic and editing skills a must. A college education with an emphasis on journalism preferred. Clean driving record required. Must be able to lift and carry up to 30 pounds. Hours are varied and successful applicant will agree to work overtime. Send resume and non-returnable tape to News Director, 4925 Energy Way, Reno, NV 89502. Applicants must be received by 9/20/93. No phone calls please. KTVN-TV is an equal opportunity employer.

KTVN-TV has an immediate opening for a news producer. College education with emphasis on journalism preferred. We're looking for an aggressive journalist. Good writing skills, news judgment and 2-3 years newsroom experience required. Send resume and non-returnable tape to News Director, KTVN-TV, PO Box 7220, Reno, NV 89510. Applications must be received by 9/20/93. No phone calls please. KTVN-TV is an equal opportunity employer.

Weathercaster: KCRA-TV News is seeking a weekend weathercaster. Responsibilities include live weather reports on our weekend morning, evening and nighttime newscasts. KCRA's weekend newscasts are among our highest rated, and our Saturday and Sunday morning news outperforms our competition's primetime news! Experience with the Earthwatch 3-D Weather System, Doppler Radar, Colorgraphics Liveline 5 System, and Newstar would be helpful. Send your non-returnable 3/4" tape, resume and references to: Bill Bauman, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls. EOE M/F/ADA. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use.

Reporter/anchor: Looking for team player to join small aggressive staff at dominant station in market. Six months practical experience. Producing skills extremely helpful. Resumes/non-returnable tapes to Crawford Hurley, News Director, WETM-TV, PO Box 1207, Elmira, NY 14902. EOE.

Assignment editor: Coordinate live crews and satellite reports, make immediate news judgement, previous commercial television experience a must. No phone calls, please. Send resume and an example of news judgement to: Ted Canova, News Director, WJAR Channel 10, 23 Kenney Drive, Cranston, RI 02920. EOE.

Senior producer: Top-rated New England ABC affiliate seeking producer to create memorable newscasts. Responsibilities include producing a nightly newscast, education specials, and election coverage. Applicants should have at least two years of commercial television experience. Send recently produced newscast, resume, and a brief description of the elements needed to produce a winning newscast to: Dan Salamone, News Director, WGBB-TV, 1300 Liberty Street, Springfield, MA 01104. No phone calls. EOE.

Anchor/reporter: We're looking for a strong journalist to complement our female anchor. We're not looking for beginners but this is not a retirement job. If you're a leader who enjoys hard work send a non-returnable tape to: WSAV-TV, News Director, PO Box 2429, Savannah, GA 31402. EOE.

Reporter/producer: TV/AM/FM combo with CBS/NBC/CNN affiliation looking for experienced reporters and producers. Send resume, salary history. References and non-returnable tape to Tom Blaz, Station Manager, KUAM, Box 368, Agaña, Guam 96910. EOE.

Meteorologist: West Texas affiliate seeks a staff meteorologist. On-air experience required; degree and seal preferred. Experience with Triton Computer Weather System essential. Candidates will do daily Five, Six and Ten pm weathercasts. Send tape, resume, and salary history to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Anchor: WBFF-TV in Baltimore is seeking anchors for future openings in its aggressive, Emmy Award winning news operation. Strong anchoring and reporting skills are required. We're looking for high energy people who are serious about news. Send the best of your work from behind the desk and on the street to Joe DeFeo, News Director, WBFF-TV, 2000 W. 41st Street, Baltimore, MD 21211. EOE. No phone calls at this time.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Part time TV field producers/reporters in Los Angeles, Chicago, Kansas City, Detroit, Denver, San Francisco, Minneapolis, Upstate New York. No on-camera work. Send resumes and non-returnable tape to: Ivanhoe Broadcast News, PO Box 865, Orlando, FL 32802. EOE.

Promotion writer/producer: KING 5. Are you a wildly talented promotion writer/producer? If so, KING 5 television in sunny Seattle wants you! Candidate with 3+ years experience should live to create riveting news series, topical entertainment promos and PSAs. Strong conceptual and writing skills a must, off-line editing experience and a strong ear for audio required. Women and minorities encouraged to apply. Send non-returnable tape and 2 copies of your resume to: KING 5 Human Resources, 333 Dexter Ave N, Seattle, WA 98109. No phone calls please. EOE M/F/D/V.

Immediate opening for creative and personable editor. D-2, 1-inch, Avid and ADO experience preferred. 3 years editorial experience required. Send reel, resume and salary requirements to: Personnel Director, Production Masters, Inc., 321 First Ave., Pittsburgh, PA 15222. EOE.

SITUATIONS WANTED MANAGEMENT

Sales driven manager with character and commitment. Professional leadership skills, innovative, outstanding accomplishments seeking GM/GSM opportunity. Small or medium market. 513-453-2262.

SITUATIONS WANTED NEWS

It's time for a change!! Major market meteorologist looking for new scenery. If being the best is what you're all about, then we should talk. A.M.S. & N.W.A. seals. Most markets considered. Call now: 515-961-6713.

Award-winning English sports broadcaster (two Sony Awards). Also experience on national newspaper (Guardian). Seeks job in the States. Radio or TV. Good looking. Phone-ins. Commentating, presenting. Expert on many sports including soccer, basketball etc. Anything considered. Reply to Box P-14 or call 021-373-4567.

TV news reporter: Sharp, presentable and looking for a news team to grow with. 2+ years reporting and anchoring, national work, awards and Columbia U. journalism master's. If your news department is strong on story, smarts and teamwork, let's talk. Lynne: 516-236-4082; 65 High Ridge Rd., #462, Stamford, CT 06905.

MISCELLANEOUS

Career Videos. Our broadcast professionals prepare your personalized resume tape. Excellent rates, unique format, proven success, job search assistance. 708-272-2917.

CABLE**HELP WANTED SALES**

National sales representative: Vision Cable of Charlotte is seeking a highly motivated organized individual with prior national sales experience or strong local market broadcast/cable experience to join our sales force. Must have experience dealing with national/regional agencies, good working knowledge of research and top level negotiator. Send resume to: VCA Smith Tower, HWY 29 N, #405, Harrisburg, NC 28075. EOE.

ALLIED FIELDS**HELP WANTED INSTRUCTION**

Coordinator of instructional technology: The Kokomo campus of Indiana University seeks qualified candidates for the position of coordinator of instructional technology. This position will serve as distance education and campus television/instructional technologies coordinator. Significant responsibilities include: assisting with development of instructional technology and computer-based multimedia technology and production, managing the operations of IHETS on the IUK campus, maintaining and coordinating the production studio and advanced technology auditorium. A Masters Degree in Telecommunications, Instructional System Technology or related area and three years of professional broadcast experience is required. Radio experience with a production concentration is preferred. Candidates should possess knowledge of trends in distance education distribution and technology, have experience with computer aided instruction, post production techniques and use of equipment, be familiar with professional broadcast equipment and satellite downlinks, and have experience with satellite origination and reception. Salary mid-twenties. Candidates should send cover letter and resume along with three names and addresses of three references to Shirley Wilson, Director of Human Resources, Indiana University Kokomo, 2300 S. Washington, PO Box 9003, Kokomo, IN 46904-9003 by October 1, 1993. Position will begin January, 1994. Indiana University Kokomo is an affirmative action/equal opportunity employer.

HELP WANTED NEWS

Director, Medill News Service, Washington, DC. Northwestern University's Medill School of Journalism seeks experienced newsroom or news bureau administrator to run multi-media, student-staffed Washington news service with newspaper and television clients across the U.S. Experience in teaching and editorial administration and knowledge of Washington politics/government preferred. Should have strong entrepreneurial and interpersonal skills appropriate for developing clients and working with students. Send vita by October 31, 1993, to Donna Leff, Chair, Faculty Search Committee, Medill School of Journalism, 680 N. Lake Shore Drive, #818, Chicago, IL 60611. Northwestern University is an affirmative action/equal opportunity employer. Hiring is contingent on eligibility to work in the U.S.

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.

Home typists, PC users needed. \$35,000 potential. Details. Call 1-805-962-8000 Ext. B-7833.

No cold leads, guaranteed. Entry level only. Television and radio. \$5.50 1 week, \$19.95 4 weeks. MCS Box 502, Santa Ysabel, CA 92070. 619-765-1001.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teletypewriter 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, Betacam SP's. Call Carpel Video 301-694-3500.

Wanted: Used STL system 900 MHz for use in Caribbean Public Service Project (weather bureau). Must be in good working condition. Can be shipped to our U.S. agent. Please reply to: E.C.C. 13 Richardson Street, Philipsburg, Saint Maarten, Neth. Antilles. U.S. Fax: 617-738-0451.

FOR SALE EQUIPMENT

New FM 3KW CP? Here's a complete start up package for a fraction of new cost. Everything in good condition. Includes: 2KW transmitter, 2 processors, monitor, antenna, coupler, 400' 7/8 cable, Harris console, 4 stereo cart machines. Complete package \$16,000. O.B.O. Call 904-829-3416 or fax 904-829-8051 to Doug Shull for detailed list.

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.

For lease: E. Caribbean wireless-cable license available. 2.1 GHz multi-channel, for St. Maarten/St. Martin area. Enquiries invited from experienced cable operator/investors to construct and operate the system. Comm-Systems Ltd. Fax: 617-738-0451.

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

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

ENG truck masts used tested TMD will-built 42' masts used to like new model 742 w/mounts \$2500-\$3500. 717-424-5488.

News desk: 5 years old, 142"x66" cut for 4 monitors and computer screen. Excellent condition. Call 717-236-2727, ask for Paul.

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

Blank tape, half price! Elcon magnetically evaluated blank 1", 3/4", Betacam and SP videotape available. Also have VHS, M2, D2 and 2". We'll beat any price! Call Carpel Video for catalog 800-238-4300.

**TELEVISION
SALES TRAINING****PREPARE FOR A
CAREER IN
TV TIME SALES**

Call for FREE Info. Packet.

**ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063**

**HELP WANTED PROGRAMING
PROMOTION & OTHERS****PAINTBOX
GRAPHIC
ARTIST**

Must have strong design skills,
3-5 years hands-on experience.
Salary commensurate
with experience.
Great facility. Top-rated
television station
in top 25 market.
Send resume only to:

**BOX 19955
Baltimore, MD 21211.**

Equal Opportunity Employer M/F/D/V

RADIO
HELP WANTED NEWS

StandardNews

America's fastest growing radio network...
...is **GROWING** again!!

Several new projects require additional staff in the following areas:

- Wire Service Writers • Anchors • Reporters • Producers • Editors

This is an opportunity for the nation's best journalists to work in a challenging and innovative radio news environment. Turn network news expectations upside down. Please send resume, tape, writing samples, and references to:

John Rodman, Managing Editor, StandardNews, 1301 Pennsylvania Ave. N.W., Suite 402, Washington, D.C. 20004

MISCELLANEOUS

Will purchase your used boom-box, juke-box, roving-radio, or other promotional vehicles.
Reply to Box P-19

ALLIED FIELDS

SITUATIONS WANTED VOICEOVER

\$25 YOUR SPOTS/PROMOS/ADS
recorded by Bob Benecke
LA voice-talent
BOLD-AUTHORITATIVE
minimum Free Demo (714) 831-9770
four 48 Hour Turnaround

FOR SALE EQUIPMENT

**SAVE OUR PLANET,
SAVE YOUR MONEY.**

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

CARPEL
VIDEO

EMPLOYMENT SERVICES

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

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

California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

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 (5/27)

ENTERTAINMENT EMPLOYMENT JOURNAL™

Professional, Technical & Production
• Job opportunities in TV, cable, film...
• Career profiles & articles
2x/month, 6 issues/\$35, 12/\$60, 22/\$95.

To subscribe, send check/MO to:

ENTERTAINMENT EMPLOYMENT JOURNAL
Dept. 550, 7095 Hollywood Bl. #815
Hollywood, CA 90028
For more info call (213)969-8500.

EMPLOYMENT SERVICES CONTINUED

TV JOBS
Get a job without going broke.
MediaLine
THE BEST JOBS ARE ON THE LINE
for more about how you can get daily updated job information call
800-237-8073
Since 1986

Media Grapevine
✓ Hundreds Of Television Jobs.
✓ Jobs In Large & Small Markets.
✓ Inexpensive And Reliable.
To start subscription today call
1-602-797-2511
\$6.95 1 issue \$19.95 4 issues \$39.95 12 issues
or send check to: Media Grapevine
117 W. Harrison Blvd., Suite R-347 Chicago, IL 60605
For jobs via the phone call
1-900-787-7800 \$1.99 per min.
Average call 2-3 min. Avg. Cost \$5.85
Must have a touch-tone phone and be 18 years or older.

**We'll give you
all the credit.**



We also accept American Express

FAX (202) 293-FAST

OR MAIL TO: Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.

Deadline is Monday at noon Eastern
Time for the following Monday's issue.

**THE BURNING MUST STOP.
NOW!**

96,000 acres of rain forest are burned every day. You can help stop this senseless destruction by joining The National Arbor Day Foundation and supporting Rain Forest Rescue.



Call Rain Forest Rescue.
1-800-255-5500

The National
Arbor Day Foundation

FOR SALE STATIONS

FOR SALE

50KW AM AND CLASS C FM, IN
SOUTHWESTERN TOP 50 MARKET.
SERIOUS BUYERS ONLY PLEASE.

P.O. BOX 25670
HONOLULU, HAWAII 96825

FOR SALE, TRADE OR GIFT

WFGL-AM, 960 kHz, 2.5kW-D, 1kW-N, DA-2, is
available in Fitchburg, MA - no local FMs,
100,000+ pop. Ready to go back on air with all
owned equipment, and studio and transmitter
land. All serious proposals considered— out-
right sale, swap, gift to 501-c3, etc. Write Deer
River Group, 2000 L Street, NW, Suite 200,
Washington, DC 20036.

