

OCT 4

Broadcasting & Cable

The Newsweekly of Television and Radio

BUSINESS



**Blockbuster's
Huizenga bets
on Viacom 14**

TELEVISION



**'60 Minutes'
powers CBS to
first-week win 22**

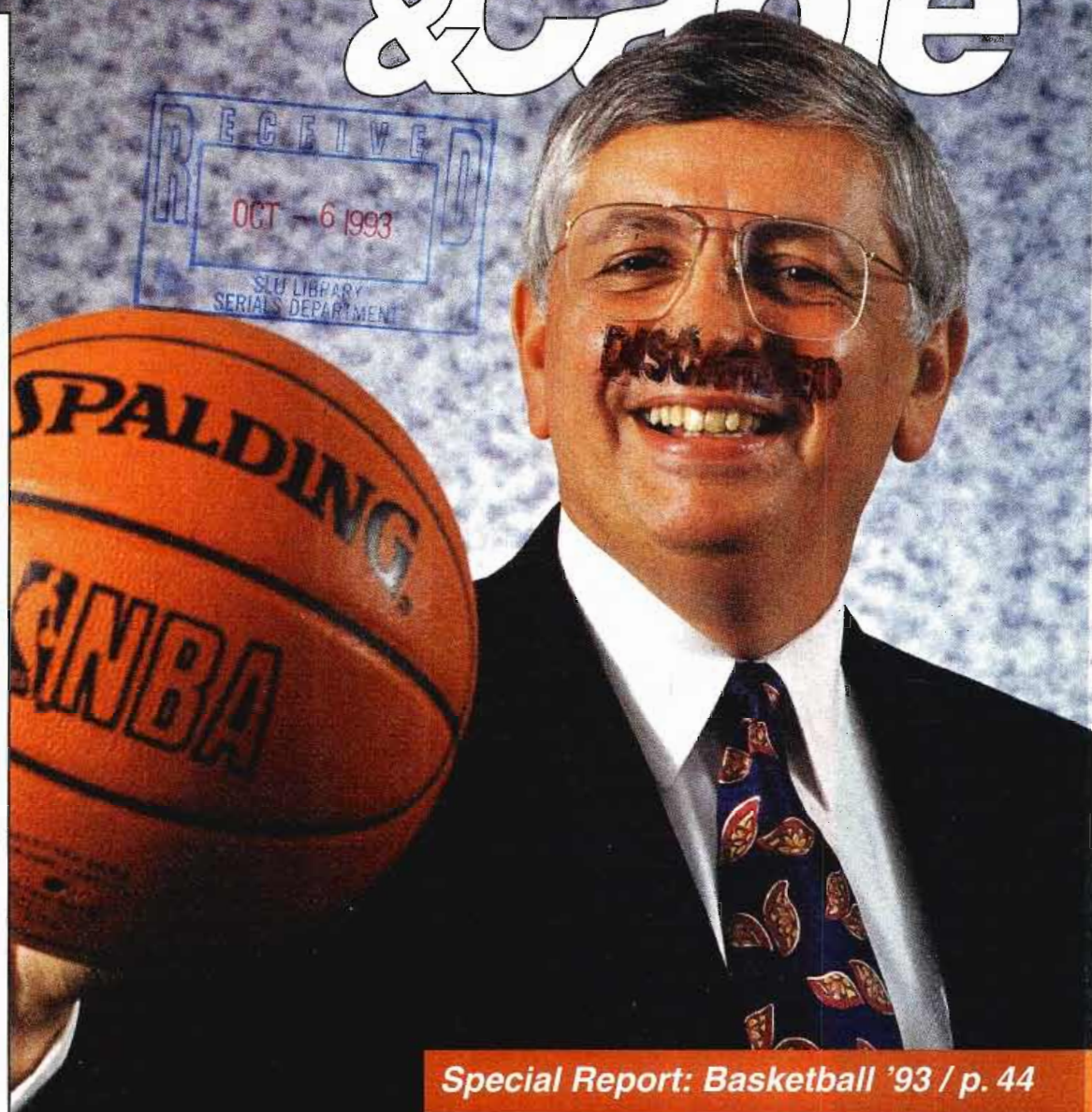
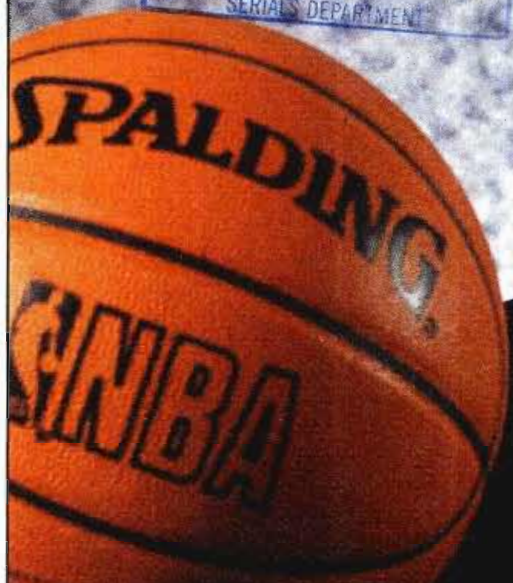
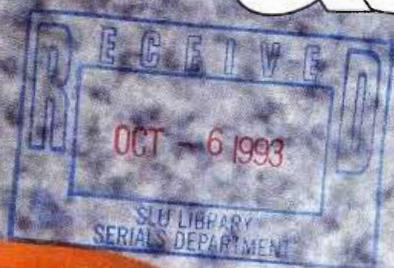
WASHINGTON



**Markey faces
Cable Act
backlash 60**

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Special Report: Basketball '93 / p. 44

NBA's DAVID STERN

Keeping TV's eye on the ball

Did I Do

In a tough new season, "Family Matters" stands far in front of the pack of new entries. As the only new hit of the year, Urkel and his "Family Matters" family instantly turned around time periods, boosting shares over previous programming. In fact, of all new strips, only "Family Matters" grew over its lead-in. It just goes to show, you should never send a man in to do a nerd's job!

MARKET	STATION	TIME PERIOD
NEW YORK	WPIX	7:00PM
LOS ANGELES*	KTLA	7:00PM
CHICAGO	WFLD	5:00PM
PHILADELPHIA*	WGBS	6:30PM
SAN FRANCISCO	KBHK	5:30PM
BOSTON	WFXT	5:30PM
WASHINGTON*	WDCA	5:30PM
DALLAS	KTXA	4:30PM
HOUSTON	KTXH	5:30PM
MIAMI	WBFS	7:30PM
DENVER	KDVR	5:30PM
BALTIMORE	WNLV	5:00PM
SAN DIEGO	KUSI	5:30PM
INDIANAPOLIS	WTTV	5:30PM
CINCINNATI	WXIX	5:30PM
DETROIT*	WXON	5:00PM

Source: NSI/**ARB 9/20-9/24/93

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What?

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+33%
+33%
+100%
+57%
+60%
+75%
+133%
+14%
+7%
+20%
+33%

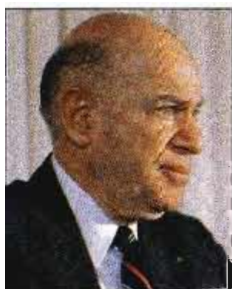
Family Matters

TM

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK



Tisch: Act "has not yet worked as intended." / 6

Retransmission at 11th hour With only a few days to wrap up retransmission-consent negotiations, some broadcasters are still holding out for the cash. / **6**

CBS throws in the towel After a futile play for cash retransmission payments, and unable to come up with a cable channel of its own, CBS has granted cable companies free retransmission rights to the signals of its owned stations for one year. / **6**

TCI feels the heat In the battle over retransmission consent in Corpus Christi, where network affiliates are standing firm against TCI, the clear winner so far is OmniVision, a wireless cable outfit that is pulling 100 subscribers a week from the giant MSO. / **10**

Rather blasts news trends CBS anchor Dan Rather urged his news colleagues at their convention in Miami last week to save the industry from trivialization and "Hollywoodization." "In too many important ways, we have allowed this great instrument, this resource, this weapon for good, to be squandered and cheapened," he said. / **12**

Blockbuster enters Paramount fight Blockbuster last week offered to invest \$600 million in Viacom to help shore up Viacom's bid for Paramount. The video giant's move to diversify its entertainment holdings comes on top of its acquisition of a controlling interest in Spelling Entertainment and a partial interest in Republic Pictures. / **14**

Spelling eyes mini-network Aaron Spelling feted station group heads at his Bel Air mansion last week so that Spelling Entertainment executives could pitch their "mini-network." They asked stations to set aside a weekly prime time block for a first-run Spelling slate. / **16**

PROGRAMING

CBS wins season opener

After the first official week of the new TV season, it's CBS off to an early lead, thanks to Sunday night powerhouses *60 Minutes* and *Murder, She Wrote*. ABC, which took four nights, snared the key adult 18-49 demos. NBC's Sunday night *seaQuest DSV* sank. / **22**

Spiegel, Time Warner join shopping spree

Looking to cash in on the burgeoning home shopping market, Time Warner and catalogue marketer Spiegel will team to produce two such services: a traditional channel set to debut early next year, and an interactive channel to run on Time Warner's state-of-the-art Orlando system. / **22**

Infomercial Kings?

The reigning royalty of prime-access syndicated programming, King World Productions, is expanding into infomercials with the formation of a program-length commercial production division called King World Direct. Likewise, Gold Coast Television Entertainment, producer of syndicated and network programming, is eyeing the infomercial market. It has formed Gold Coast Direct. / **25, 33**

Somers moves to talk

Sitcom star and Thigh Master spokeswoman Suzanne Somers will join the pack of daytime talk hosts next year under an agreement with MCA. The company hopes some current rookies, such as *Les Brown* and the *Bertice Berry Show*, will have been winnowed from the crowded talk field by the time Somers arrives. / **28**

Shop by cable-telephone

A Los Angeles company gives new meaning to the convergence of cable and telephone, starting a 24-hour cable channel featuring a variety of programs with 800- and 900-number tie-ins. The channel will offer cable systems 5% of revenues, which could total \$500 million a year, the company says. / **30**

Rysher TPE addresses '90210' crowd

Syndicator Rysher TPE tapped *Beverly Hills, 90210* star Gabrielle Carteris for a production agreement, including a 10-episode series based on HBO's *Lifestories*, a talk strip and made-for-television movies. / **34**

FX vs. FXTV: a case of name-calling

FXTV Fitness and Exercise Television is seeking a federal injunction to block Fox from using FX as the name for its new cable channel. The company filed an

"For good numbers, they'll look the other way."—media buyer Paul Shulman on advertiser interest in the controversial 'NYPD Blue' / 64

OCT 4, 1993

application to register the name in May 1992, and claims Fox has known about the name for a year. / 35

New lands for Discovery

Discovery Communications has just completed deals that will allow it to expand its reach into Mexico, Hong Kong, Israel, Japan, South Korea and parts of Europe. "We hope to blanket the world by late 1995 or early 1996," says Chairman John Hendricks. / 38

SPECIAL REPORT: RTNDA

The Disney of sports

While some sports contracts aren't doing much for programmers, the National Basketball Association is a consistent money-maker. Commissioner David Stern talks about how the NBA has become part of a global entertainment enterprise that includes TV, radio, merchandising and sponsor relationships. / 44



NBA broadcast rights deals: something to celebrate / 44

RADIO

Stern sues WLUP Chicago

Howard Stern is seeking \$45 million from Evergreen Media, owner of the Chicago station that dropped his show in August. WLUP-AM-FM has claimed that Stern's troubles with the FCC posed an "unacceptable risk"; Stern's suit calls that a false rationale made with "the intent of injuring" the program. / 40



On the Cover:

David Stern, commissioner of the National Basketball Association, presides over a game that is gold for those with the broadcast rights. / 44
Photo by Tom Sobolik / Black Star

BUSINESS

Long way to go on fin-syn

Wall Street, which has bid up prices for CBS and Capcities/ABC in anticipation of relaxed financial interest and syndication rules, may be celebrating a bit too soon. Continuing regulation is still likely to affect any merger plans between studios and networks. / 54



How would 'Arsenio' fare under a fin-syn-inspired merger between its studio-Paramount—and a broadcast network? / 54

WASHINGTON

Markey takes the heat on Cable Act

When Representative Ed Markey called the three FCC commissioners on the carpet over cable reregulation snafus, he found himself on the receiving end of stinging Republican criticism over the bill itself. "We're here today because of a perverted regulatory result," said ranking Republican Jack Fields. / 60

ADVERTISING & MARKETING

CAB wants cable rating reform

The Cabletelevision Advertising Bureau is asking Nielsen and other ratings services to look at cable shows the same way they look at network shows, that is, program-by-program over the course of a week and a month, rather than in traditional 15-minute blocks. The response from ad agencies: "Yeah, right." / 63

Advertisers back 'NYPD Blue'

Despite controversy over strong language and partial nudity, ABC's *NYPD Blue* is attracting advertiser attention in the wake of its strong first-week win. If the high ratings continue, even skittish advertisers may sign on, buyers say. / 64

TECHNOLOGY

Ampex lowers TV profile

Driven by competitive pressures and a crushing debt load, Ampex is lowering its traditionally high profile in television, focusing instead on the digital computer data-storage market and on equipment for high-end postproduction houses. / 65

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Down to the wire on retrans

Come Oct. 6, demands for cash may mean loss of broadcast signals for cable

By Joe Flint

Millions of cable subscribers may wake up Wednesday and not be able to find all their local broadcasters on the cable dial.

Scores of stations in mostly small and medium-sized markets have vowed not to give local cable systems permission to continue carrying their signals unless operators agree to pay

cash. And most operators are refusing.

Unless operators receive broadcasters' retransmission consent by 12:01 a.m. Wednesday (Oct. 6), the operators will be forced by law to drop their signals from their lineups.

In the major markets, the picture is brighter. There, most of the stations are owned by networks and large groups, who have reached retransmis-

sion-consent agreements or signed extensions to continue negotiations with most of the operators that carry their signals. CBS last week granted its consent for its stations to all cable systems (see page 6).

Although all the networks are trying to conclude deals, executives at ABC

Continues on page 18

CBS blinks, leaves table empty handed

Network gives up on getting cash for signals or carriage of new cable channel

By Joe Flint

CBS threw in the towel in its fight for retransmission consent and granted cable operators a year-long extension to carry its seven owned stations on their systems for free.

The decision by CBS ends—at least temporarily—a long battle that saw the network's victory in Washington one year ago this week turn into a bitter defeat in the marketplace. Retransmission consent was a provision of the 1992 Cable Act.

"I deeply regret that this important piece of legislation, which held so much promise for the future of free broadcasting, has not yet worked as intended," CBS Chairman Laurence Tisch said in a statement.

After holding out for cash longer than any of its rival networks, CBS tried to play the game by cable's rules and launch a cable network to offer along with its stations for retransmission consent.

But its first idea of a news and public affairs network did not sell with operators. Whether Tele-Communications Inc.'s and Time Warner's stakes in CNN played any part in cable's resistance may never be known.

Then bad timing took over.

CBS partnered with Viacom to work on a general entertainment network with a "best-of-television" for-

mat. But Viacom's proposed merger with Paramount and the fight with rival bidders put any partnership with CBS on the back burner.

Viacom may also have been reluctant to pitch a cable network to Tele-Communications Inc. after Viacom sued TCI President John Malone for allegedly trying to dominate the cable industry.

In a last-ditch effort, CBS offered to buy into NewSport—a new cable sports news channel owned by TCI spin-off Liberty Media, NBC and

Cablevision's Rainbow Holdings. But CBS wanted a 70% stake and management control, which was more than the others were willing to give.

"Having rejected cash, and now a CBS cable channel, we are at a loss as to what the cable industry does want, short of our abject surrender," Tisch said.

With two weeks remaining until the deadline and advertisers wanting national coverage to go with the top dollars paid for CBS's upcoming World Series broadcast, the network had little choice but to grant free carriage to all operators, industry observers say.

The network did not want to waste ratings momentum from *Letterman* or have its prime time programming cut short just weeks into the new season, they say. CBS also wanted to be fair to affiliates that might have been planning to tie their fate to that of the network.

Tisch also revealed that CBS wanted 30 cents per subscriber per month: 10 cents per for the first year with a 10 cent increase in each of the subsequent two years.

CBS's decision was a sweet victory for cable operators. One top cable CEO called Tisch's statement "the most graceless concession speech" he had heard since Richard Nixon refused to be "kicked around anymore" in 1962. ■



CBS's Tisch: 'I deeply regret....'

re-transmission
costs

EVASION CHARGES

Rate
Reductions

Congressional
Re-hearings

Programmers Revolt

FCC Complaints

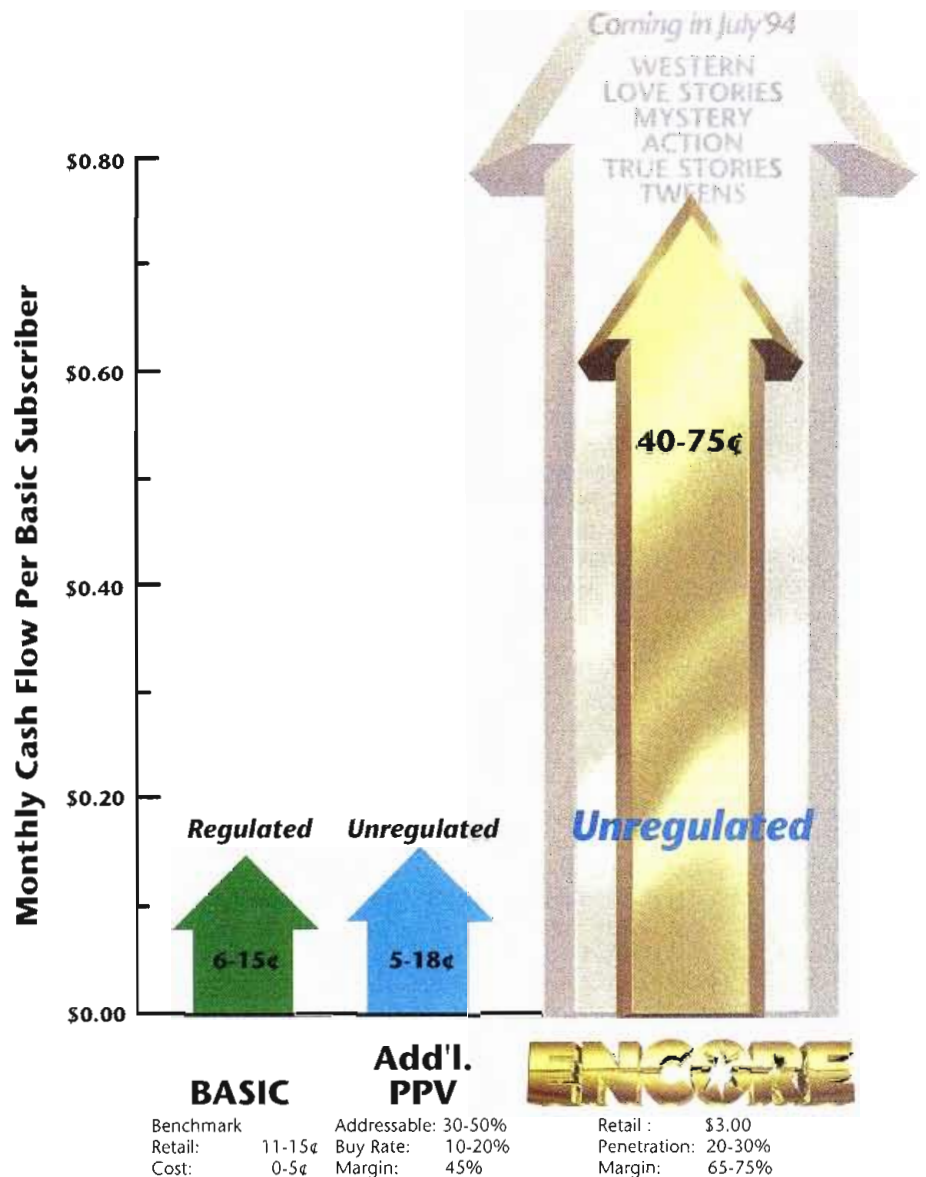
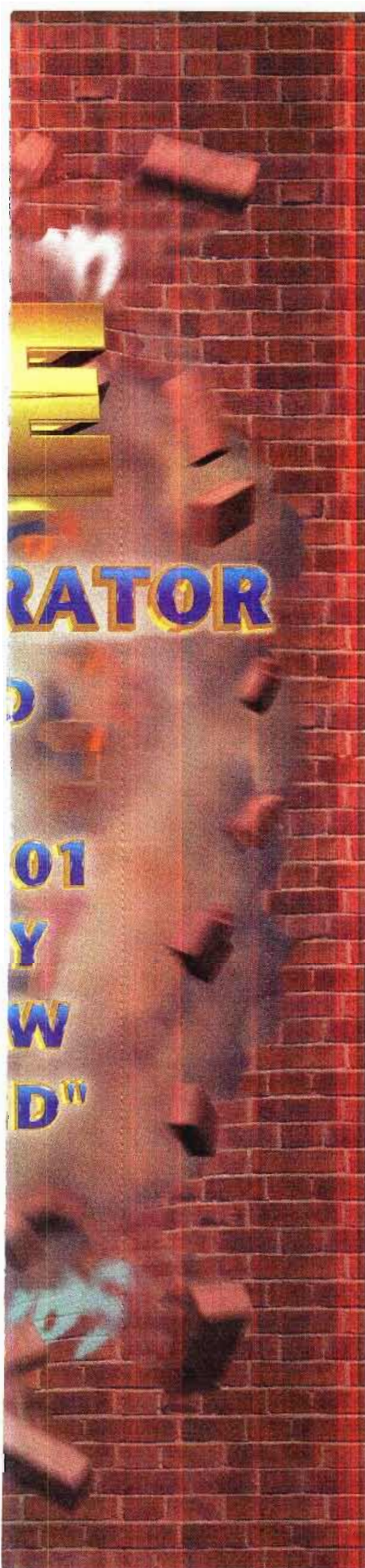
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High noon nears in Texas retrans battle

Affiliates hang tough against TCI as cable subscribers flock to wireless competitor

By Joe Flint

Down in Corpus Christi, Tex., there's a David and Goliath battle under way between three network affiliates and Tele-Communications Inc. The only question is: Who's David and who's Goliath?