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURY

SHERWOOD INC.

4171 Dundee Rd., Suite 269, Northbrook, IL 60062

708-272-4970



E. Caribbean; FM Station license avail-
able 5Kw DC output. Operator/investor
needed to furnish/construct and oper-
ate station. Licensed for St. Eusta-
tius/St. Maarten.

FAX: 011-5995-25678
U.S. FAX: 617-566-8613

TX	Class C 100 KW	\$195K
FL	Coastal Resort C 100 KW	
TN	AM/FM cash flow	\$2.9M

HADDEN & ASSOC.
407-365-7832

W. John Grandy

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

FOR SALE
FULLTIME-FULL POWER-UHF

Top 60 Market
\$3,000,000.00
Tom Belcher-Media Broker
918-743-8300

FOR SALE

Full-day, individual seminar for radio investors, given
privately to you. Group owner/operator with 25 years
experience and ex-NAB General Counsel explain
station search, negotiation, financing FCC rules,
takeover, and many other topics you choose. Learn
how to buy in today's environment. Call Robin Martin
or Erwin Krasnow today for details and a brochure.

The Deer River Group
Washington, D.C.—(202) 659-3331

BROADCASTING & CABLE'S
CLASSIFIED RATES

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

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

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

When placing an ad, indicate the **EXACT** category desired: Television,
Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Manage-
ment, 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 publica-
tion date. No credits or make goods will be made on errors which do not
materially affect the advertisement.

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

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

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

Rates: Classified display (minimum 1 inch, upward in half inch increments).
Per issue: Help Wanted: \$138 per inch. Situations Wanted: \$69 per inch. All
other classifications: \$138 per inch. For Sale Stations, Wanted To Buy
Stations, Public Notice & Business Opportunities advertising require dis-
play 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 BROAD-
CASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

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

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

For the Record

Compiled by BROADCASTING & CABLE for the period of Sept. 3-10 based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 42). FCC actions on ownership change filings follow:

Grants

AM's

KCLS(AM) Flagstaff, AZ
KBLF(AM) Red Bluff, CA
KCAL(AM) Redlands, CA
KDEN(AM) Denver
WPSQ(AM) New Port Richey, FL
WHLP(AM) Baltimore
WBAG(AM) Burlington, NC
KRSP(AM) Salt Lake City
KKDZ(AM) Seattle

FM's

KBFX-FM Anchorage
KRZR-FM Hanford, CA
WSLM-FM Salem, IN
KKCR-FM Salina, KS
KPEL-FM Erath, LA
WXGL-FM Lewiston, ME
WKHI-FM Ocean City, MD
KSJQ-FM Savannah, MO
WGTR-FM Bucksport, SC
KHLC-FM Bandera, TX
New FM San Angelo, TX

AM-FM

WDOV(AM)-WDSO-FM Dover, DE
WIRA(AM)-WQV-FM Fort Pierce, FL
KGNO(AM)-KDCK-FM Dodge City, KS
KZXL-FM Great Bend, KS
WACR-AM-FM Columbus, MS
KSVP(AM)-KTZA-FM Artesia, NM
WCOS-AM-FM Columbia, SC
WDSC(AM)-WZNS-FM Dillon, SC
WRDJ-FM Bridgewater and WHBG-AM Harrisonburg, both VA
KFIZ(AM)-WFON-FM Fond du Lac, WI
WADC(AM)-WHCM-FM Parkersburg, WV

TV's

WKBD-TV Detroit

NEW STATIONS

Applications

■ **Sibley, IA** (BPH930809MA)—21st Century Radio Ventures Inc. seeks 100.3 mhz; 6 kw; ant. 72 ft. Address: 9222 Loma St., Villa Park, CA 92667. Applicant is headed by James Primm and owns

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

KBMK(FM) Bismarck, ND.

Actions

■ **Marianna, AR** (BPH920804MC)—Granted app. of L.T. Simes II and Raymond Simes for 105.3 mhz; 6 kw; ant. 100 ft. Address: P.O. Box 2870, West Helena, AR 72390. Applicant owns KCLT-FM West Helena, AR. Action August 25.

■ **Netcong, NJ** (BPED920414MA)—Granted app. of Family Stations Inc. for 88.1 mhz; 2.2 kw-V; ant. 134-v. Address: 3108 Fulton Ave., Suite 1, Sacramento, CA 95821. Applicant is headed by Harold Camping and has no other broadcast interests. Action August 18.

■ **Corning, NY** (BPED930113ME)—Granted app. of WSKG Public Telecommunications Council for 91.1 mhz; 12.6 kw; ant. 177 ft. Address: P.O. Box 3000, Binghamton, NY 13902. Applicant is headed by Michael J. Ziegler and owns noncommercial educational stations WSKG-FM-TV Binghamton, WSQG-FM Ithaca, and WSQC-FM Oneonta, all N.Y. Action August 24.

■ **Allentown, PA** (BPED891019MF)—Granted app. of Lehigh Valley Community Broadcasters Association Board of Directors for 89.30 mhz; 0.12 kw-V; ant. 245 ft. Address: P.O. Box 1456, Allentown, PA 18105. Applicant is headed by Geoffrey H. Chambers and has no other broadcast interests. Action August 24.

■ **Allentown, PA** (BPED900905ML)—Granted app. of Beacon Broadcasting Corp. for 89.30 mhz; 0.150 kw; ant. 245 ft. Address: 401 N. 17th St., Suite 205, Allentown, PA 18104. Applicant is headed by John P. Hentosh and has no other broadcast interests. Action August 24.

■ **Ephraim, UT** (BPED930125MB)—Granted app. of Snow College for 89.5 mhz; 0.1 kw; ant.-354 ft. Address: 150 College Ave., Ephraim, UT 84627. Applicant is headed by Gary Chidester and has no other broadcast interests. Action August 19.

FACILITIES CHANGES

Applications

FM's

■ **Ford City, CA** KZPE(FM) 102.1 mhz—August 31 app. of Ford City Broadcasting for mod. of CP (880504MB) for new station. Change ERP 6 kw ant. 39 m.; TL: Maricopa Ridge, 2 km S of city of Maricopa, Kern Co., CA.

■ **Montecito, CA** KJEE(FM) 92.9 mhz—August 30 app. of Montecito FM, Inc. for mod. of CP (BPH-851231MR) to make changes: ERP: 0.82 m.; TL: Gibraltar Peak, appx. 5.5 km NW of Montecito (Santa Barbara), CA.

■ **Pueblo, CO** KCCY(FM) 97.9 mhz—August 30 app. of McCoy Broadcasting Co. for CP to make changes: ERP: 58.3 kw, ant. 695 m. TL: atop Cheyenne Mtn., 6.3 km W of Fort Carson, CO, 270 degrees true.

■ **Kealahou, HI** KAOY(FM) 101.5 mhz—Sept. 1 app. of Visionary Related Entertainment Inc. mod. of CP (BPH-911107IK) to make changes: ERP: 7.079 kw, ant. 838 m.; TL: 0.75 km W-SE of Kaupulehu Crater, Island of HI. Class changed from C3 to C1 (per MM docket 93-654).

■ **LaFayette Township, IN** WCYT(FM) 91.1 mhz—August 30 app. of Southwest Allen County Schools for mod. of CP (BPED=900215MC) to make changes: ERP: 0.125 kW H&V, ant. 69 m. H&V, TL: 0.29 km WNW of intersection of Kress Rd. and I-69, LaFayette Township, Allen Co., IN, to modify authorized directional pattern and main studio location.

■ **Browerville, MN** KXDL(FM) 99.7 mhz—August 30 app. of Prairie Broadcasting Co. Inc. for CP to change: ERP: 6 kw and TL: 2.4 mi. from Browerville, MN, bearing of 338 degrees.

■ **Dover, NH** WOKQ(FM) 97.5 mhz—August 30 app. of Fuller-Jeffrey Broadcasting Corp. of New England for CP to change antenna system from directional to non-directional.

■ **Coos Bay, OR** KYTT-FM 98.7 mhz—Sept. 1 app. of J.W. Lemon, D. Seleshanko, H. Abel Jr. for CP to make changes: ERP: 12.8 kw; ant. 293.3 m. TL: 14.7 km from Coos Bay, OR, on a true bearing of N043E degrees; frequency changed to 254; Class changed to C2 (per MM docket 81-155).

■ **Corvallis, OR** KEJO-FM 101.5 mhz—August 31 app. of Madgekal Broadcasting Inc. mod. of CP (BMPH-890925JY as mod.) for changes, ant. 342.3 m.

■ **Hempstead, TX** KEZB(FM) 105.3 mhz—August 31 app. of Farmers Communications for mod. of CP (BPH-911004MF) to make changes: change: TL: 0.5 mi. SW of West Academy along FM 1227, Montgomery Co., TX; change class to C3 per MM docket 92-279.

TV's

■ **Tacoma, WA** KSTW(TV) Ch. 11—Sept. 1 app. of Gaylord Broadcasting Co. for MP (BPCT-890203KH) to change. Coordinates: (47-36-56 122-18-29) for antenna supporting-structure height.

Actions

AM's

■ **Savannah, GA** WEAS(AM) 900 khz—Granted app. of WEAS Inc. for CP to change TL to 1.93 km (1.2 mi.) E of downtown Savannah just N. of East President St. extension, Savannah, GA, and make changes in antenna system 32 04 30 - 81 04 16. Action August 25.

FM's

■ **Dermott, AR** KXSA-FM 103.1 mhz—Granted app. of KXSA Radio Inc. for mod. of license to increase ERP from 3 kw to 5.5 kw per MM docket 88-375. Action August 23.

■ **Fayetteville, AR** KKEG(FM) 92.1 mhz—Granted app. of DeMaree Media Inc. for CP to make changes: change ERP 20.5 kw ant. 100 m.; Class C3. Action August 23.

■ **Jonesboro, AR** KASU(FM) 91.9 mhz—Granted app. of Arkansas State University for mod. of CP (BPED-920325IF) to make changes: change: ant. 211 m.; TL: 4.8 km N of Jonesboro, 2.6 km E of State Rte 141 in Craighead Co., AR, specify directional antenna. Action August 20.

■ **Tallahassee, FL** WFSU-FM 88.9 mhz—Granted app. to Florida State University for CP to make changes: to operate on an omnidirectional antenna. Action August 18.

■ **Twin Falls, ID** KAWZ(FM) 89.5 mhz—Granted

app. of Calvary Chapel of Twin Falls Inc. for CP to make changes; change ERP 11.6 kw. Action August 24.

■ **Churubusco, IN** WKQM(FM) 96.3 mhz—Granted app. of Robert M. Peters for mod. of CP (BPH-880107MH) to make changes: ERP: 18.5 kw, ant. 120 m. TL: 1 mile W of Hwy 27 on Carroll Rd., change class from A to B1 (per docket 91-244). Amended 42393 & 722/9; TL: 41 06 13 85 10 44; ERP: 6.7 kw, ant. 169 m. Action August 24.

■ **Worcester, MA** WAYW(FM) 91.9 mhz—Granted app. of University of Massachusetts for mod. of CP (BPED-840912AC) to make changes: ERP: 1.0 kw, ant. 266 ft 81 m., TL: S of SR9, near Proctors Corner, Spencer Town, Worcester Co., MA. Action August 20.

■ **Hillman, MI** WKJZ(FM) 94.9 mhz—Granted app. of Carroll Enterprises Inc. for mod. of CP (BPH-900118MN) to change TL: on Grosinsky Rd., about 4.6 km SSW (at 202 degrees) from Hillman, MI. Action August 25.

■ **University, MS** WUMS(FM) 92.1 mhz—Granted app. of Student Media Center of University of Mississippi for CP to change; ant. 100 m.; TL: State Rte 3, 8.5 km W of intersection with State Rte 7 bypass; Oxford, MS (LaFayette, Co.). Action August 24.

■ **Belhaven, NC** WKJA(FM) 101.1 mhz—Granted app. of Winfas of Belhaven Inc. for mod. of CP (BPH-861103IG as mod.) to make changes; change: ERP: 31.0 kw; ant. 187 m. Action August 24.

■ **Auburn, NY** WDNW(FM) 88.9 mhz—Granted app. of Cayuga Co. Community College for CP to make changes; change freq: 89.1 mhz; ERP: 3.0 max. Action August 20.

■ **Ashland, OR** KCMX-FM 101.9 mhz—Dismissed app. of A & L Broadcasting for CP to change ERP: 50 kw. Action August 20.

■ **Milton-Freewater, OR** KLKY(FM) 97.9 mhz—Granted app. of Alexandra Communications for CP to make changes; change: ERP: 8 kw; ant. 339 m.; TL: on Pikes Peak 15.6 km SE of post office in Walla Walla, WA; change class to C2 per MM Docket 92-292. Action August 23.

■ **Hazleton, PA** WWSH(FM) 97.9 mhz—Granted app. of Luzerne Co. for CP to make changes;

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**.

change: ERP: 27.5 kw; ant. 201 m.; TL: Berner Ave., between E and Luzerne St., Hazleton, Luzerne Co., PA.; modify directional antenna pattern. Action August 19.

■ **Howe, TX** KHYI(FM) 95.3 mhz—Granted app. of Maple Communications LP for mod. of CP (BPH-900710MA) to make changes; change ERP: 3.9 kw; ant. 126 m.; TL: 366 m. N of Collin Co. Rd. 222, 3.7 km SW of Van Alstyne, Collin Co., TX. Action August 24.

■ **Walla Walla, WA** KHSS(FM) 100.9 mhz—Granted app. of KHSS Inc. for mod. of CP (BPH-880726MN) to make changes; change: ERP: 1.3 kw; ant. 419 m. Action August 16.

■ **Fort Pierce, FL** WJFP(FM) 91.1 mhz—Granted app. of Black Media Works Inc. for mod. of CP (BPED-910201MM) to make changes; change: ERP: 6 kw. Action August 24.

■ **Palm City, FL** WCNO(FM) 89.9 mhz—Granted app. to National Christian Network Inc. for mod. of CP (BPED-840309CJ) to make changes; change

ant. 187 m. Action August 24.

■ **Union City, OH** WTGR(FM) 97.5 mhz—Granted app. of State Line Radio for mod. of CP (BPH-880602OH) to make changes; change: ERP: 6.0 kw; TL: N side of McClure Rd., 570 m. E of State Line, Washington Township, Darke Co., OH. Action August 25.

■ **Moncks Corner, SC** WJYQ(FM) 105.3 mhz—Granted app. of Cedar Carolina LP, debtor-in-possession, for CP to make changes., ERP: 20 kw; frequency and class (per docket 91-127). Action August 26.

■ **Bartlett, TN** WJWL(FM) 92.9 mhz—Granted app. of Belz Broadcasting Co. for mod. of CP (BPH-871224MI) to make changes: ERP: 6.0 kw; ant. 100 m.; TL: 0.15 km.; W of intersection of Bayliss and Jackson Ave in Gateway Industrial Park at Memphis, TN. Action August 25.

TV's

■ **San Bernardino, CA** KZKI(TV) Ch. 30—Granted app. of Sandino Telecaster for MP (BPCT-850506KT) to change. ERP vis: 3800 kw; ant. 715 m.; TL: Sunset Ridge, 30 km W of San Bernardino, CA (34-11-15 117-41-58). Action August 20.

■ **Battle Creek, MI** WJUE(TV) Ch. 43—Granted app. of Western Michigan Christian Broadcasting Inc. for MP (BPCT-850607KN) to change: ant. 323 m.; TL: S side of Coats Grove Rd., one-half mile E of intersection of Coats Grove Rd. & Hager Rd. In Vermontville Township, Eaton Co., MI. Action August 23.

■ **Ashland, VA** WZXX(TV) Ch. 65—Granted app. of Christel Broadcasting Inc. for CP to change. ERP vis: 1581 kw; ant. 262 m.; ant: BASC SG-30 DA. Action August 25.

■ **Fort Collins, CO** KWXX(TV) Ch. 22—Granted app. of Chase Broadcasting of Denver Inc. for MP (BPCT-830218KL) to change TL: S. of Rist Canyon Rd. 9.3 km.; W. of Laporte, Larimer Co., CO (40-37-23, 105-14-53), ant. 379 m.; Dielectric Communications TFLU-36JSM(P300BNT). Action August 20.

■ **Paducah, KY** WDKA(TV) Ch. 49—Granted app. of Macpherson Broadcasting of Kentucky Inc. for MP to change ERP: 2610 kw. Action August 25.

SERVICES

BROADCAST DATABASE dataworld[®] MAPS

Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

EDS[®] BROADCAST DATA SERVICES

A Div. of Moffet, Larson & Johnson, Inc.
• AM, FM, TV, H-group databases
• Coverage, allocation and terrain studies
• FCC research
703 824-5666 FAX: 703 824-5672

dataworld[®] LPTV/TV Translator

Detailed Interference Studies
Regional Directories
Maps - Terrain - Popcount
301-652-8822 800-368-5754

DS[®] 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.
1040 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

LDL[®] COMMUNICATIONS, Inc.

RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

IDB

FOR WORLDWIDE
SATELLITE
TRANSMISSION
SERVICES CONTACT:
IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-240-3904



**TOWER NETWORK
SERVICES**
NATIONWIDE SERVICE
(305) 771-7180
WE • STROBE LIGHT SYSTEMS
SERVICE • TOWERS AND ANTENNAS

AM FM TV

Addresses, Mailing lists,
Data Discs, Mailings to P.D.'s
& General Managers. For
details, call The Radio Mail
1-800-759-4561!

Phone 202-452-1422 Fax 202-296-3780

DATA COMMUNICATIONS COMPANY Telecommunications Consultants

ANN VOGT 1990 M Street, NW, #540
Washington, DC 20036

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

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 30 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

E. Harold Munn, Jr., & Associates, Inc.

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc. Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115

Member AFCCE

HATFIELD & DAWSON

CONSULTING ENGINEERS

4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCE

F.W. HANNEL & ASSOCIATES Registered Professional Engineers

911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

STRUCTURAL SYSTEMS
TECHNOLOGY, INC.
J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 456-9765

C.P. CROSSNO & ASSOCIATES CONSULTING ENGINEERS

P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCE

JOHN 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
TELECOMMUNICATIONS ENGINEERS
LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCE
(805) 733-4275 / FAX (805) 733-4793

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

Suffa & Cavell, Inc.

Consulting Engineers
3975 University Drive, Suite 450
Fairfax, Virginia 22030
(202) 332-0110 (703) 591-0110
Fax (703) 591-0115
Member AFCCE

SPECTRUM
ENGINEERING COMPANY
BILL CORDELL, P.E.
11211 Katy Freeway, Suite 390
Houston, Texas 77070
(713) 984-8885 or (713) 438-3838
Communication Engineering Consultants
Member AFCCE

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

Cable underestimated

EDITOR: I take strong issue with the forecasts for broadcast and cable made by Veronis Suhler and its consultant David Wilkofsky in your July 26 article "Television trends in transition." Their projections are totally inconsistent with recent marketing and media statistics, which show that cable is far outpacing broadcast TV in both audience and revenue growth.

To Veronis Suhler's vision of only a 4% revenue increase for cable during the next five years, I can only say: "Please open your eyes."

From 1990 to 1992 alone, total cable advertising revenues climbed approximately 15% annually—from \$2.5 billion to \$3.4 billion. For 1993, Paul Kagan Associates forecasts another healthy double-digit increase—14%—to almost \$3.9 billion, and a massive jump to more than \$5 billion by 1995. The growing acceptance of cable by national, regional and local advertisers will

sustain this momentum in the decade ahead.

Also inconsistent with current data is Veronis Suhler's projection that broadcast network shares will stabilize and then regain lost ground. Since CAB began tracking viewing trends in the early 1980's, the broadcast figures have been traveling on a one-way street: downhill. For the October-June period 1991-92 vs. 1992-93, ABC/CBS/NBC affiliates in prime time dropped 2.1 U.S. household share points, while basic ad-supported cable rose 1.2 share points.

Suggesting, as the Veronis Suhler report does, that broadcast network shares will regenerate in an environment of rapidly proliferating viewing alternatives is a little hard to swallow. Right now, it's hard enough imagining broadcast audience erosion leveling off.

Finally, Mr. Wilkofsky's assertion that the Fox network's ability to quickly post an 8 rating is an "em-

pirical display that the viewer prefers network programs" is without merit. The simple truth is: Viewers are attracted to the best programming, regardless of the method of delivery. Program quality and diversity, in fact, is why basic cable's share is steadily rising.

The truth is also that, for the '92-'93 season, Fox programs were down in all key (young viewer) demographics versus a year ago, while local (non-network) Fox affiliate programs were up. So much for Mr. Wilkofsky's postulation.

I don't have a problem with someone else's speculation as long as it has some basis in reality. Unfortunately, that isn't the case here.—
Thomas E. McKinney, president/CEO, Cabletelevision Advertising Bureau, New York.

If it ain't broke...

EDITOR: Re your "Monday Memo" of July 19, by Michael J. Hir-

DIRECTORY OF CAHNERS INTEGRATED MARKETING SERVICES

Cahners Marketing Services give you the competitive edge. Call today to subscribe to a full range of marketing services from economic forecasting and market research to database marketing, market analysis, and advertising.

Cahners Business Confidence Index 1-800-828-6344 x050

Early Warning Forecast Services

- Early Warning Forecast Newsletter
- Early Warning Forecast Software
- Early Warning Forecast Charts
- Early Warning Forecast Seminars
- Early Warning Forecast Database
- Early Warning Forecast Special Services

1-800-828-6344 x051

Electronic & Computer Market Services subscribe to:

- Electronic Business Forecast Newsletter
- Electronic Business Forecast Database
- Electronic Purchasing Leadtime Database

1-800-828-6344 x052

Building & Construction Market Services subscribe to:

- Building & Construction Market Forecast Newsletter
- Top U.S. Construction Markets Report
- Building & Construction Market Database

1-800-828-6344 x053

Other Services & Reports subscribe to:

- Entertainment Industry Outlook
- Print Market Outlook
- Logistics Database
- Consumer Watch
- Publishing Markets
- Buying Strategy Forecast
- Purchasing Leadtime Database

1-800-828-6344 x054

Market Research

- Manufacturing/High Technology 1-800-828-6344 x055
- Food Service/Building & Construction/Furniture 1-800-828-6344 x056
- Healthcare/Printing & Publishing/Interior Design 1-800-828-6344 x057
- Childcare/Bridal/Boating 1-800-828-6344 x058

Cahners Integrated Marketing Group

1-800-828-6344 x059

Business Research Group

1-800-828-6344 x060

Cahners Database Marketing Service

1-800-828-6344 x061

Cahners National Account Program

1-800-828-6344 x062

Cahners Magazine Network

1-800-828-6344 x063


CAHNERS PUBLISHING COMPANY
A DIVISION OF REED PUBLISHING (USA) INC.

rel, alleging that "if the fairness doctrine challenges succeed, broadcasters will be the real losers." Mr. Hirrel misses several points:

■ Compliance with the fairness doctrine is determined by the FCC and, as with all its rules, the commission's enforcement of the doctrine defines its current interpretation of it—which changes from time to time without notice. Such uncertainty, and paradoxes in the doctrine itself, caused broadcasters to avoid covering matters of controversy outside of newscasts due to the danger of inadvertently running afoul of how the commission later decides they should have responded. It thus chilled the very discussion of controversy it allegedly sought to promote.

■ When the FCC has found violations, it often has fined stations money, contrary to Mr. Hirrel's belief. I specifically recall the mid-'70s ruling by the commission about the California-American Water Co. ads on several Monterey Bay Area radio stations, which cost each station \$2,500 despite every station's having conscientiously thought it had correctly interpreted the doctrine.

■ The FCC used the doctrine to require cigarette "counter-commercials" before Congress outlawed all cigarette advertising on radio and television. Although the FCC subsequently maintained that this was a unique situation, and that the doctrine did not otherwise apply to product/service advertising, the courts tended to uphold the precedent previously set—encouraged by subsequent actions by the commission, as in the previously cited advertisements for the California-American Water Co.—which none of the stations involved believed contained any controversial matter at all. Reinstatement of the doctrine would risk reinstatement of the precedents which would potentially compel broadcasters to run counter-commercials to automobile ads, food ads and ads for all sorts of seemingly innocuous products and services targeted by radical activist groups.

Since the absence of the doctrine in recent years has led to no abuses, my own suspicion about why Congress is so aggressive about its reinstatement is fear that without it, stations might feel all too free to editorialize against incumbents at election time.—Eric G. Norberg, edi-

tor/publisher, The Adult Contemporary Music Research Letter, Portland, Ore.

Another public defender

EDITOR: Maybe you should think again about why you're so uncomfortable with public television. It's not "television" as you know it, because it's not comparable to commercial or cable television. These are market-driven enterprises with bottom lines eyed by stockholders and other corporate interests. That's good. They're important. We support their successes.

Public television is not market driven. It's public service for local communities. You persist in believing it panders to the elite. Maybe you'd be a lot more comfortable if you visited a public television station. You might visit KTCA in the Twin Cities, where the St. Paul Hmong community—a large and growing population—gets news and programs in their native language. You might go to Kentucky and visit the state network where kids in mountain hollers are learning physics through public television and are being accepted at Yale, while their parents are learning to read at more than a grade school level.

There are all sorts of things you might learn if you look around. Maybe next time you won't be so uncomfortable with public TV.—David J. Brugger, president, The Association of America's Public Television Stations, Washington.

Attack target

EDITOR: The comment is made on your Aug. 30 "Editorials" page in reaction to Howard Stern's being dropped by WLUP(AM) Chicago: "That leaves 14 markets to go before the First Amendment is extinguished on radio." Since the FCC is attacking broadcasters of his program on grounds of indecency in his speech, I will assume he has a filthy mouth on air. In this day, a filthy mouth has to be defined by the nature of the words emitted. The society we live in does not have a standard.

Fortunately, some people in a position of authority do have a sense of decency and what is likely to offend at least some of the audience. Mr. Stern's comments seem to have a sense of verbal pornography to

them. I have not heard his show, so I cannot speak firsthand; however my comments are a valid observation based on the kind of uproar Mr. Stern's comments cause. Pornography, visual or verbal, has no legal protection under the First Amendment, according to the history of the ruling concerning it.

The First Amendment is not under attack. Licentious, filthy, gratuitous speech is. Let the distinction be noted.—Jim Williams, Memphis.

Get rid of EBS

EDITOR: The FCC has embarked on an aggressive program to evaluate and rebuild our nation's EBS system. The first phase of field testing in Denver has been completed, with follow-up testing scheduled for September. The end result will be new regulations and required equipment purchases for every radio, TV and cable operator in the United States. Of course, this means higher compliance and enforcement costs for all concerned.

Nearly everyone agrees the present EBS system is broken. The public has become desensitized to the tones and unaware of the system's intent and purpose. The fixes being proposed to the FCC come down to three new technical system designs. There is a fourth fix that needs to be considered: Get rid of EBS completely.

I know of no documented case where the EBS system has been solely credited with saving a single life.

We already have a fully operational and reliable emergency public notification system. It's called word of mouth, mass media and general public awareness. This system has never failed, will never break and is thoroughly tested millions of times a day. To try to build anything better is totally unrealistic and would be outright dangerous if the public really thought an EBS system would warn or protect them from any immediate act of God.