The three affiliates—ABC's KIII(TV), NBC's KRIS-TV and CBS's KZTV(TV)—want cash from TCI and smaller operators Falcon Cable and Post-Newsweek Cable. Cable does not want to pay, and neither side shows any sign of budging.

Right now, it's TCI that's hurting. According to the local TCI system manager, the company, which has almost 50,000 subscribers in the market, has lost an average of 100 households a week during the last couple of weeks.

Where are they going? To wireless. OmniVision, a wireless cable operator in Corpus Christi, has seen its subscriber rates skyrocket in the last month to 14,000 homes—a 33% increase. At that pace, it will be November before OmniVision can accommodate all the new customers, according

TV in Corpus Christi

TV households: 170,400
Cable households: 120,300*
Cable penetration: 71%
KIII(TV) ■ ch. 3 ■ ABC
KRIS-TV ■ ch. 6 ■ NBC
KZTV(TV) ■ ch. 10 ■ CBS
KEDT-TV ■ ch. 16 ■ PBS
KORO(TV) ■ ch. 28 ■ ind.

*Includes wireless. ■ Source: Arbitron

"We're not asking for a hell of a lot of money.

We are looking for respect."

**T. Frank Smith, GM,
KRIS-TV Corpus Christi, Tex.**

to system manager Cathy Roach.

Although Corpus Christi is just a tiny part of TCI's 10-million-subscriber world, the company is not taking the situation lightly. Bob Thomson, TCI senior vice president for communication policy and planning, has met with the local newspaper's editorial board to drum up support for the oper-

ator. So far, though, the paper has not taken a stance. At \$22.87 per month for extended basic (compared with \$17 at OmniVision), the massive subscriber pullout in that small market will be felt back in Denver.

Thomson says that if all three stations go off the cable, "it will be one of the few markets where that happens in the entire nation." As for his visit, he says he has met with editorial boards throughout the country. "We will continue to converse with one, two or three of the stations and hope to come to an agreement."

For the stations, money is not the main issue. "We're not asking for a hell of a lot of money," says T. Frank Smith, president and general manager, KRIS-TV. "We are looking for respect. TCI says our programing is not worth anything."

Adds Vann Kennedy, president/GM of KZTV(TV): "We are not expecting or demanding much cash. Mainly, we want recognition of our intellectual property rights.... TCI can write off the whole state of Texas and still be a very powerful force." ■

Retrans: It's a close call for the networks

"The deals are coming fast and furious," says one NBC executive remarking on last week's retransmission-consent negotiations. That pace had better continue this week if the big three want 100% coverage for their owned stations.

NBC and ABC say they are prepared to pull their signal from any cable operator that does not reach an agreement with them by Oct. 6. "We're not granting any extensions," promises one high-level NBC executive. ABC echoed that sentiment.

CBS has already bowed out of the battle, offering cable systems a one-year free-retransmission extension (see page 6).

Fox and its affiliates have tied retransmission consent to carriage of its new FX cable network. As of last Friday, Fox had signed on for FX 23 cable operators serving 23 million homes, 40% of all cable homes. It is offering other cable operators two-month retransmission extensions to continue negotiations.

Among those so far refusing the channel are cable heavyweights Time Warner, Continental and Comcast. And most operators resisting the channel want a longer extension period from Fox. Two months, many operators feel the short-term extension helps Fox get

through the November sweeps with maximum coverage, but provides little assurance to operators.

ABC, which is swapping retrans consent for carriage of its ESPN2, is in tense negotiations with Tele-Communications Inc., the nation's largest operator and the only major holdout for the new sports network. ABC has commitments for 10 million cable homes. Both sides expect to reach a deal before Oct. 6. The holdup: Apparently TCI wants to renegotiate some of the deals for ESPN that it acquired during its system buying spree of several years ago.

ABC did take a giant leap last week—it was the first broadcaster to sign a deal with Cablevision Systems Corp., the fifth-largest cable operator.

NBC, which is using retrans as leverage for carriage of CNBC and America's Talking, is having trouble cutting a deal with Century Communications in Los Angeles. KNBC-TV there ran a spot during *Seinfeld* criticizing the operator as not negotiating fairly and gave out its phone number for viewer complaints.

NBC last week also became a partner with Group W's five TV stations. And Group W said it would grant retransmission consent to operators who agree to carry America's Talking.

—JF



WHAT
IS
THE
OTHER
SIDE
OF
COUNTRY.[®]
?

Dan Rather blasts TV news

Invoking Edward R. Murrow, CBS anchor warns RTNDA that news is continuing toward the path of 'wires and lights in a box'

By Peter Viles

In a speech that was by turns angry, confessional and inspirational, CBS anchor Dan Rather delivered a scathing assessment of TV news, urging his colleagues to stop the "Hollywoodization" of their craft.

In his keynote address to the Radio-Television News Directors Association convention in Miami last week, Rather told his colleagues: "We can say, 'No more.' We can fight the fear that leads to 'showbizification.'"

It was a speech reminiscent—and deliberately so—of the one Edward R. Murrow gave at the RTNDA convention in Chicago in 1958, a speech Rather called "the best ever made by any broadcaster." In the speech, Murrow urged broadcasters to make television an instrument to teach, illuminate and inspire, "Otherwise, it is merely wires and lights in a box."

If Murrow's speech was a battle cry, so was Rather's. "In too many important ways," he said, "we have allowed this great instrument, this resource, this weapon for good, to be squandered and cheapened. About this, the best among us hang their heads in embarrassment, even shame. We all should be ashamed of what we have and have not done, measured against what we could do.... Our reputations have been reduced, our credibility cracked, justifiably."

His audience of news directors seemed to agree, responding with a standing ovation.

Rather criticized his own network for airing "a quote-unquote entertainment special about the discovery of Noah's Ark that turns out to be a 100% hoax." He criticized prime time access shows as a "glut of inanities" that end up on the air only through "cynicism and greed."

"And they've got us putting more and more fuzz and wuzz on the air, cop-shop stuff, so as to compete not with other news programs but with entertainment programs (including those posing as news programs) for dead bodies, mayhem and lurid tales," he said.

"Thoughtfully written analysis is

out, 'live pops' are in. 'Action, Jackson' is the cry. Hire lookers, not writers. Do powder-puff, not probing, interviews. Stay away from controversial subjects. Kiss ass, move with the mass, and for heaven's and the ratings' sake, don't make anybody mad—certainly not anybody in a position of power. Make nice, not news. This has become the new mantra."



CBS's Rather

In the end, Rather urged his colleagues to find at least a portion of the courage Murrow displayed. "I want to hear it praised, and the men and women who have courage elevated."

That said, Rather offered some advice for change:

"Make a little noise.... When it comes to ethics and the practice of journalism, silence is a killer.... To be a journalist is to ask questions. All the time. Even of the people we work for."

"In any showdown between quality and substance on the one hand, and sleaze and glitz on the other, go with quality and substance. You know the

difference.

"Try harder to get and keep minorities on the air and in off-camera, decision-making jobs," he said, and don't let consultants "tell you your audience wants to see Ken and Barbie, and your audience doesn't want to see African Americans, or Arab Americans, or Latinos, or Asian Americans, or gays or lesbians, or older Americans, or Americans with disabilities."

Finally, Rather urged, "Let's bring all the brilliance and imagination this industry has to bear. That's what Ed Murrow was talking about. Let's phase out fear.... The greatest shortage on every beat, in every newsroom in America, is courage."

Murrow's speech, said Rather, came when he was becoming increasingly pessimistic about TV's future. Rather, however, made clear that he hasn't given up hope. "About that," Rather said, "I believe Murrow was wrong. What is happening to us and our chosen field of work does not have to continue happening. The battle is dark and the odds against. But it is not irreversible—not yet."

"Remember that you were here," said RTNDA president David Bartlett, "because this was history." ■

RTNDA name change suggested

A task force charged with charting RTNDA's future has recommended dropping the word "directors" from Radio-Television News Directors Association. Membership rules wouldn't change, however—only news managers would be eligible for full, voting membership in the group, which now counts roughly 1,200 news managers and full voting members in its total membership of 3,500. The task force also urged RTNDA to look beyond television and radio stations for its new members. "Tomorrow, the membership of RTNDA will come also from telephone companies, databases, even newspapers that use electronic delivery methods," the task force report stated.

The task force's recommendations—which would require approval by the board and, in some cases, by the entire voting membership:

- Define "electronic media" and "electronic journalism" in the broadcast sense, and pursue new members under that definition.
- Invest heavily in member information services such as a daily fax and on-line networks.
- Maximize resources devoted to marketing membership and member services.
- Maintain vigorous advocacy of the First Amendment.
- Change the name to Radio-Television News Association.

—PV



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UNIQUE
NON-STOP
BREAK-
THROUGH
**HOT
FUN**



COUNTRY MUSIC TELEVISION.

Paramount: let the bidding begin

By Geoffrey Foisie

Viacom and QVC Networks Inc., locked into a multibillion-dollar bidding war for Paramount, are scrambling for money.

Viacom last week raised \$600 million in a deal with home video giant Blockbuster Entertainment and was lining up another \$1.5 billion in bank credit. QVC reportedly also was going to the banks for \$3 billion.

Both companies are offering cash-plus-stock for the movie studio. Viacom's offer is now valued at \$7.8 billion; QVC's bid approaches \$10 million.

The Paramount board last week declined to begin negotiations with QVC until it has secured the cash it needs (\$3.6 billion, or \$30 per share) to formalize its offer.

Most expected QVC to come up with the cash, even Viacom Chairman Sumner Redstone. He told BROADCASTING & CABLE that he would "not be surprised" if QVC raises the money.

QVC's controlling shareholders, John Malone's Liberty Media and

Comcast, already have committed \$1 billion. And *American Banker* said QVC is working with Chemical Bank to line up another \$3 billion.

Viacom is adding some bidding muscle, lining up three major commercial banks to commit to a \$1.5 billion revolving credit line. The banks have signed exclusivity agreements "...prohibiting them from working with QVC Networks Inc. or any other rival bidders for Paramount."

For its \$600 million "strategic" investment, Miami-based Blockbuster will receive preferred stock paying 5% dividends and convertible into Viacom's class B nonvoting stock, which traded at around \$55 last week, at \$70 per share.

Redstone emphasized that the securities issued to Blockbuster were not debt, technically, thus keeping leverage low. Selling stock, rather than debt, also might make it easier for Viacom to tap the credit markets further, if the bidding war makes that necessary.

The Viacom chairman also said that he continues to talk with other strate-



gic investors. He declined to name them, but speculation involves Cox Enterprises and several of the regional Bell companies, including Southwestern Bell.

Redstone said the investments were being sought independently of any plans to up the bid for Paramount, which includes \$9.10 cash per share.

"It is a dream to put together the two companies [Viacom and Paramount], but we can't effectuate that, deliver on it and grow enormously with a lot of debt on the balance sheet," Redstone said. "We don't want to do a deal where we have to sell Simon and Schuster."

Professional merger investors last week continued to insist that "cash is king" and that the winning bid would

Huizenga building Blockbuster's media presence

Blockbuster's investment in Viacom is only the latest in a number of steps to move the company further up the entertainment distribution food chain. Blockbuster, which has made its name in the home video store business, is led by Chairman/CEO H. Wayne Huizenga (pictured). Its other entertainment acquisitions include the accumulation of a 70% interest in Spelling Entertainment Group and 37% of Republic Pictures.

In recent weeks, Spelling has been hard at work trying to assemble a mini-TV network, asking stations to commit to a multiyear two-hour prime time block (see page 16) and has entered into a partnership with Mexico's Multivision to launch a 24-hour cable service in Latin America.

Blockbuster's expansion strategy is seen at least partly as an effort to diversify beyond its core video rental business, which is exposed to potential competition from cable and telephone compa-

ny pay-per-view movies.

In addition to protecting its existing distribution channel, Blockbuster has sought to diversify the product flowing through that channel. The Fort Lauderdale-based company recently closed deals in the music

industry with the purchase of the Sound Warehouse and Music Plus chains as well as the formation of a partnership with London-based Virgin Retail, with whom Blockbuster plans to build music and video entertainment "mega-stores."

Currently, video rentals make up roughly 85% of Blockbuster's revenue. It has 3,000 company-owned and franchised stores throughout the U.S. and abroad.

Blockbuster's revenue for 1992 was \$1.2 billion with an operating income of more than \$220 million. Viacom's revenue last year exceeded \$1.8 billion with operating profits of more than \$347 million.

—JC



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have to change to reflect that. Increasing the cash component might increase the possibility of a third bidder.

One senior Capital Cities/ABC executive said that a primary reason his company has yet to seriously consider a Paramount bid, despite numerous invitations from investment bankers and others, is that both Viacom and QVC bids contained a substantial amount of stock, which he described as an "inflated currency." If the cash component were to increase, it would put bidders with less lofty stock on a more level playing field.

"We do think we can do more combining Paramount with our company than they can with QVC, which sells cheap jewelry on a shopping channel," Redstone said. "That may be harsh, but that is the truth." ■

\$1 billion for Starz

Encore, backed by TCI spin-off company Liberty Media, is planning to launch its upcoming Starz! cable movie network in a big way.

In what is being labeled the biggest movie-package deal ever to come out of Hollywood, Encore plans to shell out an estimated \$1 billion for rights to show up to 360 theatrical titles from Walt Disney Studios. The deal runs seven years for Disney's Touchstone and Hollywood Pictures, beginning in 1997, and 10 years for Miramax, beginning in 1994. Titles will appear on Starz!, a first-run pay TV multiplex service, when it launches in January 1994, and will later appear on the company's other planned movie channels.

The Encore-Disney deal fans flames lit last month in Viacom's antitrust suit against TCI. Viacom charges that representatives of TCI allegedly told executives at Viacom's Showtime Networks that the MSO was planning a "crucifixion" of Showtime's The Movie Channel to make room for Starz!. "The Encore-Disney deal is yet another manifestation of [TCI and Liberty chief executive] John Malone's monopolistic practices to reshape the industry to his benefit," says Showtime Networks Chairman-CEO Tony Cox. —RB

Spelling pitches prime time block

By Mike Freeman

In the grand style reminiscent of his *Dynasty* series, producer Aaron Spelling wined and dined top independent station group executives at his Bel Air mansion last Thursday. The purpose: Spelling Entertainment Group's push to launch a female-skewing block of prime time syndicated drama series, The Spelling Premiere Network, for June 1994.

Spelling, chairman and CEO of Spelling Entertainment, worked out the blueprint for an ad hoc network during the last two months with John Ryan, president of Spelling Entertainment's Worldvision Enterprises distribution division.

According to one of the executives at the meeting, Chris-Craft/United Television President Evan Thompson has taken a "lead role" in developing the block, and may have committed his top-ranked independent station group to carry it.

The two new series development projects Spelling presented were *Robin's Hoods* and *Heaven Help Us*. According to various station source descriptions, *Robin's Hoods* is an ensemble drama about four women and a man who live together and work at a country music club. One of the women, a former district attorney, convinces the others to help solve crimes and resolve disputes.

The second hour spoke, *Heaven*



Spelling's latest: prime time block

Help Us, is about a young married couple killed in an accident who come back to Earth as angels to perform divine deeds.

On the marketing side, sources said that Ryan presented stations with a single-year contract plan in which stations would take each weekly hour on a nine-minute national and five-minute local barter advertising basis. A group owner from the Midwest said that he thought the marketing terms were "acceptable" and, in general, found the proposed Spelling programming an "attractive mix" of female-skewing programming for his stations. Another major group head said that "independents recognize the success Fox stations have suddenly enjoyed with [Spelling's] *Beverly Hills, 90210* and

Melrose Place with the female demographics that previously went unserved" on Wednesday evenings.

In a statement, Worldvision senior vice president, domestic sales, Bob Raleigh, said: "The ratings tell us that the network delivering the highest female composition invariably wins five out of seven nights. As a result, the networks have skewed their programming toward attracting women, while the independents had no alternative but to counterprogram with sports, movies and action fare."

The timing of Spelling's prime time initiative could be an attempt to preempt an effort by Warner Bros., which is currently scouring independent station groups for commitments to a proposed fifth broadcast network. With the Spelling counterprogramming added to the mix, and up to 15 hours total of syndicated drama programming in the market by the 1994-95 season, industry watchers note that most non-Fox independents have enough programming to become affiliates of "pseudo" networks.

Station groups attending the Spelling presentation, which were thought to include "nonduplicative markets" representing 50% U.S. coverage, included Chris-Craft/United, Tribune Broadcasting, Paramount Stations Group, Gaylord Broadcasting, ABRY Communications, River City Broadcasting and ACT III Broadcasting. ■

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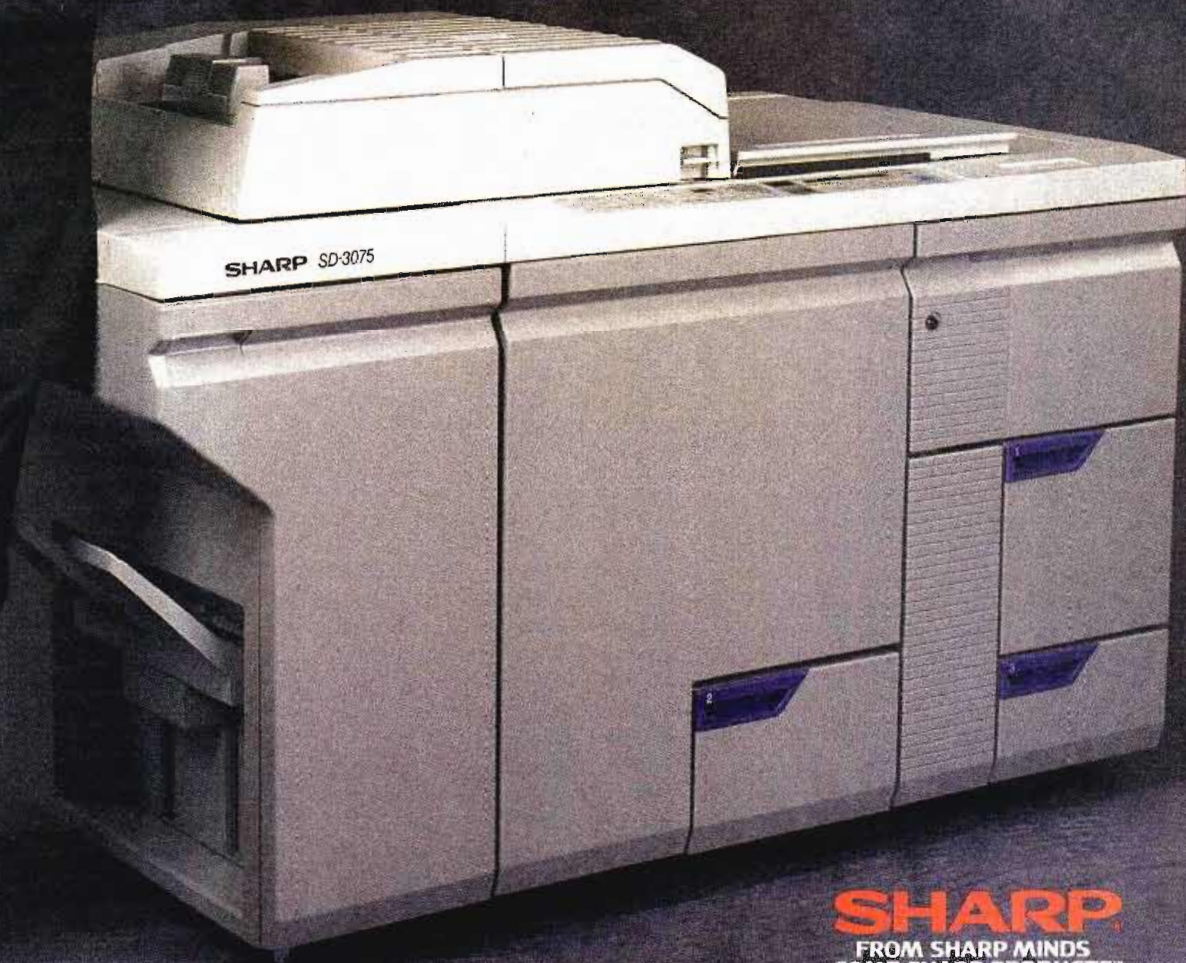
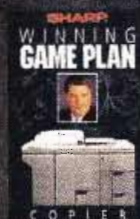
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Retrans

Continued from page 6

and NBC say they are prepared to pull the plug on operators they don't have agreements with. (For more on the networks, see page 10.)

Of the 1,000 cable systems in Arbitron's 20 large metered markets, the ratings service said last week, 700 are anticipating made changes in their broadcast lineups this week, either the dropping of signals or the switching of channel assignments. One hundred have already made changes.

Small broadcast groups still holding out for money include LIN Broadcasting, which has taken the toughest stance of all broadcasters; McGraw-Hill, and Post-Newsweek. There is also an intense battle going on in Corpus Christi, Tex., between TCI and three particularly tenacious broadcasters (see story, page 10).

Post-Newsweek Station Group President Bill Ryan says he finds it ironic that some in the cable industry say the group owner is being unreasonable in negotiations.

"The cable industry as a whole has a culture that does not allow it to make deals very easily," says Ryan. "Ironically, the CBS announcement has led to a renewed stiffness on the part of operators."

In Indianapolis, LIN Broadcasting's WISH-TV, McGraw-Hill's WRTV(TV) and River City's WTTV(TV) are prepared to go off the Time Warner and Comcast systems.

McGraw-Hill says it is prepared to pull its stations off systems in San Diego and Denver as well. LIN Broadcasting is engaged also in a fierce battle with TCI in Dallas.

Observers in Dallas point out that cable penetration in that market, as in some other LIN markets, is below the national average of 62%, meaning the impact may not be as great to the company's bottom line as it would be for broadcasters in markets with high cable penetration.

LIN Broadcasting President Gary Chapman could not be reached for comment.

In Maine, there are stations in the major markets of Portland and Bangor prepared to go off cable, including the NBC affiliates in those markets—WCSH-TV and WLBS-TV—which would mean that NBC would not reach any viewers through its Maine affiliates.

Also prepared to pull its signal is WGME-TV, a CBS affiliate.

ABC-affiliate WTOK-TV Meridian, Miss., expects to go dark on 25% of its market on Wednesday.

WTOK-TV is asking for 25 cents per subscriber per month, according to General Manager Tom Wall. And so far, there is no agreement with Comcast Cablevision, which has 17,000 subs in the 65,000-household ADI.

In some markets, cable operators and broadcasters are waging intense PR battles, not always with the intended results. One cable operator, Armstrong Utilities, has received two bomb threats at its Youngstown, Ohio, system, where there is a stand-off with the three local stations.

Despite the prospect for major disruptions, most of the top operators paint a happy picture.

"We expect a handful of disruptions," says Bob Thomson, senior vice president, TCI.

Continental Cablevision executives also anticipate problems only in small markets, such as Lansing, Mich., where some stations still hang tough. For the most part, though, Fox stations are Continental's only problem.

Adelphia Cable Vice President Jim Regis says the operator has completed the vast majority of its deals and will extend negotiations where necessary: "There is a limited number of situations where there is still a fairly wide gap; it is medium to small markets where disruption is possible."

Media buyers who need solid coverage for their clients are not worried about a massive drop in broadcast penetration because of retransmission-consent negotiations gone sour.

"There has been a lot of hysteria about this," says Jean Poole, a national spot buyer for J. Walter Thompson, "[but] too many of the stations folded too fast, leaving a few lone soldiers by themselves. Those stations will make a deal. On Oct. 6, I will wake up with no more gray hair than I already have."

"For the most part, we expect business as usual," adds Television Bureau of Advertising President Av Butensky.

Of course, with two days to go, everything could easily be resolved. If LIN Broadcasting and others do manage to squeeze some money out of the big cable operators, the rest of the broadcast industry will be left wondering what if. ■

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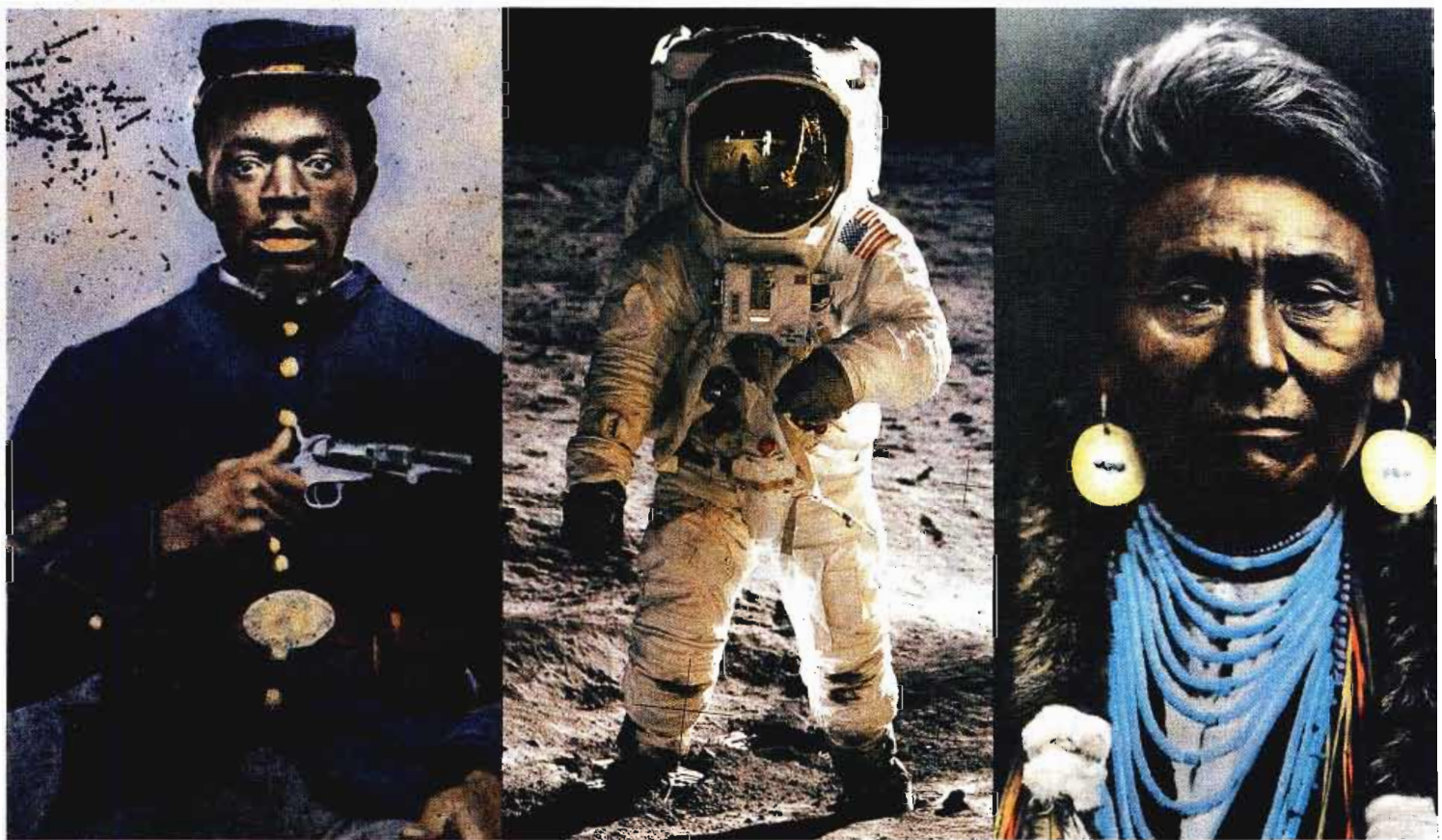
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CBS wins week one of '93-'94

Sunday night power lineup drives ratings victory; ABC takes 18-49 demo honors

By Steve Coe

Despite a strong start by ABC last week—winning the first three nights—CBS came back to take the first week of the new season.

That victory relied heavily on the network's strong Sunday night performance (it won only one other night) and was captained by ratings workhorse *60 Minutes*.

The Superman vs. Spielberg Sunday night battle at 8 p.m. was joined by the first new episode of perennial time-period winner *Murder, She Wrote*, which weighed in at number nine for the week and handily bested Spielberg's *seaQuest DSV* and ABC's *Lois & Clark*.

For the week (Sept. 20-26), CBS averaged a 13.5 rating and 23 share, followed by ABC's 12.3/21, NBC's 11.2/19 and Fox's 7.2/12, according to Nielsen.

In the demo race for adults 18-49, ABC was first with a 7.4 rating and NBC was second with a 7.0. CBS's 6.8 was good for third and Fox had a 4.9.

In the night-by-night tally, ABC won Monday, Tuesday, Wednesday and Friday; NBC won Thursday, and CBS won Saturday and Sunday.

CBS placed 10 shows in the top 20, including *60 Minutes*, *Murphy Brown* and *Murder, She Wrote*, which placed first, eighth and ninth, respectively. NBC placed four shows, including *Seinfeld*, which was second, and its lead-out *Frasier*, which finished seventh for the week. ABC had six shows in the top 20, including three of the top five—*Roseanne*, *Monday Night Football* and *20/20*—in the third, fourth and fifth spots.

In what is shaping up to be the most competitive night of the week, CBS won Sunday night with a strong performance from veteran series *60 Minutes* and *Murder, She Wrote*.

For the second straight week, NBC saw some ratings loss for *seaQuest DSV* from the previous week. On Sept. 26, the show averaged a 12.5/19, down from a 13.8/21 the



Why are these people smiling? The number-one ratings performance of the investigative team on '60 Minutes' helped CBS to a win in the season's first week.

week before. The Steven Spielberg-produced action hour still managed to finish ahead of ABC's *Lois & Clark* (10.2/16) but was well behind *Murder*'s 17.3/27.

Fox's only time-period win of the

week, *Melrose Place* on Wednesday at 9 p.m., was by default, since it was up against the unrated presidential address on health care.

For all of last week's match-ups, see "Ratings Week," page 40. ■

Time Warner, Spiegel shop for viewers

Second-largest cable operator, Chicago catalogue retailer to launch two home shopping services

By Rich Brown

Add Time Warner to the list of cable programmers looking to join the home shopping gold rush.

Time Warner and Spiegel are joining forces to create two new home shopping services for cable TV. The Catalog Channel will debut on select-ed Time Warner systems in first-quarter 1994, with a national launch expected later that year.

A second channel, which will enable viewers to use interactive technology to "browse" through merchandise in a video shopping mall, will launch on Time Warner's state-of-the-art Orlando system sometime next year.

The Time Warner/Spiegel venture marks the latest player in the increasingly popular home shopping business. Renowned retailer Macy's plans to launch its own shopping channel

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next year. Franklin Mint and Nordstrom are among others that have talked about launching channels. And Viacom executives are considering testing their own "virtual mall" on the company's state-of-the-art interactive cable system in Castro Valley, Calif.

ValueVision is gathering steam with commitments from Cablevision Systems Corp. and Continental Cablevision, among others. And this past summer saw the launch of ViaTV, a shopping network created by QVC veteran Keith Halford and currently available in 50,000 cable homes in central Ohio.

News of additional home shopping channels should come as welcome news to cable system operators who have voiced concern over the proposed merger between current home

shopping giants QVC and Home Shopping Network.

Operators say that they do not want to grow too dependent on one program supplier in the home shopping category. HSN reaches 27 million homes; QVC is available to 47 million homes and is planning to expand further with Q2, a channel targeted at upscale audiences.

The Catalog Channel will target women 25-55 with upscale merchandise for the family and home from Spiegel, Spiegel's Eddie Bauer and other retailers. Programming will be presented on studio sets and on location and will include entertainment, news and interview formats.

Affiliation terms were still being finalized last week, but it is believed that the channel would be offered at no cost to operators and would provide them with some revenue-sharing possibilities.

The second channel, which is being tested on the Orlando system, will feature full-motion video catalogues through which viewers will be able to navigate with remote control. Viewers also will be able to use the remote to order merchandise. ■

Syndicated wheels look to deal in infomercial market

King World creates division to tap into billion-dollar business of program-length commercials

By Mike Freeman

King World Productions last week became the first major syndicator to enter the burgeoning infomercial business.

King World Direct Inc. will produce, market and distribute the sponsor-paid half-hours.

The standalone division will concentrate initially on the production and distribution of infomercials for consumer products, says Burl Hechtman, a KWP vice president who will be president of the new unit. "One of the exciting things is that this is like the early stages of syndication in the 1980's," he says.

KWD is willing to produce and distribute infomercials on a straight fee basis or to provide financing in return for an equity position or gross percentage of merchandise sales, he says.

"There is no set structure on a deal,

at least that's the way we're looking at it," Hechtman says.

He says that he and KWP President Michael King began exploring the possibility of creating a direct-marketing wing about a year-and-a-half ago and have already dabbled in the business.

As KWP's head of special projects, Hechtman last year launched a *Wheel of Fortune/Toys for Tots/Pizza Hut* contest promotion for charity through the use of an 800 phone number.

KWP also inserted a 90-second infomercial, hosted by Joe Sugarman of Blue Blocker sunglasses fame, into hour-long installments of its news magazine *Inside Edition Weekend*.

Through King World's ownership interest and management of CBS affiliate WIVB-TV Buffalo, N.Y., Hechtman says that the publicly held company has also gained a "better

MCA/Universal promoting 'wholesome action' films

In an attempt to blunt government and activist forces behind the anti-TV-violence issue, MCA TV and Universal Television are sending a strong message to advertisers that their upcoming Universal Action Network is "wholesome action entertainment" that will remain free of advisory warning labeling.

The full-court press is part of a six-city regional presentation series for advertisers and station executives in advance of MCA TV's January 1994 launch of the syndicated two-hour action block that will showcase 24 first-run telefilms for syndication.

The package will be marketed as Universal Action Pack, and Dan Filie, Universal Television senior vice president, says the telefilms will "avoid gratuitous violence" by accentuating the "broader mass appeal" aspects of the action genre. He adds that he would watch the car crash/karate chop movies with his four-year-old son.

Filie says that \$100 million has been devoted to producing the telefilms and that production is divided among six noted film directors. According to Mort Slakoff, MCA TV's senior VP of creative, the syndication division is committing another \$15 million to on-air and print promotion.

UAN is sold in 132 markets representing more than 90% U.S. coverage. The marquee filmmakers and some of their first-run premieres are William Shatner's *TekWar*, George Gallo's *Midnight Run* and Hal Needham's *Bandit* reprises, Rob Cohen's *Vanishing Son*, Sam Raimi's *Hercules* and John Landis's *Fast Lane*.

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understanding of the type of infomercial revenues that come from both sides of the [U.S.-Canadian] border."

Infomercial programing airing on stations last season generated slightly more than \$1 billion in gross sales nationally, Hechtman says. Of that figure, he estimates, local broadcasters earned roughly \$300 million-\$500 million.

Hechtman promises that King World will make "no attempt whatsoever" to use the clout it obtains from its top-rated *Wheel*, *Jeopardy!* and *Oprah Winfrey* syndicated shows to persuade stations to run King World infomercials in good time periods. Today, most infomercials are relegated to early-morning and late-night slots.

"If the quality is good and it works in the ratings, stations will be interested in infomercials as a supplementary revenue stream," Hechtman says. "Our [syndicated] shows stay on the stations because viewers like them, and that's our philosophy with direct marketing."

So far, other syndicators have concentrated on introducing transactional elements within entertainment-driven

formats. Preview Media currently airs *Weekend Travel Bargains* on several NBC-owned stations; San Francisco-based distributor GGP is clearing *Sports Snapshot*, a quiz show that also

sells sports memorabilia, on several CBS O&O's, and Tribune Entertainment is planning the January 1994 launch of Joan Rivers's *Can We Shop?!* transactional talk show. ■

MCA taps Somers for fall '94 talk show

Producer hopes familiar face will prove edge in crowded talk field

By Joe Flint

MCA, banking on a fallout in the oversaturated daytime talk genre, has signed on sitcom star and Thigh Master queen Suzanne Somers for her own show set to launch in fall 1994.

The Suzanne Somers Show marks MCA's first foray into the daytime talk show genre since it aborted *The Kitty Kelley Show* before running even an episode.

MCA will likely offer *The Suzanne Somers Show* on a cash-plus-barter basis, though MCA executives have yet to work out details. A pilot is in pre-production, and MCA hopes to have something to show to stations and reps by November.

With some 17 daytime talk shows already, MCA is betting that many of this year's rookies don't make it to the second year and that veterans such as Joan Rivers will call it a day, leaving desirable time periods for the well-known Somers to exploit.

"We feel viewers who are disaffected this season by the proliferation of 'unknowns' in the talk show field will find great comfort spending an hour daily with Suzanne," said MCA-Universal Television Executive Vice President Ned Nalle.

Among MCA's targets are King World's *Les Brown* and Twentieth Television's *Bertice Berry Show*. *Brown* is averaging a 2.8 rating and 11 share season-to-date, 35% off its average lead-in share in Nielsen's metered markets, while *Bertice Berry*, which is pulling down a 2.0 rating/8 share, is 33% off its lead-in programming. Columbia's *Ricki Lake* is at a 2.2 rating and a 7 share—22% off its lead-in programming.

MCA sources also anticipate that the networks will continue to reduce their presence in the daytime daypart, opening up even more room for talk.

As for format, Somers wants to take the high road—a road that has gotten *Brown* high marks from critics.

Somers won't be going in cold. She has served as a substitute host for Kathie Lee Gifford on the *Regis & Kathie Lee* show.

Somers will also continue to star in ABC's *Step by Step*. ■

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Cable by the numbers

New service to offer information, merchandise over 800, 900 numbers; affiliates to receive 5% of revenues

By Rich Brown

The merging of cable and telephone is getting a new twist.

A Los Angeles-based company that provides services over 800 and 900 numbers plans to launch a cable network later this year.

Network Telephone Services has lined up a Dec. 1 launch for Network One, a 24-hour network featuring a variety of programs with 800-and 900-number tie-ins.

The service will be offered free to cable system operators, who will receive about 5% of all revenue generated by calls from their franchise areas.

If it secures carriage on most cable systems, the channel could generate \$500 million a year in gross revenues, says NTS Chief Executive Officer Joseph Preston. Calls to the service will likely cost viewers somewhere be-

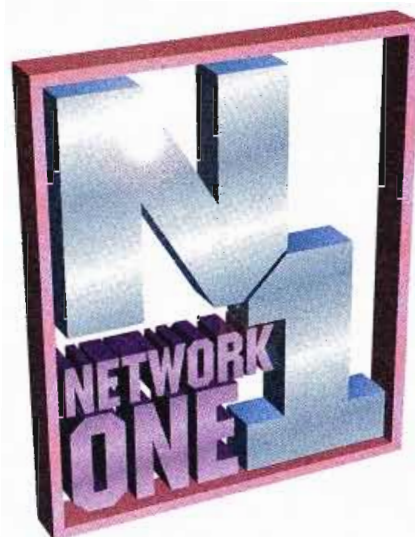
tween \$1.99 and \$3.99 per minute.