Broadcasters have paid enough in time, money and confusion for this illusion of public service and protection. For budget cutters at the commission, eliminating spending on this EBS charade would be a great place to start.—Stephen J. McNamara, president, Stephens Communications Inc., Little Rock, Ark.

Superpanel keynotes 7th Interface

Future-focused telecommunications policy seminar scheduled in connection with third annual Hall of Fame

A top 10 of the telecommunications arts will headline the seventh annual Broadcasting/Cable Interface, scheduled for Nov. 9 at Washington's Omni Shoreham Hotel. Their assignment: to examine changing relationships in the electronic nation and forecast "Where We Go from Here." The starting lineup:

- Barry Diller of QVC (tentative),
- John Hendricks of Discovery,
- Alex Mandl of AT&T Communications,
- Barry Meyer of Warner Bros.,
- Brian Roberts of Comcast,
- Lucie Salhany of Fox,
- Ray Smith of Bell Atlantic,
- Howard Stringer of CBS,
- and Robert Wright of NBC.
- An expert on computer/TV convergence will fill out the hand.

The day will begin with congressional and FCC keynotes, featuring senior members of the House and Senate commerce committees and, traditionally, the chairman of the FCC. A panel featuring the other FCC members will follow.

ABC News correspondent Sam Donaldson has agreed to deliver the luncheon address, broadening the Interface agenda beyond policy into politics and journalism.

Other principal elements of the program include a debate between Jerry Pearlman of Zenith and Russell Newman of Tufts University on "HDTV: Boom or Bust," and an economic forecast panel featuring Steve Rattner of Lazard Freres, David Londoner of Wertheim Shroder & Co., John Reidy of Smith Barney, Dennis Leibowitz of Donaldson, Lufkin & Jenrette, and Donald Russell of Communications Equity.

Closing remarks will be delivered by Larry Irving, assistant secretary of Commerce and director of the National Telecommunications and Information Administration.

The registration fee (including continental breakfast and lunch) is \$295, with a discount to \$250 for FCBA members.



Gene Autry John Hendricks Don Hewitt Bruce Morrow Barbara Walters Richard Wiley

Also on Nov. 9, BROADCASTING & CABLE magazine will present its third annual Hall of Fame, honoring outstanding achievement in the Fifth Estate, at a black-tie dinner at the Omni Shoreham. Among those selected for honors this year: Gene Autry, Dean Burch, John Hendricks, Jim Henson, Don Hewitt, Ernie Kovacs, Bruce Morrow, Elton Rule, Dick Salant, Barbara Walters and Richard Wiley.

The Hall of Fame was established in connection with BROADCASTING magazine's 60th anniversary. Sixty honorees were inducted that year, representing all areas of Fifth Estate activity. Another 21 were inducted last year, and it is anticipated that 20 will be honored in the 1993 ceremony.

Proceeds from the dinner will go to the International Radio & Television Foundation and the Museum of Television and Radio. Tables of 10 (tiered) are \$7,000, \$5,500 and \$4,000; individual tickets are \$425. For information and reservations about Interface or the Hall of Fame dinner, call Joan Miller (New York) at 212-340-9866, or Pat Vance (Washington) at 202-659-2340. ■

Datebook

THIS WEEK

Sept. 14—"Television: A View From The Top," seminar and luncheon sponsored by **Broadcasting and Cable** and the **Hollywood Radio and Television Society**. Beverly Hilton Hotel, Beverly Hills, Calif. Information: (818) 769-4313.

Sept. 14—"What America Should Watch Versus Rating and Revenues," Q&A session sponsored by **International Radio and Television Society**. Mezzanine Level, NBC, New York. Information: Lyvann Oum, (212) 867-6650.

Sept. 14-17—**National Association of Black Broadcasters** 17th annual broadcast management conference. Washington. Information: (202) 463-8970.

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

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.

ALSO IN SEPTEMBER

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.

OCTOBER

Oct. 5-7—**Atlantic Cable Show**. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

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

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

Oct. 14-17—**Society of Professional Journalists** national convention. Sheraton Bal Harbour Hotel, Bal Harbour, Fla. Information: (317) 653-3333.

Oct. 17-19—**Association of National Advertisers** 84th annual meeting and business conference. Naples, Fla. Information: (212) 697-5950.

Oct. 23-26—**Radio Advertising Bureau** fall board meeting. Phoenix. Information: (212) 387-2100.

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.

DECEMBER

Dec. 1-3—**Western Cable Show** sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (510) 428-2225.

Edmund Newton Ansin

Edmond Ansin has had only one promotion in the past 31 years, and it was more than 20 years ago.

Ansin and his father, Sidney D. Ansin, took over WSVN(TV) Miami, then an NBC affiliate, in 1962, when Ansin was 26. At that young age, only five years out of college, Ansin became executive vice president of Sunbeam Television Corporation. He has been president of Sunbeam since 1971, when his father died.

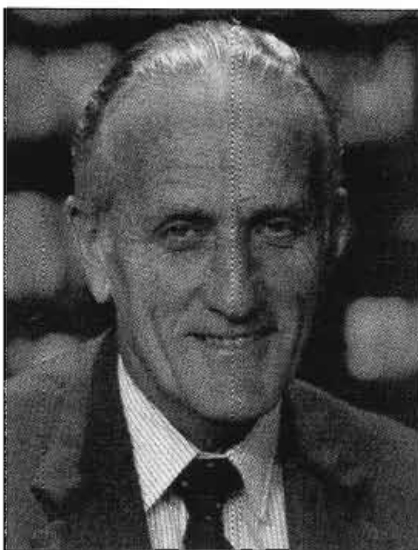
Although the station has been in the same hands for more than 30 years, it has had its moments of uncertainty, including the loss of its NBC affiliation on Jan. 1, 1989, following NBC's purchase of the local CBS station, WTVJ(TV).

Ansin calls the schism "ancient history," but he is still bewildered that NBC would have taken such an action after three decades of loyalty on the part of WSVN. He believes that the then-new owners of NBC were responsible for his abandonment. "It was clear to me the prior administration—Grant Tinker, Thornton Bradshaw—would not have done such a thing, but the GE people must see life differently. It was something at the time that seemed bizarre, certainly unprecedented."

Ansin assumed he could pick up the pieces with a CBS affiliation, but that hope disappeared when CBS chose to buy another station in the market.

Now Ansin finds himself the owner of Miami's Fox affiliate, although he is quick to point out that he considers WSVN an independent station, first and foremost, that is affiliated with Fox. According to Arbitron, his station is the market leader in Monday-Friday prime time and tied for No. 1 in sign-on to sign-off (Nielsen has the station in second place for the latter). And each weekday, WSVN turns out seven hours of news that has won national recognition—as well as reprobation—for its MTV-like presentations.

WSVN newscasts are filled with flashy graphics and rapid-fire video images, a style that could not be more at odds with Ansin's own personality. One colleague describes Ansin as "ul-



tra-conservative"—although Ansin disclaims any personal political involvement. A native of Massachusetts, he describes himself as "a New Englander by temperament."

His parents moved the family to Miami soon after they began spending winters in Miami Beach in the early 1940's. The family has extensive real estate holdings in Miami, and *Forbes* magazine has informed Ansin that it will list him this year as one of the richest people in America.

He is not looking forward to seeing himself listed among the nation's 400 wealthiest people. "I just don't want the notoriety," he says.

Although his flashy, youth-oriented show now dominates the Miami news market (by WSVN's comparisons, the station's news beats the competition in morning, evening and late night), Ansin is annoyed with all the attention accorded its tabloid styling. He believes the key to his success is "news coverage first and foremost. Second is contemporary styling."

Ansin points to the station's reporting on Hurricane Andrew, when WSVN went live with 24-hour-a-day news

coverage for almost a week. Knowing that the level of interest among South Floridians was high, last month the station sent two camera crews to North Carolina to cover the impact of Hurricane Emily, even though the storm posed no threat to the Miami market.

Ansin believes that live coverage of Emily was the critical factor in the newscast's winning performance in the 10 o'clock time period. Audiences have changed dramatically during his 30 years in broadcasting, he says, to the point where they're more news hungry than ever. "We are the most successful station in the market today," says Ansin. "Nobody could have foreseen that in 1989," the year the station was cut lose from NBC.

The station's devotion to news—it claims its seven hours a day is a record for any station—and a young-adult demographic have even prompted it to pass on the relatively profitable Fox Children's Network.

Having decided last year that he was in a position to make a "major acquisition," Ansin this summer bought Boston CBS affiliate WHDH-TV, his second TV station purchase in 30 years, for \$204 million. He

is looking forward to shaking up the market.

Ansin does not expect to use the same flashy formula that has worked for him in Miami. "Miami is basically glitzy," he says. "Boston is very traditional." Even the man behind WSVN's flash, Joel Cheatwood, vice president of Sunbeam Television, says WHDH-TV will not look like a mirror image of WSVN. "To take our style of news in Miami and simply supplant it in Boston would be absolutely idiotic," Cheatwood says.

Ansin says there is room for growth at his new station, but its New England location was also a factor in his decision to purchase it. "It made it more attractive to me because it's a place I enjoy going," he says. ■

President, Sunbeam Television Corporation, Miami; b. March 9, 1936, Worcester, Mass.; BS, economics, Wharton School of Finance and Commerce, University of Pennsylvania, Philadelphia, 1957; vice president, Miami Gardens Inc., 1957-62; executive vice president, WSVN(TV), 1962-71; present position since October 1971; divorced; children: Andrew, 29; James, 27; Stephanie, 21.

TELEVISION



Yudin

sponsored programming, co-productions.

Appointments at Viacom International Inc., New York: **Richard Rothstein**, director, corporate information services, named VP, corporate information services; **Michael Cruz**, assistant controller, named VP/assistant controller.

Gregg Maday, VP, movies, mini-series, Warner Bros. Television, Burbank, Calif., named VP.

Richard Easthouse, director, northeast sales, ITC Entertainment Group, New York, named VP, domestic television, northeast region.

Bert Gould, VP, Fox Kids Club and Network Promotion, Beverly Hills, Calif., named VP, marketing, promotion, program strategy, Fox Children's Network there.

Barbara Mannina, director, financial reporting, Twentieth Television, Beverly Hills, Calif., named VP/controller.

Lou Israel, VP, sales, LBS Communications, New York, joins Grove Television Enterprises there as VP, sales, distribution.

Gwen Wood, director, satellite replacement office, Public Broadcasting Service, Alexandria, Va., named director, satellite services/PBS ONLINE.

Robert Baruc, president, Triboro Entertainment Group, New York, joins Unapix Entertainment there as president/CEO, home video subsidiary.

Charles Coleman, senior director, production administration, Radio City Music Hall Productions, New York, joins Worldwide Television

News there as controller/director, administration.

Bruce Charet, VP, Alan King Productions, New York, joins Bud Grant Productions, Los Angeles, as VP, creative affairs.

Jim Murphy, producer, *CBS This Morning*, New York, named senior broadcast producer.

Chris Graves, executive producer, Wall Street Journal Television, New York, named managing editor, Asia Business News there.



Young

as co-hosts, *Broadcast House Live*.

Appointments at WLIG-TV Melville, N.Y.: **Michael Wach**, VP/GSM, WPIX-TV New York, joins as VP/GM; **Stacey Demas**, GSM, WGSM(AM) Huntington, N.Y. WMJC-FM Smithtown, N.Y., joins as local sales manager.

Robin Young, former correspondent, ABC's *Home Show*, Los Angeles, and **John Curley**, weatherman, Newschannel 8, Springfield, Va., join WUSA-TV Washington

RADIO



Bryant

president, program operations, affiliations.

Bruce Blevins, VP/GM, KNEW(AM)-KSAN-FM San Francisco, joins KLME-FM Phoenix as GM.

Dave Tyler, sales manager, LLAD Inc., Arlington, Tex., joins Associated Press, broadcast division, Los Angeles, as regional radio executive.

Lynn Bond-Bruder, local sales manager, WPLY-FM Philadelphia,

Appointments at American Urban Radio Networks, New York: **Jack Bryant**, co-president, named president; **Jerry Lopes**, executive VP, programming, named

named national sales manager.

Appointments at Alaska Public Radio, Anchorage: **Karen Worbey**, executive producer, KTUU-TV Anchorage, joins as managing editor; **Stuart Rosenthal**, former production director, KALW-FM San Francisco, joins as technical director.

Philip Lamka, GM, WWW-AM-FM Detroit, elected president, Michigan Association of Broadcasters.

David Presher, GSM, KHYL-FM Sacramento, Calif., joins KMEN(AM) San Bernardino, Calif., KGGI-FM Riverside, Calif., as GM.

Appointments at WRQX-FM Washington: **Jeff Boden**, account executive, named GSM; **Cathy Whissel**, local sales manager, WVRT-FM Baltimore, joins in same capacity.

CABLE

Appointments at Showtime Satellite Networks, New York: **Susan Weinstein**, director, programming, Showtime Event Television, there, named VP, programming; **Jaan Janes**, account executive, Dobbin/Bolgia Associates, New York, joins as sales manager, central region.

Paul Woidke, director, operations, Adlink, Los Angeles, named VP.

Appointments at Lifetime Television, Astoria, N.Y.: **Brian Donlon**, TV reporter, *USA Today*, New York, joins as VP, public affairs; **Alex Wagner**, director, press relations, named director, planning, administration, programming and production.

Walter Rodgers, Washington correspondent, ABC News, Washington, joins CNN, Berlin, as Berlin correspondent.

Rod Mickler, director, marketing, affiliate sales, Sportschannel Florida, Orlando, Fla., joins Prime Sportschannel Networks, New York, as national director, marketing.

Cindy Hagen, senior account executive, KBL-TV Minneapolis, joins Cable Media Corp. there as sales manager.

Ken Olshansky, senior writer, on-air promotions, Comedy Central, New York, named director, development.