Plans call for a variety of programming, including movies, a morning block of cartoons and a midday lineup of shows for women. At least 20% of the programming is expected to be original, he says.

Viewers of a cooking show will be able to call for recipes and other information, Preston says. The network also will encourage callers to punch in their Visa or MasterCard numbers to order videos of movies seen on the channel, as well as to purchase other merchandise.

Following the lead of telephone audiotext services, programming on the new channel will include party talk lines, interactive trivia games, contests and interactive educational programming.

With some 300 employees, NTS



now reports year-to-date sales of \$35 million from its existing lineup of 800 and 900 numbers, which include everything from teen chat to phone sex. The cable services will not involve phone sex, Preston says.

"We're not going to promote anything in poor taste," he says. "We monitor lines to make sure nothing gets out of hand."

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More choices for cable subscribers

This week marks the entrance of some new players in the cable programming business and the expansion of some existing program services. Among them:

■ **MTV Latino** begins its first week of operation in more than 2 million TV households. MTV has signed distribution deals in 11 Latin American countries for the channel, which is a customized 24-hour Spanish-language version of the music video network for Latin America and the U.S.

■ **HBO En Español** begins its first week of operation in as many as 3.5 million Latino TV households in the U.S. The channel features the same lineup as the English-language HBO service, but the programming, as well as all on-air promotion and interstitial programming, are in Spanish.

■ **GEMS Television**, a Spanish-language service for women that debuted on April 1, expands its programming lineup from 16 to 24 hours a day. The service now reaches 1.5 million households in 18 countries, including the U.S.

■ **The Sci-Fi Channel** this month enters its second year of operation in 14 million homes, 4 million more than when USA Networks launched the channel on Sept. 24, 1992. Plans for the channel in the year ahead include at least four original movies.

■ Ten-year-old regional sports service **Home Sports Entertainment** expands to a 24-hour format, including a sizable block of programming from Prime Network. The channel serves 3.7 million cable subscribers in Texas, Oklahoma, Arkansas, Louisiana and parts of New Mexico.

■ Nora Ryan, formerly senior vice president of marketing for **Showtime Networks**, has been tapped by the company to head a new business development division designed to broaden its business.

■ **WTBS-TV Atlanta** has signed a deal with Warner Bros. Domestic Television to bring *Growing Pains* to the channel beginning Oct. 4 at 6:35 p.m. ET.

■ **The Travel Channel** is looking to launch a Canadian version. Parent company Landmark Communications has applied for a license along with partners VOCM TV Inc. of Newfoundland and Newfoundland Capital Corp. of Nova Scotia. Landmark previously announced plans to provide programming in England, Benelux and Scandinavia.

■ **Polygram Diversified Entertainment** on Nov. 27 will present a live pay-per-view concert, *U2-In Concert-Zooropa Live from Australia*. Reiss Media Entertainment Corp. and Viewer's Choice will distribute the event with a \$19.95 suggested retail price. —RB

BERTICE GERALD

There's Gold Coast in them thar infomercials

Producer sets up division, Gold Coast Direct, to produce program-length commercials

By Mike Freeman

A traditional independent producer of syndicated and network programming, Gold Coast Television Entertainment, last week announced that it is forming an infomercial and transactional-programming division, Gold Coast Direct.

Matthew Papish, Norman Grossfeld and David Garfinkle are the principals behind the five-year-old production company. Papish suggests that major advertising agencies such as J. Walter Thompson and DDB Needham Worldwide are beginning to use infomercials in their media campaigns. He says that Gold Coast Direct is talking with King World Direct—a direct-marketing division also created by the syndication giant last week (see story, page 25)—about teaming up on a joint infomercial project.

Prior to the announcement, Gold

Coast had produced infomercials, including *Star Charts*, an astrology program hosted by actress Angie Dickinson, and *Money Talks*, a half-hour series offering financial opportunities. On the drawing board, according to Grossfeld, is an "at-home" legal advice infomercial called *Legal-Ease*.

GCTE is best known for series production, with Summit Media handling the distribution of its weekly *Monster [truck] Wars* kids series in syndication and Genesis Entertainment planning a single-episode test of GCTE's *Catch a Crook* reality series (temporarily preempting Genesis's *Emergency Call* in its time periods).

Grossfeld says that GCD is also concentrating on developing transactional series programming combined with entertainment/information formats. *Survival Guide* will be a weekly

series showcasing products and services that will "help people overcome the technologically perplexing problems of the 1990's," such as home security systems, home computers and VCR programming devices. After each product's features are "positively highlighted," an 800 number will allow viewers to order the product by phone. (GCD is still looking for a distributor for the project.)

"Stations are no longer interested in selling time periods to carnival barkers," Garfinkle says. "We feel we have an edge because we come from programming and entertainment production backgrounds, while many of the other suppliers are purely infomercial production companies."

Garfinkle also predicts that there will be four or five transactional series rolling out in January at NATPE in Miami.

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Rysher TPE signs deal with '90210' co-star

PROGRAMMING

Gabrielle Carteris will produce 10 specials; long-range plans include possible talk show

By Mike Freeman

Ryscher TPE, hoping to further tap into the youth market, has signed *Beverly Hills, 90210* regular Gabrielle Carteris to a production/distribution agreement.

First up from Carteris's GABCO Productions is a series of 10 specials, *Lifestories with Gabrielle Carteris*, which will merge HBO's previously produced *Lifestories* docudrama series into a "contemporary issues" talk show.

Other elements of the exclusive two-year production deal with Rysher TPE call for Carteris to host a yet-to-be-developed talk show strip and other telefilm projects, although the actress says her 10-month production sched-

ule on *90210* has put a talk strip or weekly on the shelf for now.

Last August, Rysher TPE launched the teen/young adult talk magazine strip *Wavelength*, which has had a disappointing early performance (.9 rating/3 share, NSI, Sept. 20-24) in metered markets. However, Rysher TPE officials think Carteris's experience as a social issues advocate will strengthen sampling of *Lifestories*.

The development deal for *Face the Hate* special on Carteris hosted and co-produced last summer with in-house developer Rosenthal. Carteris and Rysher TPE Samples approach



Tale of the tape in talk and more

Reality has been strong out of the blocks; talkers jockey for position

By Mike Freeman

Consensus in local broadcast markets is that viewer sampling is usually a much slower build for syndicated talk shows, so it's little surprise that reality-based magazines of the *Highway Patrol* have found an easier row to hoe at the start of a new season.

While several critics predicted big things for Twentieth Television's *Bertrice Berry* talk show, Columbia Pictures Television Distribution's *Ricki Lake* has quietly surpassed the former in the season-to-date ratings (see chart next page).

Ricki has benefited from 10% rating growth in its second week in syndication, with a 2.2 rating/7 share (NSI, Sept. 20-24) in the Nielsen metered markets. However, *Ricki* is still 2 share points (22%) off its lead-in pro-

gramming and 3 share points behind November 1992 time period averages. *Bertrice*, on the other hand, suffered 14% rating erosion in its second week (1.9/8) compared with the 2.2/9 the

Interactive action

Capital Cities/ABC is teaming with interactive technology company EON, interactive programmer NTN Communications and others to create interactive applications for possible use in daytime, prime time sports, news and entertainment programs. Capcities will still be free to work with other developing interactive systems and platforms, says Capcities/ABC Multimedia Group President Stephen Weiswasser.

show posted in its debut week (Sept. 13-17). *Bertrice*'s season-to-date average is 4 share points (33%) down from its lead-in and November 1992 time period averages. King World Productions may be finding some consolation in the fact that its *Les Brown* talker appears to have stemmed its weekly rating decline from its debut week (3.1/17-10) to a 2.6/11 for week 13-17. *Les*'s third week (3.1/17-24), *Les*'s third week (3.1/17-24), But *Les* has a 2.8 share in the season-to-date (35%) off (35%) off its lead-in pro-

-RB

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TO JANE JENNY

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Last August, Rysher TPE launched the teen/young adult talk magazine strip *Wavelength*, which has had a disappointing early performance (.9 rating/3 share, NSI, Sept. 20-24) in the metered markets. However, Rysher TPE officials think Carteris's exposure as a social issues advocate will lead to stronger sampling of *Lifestories*.

The development deal grew out of a *Face the Hate* special on racism that Carteris hosted and co-executive produced last summer with Rysher TPE's in-house development executive, Gay Rosenthal. Carteris says that Rosenthal and Rysher TPE President Keith Samples approached her about "ex-



Gabrielle Carteris of '90210'

panding" her relationship with the independent distribution company.

The first of the *Lifestories* specials begins production in December for an anticipated April 1994 broadcast window, with Rysher TPE offering the monthly releases to stations on a yet-to-be-determined barter basis. ■

JERRY LES M

Fox in fight over FX

By Joe Flint

Fox's efforts to launch FX, its basic cable network, may face a detour in the courts as another would-be cable programmer claims that it was there first.

FXTV Fitness and Exercise Television Inc. filed a suit in U.S. District Court, Central California, last week claiming that Fox decided to use the name despite prior knowledge of FXTV's plans to launch a cable network with a similar name.

According to the suit, FXTV heads Larry Namer and Alan Mruvka, who founded Movietime Cable Network (E! Entertainment Television), filed an application to register the name FXTV Fitness and Exercise Television in May 1992 and later that year met with Fox seeking the network's participation in the new channel.

Namer and Mruvka say they met with Fox Inc. Chief Operating Officer Chase Carey and Basic Cable President Larry Jones last September and were surprised when Fox chose the name FX for its cable service seven

weeks ago.

FXTV is seeking a federal injunction restraining Fox from using the name FX for its own cable service.

Fox declined to comment on the suit. ■

Animated show uses Bible stories

Three veteran studio and network executives have formed an alliance with the Seventh-Day Adventist Church's media production division to introduce a new animated series based on Bible stories.

The Adventist Media Center, headed by Glenn Aufderhar, has formed Ark Angels Group with Hollywood production executive Lou Scheimer (best known for his production of the animated *Fat Albert*, *The Archies* and *Star Trek*); former MGM/UA Telecommunications and Columbia Pictures Television executive Norman Horowitz, and former Lorimar Home Video executive Jerry Gottlieb.

Production of a half-hour animated special, *The Ark Angels*, begins next month, with 12-13 additional half-hour episodes to begin distribution in the home video and broadcast markets in the third or fourth quarter of 1994. Although talks have yet to begin with distributors, Scheimer says that Adventist Media Center is financing the \$500,000 per-episode budget.

Preproduction and audio voiceover will be done at the Adventist's media center in Woodland Hills, Calif. Scheimer says that all the principals were brought together by *Ark Angels* creator and writer Dennis O'Flaherty.

—MF

JURY MONTTEL

Tale of the tape in talk and more

Reality has been strong out of the blocks; talkers jockey for position

By Mike Freeman

Consensus in local broadcast markets is that viewer sampling is usually a much slower build for syndicated talk shows, so it's little surprise that reality-based magazines *American Journal* and *Real Stories of the Highway Patrol* have found an easier row to hoe at the start of a new season.

While several critics predicted big things for Twentieth Television's *Bertice Berry* talk show, Columbia Pictures Television Distribution's *Ricki Lake* has quietly surpassed the former in the season-to-date ratings (see chart next page).

Ricki has benefited from 10% rating growth in its second week in syndication, with a 2.2 rating/7 share (NSI, Sept. 20-24) in the Nielsen metered markets. However, *Ricki* is still 2 share points (22%) off its lead-in pro-

gramming and 3 share points behind November 1992 time period averages.

Bertice, on the other hand, suffered 14% rating erosion in its second week (1.9/8) compared with the 2.2/9 the

show posted in its debut week (Sept. 13-17). *Bertice*'s season-to-date average is 4 share points (33%) down from its lead-in and November 1992 time period averages.

King World Productions may be finding some consolation in the fact that its *Les Brown* talker appears to have stemmed its weekly ratings erosion. After dropping 16% in rating from its debut week 3.1/12 (Sept. 6-10) to a 2.6/11 for week two (Sept. 13-17), *Les*'s third week rebounded by 4% in rating with a 2.7/11 (Sept. 20-24). But *Les* has some ground to gain in the season-to-date department, where its 2.8/11 is still 6 share points off (35%) its lead-in programming and 3 share points (21%) behind November 1992 time periods.

American Journal has given King World similar cause for optimism, with its 2% rating growth from debut

Interactive action

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—RB

OPRAH

with a 4.3/11 in its third week out of the gate. The half-hour news magazine is also only 2 share points (18%) off its lead-in programming since its Sept. 6 premiere.

Genesis Entertainment has continued to benefit from an early rollout build-up from last season for its *Real Stories of the Highway Patrol*. The strip has held steady with a 3.6/8 season-to-date average in a variety of early fringe, access and late fringe clearances, where it has exhibited a 1 share point (14%) advantage over lead-in programming (3.3/7).

Similarly, Twentieth Television's *Cops*, entering its first full season in off-Fox syndication, is leading repeat programming with a 5.3/10 season-to-date average and is 11% ahead of its lead-in programming's shares.

MTM Television's *Rescue 911* also made an Aug. 8 jump-start on the new season, where it has grown 24% in rating from its 3.3/8 debut week average to a 4.1/9 average for the week of Sept. 20-24.

The following chart provides a snapshot of new syndicated show performance. ■

New for '93 syndicated ratings

Nielsen combined metered market averages for debuting series

	Season-to-date		Share chg.	Nov. '92
	Rating/share	Lead-in	from lead-in	time period average
First-run strips				
<i>American Journal</i>	4.4/11	5.0/13	-18%	6/14
<i>Bertice Berry</i>	2.0/8	2.9/12	-33%	3/12
<i>Les Brown</i>	2.8/11	4.3/17	-35%	4/14
<i>Real Stories Hwy. Patrol</i>	3.6/8	3.3/7	+14%	3/8
<i>Ricki Lake</i>	2.2/7	2.7/9	-22%	3/10
<i>Wavelength</i>	1.2/4	1.5/6	-33%	NA
Off-network strips				
<i>Coach</i>	3.8/7	3.9/8	-13%	5/9
<i>Cops</i>	5.3/10	4.6/9	+11%	5/11
<i>Empty Nest</i>	3.4/7	3.6/8	-13%	5/8
<i>Family Matters*</i>	4.1/8	3.6/8	even	5/8
<i>Rescue 911</i>	4.0/9	4.3/11	-18%	5/9
First-run weekly hours				
<i>Cobra</i>	3.7/6	4.8/8	-25%	4/8
<i>Crusaders</i>	4.2/10	6.4/15	-33%	5/11

Source: Nielsen Media Research's weighted MarkeTrak season-to-date reports (NSI, Sept. 6-24).

*Ratings for *Family Matters* are for primary run. As second all-barter sitcom in marketplace, show is being sold to national advertisers on double-run basis, where it has posted a 6.2 cume rating (NSI/ARB, Sept. 20-24) in 29 Nielsen and 3 Arbitron metered markets.

New frontiers for Discovery

Network will expand original production as it reaches new outlets in Latin America, Europe and Asia

By Rich Brown

Discovery Communications is embarking on an international expansion.

The move will cost tens of millions of dollars, but it will give the company more outlets for its original productions and could lead to a worldwide advertising buy by 1997.

The company has struck deals with Mexico-based Grupo Televisa and Hong Kong-based APT Satellite Co. Ltd. that expand its reach into Israel, Japan, South Korea and parts of Europe. The expansion is costly—break-even will probably be five to eight years down the road—but Discovery executives say the move is part of a long-term strategy.

"If we didn't make these investment moves, 10 years from now we'd be kicking ourselves," says John Hen-

dricks, Discovery chairman and chief executive officer. "We hope to blanket the world by late 1995 or early 1996."

The worldwide expansion will help Discovery amortize the cost of producing quality documentaries in the \$500,000-\$600,000 per-hour range, says Hendricks. Having only a U.S. outlet for Discovery's original programming makes it difficult to budget more than \$200,000 for an hour-long documentary, he says.

Discovery is looking to add some steam to its original production unit. During the next four years, Discovery Productions plans to invest \$200 million beyond its normal programming budget to create another 600 hours of documentaries, says Hendricks. He says the company wants to build its own documentary library, since most

nonfiction libraries are locked up by nonprofit institutions or government institutions and are not for sale.

Discovery is not alone among U.S. programmers abroad. Its international expansion coincides with efforts by MTV and CNN, which are aggressively pursuing worldwide distribution. Hendricks says that by 1997 there could be as many as eight global networks that might be offered to advertisers as a combined global multichannel buy.

Discovery's deal with Grupo Televisa gives the U.S. company a 60% stake in Discovery Channel-Latin America, a 24-hour Spanish-language network expected to be available in at least 2 million homes in Mexico and Latin America by late 1994. It is possible that the channel will also be available in the southern U.S. by early 1995, and plans call for a Portuguese-language version to be added in late 1994.

In Asia, Discovery is one of a handful of U.S. networks that will launch on the Pan-Asian Apstar I satellite in mid-1994. A preview of the channel will be fed over the Palapa B2P satel-

THEY'RE ALL

lite from Dec. 1, 1993, until the Apstar launch. Hendricks says that the number of Asian households that can afford new television services could be as low as 5% of the population—but that 5% of that market is a huge audience.

Among other deals in the works, Discovery has a 20% partnership in a planned Canadian version of the channel that is currently awaiting regulatory approval. ■

Errata

A story in the Sept. 27 issue mistakenly said that NBC's *Meet the Press* had "dethroned" *This Week with David Brinkley*. While *Press* has improved its position and has taken the lead in the Washington market, where the Sunday discussion shows have a good deal of influence, *Brinkley* continues to win consistently on a national basis, usually by a full rating point or more.

Top cable shows and nets

Following are the top 15 basic cable programs (Sept. 20-26), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Ntwk	Time (ET)	HHs. (000)	Rating Cable	Rating U.S.
1. NFL (Patriots-Jets)	TNT	Sun. 8p	3,193	5.3	3.4
2. The Substitute (movie)	USA	Wed. 9p	2,682	4.4	2.8
3. MLB (Braves-Phillies)	TBS	Fri. 7:30p	2,611	4.3	2.8
4. NFL Primetime	ESPN	Sun. 7p	2,455	4.0	2.6
5. MLB (Braves-Expos)	TBS	Thu. 7:30p	2,395	3.9	2.5
6. Rocko's Modern Life	NICK	Sun. 11:30a	2,245	3.8	2.4
7. Ren & Stimpy	NICK	Sun. 11a	2,183	3.7	2.3
8. MLB (Braves-Phillies)	TBS	Sun. 1:30p	2,126	3.5	2.3
9. NFL Gameday	ESPN	Sun. noon	2,062	3.3	2.2
10. Rugrats	NICK	Sun. 10:30a	2,034	3.4	2.2
11. MLB (Braves-Expos)	TBS	Tue. 7:30p	1,990	3.3	2.1
12. College Football (Rutgers-Penn State)	ESPN	Sat. 7:30p	1,939	3.1	2.1
13. Saved by the Bell	TBS	Mon. 5:30p	1,937	3.2	2.1
14. Saved by the Bell	TBS	Thu. 5:30p	1,888	3.1	2.0
15. Clarissa Explains It All	NICK	Sun. noon	1,819	3.1	1.9

The top five basic cable services for the week of Sept. 20-26 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their TV sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/Share
TBS	1,471	2.4/3.9
USA	1,250	2.0/3.2
ESPN	1,059	1.7/2.8
TNT	959	1.6/2.6
NICK	670	1.1/1.8

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all alike.

Get ready for...

Ratings Week

According to Nielsen, Sep 20-26

	abc ABC	CBS	NBC	FOX
MONDAY	16.8/26	15.6/24	15.8/24	3.5/5
8:00		18. Evening Shade 14.9/24		
8:30	59. Day One 9.1/15	16. Dave's World* 15.1/23	14. Fresh Prince 15.5/24	89. Fox Night at the Movies—Based on a True Story 3.5/5
9:00	4. NFL Monday Night Football—Denver Broncos vs. Kansas City Chiefs 19.0/32	8. Murphy Brown 17.5/25	11. NBC Monday Night Movies—Danielle Steel's 'Star' 15.9/24	
9:30		17. Love & War 15.0/22		
10:00		14. Northern Exposure 15.5/24		
10:30				
TUESDAY	15.6/25	14.6/24	9.5/15	5.0/8
8:00	28. Full House 12.6/21	21. Rescue: 911 14.2/23	60. Saved by the Bell 9.0/15	85. Roc 5.2/9
8:30	32. Phenom 12.1/19		65. Getting By* 8.5/14	86. Bakersfield, P.D. 4.9/8
9:00	3. Roseanne 19.1/30	19. CBS Tuesday Movie—Donato and Daughter 14.8/24	54. J. Larroquette 9.6/15	86. America's Most Wanted 4.9/8
9:30	6. Coach 18.2/28		62. Second Half 8.6/13	
10:00	11. NYPD Blue* 15.9/27		47. Dateline NBC 10.5/18	
10:30				
WEDNESDAY	12.4/21	8.4/14	10.7/18	11.1/17
8:00	11. Home Improvmt 15.9/26	77. Shame on You 8.6/14	31. Unsolved Mysteries 12.4/20	39. Beverly Hills, 90210 11.1/18
8:30	25. Thea 12.9/21			
9:00	Presidential Address/Republican Response	Presidential Address/Republican Response	Presidential Address/Republican Response	41. Melrose Place 11.0/17
9:30				
10:00	68. Moon Over Miami* 8.3/16	70. 48 Hours 8.2/14	72. Now/Tom/Katie 8.0/14	
10:30				
THURSDAY	9.8/16	11.3/19	14.1/23	9.3/15
8:00	68. Missing Persons* 8.3/13	26. In the Heat of the Night 12.7/21	34. Mad About You 11.8/20	39. The Simpsons 11.1/18
8:30		42. Eye to Eye with Connie Chung 10.9/17	22. Wings 13.8/22	54. Sinbad Show 9.6/15
9:00	48. Matlock 10.4/16	51. Angel Falls 10.2/18	2. Seinfeld 19.3/30	61. In Living Color 8.9/14
9:30	44. Nightline Town Meeting 10.8/19		7. Frasier 18.1/28	77. Herman's Head 7.5/12
10:00			42. A Word From Our Sponsor 10.9/19	
10:30				
FRIDAY	13.4/24	9.6/18	6.6/12	7.1/13
8:00	35. Family Matters 11.3/22	75. Had to Be You* 7.7/15	79. NBC Movie of the Week—Blossom in Paris 7.0/13	80. Brisco County, Jr. 6.9/13
8:30	48. Boy Meets World* 10.4/19	72. Family Album* 8.0/15		78. The X Files 7.2/13
9:00	45. Step by Step 10.7/19	48. CBS Movie Special—The Odd Couple 10.4/19	80. The Mommies 6.2/11	
9:30	35. Hangin w/Mr. C 11.3/20		83. Cafe Americain 5.5/10	
10:00	5. 20/20 18.3/33			
10:30				
SATURDAY	9.0/16	13.5/24	10.4/19	6.7/12
8:00		20. Dr. Quinn, Medicine Woman 14.6/26	70. The Mommies* 8.2/15	76. Cops 7.6/14
8:30	74. ABC Saturday Night Movie—Cocktail 7.9/14	23. Harts of the West 13.5/23	67. Cafe Americain* 8.4/15	62. Cops 8.6/15
9:00		29. Walker, Texas Ranger 12.5/23	32. Empty Nest 12.1/21	84. Front Page 5.3/9
9:30			24. Nurses 13.1/23	
10:00	37. The Commish 11.2/21		51. Sisters 10.2/19	
10:30				
SUNDAY	9.7/16	18.1/30	11.0/18	7.8/12
7:00	57. Am Furr Hm Vld 9.5/17	1. 60 Minutes 20.5/36	82. I Witness Video 6.1/11	88. Townsend Television 3.6/6
7:30	59. Am Fun People 9.3/16	9. Murder, She Wrote 17.3/27	29. seaQuest DSV 12.5/19	58. Martin 9.4/15
8:00	51. Lois & Clark* 10.2/16	10. CBS Sunday Movie—Sleeping with the Enemy 17.2/28	26. NBC Sunday Night Movie—Final Appeal 12.7/20	45. Living Single 10.7/16
8:30				37. Married w/Childn 11.2/17
9:00	54. ABC Sunday Night Movie—The War for Baby Jessica 9.6/15			65. Daddy Dearest 8.5/13
9:30				
10:00				
10:30				
WEEK'S AVGS	12.3/21	13.5/23	11.2/19	7.2/12
SSN. TO DATE	12.3/21	13.5/23	11.2/19	7.2/12

RANKING/SHOW (PROGRAM RATING/SHARE)
TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; ONE RATING POINT IS EQUIVALENT TO 942,000 TV HOMES

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

America's First

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Challenge - Confront
Defend - Decide**

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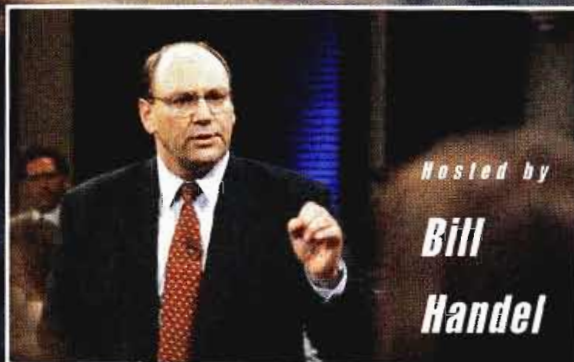
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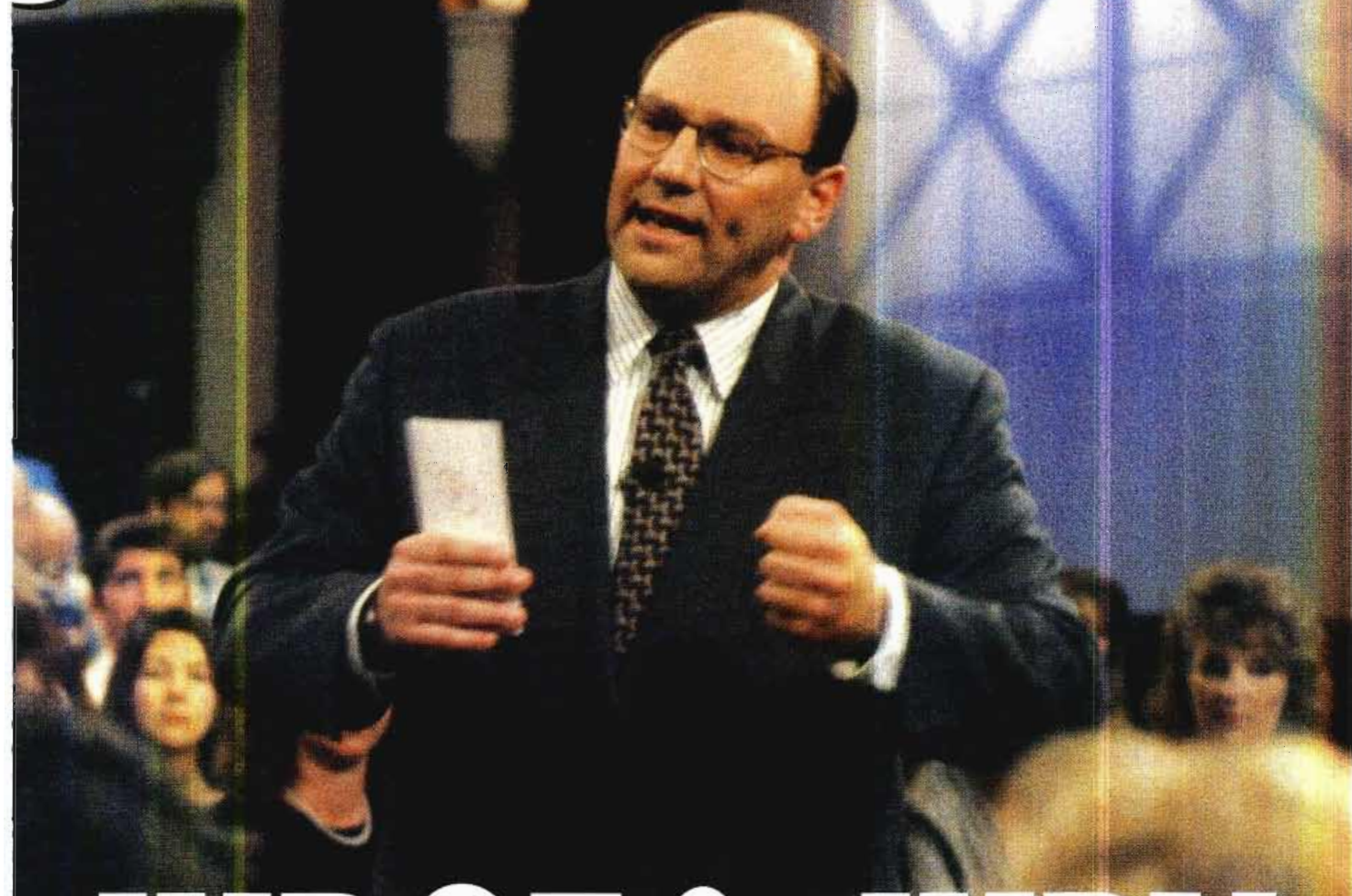
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BASKETBALL '93



One-on-one with David Stern

While some television sports-rights packages have proved to be high-priced Edsels, pro basketball has been a moneymaker for NBC and Turner. NBA Commissioner David Stern talks with BROADCASTING & CABLE's Steve McClellan about the growth potential in new viewers, new teams and new markets, including an expanding global fan club. Stern says the league's dance card for corporate sponsorships is just about filled and that most have re-upped for the new season. The viewership boost of superstition carriage remains a sore spot with the league, but Stern does see room for additional ancillary PPV exposure, about which he says the NBA is "very serious" for the 1994-95 season.

You've said that the NBA is an entertainment company that must be marketed aggressively. Is the NBA the "Disney of the sports world"?

We've got, in effect, 27 theme parks run by the enterprise that is the NBA. That enterprise has national television and national cable. It has local television and cable and national and local radio. And it is very much involved in publishing, home video and merchandising—not to mention sponsor relationships—all on a local, national and international level. And those are related areas to the Disneys and Time Warners and Viacom and Paramounts and Sonys. So we very much think of ourselves as a global entertainment company.

At a time when networks are losing hundreds of millions on their rights

deals with professional baseball and football, NBC and Turner are making money with the NBA. How?

I think it's a combination of the efforts of our teams and league in terms of raising the profile and ratings of the sport, together with our working very hard with sponsors and our policies relating to exclusivity that have, in effect, kept us a network television attraction.

Has the demographic profile of the NBA fan base changed much in the last decade?

I think it's gotten a bit younger and it's expanded a bit to include more women. And I think that, without question, kids are following NBA basketball and all basketball in far greater percentages than ever before.

COVER STORY

The League has an in-house sales department that creates and sells sponsorship packages. How much revenue does that effort bring to the league, and what exactly constitutes a sponsorship package?

It's hard to measure [the revenue that goes directly to the NBA] because very often the sponsors are expressing their faith in the NBA through network television purchases. We consider that to be more important or just as important as any other component. So, when one looks at a Miller Brewing Company, which has an exclusive in the beer category, and the kinds of investment they've made in NBC, to us the sponsorship package is defined by the broader dollar spent [on NBC]. We look for ways to make their purchase more efficient so that they'll continue to invest.

For example, there's the Miller-sponsored All-Star balloting and the utilization of the NBA logos in their marketing efforts. In the case of a McDonald's, which has become a very substantial NBA advertiser on NBC, it might be the premium promotions that were done this past year [e.g., buy a burger, get a free NBA cup]. We tailor individual programs to utilize our sponsors' NBA buys so they get the biggest bang for their bucks. That's the focus, not pay us "X" dollars for a rights fee and get these three things.

You and the league were reportedly instrumental in persuading Miller to commit \$125 million to the NBA on NBC. They must have really loved that All-Star balloting promotion idea.

I think the All-Star balloting was just the promotion of the moment. It could be other things. Miller uses our games [to do promotions] with its distributors. It has used a number of players or coaches for safe-drinking messages.

And if you do that with a number of advertisers, successfully, the quid pro quo is that it helps you in the next rights negotiation?

That's correct.

How many corporate sponsorships do you have?

Nineteen, and I'm not sure how many more we're going to have. We have them in just about all of the major categories, and I think we're getting very close to our maximum.

Have any of the key advertisers re-upped for the next contracts with NBC and Turner?

Yes. A substantial number. But I'm not sure which of them has announced publicly, so I want to be discreet. I know for sure that Miller has announced.

How do you read the sports-TV advertising marketplace for the next year or two?

Under incredible pressure. The demographics that we deliver are available in prime time, so if our prices go up too much, there are those options. I view the late-night wars as yielding all manner of competitors that are going to continue to put our sales under pressure. So it's going to cause us to have to work even harder to make sure that our advertisers feel well served by their investment in NBA basketball.

There are precedent-setting advertising revenue-sharing provisions in the new deals with NBC and Turner. How much do you think you'll earn in shared ad revenues?

I think we're not going to be able to make that judgment until well into each of the deals. The whole point of those is to provide incentive to work as closely as we can with each

network to cause those advertising targets to be met. But we don't have a projection that I want to share now. It might be too low.

The current NBC deal has a contractual provision for the "I Love This Game" promotional campaign, where they air about \$10 million worth of on-air spots. Are there similar provisions in the renewals?

We get a lot of in-game promotional time in the new deals. We have deleted from this contract ongoing out-of-game promotional requirements, except within the normal context of promoting the telecasts.

Why?

In the time since we set the last contract, we've seen so much other advertising done that we are the beneficiaries

David Stern became only the fourth NBA commissioner in February 1984 after six years with the league and several more as its outside counsel.

The 50-year-old New York native joined the NBA in 1978, when it was struggling through some of its darkest days and its image seemed to be defined by drug problems and player-management strife.

Since his promotion to executive VP in 1980, Stern has overseen a remaking of the league's image, using NBA stars and a savvy marketing strategy to draw a wider fan base. National TV rights have increased several-fold on the broadcast side and, in cable, from practically nothing to a new deal with Turner Broadcasting System that will yield \$350 million through 1998. In 1989, the NBA owners rewarded Stern with a five-year contract valued at \$27.5 million.

Before joining the league, Stern was a lawyer with Proskauer Rose Goetz and Mendelsohn in New York, where he represented the league in a number of high-profile cases, including the Oscar Robertson antitrust litigation and its settlement, as well as the merger of the American Basketball Association into the NBA.

of—by athletic shoe companies, and all of the ads that feature our athletes, and so many ads that now feature basketball as sort of a lifestyle approach. But we have substantial in-game promotions for the "I Love This Game" campaign and public-service spots.

The value of local basketball rights is approaching the \$150 million mark, which is less than half the value of local baseball rights. Do you think basketball will catch up anytime soon?

I don't think it can because they've got twice as many programs [games] as we have, with similar ratings. So on any ratings basis, more viewers are delivered by baseball with so many more games. Plus, our over-the-air network games with NBC take additional games out of the local market. Historically, they have been larger at the national [rights] level, but that's changed with respect to these last deals.

Are the local media rights shared among teams, and is that an issue with owners?

No, they're not, and it's not an issue. We think that the

system we have for local versus national works very well. It's important to provide incentive to the local team to make the investment in marketing and public relations and presentation necessary to get a good local package on television and a good local attendance. And our system keeps that revenue with the local team.

All national revenues are shared equally?

Yes, including publishing, home video, trading cards, television and licensing. And it really makes a difference for 21 of our teams between making money and not.

How much revenue does the league generate? The last published figure we saw was an estimated \$840 million for 1991.

We're still less than \$1 billion in combined revenues from all sources, but we're pushing and we're getting up there. We're still, in terms of the entertainment business, a relatively small player.

The profit estimate we saw was approximately \$160 million for 1991. Accurate?

Those are not numbers we usually give out, but if we did, we'd say that was high. Sports is moving toward

"We continue to look at the issues of delivering additional games to fans, possibly by direct broadcast satellite delivery, or cable, or ultimately their telephone lines."

profitability and I think we're as profitable as most, but as far as return on investment or return on equity, it still doesn't equal other businesses or even other entertainment operations.

Are you looking seriously at pay per view for the displaced fan?

Yes, we are. We have our basic pattern of televising set in terms of national television: NBC, TNT and TBS. But we continue to look at the issues of delivering additional games to fans, possibly by direct-broadcast satellite delivery, or cable, or ultimately their telephone lines. We've done that through the creation of NBA Television Ventures, which is run by Ed Desser.

Do you recall projecting that pay per view could become a \$5-million-a-month business?

I don't think in the short run that it's a big business. I think it's an interesting business that will address the, I won't say the displaced fan—it's really what I would call the superfan—who says, "I can't get enough NBA and I want to watch NBC, TNT, TBS and I want to watch my local game, but I want more." I think that's a very small percentage.

Do you have a sense of whether you're close or not in striking a deal with DirecTV or Hubbard to put NBA on DBS?

We've had a lot of very enlightening discussions with DirecTV and we continue to have those discussions. There's no particular timetable because we want to get the opportunity to see them launch and get their programming on

the air, but I think that we could very well be getting very serious in this direction by the '94-'95 season.

A lot has been said about superstitions. Do you have a sense of how much revenue, collectively, superstitions cost the league every year?

We don't necessarily focus simply on the revenue component. We're an entertainment company and we make money the old-fashioned way: we sell a product and expect people to pay for it. Historically, USA paid for it. ESPN paid for it. TBS also paid for it prior to this current deal. So "superstition" is a misnomer. TBS is the most successful in terms of ratings, as a national cable network. So it's no different, as far as we're concerned, than if somebody decided that it would be a good thing to just walk in and take the motion picture out of the theater and show it to people for nothing. So any network [which we haven't done a rights deal with] that takes those games is taking our product and can't, under our rules, because they haven't bought it from us.

Taking WGN as an example, to use your analogy: They argue that they're not the ones taking the movie and displaying it for free to everybody, it's United Video.

Without getting into the merits there [a WGN suit against the NBA on the issue is set for trial Oct. 18], the fact is they're a national cable network. Their ad department sells them as a national cable network—they split their fees to sell national games. [WGN parent Tribune is] an extraordinarily successful company whose revenues and profits dwarf ours. They routinely, for their many stations, acquire exclusive rights for the programming that they acquire and, indeed, grant exclusive rights for the programming they produce and syndicate. And so they know the business better than anybody, including me. But the fact is that they're a national cable network and we have granted our exclusive rights to NBC, TNT and TBS.

Do you have a sense as to how many more teams will be added to the league?

I think by no earlier than '95-'96 our board seems inclined to add either one or two teams. And the inclination is to look for that expansion exclusively in Canada. Beyond that, I would think that our owners might look, by the end of the decade, to two or three additional teams, including one in Mexico City, which would complete our North American agenda.

How has international viewership of the NBA grown over the last few years, and what's the forecast?

I can't answer you [now] as well as I hope to answer you in a few months with respect to viewership because that would require a tracking and a sophistication of measurement that we don't yet have. I can tell you that exposure-wise, we have gone from 60 countries to some number substantially in excess of 100 that have now seen NBA games.

How much revenue is in there at this point?

I would say we're talking probably something on the order of 1% of our revenues. So there is room for dramatic growth, and ultimately we want to retain more commercial inventory so that sponsors who affiliate with the NBA will ultimately be able to buy globally. We've achieved that result already with global sponsorship sales and NBA-produced programming to Nike, Reebok and Coca-Cola.

NBA's TV-radio revenues bounce higher

More teams opt to bring broadcasting in-house to improve earnings, marketing

By Jim Cooper

The National Basketball Association will likely see another healthy jump in local TV and radio revenues this season, a fact attributed to most teams' do-it-yourself approach to the media.

The revenue has more than doubled since the 1987-88 season, growing from \$63 million to about \$130 million for '92-'93. It is expected to approach \$150 million this season.

Three teams—the Los Angeles Lakers, Utah Jazz and Portland Trailblazers (see box)—retain all rights, so they can produce and sell advertising for broadcast and cable TV and radio and keep all that they earn. And many others are holding broadcast rights and looking to move into cable.