Appointments at Showtime Networks, New York: **Faith Grobman**, director, human resources, named VP; **John Warrack**, management recruiter, named director, employment; **Brett McCarty**, regional marketing director, named regional director.

Joe Stretesky, marketing representative, Sportschannel, Los Angeles, joins Playboy Entertainment Group, Beverly Hills, Calif., as sales manager, western region.

E.B. Moss, promotion director, Blake, Walls & Associates, Los Angeles, joins E! Entertainment Television there as affiliate marketing manager, western region.

Michael Dolan, manager, marketing, public relations, Sportschannel Ohio, Cleveland, named director.

Donna Prummel, marketing coordinator, USA Networks, New York, named publicist, corporate, media relations.

Appointments at National Cable Advertising, Chicago: **Kenneth Little**, co-founder, Rahimi & Little Inc., there, joins as GM; **Patrick Byrne**, executive VP, central division, Dupretti & Associates, there, joins as national sales manager.

Appointments at Time Warner CityCable Advertising, New York: **Joan Romaine**, promotion coordinator, named promotion supervisor; **Cari Haberman**, sales assistant, NYI News, named promotion coordinator, Warner CityCable Advertising and NYI News.

New members, board of directors, American Wireless Systems Inc., Phoenix: **John Leahy**, president, Management & Marketing Associates, Baltimore; **Robert Mayer**, senior VP/CFO/treasurer, Sierra Health Services, Las Vegas; **James Orth**, co-founder/executive VP, National Investors Financial Inc., Irvine, Calif.

ADVERTISING

William Chororos, freelance consultant and former executive VP/creative director, Backer Spielvogel Bates Inc., New York, rejoins BSB as executive VP.

Appointments at SSA Public Relations, Sherman Oaks, Calif.: **Eva Marie Lopez**, program director, KSMO-TV Kansas City, Mo., joins as

director, media, station relations; **Theresa Ward**, VP, international media relations, and **John Russel**, VP, promotions, named senior VP's; **Lauren Lewis**, senior account executive, named VP, talent.

Appointments at Hal Riney & Partners, New York, San Francisco: **Mary Jack**, broadcast account executive, New York, named VP/broadcast account executive; **Rick Boyce**, associate media director, San Francisco, named VP/associate media director.

Mitchell Gross, independent producer, WCAU-TV Philadelphia, joins Paolin & Sweeney, Cherry Hill, N.J., as VP, public relations.

Robert Bishopp, media manager, advertising services, Nestle Foods Corp., Purchase, N.Y., joins Vitt Media International Inc., New York, as group VP.

John Ahlin, account executive, Seltel, Chicago, named GM, Seltel, Cleveland.

TECHNOLOGY

Albin Moschner, senior VP, operations, Zenith Electronics, Glenview, Ill., named president/COO.

Michael Grant, product market manager, product planning, strategy group, interactive television team, Apple Computer, Cupertino, Calif., joins Sanctuary Woods, San Mateo, Calif., as producer/strategist, interactive television.

Jeffrey Wohl, executive VP, Camera Mart, New York, joins Direct Broadcast Services, Chestnut Ridge, N.Y., as VP.

Jim Schuster, director, operations, Crawford Satellite Services, Atlanta, named VP.

WASHINGTON

Jane Jackson, chief, legal branch, accounting, audits division, FCC, resigns.

Appointments at Motion Picture Export Association of America: **William Murray**, VP, theatrical, TV, New York office, named senior VP, theatrical, TV, home video, there; **Michael Connors**, VP, Asia-Pacific office, Singapore, named senior VP there.

Fellowship winners, Radio and Television News Directors Foundation: **Virginia Huie**, reporter, WCVB-TV Boston; **Lee Howard**, reporter, TV 2, Allentown, Pa., and WRHU-FM Hempstead, N.Y.; **Brenda Scheel**, reporter, American Forces Network Europe, Frankfurt, Germany.

Jerry McKinney, correspondent, Tokyo News Bureau, Voice of America, named chief.

DEATHS

Herve Villechaize, 50, actor best known as Tattoo on ABC-TV's *Fantasy Island*, died Sept. 4 at his North Hollywood home. Police reported he died of a self-inflicted gunshot wound and that his death was a suicide. His publicist, David Brokaw, said that Villechaize left a note and a tape recording saying he was despondent over health problems. Villechaize appeared on *Fantasy Island* from 1978 to 1983. Born in Paris, Villechaize was a supporting actor in movies and plays in the 1960's and '70s. He appeared in the *Fantasy Island* TV movie in 1977 and landed the Tattoo role that same year. He recently appeared in Coors beer and Dunkin' Donuts commercials and in an episode of HBO's *Larry Sanders Show*. He is survived by his companion, Kathy Self.

Carmine Cincotta, 41, executive sports producer, WNBC-TV New York, died Aug. 26 at Mount Sinai Hospital there. He had been undergoing treatment for Hodgkin's disease for the past year and a half. Cincotta joined WNBC-TV as an executive producer in 1990. He began his career as a desk assistant/news writer in 1974 at WABC-TV New York. After a year he joined WCBS-TV, where he worked for 10 years. He is survived by his mother, Lillian.

Bernice Garson Slater, 69, former VP, Hercules Broadcasting, which owned KRAK(AM)-KEWT(FM) Sacramento, Calif., died Aug. 11, of breast cancer, at her home in Sacramento. Slater, along with her former husband Manning Slater, owned Hercules Broadcasting for 25 years before selling it in 1978. She was GM of the two Sacramento stations and served as state capitol reporter for KEWT. Survivors include two sons, a foster daughter and three brothers.

The ABC-Hearst-ESPN2 train keeps on rolling. Last week, Capital Cities/ABC and Hearst reached retransmission-consent agreements with Century Communications, Greater Media, Multimedia Cablevision, Newhouse, Post-Newsweek Cable and Service Electric Cable. As with previous deals, the cable operators have agreed to a substantial rollout of ESPN2 in return for free carriage of the Capital Cities and Hearst stations. Capcities and Hearst—co-owners of ESPN2—now have deals with 17 of the top 20 MSO's.

Lee Enterprises Inc. has signed on to Scripps Howard's Home and Garden TV Network. Lee, which owns nine TV stations, will ask its local cable operators to carry its stations free in exchange for carriage of the cable network. Lee will also contribute local programming to the channel in a partnership arrangement.

The Federal Trade Commission has requested more information from QVC Network and Home Shopping Network on the proposed

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending Aug. 29. Numbers represent aggregate rating average/stations/% coverage)	
1. Wheel Of Fortune.....	12.7/223/98
2. Jeopardy!.....	10.7/215/99
3. Oprah Winfrey Show.....	9.1/235/99
4. Star Trek.....	9.0/245/99
5. Entertainment Tonight.....	7.3/186/96
6. Star Trek: DS9.....	7.1/236/99
7. Inside Edition.....	7.0/174/95
8. Married... With Children.....	6.4/193/96
9. Current Affairs.....	6.2/182/95
10. Designing Women.....	5.9/207/97
11. Hard Copy.....	5.8/165/94
12. Sally Jessy Raphael.....	5.5/215/99
13. Wheel Of Fortune-wknd.....	5.5/178/70
14. Roseanne.....	5.4/141/85
15. Baywatch.....	5.2/174/94

merger of the two shopping channel giants. The request will extend the waiting period under the Hart-Scott-Rodino antitrust law until 20 days after the requested information is provided to the FTC.

The news director at Fox's WTTG-TV Washington resigned over an internal memo in which he said he planned to consult conservative crusaders—among them Reed Irvine and Brent Bozell—about eliminating

reporters who were "inept, politically correct, shallow, and/or otherwise unsuitable." Joe Robinowitz claimed he meant that the newsroom should be more balanced. The memo turned up in the station's computer under the heading "Fugitive Slayings."

U.S. District Court Chief Judge Manuel Real has set Oct. 18 for hearing in Los Angeles on the big three networks motion to lift the fin-syn consent decrees, which bar networks from syndication business. The Justice Department had supported the networks' motion, but, with the change of administration, is reconsidering that position.

In a surprise move, **Garrick Utley**, who left NBC News one month ago after 30 years, **is joining ABC News** as chief foreign correspondent. He replaces Pierre Salinger, who retired in June, and will be based in London, as was Salinger. Utley had been scheduled to do a weekly magazine program for MacNeil/Lehrer Productions, before ABC News made its offer.

Pulitzer Publishing Co. closed on its purchase of KCCI-TV Des Moines, Iowa, for \$22.2 million. Purchased from H&C Communications, KCCI-TV is CBS affiliate on ch. 8.

The FCC has decided to survey the rates of a sample of cable systems to determine the effects of rate regulations, which kicked in Sept. 1. Although the FCC still maintains the regulations will cause rate roll-backs of up to \$1.5 billion, questions have been raised by Congress and others about increases in the prices of some tiers. "Nobody really knows what's going on," says an FCC official. The FCC hopes to have the survey completed by Oct. 7, which won't be in time for the con-

More MSO's for America's Talking

NBC has signed four more MSO's for its proposed cable channel, America's Talking: Adelphia Cable Communications, Jones Intercable Inc., Sammons Communications Inc. and Columbia International Inc. Tom Rogers, president of NBC cable and business development, says the deals also included renewals for NBC's CNBC business news channel. Although Roger Ailes was appointed president of CNBC two weeks ago, Rogers will continue to head all MSO negotiations for NBC cable services. Ailes will report to Rogers on business matters and to NBC President/CEO Robert Wright on programming issues.

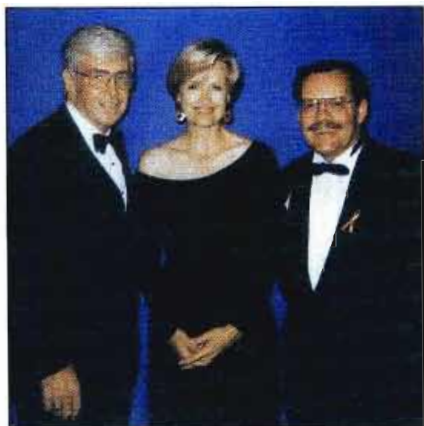
An NBC source says the network also is in discussions with direct broadcast satellite services for an "NBC info-pac" to include CNBC, America's Talking, Canal De Noticias (a Spanish-language news service) and American Medical Television. Last month, NBC announced that it had become a managing partner in American Medical Television, which it plans to expand into a 24-hour cable network.

—CS

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 02458-1630; 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*, PO 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).



Diane Sawyer's *Primetime Live* was among the winners of the news and documentary Emmys presented last Wednesday by the National Academy of Television Arts & Sciences in New York. Among the presenters were former congressman and HUD secretary Jack Kemp (l) of *Empower America* and former AP correspondent Terry Anderson. ABC led the winners with 11 Emmys, followed by PBS (10), CBS (7), TBS (6), NBC (4), ITN and CNN (2 each) and A&E and Discovery (1 each).

gressional oversight hearing on the regulations. That's slated for Sept. 20 before the House Telecommunications Subcommittee.

Clear Channel President Dan Sullivan denies a BROADCASTING & CABLE report that the group's stations had begun seeking retransmission-consent deals with cable systems independent of the Fox national network deal. Cable sources, however, say they have been approached by Clear Channel stations. Sullivan also says he is among the Fox affiliates who will grant systems 60-day retransmission consent to give Fox more time to build cable distribution for its new network.

CBS News, Rupert Murdoch's Sky TV, Tokyo Broadcasting System and Belgian network VTM have formed what CBS says is the first international satellite news-gathering consortium. CBS News President Eric Ober says the consortium will help each participant gain easier access to breaking news and major events while sharing technical resources and personnel.

StandardNews, the non-religious radio network owned by Pat Robertson's Broadcast Equities, announced last week that it had purchased **Zapnews**, the facsimile news service for radio stations.

Battling for Baby

To build steam behind the week-old syndicated *American Journal* (see page 16), King World Productions has, in the words of a New York rep source, "pulled out the checkbook." It's gotten an exclusive interview with the biological parents of Baby Jessica that will air today (Sept. 13) and Tuesday. Ever since Dan and Cara Schmidt won custody of their daughter, Jessica, the broadcast networks and syndicated tabloids have been making overtures for their exclusive participation.

According to the rep source, *American Journal* paid up to \$50,000 to secure the Schmidts. A spokeswoman for AJ and King World confirms that a fee was paid for the "exclusive" broadcast of a home video of the adoptive parents, Jan and Roberta DeBoer, transferring Jessica back to the Schmidts. Another source close to the show suggests that competing tabloid syndicators have "journalistic sour grapes" and are deliberately floating a high figure for the video. The source says King World likely paid a "standard video usage fee" of \$2,500-\$5,000. —MF

WASHINGTON

Hundt on deck

The Senate Commerce Committee last Friday set next Wednesday (Sept. 22) to consider the nomination of Reed Hundt to the chairmanship of the FCC. The committee had hoped to hold the confirmation hearing for the 45-year-old antitrust litigator tomorrow (Sept. 14), but gave up on that because Communications Subcommittee Chairman Daniel Inouye had a scheduling conflict.

NEW YORK

Playing ball

Now that Major League Baseball has concluded network deals for both network and cable (see page 15), the league is expected to take up the superstation issue. Baseball's last commissioner, yet-to-be-replaced Fay Vincent Jr., and many team owners have complained that superstations siphon local viewers and revenue. They've called for restrictions on or elimination of superstation coverage. But media sources note that superstations pay more to MLB now than ESPN will pay under its new deal—roughly \$45 million annually compared with \$42.5 million. MLB will be generating in the next six years less than half of the national television money it has been receiving and executives speculate that MLB won't be inclined to turn down superstations or their fees.