The local revenues will be bolstered this season by an estimated \$248 million in national TV rights fees from NBC and Turner Broadcasting System. The national fees are divided among all of the teams.

NBC and TBS have signed new four-year deals that will kick in with

the start of the 1994-95 seasons. NBC will pay \$750 million plus 50% of the advertising revenues in excess of \$1.06 million. Turner will pay \$350 million plus 50% of the advertising revenues beyond that amount.

(National radio rights are retained by the NBA and are syndicated nationally by NBA Radio.)

Only three teams—the champion Chicago Bulls, the Sacramento Kings and the Milwaukee Bucks—still sell all of their media rights. But Sacramento, which recently changed ownership, is set to join the in-house production trend for the 1994-95 season.

With the new ownership came a new philosophy about the team's marketing, says Joe Marsalla, vice president, corporate sales for Sacramento.

"It benefits the sponsor because they talk to one person," says Marsalla. "It's a better way to control our product; we have a better product and we will make more money."

"We don't do anything in-house because we have a virtual partnership with our stations," says a spokesman

for the Bucks. The team has no plans to change its status, he adds.

For teams in the league's smaller markets, retention of media rights is a way to compete financially (and ultimately on the court) with teams in larger markets. The Portland Trailblazers, despite their small market, are among the league's top five money-makers because of their ground-breaking rights situation (see box). Portland holds the record for selling out games—more than 700 games in 17 years.

Most teams that retain media rights have or are trying to obtain rights to in-arena signage so that they can offer sponsors broadcast-signage packages and control the kind of sponsors to which fans are exposed to. It also permits teams to limit the number of sponsors, which benefits the sponsors and doesn't overwhelm the fan. "Less is more," says Mick Dowers of the Trailblazers.

Promotion through basketball-related programs scheduled around the games has also emerged as an impor-

Portland: the 'mini-Disney' of basketball

By Jim Cooper

When it comes to sports marketing, the Portland Trailblazers live up to their name.

Most NBA teams now retain some of their television and radio rights, producing games and selling advertising as would a station that purchased the rights. But the Trailblazers were the first and now are one of just three teams to retain all TV and radio rights.

Controlling rights is central to the team's aggressive marketing strategy. This allows the team to create packages for advertisers that include signage, merchandising and promotions, says Mick Dowers, vice president, sponsor sales. "We absolutely tailor it."

According to Dowers, 85% of advertisers have multi-year agreements and 90% renew when their contracts expire.

It has paid off. Industry sources place the Trailblazers in the top five money-making teams in the NBA



High-fiving in Portland

with annual earnings of roughly \$10 million. Local broadcasting, cable and signage represent 35% of the team's annual earnings, they say. The team controls all in-arena signage. The remaining earnings come from national NBA TV and radio rights, licensing and ticket sales.

The team was driven to innovate by its small market. "We didn't have the money to keep up the player market; we had to find other sources," says Dowers.

Much of the marketing wizardry that has contributed to the NBA's success was conceived and test-

ed in Portland. "The Trailblazers are the ultimate; they are a model not only in our league, but in all sports," says John Kosner, NBA vice president, broadcasting.

From simple ideas such as placing a microphone on the net, to the revolutionary move of retaining TV and radio rights, Portland has been there first, he says. The team is the "mini-Disney" of basketball. ■

tant part of franchises' marketing strategies.

Two teams, the Boston Celtics and the New York Knicks, have indirect control of their rights through common ownership of their broadcast or cable outlets.

Paramount owns the Knicks and the cable outlet on which the team is seen. The Celtics own WFXT(TV) Boston, but rumors abound that the station is for sale. WFXT will not comment on the rumors, and fuels them by not

confirming that the Celtics will appear on the station this year.

One of the league's youngest franchises, the Charlotte Hornets, has held television rights for two seasons and radio rights since last year.

"It's been a learning process, but we are in control and have created a revenue stream without raising ticket prices," says Steve Martin, broadcast director for the Hornets.

Like the majority of teams in the league, the Hornets still sell rights to

cable systems. Martin explained that the Hornets must use cable because of the team's regional appeal.

Cable rights are still sold by teams in the league largely because negotiation options are usually limited to one cable network. But some teams are not ruling out in-house cable production in the future, regardless of the difficulties in getting widespread carriage.

The Indiana Pacers are currently in negotiations to set up their own in-house cable production. A spokesman

BASKETBALL'S

BROADCASTING & CABLE's rundown of where to find NE

	BROADCAST TV				CABLE			RADIO			
Team	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	Regional network	# of regular season games	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	Notes
EASTERN CONFERENCE / ATLANTIC DIVISION											
Boston Celtics	—	—	—	—	SportsChannel New England	H-40	6/7	WEEI (AM)	43	4/10	Team is negotiating broadcast TV deal.
Miami Heat	WBFS	A-24	4	1/5	Sunshine Network	H-35 A-10	1/5	WINZ (AM)	5	1/5	Team retains radio rights.
New Jersey Nets	None	—	—	—	SportsChannel New York	70	3/10	WQEW (AM)	4	1/2	Team retains radio rights.
New York Knicks	None	—	—	—	MSG Network	H-39 A-34	NA	WFAN (AM)	5	2/3	Paramount owns team and MSG Network.
Orlando Magic	WKCF	A-30	NA	5/5	Sunshine Network	H-37 A-3	5/5	WDBO (AM)	28	2/3	Team retains broadcast TV and radio rights.
Philadelphia 76ers	WPHL	A-7	0	3/3	Prism SportsChannel Philadelphia	H-40 A-20 A-13	3/8	WIP (AM)	10	3/3	Team retains radio rights.
Washington Bullets	WDCB	A-20	0	NA	Home Team Sports	H-30	NA	WTEM (AM)	14	NA	Team retains radio rights.
EASTERN CONFERENCE / CENTRAL DIVISION											
Atlanta Hawks	WTBS	H-19 A-11	0	NA	SportsSouth	H-9 A-11	2/2	WGST (AM)	25	3/4	Turner owns team and WTBS.
Charlotte Hornets	WJZY	H-3 A-20	13	2/3	SportsSouth	H-2 A-18	1/1	WBT (AM)	35	2/3	Team retains broadcast TV and radio rights.
Chicago Bulls	WGN	H-14 A-16	5	4/5	SportsChannel Chicago	H-28 A-17	10/15	WMAQ (AM)	36	3/5	
Cleveland Cavaliers	WOIO	A-20	5	2/3	SportsChannel Ohio	H-20 A-20	NA	WWWE (AM)	34	1/6	Team retains broadcast TV and radio rights.
Detroit Pistons	WKBD	H-13 A-25	7	2/5	Pro-AM Sports	H-23 A-15	2/5	WWJ (AM)	28	3/5	Team retains broadcast TV and radio rights.
Indiana Pacers	WTTV	A-24	0	1/4	None	—	—	WNDE (AM)	25	2/3	Team retains all rights.
Milwaukee Bucks	WVTV	A-30	3	2/3	None	—	—	WTMJ (AM)	37	2/3	Team and WMJ have joint venture featuring graduated rights fees.

for the team says that a deal will be struck by the beginning of this season with Comcast and American Cable of Indianapolis to carry the games. Prime Sports Midwest will likely carry games in areas beyond the reach of the Indianapolis systems.

Three teams have even stepped into the pay-per-view arena. Through their in-house cable operation, the Trailblazers have been offering pay-per-view services for about nine years. Last year, an average of 17,000 homes

ordered each game offered. The team will offer 20 games on a pay-per-view basis this coming season. The San Antonio Spurs will offer 20 pay-per-view games through Paragon Cable of San Antonio, and the Sacramento Kings will offer four telecasts through Sacramento Cable.

One team saw their cable network fold. With the demise of their regional cable network, the Los Angeles Clippers will go without cable this year and are investigating new deals with

cable carriers for next season.

The NBA strongly encourages league teams to take their rights in-house as part of the overall effort to market basketball as a product and not on a cost-per-thousand basis. That includes licensing of products as well as crosspromotional deals with local retailers.

"This is not a short-term but a long-term business," says John Kosner, the NBA's vice president of broadcasting.

LOCAL LINEUP

tion on radio and TV for the upcoming 1993-94 season

	BROADCAST TV				CABLE			RADIO			
Team	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	Regional network	# of regular season games	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	Notes
WESTERN CONFERENCE / PACIFIC DIVISION											
Golden State Warriors	KPIX KICU	H-1 A-17 H-1 A-22	0	1/4 1/4	SportsChannel Bay Area	H-38 A-2	1/4	KNBR (AM)	2	2/3	Team retains broadcast TV and radio rights.
Los Angeles Clippers	KCOP	H-16 A-25	0	3/5	None	—	—	KMPC (AM)	7	2/5	Team retains radio rights.
Los Angeles Lakers	KCAL	A-42	6	4/5	Prime Ticket	H-42	NA	KLAC (AM)	12	4/5	Team retains all rights. Prime Ticket and team have common ownership.
Phoenix Suns	KUTP	H-4 A-37	0	3/5	Arizona Sports Program Net.	H-34	1/8	KTAR (AM)	12	3/4	Team and KUTP have joint venture. Team retains radio rights.
Portland Trailblazers	KGW	H-2 A-18	0	2/3	Blazer Cable	H-23 A-2	NA	KEX (AM)	34	3/6	Team retains all rights. Team owns cable network.
Sacramento Kings	KRBK	H-2 A-36	0	3/3	Sacramento Cable	H-4	NA	KFBK (AM)	5	3/3	Sacramento Cable offers 4 games on PPV basis.
Seattle Supersonics	KSTW	A-18	0	1/3	Prime Sports Northwest	A-18	4/5	KJR (AM)	19	NA	Team retains broadcast TV rights.
WESTERN CONFERENCE / MIDWEST DIVISION											
Dallas Mavericks	KTVT	H-1 A-24	0	NA	Home Sports Entertainment	NA	5/5	WBAP (AM)	37	NA	Team retains broadcast TV and radio rights.
Denver Nuggets	KWGN	H-11 A-14	0	1/3	Prime Sports Network	H-17 A-6	6/10	KDA (AM)	20	2/3	Team retains broadcast TV and radio rights.
Houston Rockets	KTXH	A-41	0	1/4	Home Sports Entertainment	H-40	5/6	KTRH (AM)	29	3/7	Team retains radio rights.
Minnesota Timberwolves	KARE KTN	H-5 A-3 H-3 A-12	6 0	NA 2/2	Prime Sports Upper Midwest	H-13 A-12	5/13	KEAN (AM)	50	5/6	Team retains broadcast TV and radio rights.
San Antonio Spurs	KSAT KABB	A-25 A-16	3 0	3/5 1/3	Paragon Cable San Antonio	NA	NA	WOAI (AM)	8	4/5	Team retains all rights. Paragon offers games on PPV basis.
Utah Jazz	KJZZ	H-8 A-20	0	NA	Prime Sports Network	H-3 A-21	1/3	KISN (AM)	21	1/3	Team retains all rights. Team owns KJZZ.

NA—Not Available or Not Applicable H—Home A—Away

Unless otherwise noted, teams sell rights to TV or radio outlets. Contract status refers to rights deals in cases where team sells rights or time buying deals where team retains rights. Broadcast TV and radio networks do not include flagship(s).

Stern sues WLUP; seeks \$45 million

Suit says Chicago station was to pay \$2.6 million over three years plus 5% of revenue, alleges station knew risks of carrying show cited for indecency

By Peter Viles

Bad-boy morning man Howard Stern has made good on his threat to fight back against the station that dropped him, filing a \$45 million suit against Evergreen Media, owner of WLUP-AM-FM Chicago.

The suit, filed in U.S. District Court in New York on Sept. 23, seeks \$35 million for breach of contract and breach of fiduciary responsibility and another \$10 million in punitive damages.

The suit alleges that Evergreen "prematurely and wrongfully canceled all broadcasts of *The Howard Stern Show*...with malice and intent to injure...without legitimate cause or justification."

The suit arises from WLUP's decision to drop the Stern show in August after 10 months of mediocre ratings. In canceling the show, WLUP said Stern's frequent troubles with the FCC, which have resulted in \$1.2 million in indecency fines, posed an "unacceptable risk" for the station.

The lawsuit, however, maintains that WLUP was fully aware of the risks involved with carrying Stern and that its publicly stated reasons for canceling the show were false and "made maliciously, with the intent of injuring" the program.

Evergreen referred questions on the suit to WLUP General Manager Larry Wert, who could not be reached for comment.

The suit alleges that WLUP's decision to drop the show has caused numerous costs, including "injury to the value and marketability of the show in Chicago and elsewhere, loss of the Chicago radio market, loss of other potential markets...."

The lawsuit also discloses a previously well-kept secret: Stern's fee in Chicago. According to the suit, Evergreen had agreed to pay a base fee of \$2.6 million over three years—\$750,000 the first year, \$850,000 the second and \$1 million the third.

The money was to go to Sagittarius



Howard Stern: suit alleges injury to show.

Broadcasting Corp. (a subsidiary of Infinity Broadcasting and owner of WXRK-FM New York, Stern's flagship station) and One Twelve Inc., the company that provides Stern's services. The two companies are plaintiffs in the suit.

In addition, the suit says, Evergreen agreed to pay a monthly fee equal to 5% of the revenues attributable to the Stern program.

According to the suit, Evergreen paid \$637,328 in base fees and another \$44,267 in license fees during the 10 months the show aired on WLUP. If the \$44,267 is equal to 5% of the show's revenue over 10 months, the show was billing at an annual rate of roughly \$1.06 million.

The suit alleges that Evergreen had reserved the right to delete from the show any of nine specific phrases and to reject any program "for any reason," provided that it had made reasonable efforts to contact Infinity and Stern before doing so. But, the suit claims, Evergreen never informed Infinity or Stern of its intention to reject any program or to delete any material.

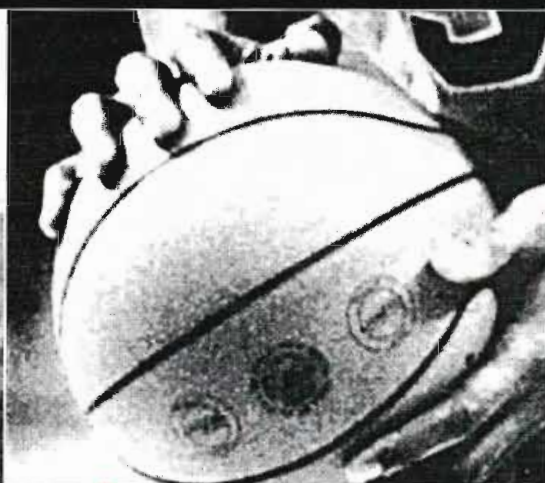
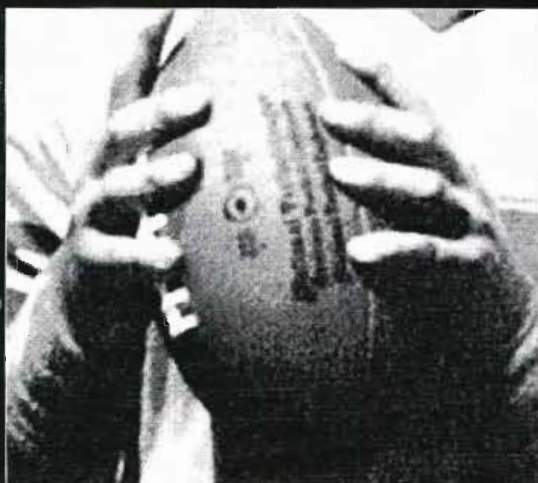
Further, the suit alleges, Evergreen terminated the contract without prior written notice of any alleged breach of the contract by Infinity or Stern, and without giving Infinity or Stern a chance to cure any breach of the contract on their part. ■

Group W sells Sacramento combo

Group W Radio last week announced plans to sell its powerful Sacramento AM-FM combo to newly formed Chancellor Communications Corp. for roughly \$48 million. The combination, consisting of news/talk KFBK(AM) and KGBY-FM, an adult contemporary station, bills roughly \$18 million per year and produces cash flow of about \$5.25 million, according to a source familiar with the stations. That would make the \$48 million price approximately 9.1 times cash flow. Group W purchased the stations for \$19 million from the McClatchy newspaper group in 1987. Chancellor, based in Dallas, was organized by Hicks Muse, a private investment firm, and is headed by Steve Dinetz. KFBK, where Rush Limbaugh developed the talk show now heard on more than 500 stations, is the top-rated station in Sacramento and is one of the highest-rated news/talk stations, with a 17.0, 12-plus share in the spring Arbitron survey. KGBY-FM ranked fourth in the market with a 5.5, 12-plus share. Group W Radio President Dan Mason described the sale, which was brokered for Group W by Bill Steding of Star Media, as "one of many steps to focus our efforts in the top-10 markets and take maximum strategic advantage of the duopoly operating environment."

—PV

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abc ABC RADIO NETWORKS

Radio revenues up 8% in August

The Radio Advertising Bureau reported last week that total station revenues rose 8% in August over August 1992 levels, and are pacing 9% ahead of 1992 levels through the first eight months of 1993. Local revenues were up 9% in August and 9% for the year to date, while national spot revenues were up 7% in August and 7% year to date, according to the RAB report.

Liberty, Four Seasons teaming up in D.C.?

Liberty Broadcasting and Four Seasons Communications are close to an agreement on a "strategic alliance" that would create a new FM-FM combo in Washington, according to a report in the *Washington Post*.

Such a merger or sale—it isn't clear which is being negotiated—would combine Liberty's WHFS-

FM Annapolis, Md., with Four Seasons' WXTR-FM. WHFS-FM is a modern rock station that drew a 2.6, 12-plus share in the spring Arbitron survey; WXTR-FM, with an oldies format, attracted a 3.4, 12-plus share. Liberty, the new group headed by Jim Thompson and Michael Craven, owns WGBB(AM) and WBAB-FM Long Island, N.Y., and is expected to close on WHFS-FM later this year. Four Seasons is the broadcasting group owned by the Carlyle Group, itself a merchant banking firm whose directors include Washington heavy-hitters Frank Carlucci, Richard Darman and James A. Baker III.

RAB, NAB urge lobbying on disclosure bill

The RAB is urging its member radio stations to join the NAB's lobbying effort in support of a bill that would alter the lengthy disclosure requirements that now

make auto lease commercials scarce on radio. By allowing advertisers to use other means of disclosure, such as toll-free telephone numbers, the bill could pave the way for as much as \$20 million worth of new advertising on radio each year, the RAB said last week in a "call to action" to its members. The bill to allow alternative disclosure (i.e., other than during the commercials) is sponsored by Senators Alfonse D'Amato (R-N.Y.) and Richard Bryan (D-Nev.).

New officers for brokers association

Brian E. Cobb, a partner in Media Venture Partners, was elected president last week of the National Association of Media Brokers. Rounding out the slate of new officers, all elected to two-year terms, were Richard A. Foreman (president, Richard A. Foreman and Associates) as vice president, Millard S. Younts (president, Media Services Group) as secretary and James W. Blackburn (chairman, Blackburn & Company) as treasurer. —PV



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FCC to Wall Street: not so fast on fin-syn

Commission official says there are still 'land mines' for a studio-network merger

By Geoffrey Foisie

Wall Street has already broken out the champagne.

Anticipating a relaxation of the rules governing the television networks' production and syndication activities, investors recently bid up the stocks of both Capital Cities/ABC and CBS.

The optimism assumes in part that allowing the networks under the same corporate umbrella as production and syndication operations makes ABC, CBS or NBC a more attractive buying proposition to the Hollywood studios that are in the production and syndication business.

But Wall Street may be anticipating a lot. Conversations last week with counsel for the networks and Hollywood, as well as the FCC, indicate that prohibitions remain that would affect the studios' most lucrative activities. A merger with a network might require a divestiture of those activities.

At a minimum, investors' anticipation assumes several events that have yet to happen. One assumption is that a federal court in Los Angeles will lift the 13-year-old Justice Department network consent decrees, which in many instances duplicate FCC restrictions, present and past. A second assumption is that the FCC's own action eliminating many past restrictions will be upheld in a separate judicial process currently in Washington.

Even giving the optimists that minimum, a network-studio "merger situation would be fraught with land mines," says David Horowitz, chief of the legal branch for the FCC's policy and rules division.

The biggest land mine may be the FCC's continuing prohibition against network domestic syndication of any first-run programming and against having a financial interest in such programming unless it is produced in-house.

Paramount's first-run production, by one Wall Street estimate, will account for \$63 million in operating in-



Even if the consent decrees are dropped, Paramount, if merged with a network, will be required to sell off domestic ownership rights to shows such as its first-run 'Arsenio' and, coincidentally, those of his two guests pictured above: Whoopi Goldberg ('Star Trek') and Ted Danson ('Cheers').

come this year. That is almost one-third of the income from Paramount's entire TV operations, including pay TV and off-network product. Most of Disney's television profit, according to another analyst's recent estimate, is said to come from first-run product.

A network can have a financial interest in first-run programming if it is solely produced in-house. So, would Paramount's *Arsenio*, *Entertainment Tonight* and *Star Trek* become in-house productions if Paramount were to merge with, for instance, Capital Cities/ABC? Horowitz says: "I understand the argument, which is that the instant the network and Paramount become one, those shows become in-house productions. But that would violate the spirit and the letter of the rules. Buying a non-network converts those shows into ones that are solely purchased, not solely produced."

And the spinning off of first-run interests might actually have to be done before a merger, since the FCC still has rules against a network brokering first-run rights, i.e., buying the rights from one party and selling them to a third party.

What if Paramount spun off those first-run shows with an option to repurchase them after the FCC rules

sunset. (The sunset is tentatively scheduled to take place two years after the elimination of the consent decrees.) Again Horowitz does not see that as a solution: "I think an option to repurchase would be viewed as a continuing financial interest in the program." He adds that his opinions on these and other matters are preliminary and are not the result of commission rulings.

At least one network executive wonders whether Horowitz's preliminary opinions would be the final word on the subject. Stephen Weiswasser, senior vice president, general counsel, Capital Cities/ABC, said that in the event of a studio network merger, "I believe there would be ways to structure a transaction accommodating the remaining public policy concerns of the commission while still permitting a viable transaction."

The outlook for off-network syndication is more favorable. If the consent decrees were dropped, there would be no syndication or financial-interest restrictions on programming outside of prime time. But the vast majority of off-network revenue and profit for the studios comes from prime time entertainment programming and made-for-TV movies as well as

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series (perhaps even theatrical films that air first in prime time), where syndication restrictions would remain in place.

A Capacities-Paramount merger might well require spinning off the syndication rights to dozens of prime time shows in that studio's library.

The distribution fee represents only a portion of the profits from syndicating a prime time show, and a network-studio combination would be allowed to keep the remainder. But even if the distribution fee were 20% of revenues—a 35% cut is considered more typical—the networks would end up leaving “a lot on the table,” said a top network financial executive. In a com-

petitive takeover bidding situation for either a network or a studio, such as Paramount, such handicaps could prove to be the deciding margin.

If the consent decrees are dropped, the biggest immediate positive impact would be the complete elimination of restrictions on foreign syndication, including for first-run product. That is a considerable benefit for the networks, since foreign business in some cases accounts for roughly half of a show's total profit.

In addition, the end of the consent decrees would help them in the areas of financial interest, allowing them to undertake more creative production deals.

Changing Hands

North Arundel CATV Inc. Anne Arundel County, Md. □ Purchased by Intermedia Partners III LP from Acton Corp. of Raleigh, N.C., for \$76 million. **Buyer** has 566,000 subs in 12 states. **Seller** has no other cable properties. North Arundel CATV has 44,000 subs and passes 71,000 homes.

KFBK(AM)-KGBY-FM Sacramento, Calif. □ Purchased by Chancellor Communications Corp. from Group W. Radio Inc. for \$48 million. See box, page 50.

WAKR(AM)-WONE-FM Akron, Ohio □ Purchased by Gordon-Thomas Communications Inc. from US Radio LP (Ragan A. Henry) for \$9,300,000. **Buyer** owns WQMX-FM Medina, Ohio. **Seller** owns 6 FM's and 3 AM's. WAKR has adult contemporary format on 1590 khz with 5 kw. WONE-FM has adult contemporary format on 97.5 mhz with 12 kw and antenna 900 ft. Filed Aug. 13 (AM: BAL930813EA, FM: BALH930813EB).

WGY-AM-FM Schenectady, N.Y. □ Purchased by Dame Media Consultants Inc. from Empire Radio Partners Ltd., debtor-in-possession, for \$5,100,000. **Buyer** owns WRAC(AM)-WKSB(FM) Williamsport, WNTJ(AM)-WMTZ(FM) Johnstown and WHP(AM)-WRVV(FM)/WKBO(AM) Harrisburg, all Pennsylvania. **Seller** is also selling WJYY-FM Concord and WRCI-FM Hillsboro, both New Hampshire, for \$810,000 (see below). WGY(AM) has adult contemporary format on 810 khz with 50 kw. WGY-FM has oldies format on 99.5 mhz with 14.5 kw and antenna 925 ft.

KHHH-FM Boulder, Colo. □ Purchased by Salem Media of Colorado Inc. from CLG Media of Denver Inc. for \$5,000,000. **Buyer** owns KPDQ-AM-FM Portland, Ore.; KLFE(AM) San Bernardino and

KGER(AM) Long Beach, both California, and KGNW(AM) Seattle-Burien, Wash. **Seller** has no other broadcast interests. KHHH-FM has the Wave format on 94.7 mhz with 100 kw and antenna 984 ft. Filed Aug. 27 (BALH930827GF). **Broker:** Gary Stevens & Co.

WOKC-FM Okeechobee, Fla. □ Purchased by Amatore Group Ltd. from Okeechobee Broadcasters Inc. for \$3,000,000. **Buyer** has no other broadcast interests. **Seller** owns WAPR(AM) Avon Park, Fla. WOKC-FM has modern country format on 103.1 mhz with 3 kw and antenna 321 ft. Filed Sept. 7 (BALH930907GG).

WMMM-FM Verona and WYZM-FM Waunakee, both Wisconsin □ Purchased by Woodward Communications Inc. from Horizon Media Inc. for \$2,400,000. **Buyer** owns KOTH(AM)-KATF(FM) Dubuque,

Iowa, and WHBY(AM) Kimberly and WAPL-FM Appleton, both Wisconsin. **Seller** has no other broadcast interests. WMMM-FM has rock format on 105.5 mhz with 4.4 kw and antenna 384 ft. WYZM-FM has country format on 105.1 mhz with 6 kw and antenna 328 ft. Filed Sept. 3 (WMMM: BALH930903GG, WYZM: BALH930903GF).

WLOV-TV West Point, Miss. □ Purchased by Lingard Broadcasting Corp. from Love Communications Co. for \$1,100,000. **Buyer** owns WTVA(TV) Tupelo, Miss. **Seller** owns WLOX-TV Biloxi, Miss.; KDRV(TV) Medford and KDKF(TV) Klamath Falls, both Oregon. WLOV-TV is ABC affiliate on ch. 27 with 2,000 kw and antenna 180 ft. Filed Aug. 31 (BALCT930831KI).

WJYY-FM Concord and WRCI-FM Hillsboro, both New Hampshire □ Purchased by Eagle Wireless Communications from Empire Radio Partners Ltd., debtor-in-possession, for \$810,000. **Buyer** owns WNNH-FM Henniker, N.H. **Seller** is selling WGY-AM-FM Schenectady, N.Y., to Dame Media Consultants Inc. for \$250,000 (see above). WJYY-FM has adult rock format on 105.5 mhz with 1.55 kw and antenna 456 ft. WRCI-FM has adult contemporary format on 107.7 mhz with 3 kw and antenna 276 ft. below average terrain. Filed Sept. 3 (WJYY: BALH930903GJ, WRCI: BALH930903GK).

KCMX-AM-FM Ashland-Medford, Ore. □ Purchased by Rogue Valley Broadcasting Inc. from A.L. Broadcasting Corp. for \$585,000. **Buyer** owns KTMT-AM-FM Phoenix, Ore. **Seller** has no other broadcast interests. KCMX(AM) has news/talk format on 580 khz with 1 kw. **Broker:** Media Venture Partners.

WABI(AM)-WYOU(FM) Bangor, Me. □ Purchased by Rockland Radio Corp. from Diversified Communications (Horace Hildreth Jr.) for \$560,000. **Buyer** owns WRKD(AM)-WMCM(FM) Rockland, Me., and WJFW(TV) Rhineland, Wis. **Seller** owns WABI(TV) Bangor, Me.; WCJB(TV) Gainesville, Fla.; WODE(TV) Florence-Myrtle Beach, S.C.; WYOO(TV) Scranton-Wilkes Barre, Pa., and WCTI(TV) New Bern-Greenville, N.C. WABI has sports format on 910 khz with 5 kw. WYOU has country format on 97.1 mhz with 5 kw and antenna 1,622 ft. **Broker:** New England Media Inc.

KYST(AM) Texas City, Tex. □ Purchased by Hispanic Broadcasting Inc. from John Patton, liquidating trustee for Vel Communications Corp. for \$548,000. **Buyer** and **seller** have no other broadcast interests. KYST has tejano hits format on 920 khz with 5 kw daytime and 1 kw night. Filed Aug. 13 (BAL930813EC).

WBFG-FM Effingham, Ill. □ Purchased by Premier Broadcasting Inc. from Crossroads Broadcasting Corp. for \$380,000.

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$731,147 □ 6

FM's □ \$9,616,000 □ 11

Combos □ \$67,406,625 □ 11

TV's □ \$1,245,000 □ 2

Total □ \$78,998,772 □ 30

So far in 1993:

AM's □ \$48,814,124 □ 177

FM's □ \$530,558,153 □ 284

Combos □ \$609,198,640 □ 159

TV's □ \$1,586,530,386 □ 77

Total □ \$2,775,101,303 □ 697

For 1992 total see Feb. 1, 1993 BROADCASTING.

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Buyer and **seller** have no other broadcast interests. WBFG-FM has religious format on 97.7 mhz with 3 kw and antenna 300 ft. Filed Aug. 30 (BALH930830GF).

KRTI-FM Grinnell, Iowa □ Purchased by Central Iowa Broadcasting Inc. from KRTI Inc. for \$350,000. **Buyer** and **seller** have no other broadcast interests. KRTI-FM is on 106.7 mhz with 50 kw and antenna 492 ft. Filed Aug. 30 (BAPLH930830GG).

WFXR-FM Harwichport and WFAL-FM Falmouth, both Massachusetts □ Purchased by J.J. Taylor Companies Inc. from LDI Inc. and Cape Coastal Communications Inc. for \$340,000. **Buyer** owns WCOD-FM Hyannis, Mass., and WXXL-FM Orlando, WIVY-FM Jacksonville, and WEAT-FM West Palm Beach, all Florida. **Seller** has no other broadcast interests. WFXR-FM has adult contemporary format on 93.5 mhz with 3 kw and antenna 328 ft. WFAL-FM has adult contemporary format on 101.1 mhz with 3.7 kw and antenna 253 ft. Filed July 15 (WFXR-FM: BALH-930715GF, WFAL-FM: BALH930715GE).

KEIN(AM)-KLFM-FM Great Falls, Mont. □ Purchased by Roan Communications Corp. from AdComm of Great Falls Inc. for \$325,000 and assumption of debt. **Buyer** and **seller** have no other broadcast interests. KEIN has country format on

1310 khz with 5 kw day, 1 kw night. KLFM has lite country format on 92.9 mhz with 100 w and antenna 450 ft. Filed Aug. 23 (AM: BAL930823EA, FM: BALH930823EB).

WKZF-FM Bayboro, N.C. □ Purchased by Sunbelt Media Inc. from Carolina Community Broadcasting Inc. for \$282,000. **Buyer** owns WULF(AM)-WKXH(FM) Alma, Ga. **Seller** has no other broadcast interests. WKZF-FM has country format on 97.9 mhz with 2.75 kw and antenna 341 ft. Filed Sept. 7 (BALH930907GE).

KWQK-FM Albuquerque, N.M. □ Purchased by Desert Media Inc. from Albuquerque FM Inc. for \$275,000. **Buyer** owns KMIN(AM)-KZMN-FM Grants, KJBO(AM) Los Ranchos de Albuquerque and KHWY(FM) Santa Rosa, all New Mexico. **Seller** has no other broadcast interests. KWQK-FM is on 101.3 mhz with 4.1 kw and antenna 403 ft. Filed Aug. 26 (BAPH930826GI).

KKRT(AM)-KSSY-FM Wenatchee, Wash. □ Purchased by Infinity Systems Inc. from Big Apple Broadcasting Inc. for \$250,000. **Buyer** and **seller** have no other broadcast interests. KKRT has nostalgia format on 900 khz with 1 kw day, 78 w night. KSSY-FM has adult contemporary format on 104.9 mhz with 6.3 kw and antenna 1,312 ft. Filed Aug. 25 (AM: BA-

L930825EA, FM: BALH930825EB).

WDME(FM) Dover-Foxcroft, Me. □ Purchased by Ganley Communications Ltd. from Community Communications Inc. for \$150,000. **Buyer** and **seller** have no other broadcast interests. WDME has MOR format on 103.1 mhz with 6 kw and antenna 286 ft. *Broker: New England Media Inc.*

KGLE-FM South Lake Tahoe, Calif. □ Purchased by Dwight Millard from Tri-Valley Broadcasting Corp. for \$150,000. **Buyer** and **seller** have no other broadcast interests. KGLE-FM has easy listening format on 102.9 mhz with 1 kw and antenna 2,794 ft. Filed Aug. 25 (BTCH930825GF).

KMCT-TV West Monroe, La. □ Purchased by Louisiana Christian Broadcasting Inc. from Carolina Christian Broadcasting Inc. for \$145,000. **Buyer** owns LPTV station on ch. 52 in Baton Rouge, La. **Seller** owns WGGG-TV Greenville and WGSE (TV) Myrtle Beach, both South Carolina. KMCT-TV is independent on ch. 39 with 560 kw and antenna 498 ft. Filed Aug. 30 (BALCT930830KG).

WENC(AM) Whiteville, N.C. □ Purchased by Hara Broadcasting Inc. from Whiteville Communications Inc. for \$135,000. **Buyer** owns WAAV(AM) Leland, N.C. **Seller** has no other broadcast interests. WENC has adult contemporary format on 1220 khz with 5 kw daytime and 152 w night. Filed Aug. 27 (BAL930827EA). *Broker: The Whittle Agency.*

WEBO(AM)-WGRG(FM) Owego, N.Y. □ Fifty percent of stock purchased by Michael T. McKilligan from WEBO Radio Inc. for \$50,000. **Buyer** and **seller** have no other broadcast interests. WEBO has classic country format on 1330 khz with 5 kw day, 50 w night. WGRG has adult contemporary format on 101.7 mhz with 1.5 kw and antenna 450 ft. Filed Aug. 3 (AM: BTC930803GG, FM: BTCH930803GH).

KKSA(AM) Folsom, Calif. □ Purchased by Royce International Broadcasting Co. from Richard E. Bleau, Chapter 7 trustee for Folsom Radio Ltd., for \$43,000. **Buyer** owns KWOD(FM) Sacramento, Calif., and is permittee of KRCK(AM) Burbank, Calif. **Seller** has no other broadcast interests. KKSA is on 1030 khz with 5 kw day, 1 kw night. Filed Aug. 24 (BAP930824EA).

KCSJ(AM)-KNKN(FM)/KYZX-FM, all Pueblo, Colo. □ Purchased by Max Hand, Martin Hart, et al. from Mercy Plascencia, all of Pueblo Broadcasters Inc., for \$26,625. **Buyers** own KCSJ(AM)-KNKN-FM Pueblo and are permittee of KYZX-FM Pueblo. **Seller** has no other broadcast interests. KCSJ has news/talk, sports format on 590 khz with 1 kw. KNKN has classic rock format on 107.1 mhz with 50 kw and antenna 338 ft. KYZX-FM is on 104.5 mhz 50 kw and antenna 105 ft. Filed Aug. 26

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FAIRFAX MEDIA, INC.

September 10, 1993

(KCSJ: BTC930826GG, KNKN: BTCH-930826GE, KYZX: BTCH930826GF).

WXXZ-FM Port Matilda, Pa. □ Purchased by Steven S. Seltzer and Jeane V. Singer from Phyllis J. Thaler and Marjorie G. Spivak of STS Broadcasting Inc. for \$20,000. **Buyer** and **seller** have no other broadcast interests. WXXZ-FM is on 107.9 mhz with 350 w and antenna 469

ft. Filed Sept. 7 (BTCH930907GF).

WRQT-FM Bear Lake, Mich. □ Purchased by Roger Lewis Hoppe II from Julie A. Ware-Nezki, Linda Morrison and Winona VanBrocklin for \$5,000. **Buyer** owns CP for WMNW-FM Beulah, Mich. Seller has no other broadcast interests. WRQT-FM is on 100.1 mhz with 3 kw and antenna 328 ft. Filed Aug. 23 (BALH930823GE).

Radio station resale values drop

Most broadcasters who sold radio stations between January 1991 and June 1993 received less than what they paid for them, according to a study of station trading published by the National Association of Broadcasters.

Tracing the sales history of 282 stations sold during the two-and-a-half-year period, the survey finds 171 (60.6%) dropped in price, 103 (36.5%) rose and eight stayed the same.

Altogether, the survey says, the stations depreciated at an average annual rate of nearly 1%.

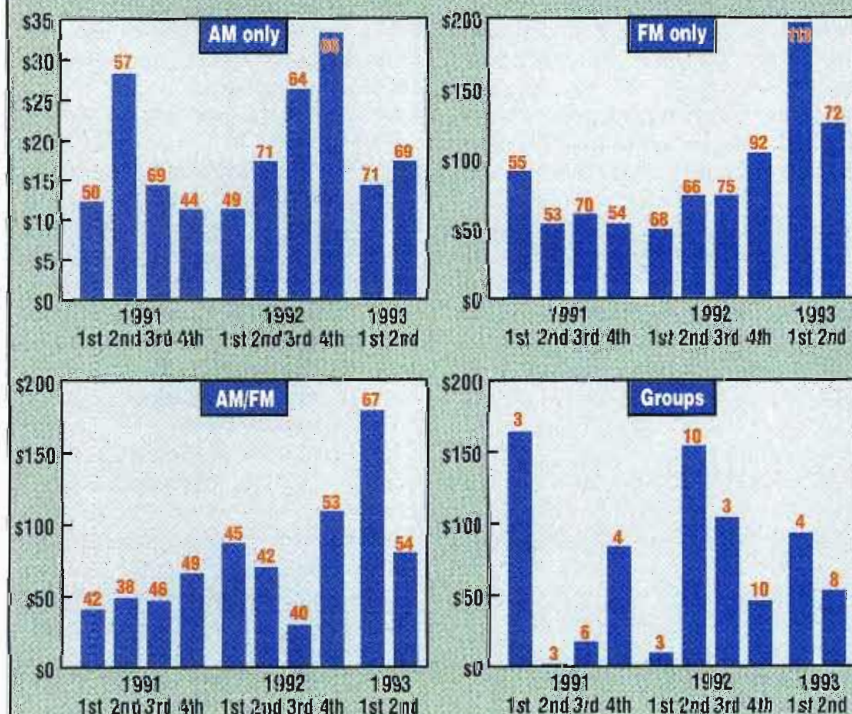
As for duopoly purchases (owners buying a second station of the same service in the market), author David Schutz of Hoffman-Schutz Media Capital Inc. finds that the most trading occurred in the smallest markets. Unranked markets accounted for 29.8% (one-third) of duopoly sales, and 101-plus markets were close behind with 25.6% (one-quarter). Of the 238 purchases, more than half (54.6%) have been FM stations.

"Trends In Radio Station Sales: 1991-1993" also breaks down the volume, size, market, state listing, seller financing and non-compete agreements of radio sales. To order, call the NAB Services Department at (800) 368-5644. The cost is \$140 for NAB members, \$290 for non-members. —JAZ

Dollar Volume of Radio Station Sales By Quarter

(In Millions of Dollars)

Total number of transactions in red



Source: National Association of Broadcasters

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Who's to blame for cable rereg mess?

Markey says it's the FCC, but Republicans point finger at Markey and other architects of 1992 Cable Act that mandated regulations

By Kim McAvoy

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) called the three FCC commissioners to Capitol Hill last Tuesday to explain why the agency's cable regulations seem to be producing more confusion than savings for subscribers.

But it was Markey himself who ended up on the hot seat.