NEW YORK

Strange bedfellows

A new twist might emerge in the closing weeks of retransmission-consent negotiations—broadcasters teaming up with upstart cable channels. It's not as bizarre as it sounds. For example, a group owner could align with a cable channel having trouble getting carriage and offer both as a package to a cable operator. The operator would get a station and a new network, while the network would be a partner with the broadcast group, through either splitting subscriber fees or some other method.

Comedy Central President Bob Kreek says the concept has been rattling around. Other cable operators say group owners have already approached up-and-coming networks about teaming up.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"That was all very confusing. We ended up agreeing to broadcast a program called Retransmission Consent."

Networking

Put down Oct. 12-15, 1994, as dates to remember. Not, perhaps, the most urgent of the new year, but reasonably interesting.

That's when a coalition of the National Association of Broadcasters (for its radio convention), the Radio-Television News Directors Association, the Society of Motion Picture and Television Engineers and the Society of Broadcast Engineers mounts its first-ever joint exhibition in Los Angeles. But not joint conventions; each will continue to do its own thing on the periphery of the common exhibit area.

Serendipity being what it is, we expect more to come of this venture than just economy of scale, although that potential is impressive. The potential for crossover among the broadcasting, journalistic and technology disciplines brought together in several square blocks is too inviting to ignore. All of these professional counterparts are in similar degrees of future shock, and this could prove a great opportunity to compare notes.

Heeeeeeere's to Johnny

Johnny Carson was tapped last week as one of the five recipients of a Kennedy Center Honor, the annual celebration of excellence in the performing arts. In the past, the award has been somewhat skewed toward theater, dance, music and film, with the choice of Carson lauded in some quarters as the first nod to a performer for his body of television work alone. (Lucille Ball preceded him, but as much for film as for TV.)

As if to add punctuation to the point that talk show hosting is indeed a performance art, the recent and highly visible debuts of David Letterman on CBS and Chevy

Chase on Fox illustrate once again what precious commodities were the Carson poise and polish, and how long it takes to acquire them. It would be ungracious to remember how green was Carson's valley when he took over from Jack Paar in 1962. It is most fitting to honor what he came to be.

Both Letterman and Chase—and Leno and Hall and all the others who occupy our late nights—have their futures ahead of them, and time to set standards of their own. The lucky thing is, we get to watch.

The great stabilizer

We sense a great instability coming on, the inevitable result of so much change in so little time. Stations and networks are rushing into the cable business without quite knowing why, cable operators are trying to trim their rates to what they discern as the prevailing winds out of Washington, the cellular industry is about to be challenged by PCS, in which both cable and broadcasting have an interest, HDTV is or isn't here, digital will solve everything and here comes the fairness doctrine. It's a great time for news magazines and seminar vendors (we being both) but perhaps not so great a time to be making headlines.

The question is, when will it all settle down? In this page's view, not soon. Technology is so driving all the Fifth Estate industries—and technology itself is accelerating in such quantum steps—that there's no time to amortize one development before the next is upon us.

And the debt goes on.

If there's an anchor out there, it's the realization that media distinctions mean less and less and programing means all. As Roger King puts it in this week's cover story, "It always gets back to software." The sooner the better.

Lawrence B. Talshoff, chairman.
Peggy Conlon, publisher.

Editorial

Donald V. West, editor/senior vice president.
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 R. Ray, production artists.

New York □475 Park Avenue South 10016:
212-340-9860; Fax 212-340-9874.

Geoffrey Folsie, bureau chief; Stephen McClellan, chief correspondent; Rich Brown (cable), Peter Viles (radio), assistant editors; Christopher Stern, Jim Cooper, staff writers.

Los Angeles □5700 Wilshire Blvd., Suite 120 90036:
213-549-4100; Fax 213-549-4240.

Steve Coe, bureau chief; Mike Freeman (syndication), Joe Flint, assistant editors.

London □Europa House, 54 Great Marlborough St.
W1V 1BB; 44-71-437-0493; Fax 44-71-437-0495.
Meredith Amdur, international editor.

Founder and Editor
Sol Talshoff (1904-1982)

Broadcasting & Cable
1705 DeSales Street, N.W.
Washington, D.C. 20036
Phone: 202-659-2340
Circulation: 800-554-5729

Editorial Fax: 202-429-0651 □ Administrative Fax:
202-331-1732 □ Advertising Fax: 202-293-3278

Advertising

New York □212-340-9860; Fax 212-340-9869

Lawrence W. Oliver, advertising director; Randi T. Schatz, international sales director; William C. Schenck, account executive; Antoinette Fasulo, executive assistant; Joan Miller, executive secretary.

Los Angeles □213-549-4100; Fax 213-937-5272.

Gary Rubin, national marketing director, director of syndication advertising; Nancy Logan, West Coast sales manager; Sandra Klausner, editorial-advertising assistant.

Washington □202-659-2340; Fax 202-293-3278.

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 (Asia): (06) 925-4452; Fax (06) 925-5005.

Circulation/Distribution

Michael Borchetta, subscription promotion director (800-554-5729); William Cunningham, distribution manager; Leonard Weed, fulfillment director (303)-666-2862.

Production

Harry Stevens, production manager.
Rick Higgs, assistant production manager.

Corporate Relations

Patricia A. Vance, director.

Broadcasting & Cable Yearbook

Editorial 908-464-6800 □ Circulation 800-521-8110
□ Advertising 212-340-9860

Cahners Consumer/Entertainment Publishing Division

John J. Beni, senior VP-general manager.
Lawrence B. Talshoff, adviser.
Phyllis Ehrlich, director of customized communications.

□ Cahners Publishing Co./Reed Publishing (U.S.A.) Inc.

Robert L. Krakoff, chairman-CEO.

SPECIAL REPORT

Issue Date
November 1, 1993

Closing Date
October 15, 1993

Bonus Distribution:
SMPTE

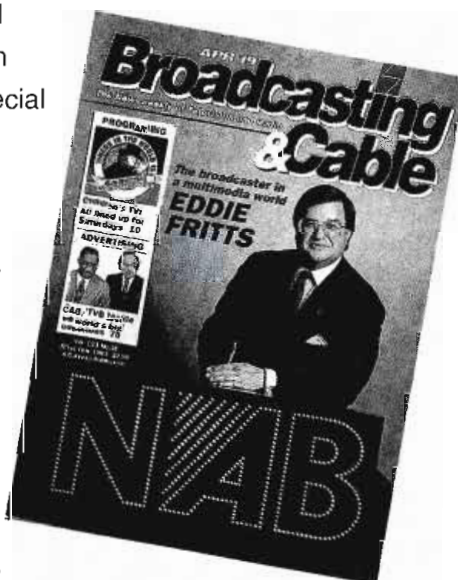
The Migration To Digital

HOW TO AVOID LOSING YOUR WAY

On November 1, 1993, in conjunction with National Teleconsultants, a leading consulting firm for television broadcasters, Broadcasting & Cable will publish a Special report entitled, The Migration to Digital.

This report will explore, in non-technical language, the decisions today's bottom-line-oriented General Managers must now face to make significant improvements to both present and future operations.

If you are a manufacturer of VTR'S, cameras, routing switching, equipment, post-production/graphics equipment, monitors, non-linear editing equipment, and digital test and measurement products, this is an ideal opportunity to speak directly to the people now charged with purchasing technical products like yours.



To take advantage of this unique opportunity to target your product directly to your best customers and prospects, please call:

Eric Trabb
Winfield Boyer
Lewis Edge & Associates, Inc.
Phone: (609) 683-7900
Fax: (609) 497-0412

Rick Ayer
Ayer Communications
Phone: (714) 366-9089
Fax: (714) 366-9289

**Broadcasting
& Cable**
The Diversity of Television and More

In July, broadcasters across America touched the lives of people who had more important things to do than watch television.



Flood Aid: Broadcast Across America

Many thanks to all the stations and their audiences who joined KGAN in raising \$8.5 million for flood relief.

KAAL KAKE KARK KASN KATC KAUZ KBHK KBIN KBJ KBJR KBTX KCAU KCBS KCCI
KCOY KCRA KCRG KDNL KDLH KDRV KDSM KDUB KDUH KELO KEPR KETK KEVU
KEYC KEZI KFBT KFOR KFTY KFYZ KGO KGUN KHBS KHGI KHIN KHQ KHSD KJAC KIIN
KIMA KIMT KINA KITN KKAK KKTU KLEW KLFY KLJB KMBC KMID KMIR KMOL KMOV KMSP
KMTV KNOP KOCR KODE KOFY KOIA KOIN KOLO KOMO KOMU KOTA KPAX KPBI KPRC
KPTM KPTV KQTV KRIN KRIS KRQE KRTV KSBI KSDK KSGW KSIN KSNB KSPR KSTP
KTAJ KTAI KTGF KTHI KTIN KTIV KTMF KTTT KTUU KTVF KTVI KTVO KTVV KTXH KTZZ
KULR KUSK KVCT KVIA KWCH KWNB KWQC KWTU KWTX KWWL KXAN KXII KXLI KXLT
KYIN KYOU KYTV KYW KZIA WAAP WAAY WACX WAFB WAFF WAKC WANE WAPT WATE
WAWS WBAL WBAY WBNF WBNG WBSV WBTU WCAX WCIA WCPO WCSC WCTP WCTV
WCVB WDAM WDAU WDEF WEAR WEHT WEVV WEWS WFFT WFIE WFLA WFMJ WFXI
WGEM WGGG WGKI WGME WGOT WHA WHAG WHAS WHBF WHEC WHIO WHIZ WHLA
WHNT WHO WHOI WHRM WHSV WHTM WHWC WICS WICZ WILX WIRB WISN WIVB WJAC
WJBK WJFW WJHG WJLA WJTC WKBN WKJG WKXT WKYC WLBK WLEF WLFL WLLG
WLIO WLKY WLOS WLOV WLS WLUK WLYH WMBB WMBD WMFD WMFP WMGM WNAC
WNEM WNYT WNYW WOI WOOD WOUT WPBF WPBN WPLG WPNE WPSD WPTY WQAD
WQOW WQTV WRC WRDW WRIC WSB WSET WSFA WSFJ WSJV WSOC WSTM WSVI
WTAJ WTHI WTHR WTLW WTOC WTOL WTTA WTVA WTVB WTVJ WTVT WTVW WTVX
WTWO WTWS WTXS WUSA WUTR WVEU WVII WVIT WWAY WWBI WWLP WXOW WXXV
WYLE WYVN And: All News Channel (cable); AP Radio Network; Learfield Radio Network; Minnesota
News Channel (cable); News Channel 8, Wash., D.C. (cable); and Washington State Cable News



A CBS Affiliate
Cedar Rapids/Waterloo

A Division of
Guy Gannett Broadcasting Services

Kenneth David Schanzer

We had more fun than humans should be allowed to have as partners-in-crime at NBC Sports." That's how Dick Ebersol, president of that division, describes working with Ken Schanzer, his No. 2 executive for more than four years. Schanzer, a 12-year NBC Sports veteran, left the network in July to become CEO of the Baseball Network, the new venture of Major League Baseball, ABC and NBC.

Media watchers expected that Schanzer would soon be out of a job when Ebersol took the helm of NBC Sports in April 1989. Brought to NBC Sports by then president Arthur Watson in 1981, Schanzer had been Watson's top aide since 1983, and had made no bones about his desire to run the division some day. He jokes easily about coveting the boss's job: "The only way I was going to run a network was to go out and create one."

But instead, Ebersol says, he developed with Schanzer "the closest business relationship I've ever had." It became a close friendship as well.

As executive vice president at NBC Sports for a decade, Schanzer negotiated billions of dollars in sports-rights agreements. Ebersol credits him with a creative flair that was instrumental in sealing three unprecedented deals this year alone—a new National Basketball Association contract, the rights to the 1996 Atlanta summer Olympics and the joint venture he now runs.

"He has an uncanny ability in a negotiating session to get to the basics," says Ebersol, and to "build a consensus and to do it in a private manner." As more than one sports executive notes, that will be a key skill in dealing with the 28 MLB teams, which often act as warring fiefdoms.

In accepting the Baseball Network job, Schanzer is putting his money where his mouth is. As an NBC executive, he wasn't about to put up the kind of cash the league was seeking last spring for network rights, and he subsequently helped structure the joint venture. In the deal, ABC and NBC receive fee-free broadcast rights, while the MLB retains almost 90% of the ad revenues generated by network telecasts during the next six years.



Schanzer is still putting together his 40-member staff. Only the sales chief, Michael Trager, has been announced, but Schanzer says he expects the full team to be in place by mid-October.

Schanzer thinks of the new venture as his third career. Politics was first. After graduating from law school, he went to work for Representative David Pryor, now a senator from Arkansas. In 1973, Roy Elson, then chief lobbyist at the National Association of Broadcasters, hired Schanzer, as Elson recalls, "to work the House side."

He remembers Schanzer as a "quick study" with a love for politics and sports. "He had judgment beyond his years," Elson says.

In 1976 Schanzer left the NAB to work as campaign manager for Senator John Heinz of Pennsylvania. Heinz fired him in mid-campaign because, as Schanzer recalls, Schanzer didn't want to pay "walking-around money" in exchange for votes. "John already had some scandal attached to him, and I just thought it was foolish. But he thought I was putting my honor ahead of his winning the election. Later, he called to tell me I was right. We settled our accounts." Heinz was later killed in an airplane crash.

After the Heinz campaign, Schanzer joined NBC in Washington, where he served as a network lobbyist for four years. He then rejoined the NAB as vice president, government relations—i.e., chief lobbyist—in 1980.

By then, Schanzer was thinking seriously about getting into the business of network news or sports. He recalls CBS veteran William Leonard telling him that if he hadn't made it in the network news or sports business by the time he was 30 (he was at least 35 at the time) the chances were unlikely that he would.

He credits Watson with "thinking outside the box" by reaching out to him in 1981 to join NBC Sports as vice president of talent and program negotiations. "I hadn't done a day's worth of business in my life, and yet

Arthur was able to see certain strengths I had as a lobbyist that would apply to the sports job."

Recalling his most memorable deals, the first he cites is the one tying up exclusive Notre Dame football rights for five years starting in 1991. The deal made headlines because it pulled Notre Dame out of the College Football Association package and made it

the only college with a national stand-alone football-rights deal. It was also one that other sports executives said demonstrated Schanzer's risk-taking side. "He risked alienating a lot of CFA members NBC has to do business with," says one executive.

But Ebersol notes that Schanzer "didn't lay the trap, just the relationship" for the deal. The relationships with the Notre Dame executives were unique, Schanzer says. "Sometimes you get to a point where you obliterate the barrier to trust and then you can do business in shorthand." The next order of business for Schanzer is to develop such relationships with baseball advertisers and get them to sign on the dotted line, in longhand. ■

President/CEO, the Baseball Network, and VP, broadcasting, Major League Baseball; b. May 16, 1945, New York; BA, political science, Colgate, Hamilton, N.Y., 1966; LL.B., Columbia, New York, 1970; legislative aide, Rep. David Pryor, 1970-72; lobbyist, NAB, 1973-75; campaign manager, Sen. John Heinz, 1976; lobbyist, NBC, 1976-80; VP, government relations, NAB, 1980-81; VP, talent and program negotiations, NBC Sports, 1981-83; executive VP, NBC Sports, 1983-93; current position since July 1993; m. Lisa Sherman, Dec. 14, 1986; children: Thomas, 5; Lindsay, 4; Peter, 3.

TELEVISION

Perry Simon, former executive VP, prime time programs, NBC Entertainment, Los Angeles, joins Viacom Entertainment Group there as president, Viacom Television, West Coast.

Appointments at Viacom International, New York: **William Bradley** and **Abby Kaiser-Silverman**, directors, treasury, named VP's/assistant treasurers; **Kathryn Charles**, manager, cash and financial services, named director.



Blue



Ellman

Appointments at Paramount Domestic Television's *Hard Copy*, Hollywood: **Linda Bell Blue**, senior supervising producer, and **Linda Ellman**, supervising producer, Paramount Domestic Television's *Entertainment Tonight*, named co-executive producers; **Ron Tindiglia**, founder, Ron Tindiglia Enterprises, Harrison, N.Y., joins as senior adviser.

Sherry Hodge, senior producer, Another Large Production, Los Angeles, named VP, production.

Vivi Zigler, director, marketing, KING-TV Seattle, joins NBC Entertainment, Burbank, Calif., as director, affiliate advertising, promotion services.

Tom Carson, CFO, Metro-Goldwyn-Mayer, Hollywood, joins *Spelling Entertainment*, Los Angeles, as senior VP/CFO.

David Gelber, former producer, CBS News's *CBS Evening News* and *60 Minutes*, New York, joins ABC News there as executive producer, *Peter Jennings Reporting*.

Krys Keller, director, ABC affiliate relations, New York, elected presi-

dent, American Women in Radio and Television, New York chapter.

Marilyn Solomon, director, corporate relations, KCOP-TV Los Angeles, named director, public affairs programming, Chris-Craft Television Division, Beverly Hills, Calif.

Richard Carlton, executive director, International Council of National Academy of Television Arts and Sciences, New York, resigns at year end.

Jim Murtaugh, former senior VP/director, client services, Seltel Inc., New York, joins Blair Television there as VP, corporate development.

Jeffrey Maloney, sales executive, Katz Continental Television, Los Angeles, named sales manager.

Judson Beck, sales executive, Katz Continental Television, Chicago, named sales manager.

Appointments at Katz Continental Television, New York: **Kim Stonebraker**, national marketing specialist, WHAG-TV Hagerstown, Md., joins as sales executive; **Shawn Fedeler**, sales assistant, named research analyst.

Paul Sands, news director, KGTU-TV San Diego, Calif., joins Pulitzer Broadcasting Company, St. Louis, as VP, news.

Appointments at WHDH-TV Boston: **Mike Sandorse**, field operations manager, named director, news operations; **Karen Vigurs**, senior producer/writer, WSVN-TV Miami, joins as promotion manager.

Mark Shafer, assistant news director/news operations manager, KMOV-TV St. Louis, joins Audience Research & Development, Dallas, as consultant.

Mort Crim, VP, community affairs/senior news anchor, WDIV-TV Detroit, opens Mort Crim Communications Inc., Harper Woods, Mich.

Robert Gordon, president, Gordon Group Inc., Cincinnati, joins Boston University's WQTV-TV as president/CEO.

Sara McCormack, senior account executive, WMTV-TV Madison, Wis., named local sales manager.

Appointments at WMAQ-TV Chicago: **Margaret Cordes**, news producer, WISN-TV Milwaukee, joins in same capacity; **Mark Suppelsa**, co-anchor, KSTP-TV Minneapolis, joins as weekend anchor/reporter.

Merrell Waring, former press aide to Vice President Dan Quayle, joins WAGA-TV Atlanta as feature reporter, *Good Day Atlanta*.

Barbara Cain, anchor/general assignment reporter, WTVR-TV Richmond, Va., joins WLWT-TV Cincinnati in same capacity.

David Grey, principal, Post Time Inc., Hollywood, joins Pelco, New York, as editor.

RADIO



Sneed

Mary Sneed, VP, operations, Summit Broadcasting, Atlanta, named executive VP, radio.

Clancy Woods, GM, KHHM-FM

Houston and radio group manager, Nationwide Communications, there, joins WFOX-FM Atlanta as GM.

Charles Strickland, VP, affiliate sales, Satellite Music Network, Dallas, joins Major Networks Inc., Chicago, as consultant.

Brian Whittemore, news director, WBZ(AM) Boston, named director, news, programming.

Joe Weill, overnight editor, newscasts, ABC Radio Networks, and former editor, WABC(AM) New York, retires.

Appointments at Max Radio Inc., Virginia Beach, Va.: **Michael Bump**, GSM, WWDE-FM Hampton Roads, Va., named VP/director, sales, WNVZ-FM Hampton Roads, Va.; **Pat Kimsey**, regional sales manager, WWDE-FM, named regional/national sales manager, WNVZ-FM; **Scott Blum**, local sales manager, WWDE-FM named regional/national sales manager, WNVZ-FM; **Bruce Berman**, co-local sales manager, WWDE-FM, named sales manager, WNVZ-FM.

Tracey Peyton, marketing/programming assistant, WHIO(AM)-WHKO-FM Dayton, Ohio, named marketing/public service coordinator.

Joe Nugent, midday air personality/sports producer, KRNA-FM Iowa City, Iowa, named news editor.

Robert (Bob) Pascoe, news/sports announcer, WMLM(AM) Alma, Mich., joins WKHM-FM Jackson, Mich., as news director.

CABLE



Greg Brannan, program manager, KPHS-TV Phoenix, joins E! Entertainment Television, Los Angeles, as VP, acquisitions/scheduling.

Robert Wise, partner, Mitchell, Silberger & Knupp, Los Angeles, joins Discovery Productions Worldwide, Bethesda, Md., as VP, acquisitions, co-productions, production management.

Thomas Hicks, director/publisher, Discovery Communications *Destination Discovery*, Bethesda, Md., named VP/publisher, Discovery Publishing, there.

James Held, senior VP/general merchandise manager, home textiles, Bloomingdale's, New York, joins QVC Network Inc., West Chester, Pa., as senior VP.

Appointments at Turner Home Entertainment, New York: **Carole Postal**, VP, domestic licensing, named VP, domestic licensing, retail merchandising; **Peter Van Raalte**, president, the Van Raalte Company, Paramus, N.J., joins as VP, domestic sales; **Donna Greco Scott**, manager, creative services, T.H.E., named director; Chris Goodhart, sales staffer, licensing, merchandising division, T.H.E., named coordinator, creative services.

Barbara Sparks, national marketing manager, HTS/Echosphere, Englewood, Colo., joins Jones Satellite Programming Inc. there as GM.

Appointments at Request Television, Englewood, Colo.: **Laurie Lawrence**, former consultant, promo-

tion, marketing group, CBS, New York, joins as director, marketing; **Patty Graner**, marketing coordinator, named manager, marketing; **Mandy Taylor**, art director, Ogilvy & Mather, New York, joins as manager, creative services.

Martha Tapias-Mansfield, local sales manager, KMEX-TV Los Angeles, joins Prime Ticket La Cadena Deportiva there as advertising sales manager.

Appointments at Prime Ticket's *Press Box*, Los Angeles: **John Heffner**, researcher, named assignment editor; **Nissa Diederich**, intern, named production assistant.

Jim Rome, host, XTRA-AM San Diego, Calif., joins ESPN2, Los Angeles, as host, *Talk2*.

ADVERTISING

Peter Mills, former president, COO, BBDO North America, New York, joins Ross Roy Group, Bloomfield Hills, Mich., as chairman/CEO.

Lora Reardon, account supervisor, Glennon Advertising, St. Louis, joins D'Arcy Masius Benton & Bowles there in same capacity.

David Peeler, director, sales, advertising services division, Broadcast Data Systems, named VP, advertising services.

Bill McBrayer, copywriter, Bomstein Agency, Washington, joins AbramsonEhrlichManes there as senior copywriter.

TECHNOLOGY

Kevin Prince, president, Alpha Image Ltd., Stamford, Conn., joins Quantel, Darien, Conn., as senior product specialist, Hal, creative digital video compositing system.

Michael Molinaro, VP/national sales manager, Crosspoint Latch, Union, N.J., joins Lightworks, New York, as New York/New England sales representative.

WASHINGTON

Fritz Attaway, senior VP, government relations, Motion Picture Association of America, named general counsel.

Michelle Ray, competition assis-

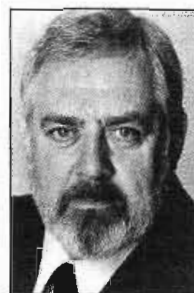
tant, Cable Academy, named assistant director, competitions, National Cable Television Association.

Christopher Savage, former senior attorney, Bell Atlantic, joins Cole, Raywid & Braverman as partner.

INTERNATIONAL

Susan Minas, director, development, Europe, Alliance Communications, Paris, named director, co-productions, Alliance Communications, Toronto.

DEATHS



Burr

Raymond Burr, 76, TV's crime-solving lawyer *Perry Mason*, died Sept. 12 of liver cancer at his home in Sonoma County, Calif. Burr starred in the series for its nine

seasons on CBS from 1957 to 1966, and went on to star as a wheelchair-confined detective in NBC's *Ironside* from 1967 to 1975. He later reprised his lawyer's role in a 1985 *Perry Mason* made-for-TV movie, and its high ratings paved the way to 26 subsequent films. He was awarded an Emmy for best series actor in 1959 and 1961. Burr's film career started in 1946 with his debut in "San Quentin"; later films included "A Place in the Sun," "A Cry in the Night," "Rear Window" and, in 1956, the first "Godzilla" movie. In mid-August, Burr completed location work in Denver for "The Case of the Killer Kiss," the last of his *Perry Mason* films. Survivors include his sister, Geraldine Fuller.

Mary Faux, 69, retired communications manager, ABC News, Washington, died Sept. 11 of cancer at her home in Oakton, Va. She joined ABC in 1965 as chief telephone operator/receptionist, worked for then-WMAL-TV Washington as receptionist in 1964 and served on the board of the Telecommunications Managers Association Capitol Area. Faux retired earlier this year. Survivors include her husband, William, and two daughters.

A CBS series is the first fall show to go down in flames, even before the season has officially begun. *The Trouble with Larry*, starring Bronson Pinchot, was canceled last week after only three airings. The show, which debuted on Aug. 25, had been given a six-episode order. Also pulled was *Tall Hopes*, also after three telecasts of a six-episode order. *Tall Hopes* had been a summer series. Both are Warner Bros. productions.

General Motors and Hachette Filipacchi magazines are developing two one-hour segments, *The TV Car Showroom*, for airing on the Home Shopping Network's Home Shopping Club. Pontiac, a division of General Motors, will offer promotional opportunities on the shows to increase automobile sales, and consumers will be able to purchase automotive merchandise from General Motors.

The shows will be developed this fall and will serve as a test for a possible 24-hour cable network that Hachette Filipacchi could launch as early as April 1995. The test shows will air Nov. 30 and Dec. 1.

ESN Media Lab, the Reuters Television-backed start-up that bills itself as the nation's first interactive, on-line digital service, announced last week that six broadcast stations in New York and Philadelphia have signed on to the service. The stations—WNBC-TV, WABC-TV, WCBS-TV and WNYW-TV, all New York, and WCAU-TV and WPVI-TV, both Philadelphia—will receive five broadcast services: ESN New Jersey gubernatorial election coverage, Reuters Television domestic and international newsfeeds, American Television News's coverage of New York, Phoenix Sports Highlights and MediaLink business news. ESN

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 5. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	13.1/226/99
2. Jeopardy!	11.4/216/99
3. Oprah Winfrey Show	9.4/233/98
4. Star Trek	7.9/242/99
5. Entertainment Tonight	7.1/186/95
6. Inside Edition	6.8/171/95
7. Married...With Children	6.7/194/97
8. Star Trek: DS9	6.6/234/98
9. Current Affair	6.5/184/95
10. Wheel Of Fortune-wknd	6.4/187/86
11. Baywatch	5.8/172/93
12. Hard Copy	5.6/165/94
12. Kung Fu	5.6/172/93
14. Designing Women	5.5/283/94
14. Roseanne	5.5/139/83
12. Sally Jessy Raphael	5.5/213/98

is hoping to provide digital video coverage of the 1996 presidential campaign. The venture is an alli-

ance of ESN mediamedia, Reuters Television, Silicon Graphics Inc., Comcast Communications, Teleport Communications, Vyvx, New Jersey Bell, Bell of Pennsylvania, Eastern Telelogic and GTE Spacenet.

The National Academy of Television Arts and Sciences has struck a three-year agreement for prime time coverage of the daytime Emmy awards. The show will rotate among the three networks: ABC in 1994; NBC in 1995, and CBS in 1996.

NBC is reportedly close to sealing its acquisition of Pan-European entertainment service Super Channel. Currently held 64% by Italy's Marucci family and 36% by the Virgin Group, Super Channel has

New music license for TV

The Television Music License Committee has reached an agreement with ASCAP on a payment plan that puts an end to disputes over such matters as station use of per-program licenses. Over the 11-year period covered by the agreement, the committee says the industry will pay \$240 million less than it would have paid under the previous blanket license agreement. "Broadcasters now will be able to recognize any amounts accrued in excess of the amounts paid through 1992 as income, and can determine their ASCAP fees for 1993 and 1994 budgets with certainty," said Willard Hoyt, chairman of the committee.

A recent judicial decision that could serve as the basis for music license payments after 1995 was recently issued, but ASCAP has yet to decide whether that decision will be appealed.

Meanwhile, management of ASCAP was shaken last week following a board meeting of the nonprofit organization. Managing director Gloria Messinger and general counsel Bernard Korman resigned. Sources say the resignations were related to a Booz Allen & Hamilton consulting report the board had commissioned. In an open letter to membership sent last Thursday, the ASCAP board promised a number of changes, including "dramatically expanding the radio and TV surveys immediately, with the goal of a complete census of radio within 10 years and of TV in the next few years." John LoPrumento was named to the newly created post of chief operating officer, and Fred Koenisberg, with the law firm of White & Case, was put in charge of ASCAP's legal matters.

—GF

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Teletexting* 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 02458-1630; 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*, PO 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).

courted several possible investors, including United Artists Entertainment and USA Network.

Claiming a reach of 50 million homes Europe-wide, a *Financial Times* report values the NBC deal at roughly \$70 million.

The FCC will release the official list of Interactive Video and Data Services licensees this week.

Last week, the commission chose two licensees in each of the nation's top nine markets: New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Washington, Dallas and Houston.

Tele-Communications Inc. is getting into the music video business through a partnership with German media company Bertelsmann AG.

The new cable channel, which will combine videos and home shopping, will sell music paraphernalia, including T-shirts and concert tickets, over the phone. Plans call for emphasizing the sale of merchandise other than compact discs and tapes.

KKIS-FM Walnut Creek, Calif., was incorrectly listed as dismissed under Ownership Actions in "For the Record" in the Sept. 6 issue. **KKIS-FM was granted as of August 10.**

White House talk

The White House is inviting radio talk show hosts and their producers to Washington for a briefing Tuesday, Sept. 21, on health care with President Clinton, White House counselor David Gergen and other top administration officials. Interested stations can call Richard Strauss at (202) 456-7150. Requests can also be faxed to (202) 456-6409 and should include the participant's name, birth date and Social Security number. The White House says the talk show hosts may be able to broadcast live from the White House lawn on Thursday, following the President's major address on health care to Congress on Wednesday. The White House is also offering TV network affiliates and newsfeeds a chance to discuss health care with First Lady Hillary Rodham Clinton on Tuesday.

Paramount Chris-Craft?

Chris-Craft Industries has yet to be named as a potential bidder for Paramount, but some Wall Street observers would not be surprised if it emerged as a suitor. The group owner sits on a billion dollars cash and its chairman, Herbert Siegel, has had a long history of being near studio takeovers. Allen & Co., the investment bank reportedly helping QVC Chairman Barry Diller explore a Paramount bid, also has Chris-Craft as a client. Investor Mario Gabelli told BROADCASTING & CABLE that Siegel, in fact, bid for Paramount over 20 years ago, in partnership with the Bronfman family of Montreal. At that time Viacom Chairman Sumner Redstone helped Paramount defend itself, which is how Davis and Redstone first became friends.

Since then Siegel has played crucial roles in the histories of Twentieth Century Fox and Warner Brothers. Three years ago a published report had Chris-Craft accumulating a stake in Paramount. Observers are still wondering if Chris-Craft is going to close on offers made for the Chicago and Miami stations of Combined Communications. —GF

WASHINGTON

Grassroots concern

There is a strong likelihood that the NAB will launch an aggressive grassroots campaign on Capitol Hill to block reimposition of the fairness doctrine. Concern is growing within the industry, especially among radio broadcasters, about renewed efforts to revive the doctrine. NAB Radio Chairman Bob Fox, of KVEN(AM)-KHAY-FM Ventura, Calif., has put fairness on the agenda for NAB's radio executive committee meeting this week. Fox wants NAB to push hard against reimposition.

HOLLYWOOD

Replacing Perry

With the death last week of Raymond Burr (Perry Mason), NBC is considering Brian Dennehy to reprise his role from the popular miniseries *Deadly Matrimony* to replace the *Perry Mason* spoke in the network's Friday mystery wheel. "We're hopeful a deal will be worked out," said Warren Littlefield, president, NBC Entertainment.

ABC defectors

The latest affiliate defection total for ABC's *NYPD Blue* stands at 30 stations, covering about 10% of the country, according to Ted Harbert, president, ABC Entertainment, who added that the number could fluctuate.

NYPD Blue creator Steven

Bochco didn't endear himself to network executives last week when he criticized affiliates in published remarks. "I wasn't too pleased with his comments," said Bob Iger, executive vice president, Capcities, and president, ABC Television Network Group. "[The comments] were counterproductive. This is a tough decision for these guys [affiliates]."

'Scarlett' start date

Scarlett, the long-awaited sequel to 'Gone with the Wind,' is finally set to begin production Jan. 6, 1994. Location shooting will begin in England, then move to Charleston, S.C.; Savannah, Ga., and wind up in Ireland by June 15, according to RHI Entertainment Chairman Robert Halmi Sr. In all, he estimates 65 locations have been chosen for the eight-hour, four-part miniseries, slated to air on CBS in November 1994.

BRANSON

Americana advances

Branson, Mo.-based Americana Television Network, which has been transmitting part time on The Nostalgia Network since April, is so encouraged by viewer response that it plans to move up its 24-hour launch to January 1994. The country music/lifestyle channel had originally planned to launch full time in April 1994. Full details on how the channel will be offered to operators are expected this week.

Winning combination

If one is to judge the viability of Paramount Viacom by the enthusiasm of its proprietor, it will be a wonder to behold. Sumner Redstone is indeed relentless (his term) and irrepressible (ours). As the interview in this issue reveals, he is ready to supply the world with programming of several varieties—television, movies and multimedia among them—and thinks he has the horses to do it.

Paramount Viacom is but the latest of the new players to emerge on the media horizon, and it won't be the last. On the one hand, each will boast a movie studio cranking out product for multimedia consumption. On the other, there will be television distribution, whether broadcast, cable or telephone.

The game keeps changing but the name's the same: programming.

Wrong prescription

The new surgeon general has wasted no time jumping on the broadcaster-bashing bandwagon. With AIDS, cancer and infant mortality among numerous pressing problems on the public-health front, Joycelyn Elders was instead spending her time in front of the House Telecommunications Subcommittee, criticizing broadcasters because they did not put blanket warnings on their network series and instead chose to put warnings on individual episodes that they felt warranted them. The surgeon general was out of line. While we recognize that the growing epidemic of violence is a public-health problem worthy of her attention, her energies—and those of the country—are better focused on the root socioeconomic causes for which television has proved a handy scapegoat. Focusing on television as a problem distracts from the effort needed in those areas.

Most television is not violent, and certainly the most

popular and most watched programming is hardly violent, as anyone with a passing knowledge of the Nielsen ratings will tell you. Action hours and movies are most often targeted, but those are the same shows that have been the most popular exports for years to countries whose relatively low violent-death rates are always being contrasted with our own.

Another point that seems to have been missed in the violence debate is that TV is among the most "morally correct" of media. The bad guys hardly ever get away with their violence.

The surgeon general was closer to the mark when suggesting that parents need to spend more time with their children "and teach them the values we think they need to have."

Here comes PCS

The FCC is about to give birth to what could be an important new Fifth Estate industry. This Thursday, it will issue rules for personal communications services (PCS), which promise to deliver over-the-air digital voice, data and video to portable phones and pocket computers. Potential players—including broadcasters, cable operators, newspapers and the cellular industry—have waged a battle over the shape of PCS, which could become a multi-billion-dollar business, just as cellular telephone did in the 1980's. Cellular companies want access to the spectrum, while a coalition of other media would like to see restrictions on cellular-owned PCS.

Acting FCC Chairman James Quello promised last week that the rules will contain something for everyone—including the U.S. Treasury, which will benefit from this to-be-auctioned medium. At the least, PCS will be an important part of the new Information Age. Full blown, it could change the telecommunications world as we know it. Attention must be paid.

Lawrence B. Taishoff, chairman.
Peggy Conlon, publisher.

Editorial

Donald V. West, editor/senior vice president.
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 R. Ray, production artists.

New York □475 Park Avenue South 10016:
212-340-9860; Fax 212-340-9874.

Geoffrey Foelsie, bureau chief; Stephen McClellan, chief correspondent; Rich Brown (cable), Peter Viles (radio), assistant editors; Christopher Stern, Jim Cooper, staff writers.

Los Angeles □5700 Wilshire Blvd., Suite 120 90036:
213-549-4100; Fax 213-937-4240.

Steve Coe, bureau chief; Mike Freeman (syndication), Joe Flint, assistant editors.

London □Europa House, 54 Great Marlborough St., W1V 1DD: 44-71-437-0493; Fax 44-71-437-0495.
Meredith Amdur, international editor.

Founder and Editor
Sol Taishoff (1904-1982)

Broadcasting & Cable

1705 DeSales Street, N.W.,
Washington, D.C. 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 □ Administrative Fax:
202-331-1732 □ Advertising Fax: 202-293-3278

Advertising

New York □212-340-9860; Fax 212-340-9869

Lawrence W. Oliver, advertising director; Randi T. Schatz, international sales director; William C. Schenck, account executive; Antoinette Fasulo, executive assistant; Joan Miller, executive secretary.

Los Angeles □213-549-4100; Fax 213-937-5272.

Gary Rubin, national marketing director, director of syndication advertising; Nancy Logan, West Coast sales manager; Sandra Klausner, editorial-advertising assistant.

Washington □202-659-2340; Fax 202-293-3278.

Doria 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 (Asia): (06) 925-4452; Fax (06) 925-5005.

Circulation/Distribution

Michael Borchetta, subscription promotion director (800-554-5729); William Cunningham, distribution manager; Leonard Weed, fulfillment director (303)-666-2862.

Production

Harry Stevens, production manager; Rick Higgs, assistant production manager.

Corporate Relations

Patricia A. Vance, director.

Broadcasting & Cable Yearbook

Editorial 908-464-6800 □ Circulation 800-521-8110
□ Advertising 212-340-9860

Cahners Consumer/Entertainment Publishing Division

John J. Beni, senior VP-general manager.
Lawrence B. Taishoff, adviser.
Phyllis Ehrlich, director of customized communications.

□ Cahners Publishing Co./Reed Publishing (U.S.A.) Inc.
Robert L. Krakoff, chairman-CEO.

SPECIAL REPORT

Issue Date
November 1, 1993

Closing Date
October 15, 1993

Bonus Distribution:
SMPTE

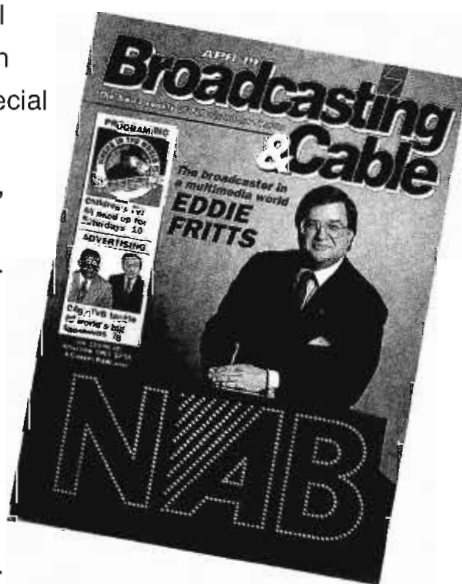
The Migration To Digital

HOW TO AVOID LOSING YOUR WAY

On November 1, 1993, in conjunction with National Teleconsultants, a leading consulting firm for television broadcasters, Broadcasting & Cable will publish a Special report entitled, The Migration to Digital.

This report will explore, in non-technical language, the decisions today's bottom-line-oriented General Managers must now face to make significant improvements to both present and future operations.

If you are a manufacturer of VTR'S, cameras, routing switching, equipment, post-production/graphics equipment, monitors, non-linear editing equipment, and digital test and measurement products, this is an ideal opportunity to speak directly to the people now charged with purchasing technical products like yours.



To take advantage of this unique opportunity to target your product directly to your best customers and prospects, please call:

Eric Trabb
Winfield Boyer
Lewis Edge & Associates, Inc.
Phone: (609) 683-7900
Fax: (609) 497-0412

Rick Ayer
Ayer Communications
Phone: (714) 366-9089
Fax: (714) 366-9289

**Broadcasting
& Cable**
The Authority on Telecommunications and Cable



FREE STOCK TIP

Don't call your broker; call Nasdaq for the deal: FREE stock reports from the world's second largest stock market. The dividends are yours to keep.

TELEVISION: We deliver quotes on local stocks to major market stations. This hits home with thousands of viewers who care about your market's top employers.

RADIO: We produce hourly ready-to-air 30 second reports on the financial markets. 30 and 60 second closing reports are also available.

The Nasdaq Stock MarketSM

Call Cameron Brown or Jeff Salkin at 1-800-777-NASD.