Republican critics of the 1992 Cable Act that spawned the regulations blasted Markey as one of its chief architects, saying that he and other Democratic proponents sold the public a "bill of goods."

"We're here today because of a perverted regulatory result," said Jack Fields (R-Tex.), the ranking Republican on the subcommittee. "The blame for the failure of the cable law does not fall at the FCC's feet; the problem is the law itself."

"We knew this law would lead to higher rates, less programing and consumer confusion," said Michael Oxley (R-Ohio).

"The real culprits are the proponents of this legislation, especially those members who micromanage the process at the FCC."

Joe Barton (R-Tex.) promised to in-



Representative Markey is under fire

troduce legislation repealing the law, except for retransmission consent, which gives TV stations the right to negotiate for compensation from cable systems that carry their signals.

The Republicans cited a stinging *Wall Street Journal* editorial that slammed Markey for his role in passage of the Cable Act. Titled "Cable Malarkey," the editorial says Markey will "try to blame all of this mess on

the FCC, but the truth is the regulators already effectively answer to him.

"Our own view is that the cable bill is a case study in what happens when Congress decides to run an industry," the *Journal* says.

Some of Markey's fellow Democrats defended the Cable Act, which they had supported last year. But others such as Ron Wyden (Ore.) and Jim Cooper (Tenn.) said they were now backing legislation that would open the cable business to competition from telephone companies. "Folks want us to fix this," Cooper said. "Competition is the way to go."

Both subcommittee Democrats and Republicans say that they are being flooded with letters and calls from constituents complaining that rates are going up, not down, as a result of the regulations. In adopting the rules last April, the FCC said the rules would save consumers as much as \$1.5 billion a year.

Acting FCC Chairman James Quello defended the regulations. A survey of 25 cable companies will show that rates have gone down as intended, he predicted.

Markey sent a letter signed by 130 members to the FCC two weeks ago asking the commission to reconsider its rate regulations. "We are distressed...that the commission's processes have frustrated Congress's intent to make cable rates reasonable," it says.

"If cable operators have instituted rate increases that are not justified by costs, the FCC must eliminate these kinds of abuses," Markey told the commissioners last week.

But Quello said that the FCC wants to make sure it has "factual evidence" before taking any action. "If all complaints of creative pricing and rate increases prove true, the cable industry is again open to the charge of being the monopolistic evil empire of the telecommunications world.

"That contention," Quello said, "is in the process of being either proven or dispelled."

Fairness doctrine fever cooling?

The tide may be turning on the fairness doctrine. Reports from Capitol Hill indicate that the issue may no longer be on a legislative fast track. Some Hill insiders believe that Congress may have been "scared off" by the nation's radio talk show hosts, specifically Rush Limbaugh, who has already attacked lawmakers for wanting to revive the doctrine. Fairness proponents such as Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and House Commerce Committee Chairman John Dingell (D-Mich.) had originally vowed to re-enact the doctrine, but neither has made a move. Sources say the House won't move a fairness bill until the Senate does.

And apparently the Senate is waiting for the House to act first, although last week House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) told reporters that he is committed to "putting fairness back on the books." He said that Congress will focus on the issue but that it is currently preoccupied with the issue of cable rates.

—KM

Senate telecom bill: slow down

Hollings questions telco provisions; broadcasters troubled by telco entry

By Kim McAvoy

The Senate's so-called infrastructure bill, which would open local telephone and cable markets to competition, is bogging down.

Not only has Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) indicated his dissatisfaction with the measure, but sources say broadcasters have begun working behind the scenes to "slow down" the legislation.

The bill's backers, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and John Danforth (D-Mo.), were hoping that Congress would pass the legislation by the end of 1994.

And the Clinton administration last month said that it would work with Congress on legislation to break up the telephone and cable monopolies with an end-of-1994 target.

But two weeks ago at FCC Chair-

man-nominee Reed Hundt's confirmation, Hollings said he was troubled by opening the long-distance and local telephone businesses to competition—an effect of the Danforth-Inouye measure.

Hollings is "focusing" on the bill but has not taken a position on it, says an aide to the senator. "He wants to insure that the public interest is served," he says. Hollings is also waiting to see what the administration's position will be, he says.

But one Hill source believes that Hollings's doubts about the bill may also stem from the lobbying efforts of broadcasters. And some sources say that even Inouye's enthusiasm for swift action may be waning as a result of broadcaster opposition.

Broadcasters deny they are trying to slow down the bill. They say they have concerns and want to make sure that if the measure moves, it permits

telcos to get into the cable business only as common carriers. The bill now says telcos could provide programming.

Broadcasters also want to make sure telcos are unable to buy out incumbent cable systems in their telephone service area. "We don't want to trade one monopoly for another," says one broadcast lobbyist.

As now crafted, the Danforth-Inouye bill does prohibit buyouts of cable systems. But telco and cable forces are expected to seek revisions permitting some type of buyout.

Senate staffers were admitting last week that the infrastructure bill was in trouble, although there was some conjecture that Hollings would not stand in the way as long as the long-distance provisions were removed. However, such a move would not sit well with the regional Bell operating companies, which have long sought to enter the long-distance telephone business. ■

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The Supreme Court weighed in on must carry last week, agreeing to consider whether the 1992 Cable Act's must-carry regime violates cable operators' First Amendment rights.

Cable had asked the Supreme Court to decide the issue after a three-judge federal district court upheld must carry as constitutional last April. "We've always believed these must-carry rules are unconstitutional, and we're delighted we'll have our chance to plead our case," says Peggy Laramie, spokesperson for the National Cable Television Association.

Broadcasters are convinced the rules will survive the high-court review. "We expected that the Supreme Court would want to have a full briefing and oral argument in the case because it involves an Act of Congress," says Jeff Baumann, executive vice president and general counsel for the National Association of Broadcasters. "We fully expect the court will affirm the decision of the district court."

It's hearsay, but since the Clinton administration isn't commenting about the furor over the FCC rate regulation, it will be admitted. Representative Thomas Manton (D-N.Y.), in defending the FCC rate regulations at last week's oversight hearing, said the administration informally "expressed to me its strong desire not to interfere with the rate regulations."

House Republicans at the oversight hearing last week accused Acting FCC Chairman Jim Quello of deleting from his prepared testimony a passage critical of House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) due to pressure from him.

The paragraphs, which were in a draft sent to the Hill prior to the hearing, cited a Republican "dear colleague" letter that implied Markey was trying to "shift the blame" for the 1992 Cable Act debacle from himself to the FCC.

Quello told the Republicans that he had not heard from Markey and that he had removed the language because it conflicted with his support for the Cable Act. Quello's chief of staff, Brian Fontes, confirmed he had had a conversation with the Markey staffer about the testimony, but denied reports he was pressured to delete the reference to the Republican letter.

A computer error has put Time Warner Cable on the spot in Malden and Medford in Massachusetts. It seems the company miscalculated basic cable rates in those markets and overcharged customers. Both cities happen to be in the congressional district represented by House Telecommunications Subcommittee Chairman Ed Markey.

Time Warner, in a letter to Markey staffer Kristen Van Hook, says it caught the error and customers will receive a credit on their next bill. The cable operator also notes that Malden and Medford customers will be advised that their new basic rate "is, in fact, lower than earlier notices indicated."

Cable programmers soon will have an even stronger voice at the National Cable Television Association. NCTA's board voted to increase from six to eight the number of seats programmers hold on the board. They agreed to add two more programmers not only to give them increased

representation but also to make sure their voice on the board is more in proportion with their dues. Programmers now on the board: Showtime's Tony Cox, USA Networks's Kay Koplovitz, Ted Turner, HBO's Michael Fuchs, The Family Channel's Tim Robertson and Landmark Communications' John (Dubby) Wynne. The board will appoint two programmers at its November meeting. At NCTA's annual convention next May, programmers will vote to fill the two seats.

The FCC used flawed data in arriving at the benchmarks for its new cable rate regulations. That's the finding of a study released last

week by the Aerie Group. Aerie, which represents local governments, maintains that if the FCC used correct data it could reduce rates for basic cable services by 22%. The report says errors in data entry and

sampling are the reason that consumers are paying more for basic service. For example, it says the FCC's database states that Prime Cable of Needville, Tex., collected \$10,314 in monthly revenue from each subscriber and that the agency miscoded 81 "monopoly" systems as "competitive."

Satellite operators and broadcasters are gearing up for a possible fight in the House Judiciary Committee, which is considering extending satellite's copyright license allowing operators to retransmit over-the-air signals for a fixed fee. Satellite operators are pushing for, and broadcasters are opposing, changing the six-year extension to a permanent grant, matching the protection afforded cable. At the same time, satellite operators are trying to remove—and broadcasters trying to preserve—a provision that eliminates the fixed fee in favor of the undefined "fair market value" in 1996.

Word had it late last week that the bill could be marked up as early as this week. Meanwhile, Senator Dennis DeConcini (D-Ariz.) introduced a bill extending the license permanently, saying that satellite operators deserve the same protection as cable. He said he would like to see the entire system, for cable and satellite alike, reformed or repealed completely. Broadcasters and satellite operators say they are concentrating first on the House bill and haven't paid much attention yet to DeConcini's bill.

FCC Commissioner Ervin Duggan last week warned public broadcasters not to allow themselves to be bypassed by the "information superhighway"—the high-capacity "network of networks" the Clinton administration is trying to foster. The superhighway "will buzz with commercial traffic," he told members of the Southern Educational Communications Association. "My challenge to you is this: fight to insure that poetry, art, science, cultural knowledge and the essential tools of education are allowed to travel that highway as well."

Public TV is "underfunded rather than overfunded," CPB board nominee Diane Blair told senators at her confirmation hearing last week. Blair, a member of the Arkansas Educational Television Commission, is expected to quickly win Senate approval following committee vote this Wednesday.

Washington Watch

Edited By Kim McAvoy

Cable networks, agencies at odds over ratings

CAB and networks want audiences measured on weekly or monthly basis like broadcast networks; ad agencies say they will stick with current 15-minute numbers

By Christopher Stern

The Cabletelevision Advertising Bureau wants ad agencies to measure the cable audience on a weekly or monthly basis, rather than quarter-hourly. The recommendation was met with derision and antagonism from the advertising community.

The CAB is urging agencies to begin using new Nielsen Media Research data that will, it says, for the first time allow agencies to look at cable audiences for a specific program on a weekly basis. The CAB recommends that cable networks with a household penetration of 30% or less evaluate their audiences monthly. Nielsen began providing the new data this month.

At issue is the way ad agencies evaluate a buy after their commercial has run. If the audience numbers are less than the cable network promised, then the network must provide compensation, usually through additional spots.

At a New York press conference, the CAB and representatives of eight cable networks said that the 15-minute snapshot of cable audiences is not equitable when most broadcast networks are analyzed on a program-by-program basis, rather than the 15-minute-by-15-minute system. "What we want is fairness in the way we are treated," said CAB President Thom McKinney.

The 15-minute analysis presents a small sample that creates an unacceptable margin of error, according to John Sims, CAB's research vice president. He also claimed that a weekly audience rating would broaden the sample and reduce the error margin; in some cases, he said, the margin of error in a cable network rating is as high as 140%.

Grey Advertising's John Mandel referred to the CAB announcement as "the biggest joke press conference on the face of the earth." When asked if he would change his method of analyzing his cable buy, Mandel replied: "No way." Grey Advertising current-

ly evaluates its cable buys on a half-hour basis, the same as it does for broadcast programming, according to Mandel.

"Why don't they just use the census, which is once every decade?" said Backer, Spielvogel, Bates's Bob Silberberg, executive vice president, broadcast and programming. Silberberg characterized the recommendations as "ridiculous" and suggested that cable should be trying to narrow its audience measurement rather than broaden it. "If they want to improve the standard, they should go the other way." He suggested that cable's interactive future will provide the ideal technology to generate an exact picture of its audience.

BSB analyzes its cable buys on a 15-minute basis, and Silberberg said his agency has no plans to change. "It's not that tight a marketplace; we don't have to buy into this," he said.

Foot, Cone & Belding also has no

plans to change its methodology. Like other agency executives, FCB's Howard Nass, senior vice president, director spot broadcast, had little sympathy for the cable networks. The burden of increasing the sample size falls on the rating services, not the ad agencies, he said. If the cable networks want larger sample sizes, then ratings services should increase the number of cable households they measure, Nass said. He also criticized Nielsen Media Research for catering to the demands of the cable industry. "For too long Nielsen has given cable too much leeway on how cable wants their information reported," he said.

Cable network executives at the press conference said that they had wanted to be judged on a weekly basis all along, but that Nielsen failed to provide the data. Nielsen denied the claim. "Most of the cable networks didn't want to be reported on a program-by-program basis and specifical-

Home shopping: who's buying?

The typical person who buys home shopping products is not a 700-pound older woman who never leaves her house, according to Wendy Liebmann, who just completed a survey of 450 home shoppers.

"These are people who don't just go to the supermarket once a week, they really are shoppers who compare price, quality and value," says Liebmann, president of WSL marketing, a retail consulting firm specializing in the women's market. Her clients include Conde Nast Publications and Revlon.

However, the uncommissioned survey did appear to affirm some broad beliefs about home shopping: women compose almost 75% of the home shopping audience, and nearly three-quarters of the items they buy are jewelry.

While home shopping channels, such as QVC and the Home Shopping Network, stress convenience, only 7% of the surveyed shoppers cited that as an important factor in their buying decision. Liebmann points out that home shopping is still a small fraction of the total retail market. QVC reported revenues of more than \$1 billion last year, less than Wal-Mart earns in a week.

Almost half (48%) the respondents said that price was a critical factor in their decision. More than a quarter said they had no specific reason for their television purchase.

And why don't more people shop through TV? More than 10% of the respondents replied: "TV shopping is for lazy, stupid people." —CS

ly had that written into their contracts," said Nielsen spokesman Jack Loftus, adding: "They didn't want that level of detail for obvious reasons." Loftus said any claims that

Nielsen is responsible for a delay in the data now available are "misleading, to say the least."

Networks only recently began providing Nielsen with program sched-

ules necessary to assign a rating to a specific show, Loftus said. Nielsen also needed time to develop and refine software to deal with the new data, he added. ■

Ad agencies still upbeat on 'NYPD Blue'

If ratings continue to be strong, they believe advertisers will come around

By Christopher Stern

Advertising agency executives will continue to support ABC's controversial *NYPD Blue*, especially if it continues to dominate its time slot.

Nielsen reports that the 10 p.m. Tuesday show was number one last week in the 18-49 demographic for both men and women.

Advertising on the show is dominated by movie studios and HBO. "It's a great show," says Daniel Rank, DDB Needham Worldwide senior vice president, who bought time during upfront selling. But despite his enthusiasm for the show, he says that it's not for all of

his clients.

James D. Helin, managing director of DMB&B in Los Angeles, cautioned that even the movie industry will not put its product in just any program. Helin's agency bought a spot for "A Bronx Tale," a movie set in New York. Helin said the movie was "appropriate" to advertise in the show: "They are both adult material." "A Bronx Tale" advertised on both the premiere and last week's show.

Media buyer Paul Shulman says that the ratings will eventually attract many advertisers that are now skittish about the controversial show. "People are not willing to take the heat for a bad number, but for a good number they'll look the other way," says

Shulman. He adds that it may take a season to attract quality packaged-goods advertisers, cars and big-name brands.

Thirty-second spots sell for \$125,000, according to Steve Battaglio, an ABC spokesman. He says that the network had planned to sell only 10 spots during the hour show, but added three more last week. One advertiser confirmed that he had tried to buy a spot in the premiere but was told that the show was sold out.

Advertisers for the first two weeks included Columbia Pictures, Savoy Pictures, Touchstone Pictures, Twentieth Century Fox, HBO, Aspen men's cologne, Wash 'n' Curl, Permathe-12 and H.I.S. jeans. ■

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Attracting new advertisers through crosspromotion

Ads for a local carpenter, landscaper or electrician are not usually seen on TV, and KCTV Kansas City, Mo., wants to change that.

The Meredith Corp. station, along with co-owned *Midwest Living* magazine, is planning a joint sales promotion called Idea Home beginning next February that will also involve the station's newscasts.

"We [Meredith] have a client base of 100 million people, and we do crosspromotions whenever possible. It's become semi-enormous," says Bob Frey, KCTV vice president/general sales manager.

The magazine, in conjunction with the American Wood Council and the Kansas City Chapter of the American Society of Interior Designers, has selected a local builder to construct a home in the city's exclusive Cedar Creek suburb in Johnson County, Kan. The 3,300-square-foot home will be built and equipped by contractors selected by the builder and by home-furnishing advertising accounts associated with the magazine. Once completed, the Idea Home will be open for public inspection.

KCTV's role is to provide exposure for the project by promoting it with spots, profiling it on news programs and running ads for the approximately 50 suppliers and subcontractors involved. Frey says that the station's news and sales departments both endorse the Idea Home feature, and he hopes the project will generate \$200,000-\$300,000 in ad dollars for the station next year.

The suppliers and subcontractors will be those who traditionally don't use TV advertising, says Frey, who adds that local franchises for national companies will be able to purchase co-op ad packages with their national headquarters. The ad packages will cost \$7,500-\$25,000. —JC

Once-mighty Ampex cuts TV product line

Company will focus on high-end equipment best suited to production houses, not stations

By Sean Scully

The company that revolutionized broadcasting with the creation of the videotape recorder is de-emphasizing its television business.

Driven by increasing competitive pressures and a huge debt load incurred in a 1986 buyout, Ampex is looking to shift its focus to high-end postproduction and to ways to meet the growing demand for storage capacity in the computer industry.

Like many companies, explains Corporate Communications Director Karen Schweikher, Ampex is going through a period of reorganization and downsizing, dropping its older lines of analog equipment and reducing the number of its existing product lines. Instead of offering a wide variety of production equipment, for example, the company will offer a single line of high-end digital equipment, known as DCT, better suited to production houses than to TV stations.

The shift away from being a full-service broadcast-product outlet ends a 50-year era in which Ampex provided virtually every kind of broadcast product, from cameras to tape.

Ampex stunned broadcasters in 1956 by demonstrating the first working model of the long-sought videotape recorder. A decade earlier, it introduced the first practical audio recorder. The company holds 1,700 patents central to broadcasting technology.

Things began to change in the 1980's with a series of ownership changes. Ampex shed some of its lines, most prominently its video cameras, and backed a new digital tape format, the M series, that never took off in the marketplace. Until Ampex developed the D-2 tape format, it was also hobbled by the lack of a digital tape format under 1 inch. Smaller-format tapes are the backbone of electronic newsgathering.

Between 1990 and 1992, sales of VTR's, a mainstay of the company, fell from \$184 million to only \$79.1 million.

The bright spot for Ampex is its

success in developing DST, a high-speed data-storage system. In two years, sales rose from \$28.7 million to \$37.5 million. Schweikher says that the ability to build digital mass-storage devices makes Ampex a natural player in the computer market and, eventually, in the digital TV market.

Schweikher strongly denies that the changes mean Ampex is in mortal danger. The continuing rumors of trouble stem from persistent losses—more than \$200 million over three years—and the recent bankruptcy of Ampex Chairman Ed Bramson's N.H. Holdings, majority stockholder of Ampex.

Schweikher explains that the purchase of Ampex was funded by bonds paying 14% interest. When that rate became burdensome earlier this year, Bramson attempted to trade the bonds for some of the 14 million Ampex shares that N.H. holds. When that fell through this year, N.H. voluntarily declared bankruptcy.

Schweikher says that the bankruptcy of N.H. will not directly affect Ampex, nor does it spell the end of the holding company.

Ampex went public and offered stock in 1992. The first offering was

worth \$6 per share; it rose to \$8 but quickly fell to \$3, where it continues to hover. "We don't expect that stock to take off until we show a few quarters of profit," Schweikher says. The company hopes to see some quarterly profits late this year, she said.

Industry observers, unwilling to talk on the record about the company, are mixed about the future for Ampex. Some see hope in the reorientation toward digital storage, saying that it's probably the best approach given the huge debt load the company is carrying. The continuing quality of Ampex products, despite their diminished numbers, and the customer loyalty built up during decades of building broadcast equipment, some speculate, could carry the company through.

On the other hand, some say Ampex lost too much ground and too many key veterans in the ownership upheavals of the 1980's. Most of the upper management and middle-level engineers left shortly after Bramson took over. Critics point to a plan to sell the tape division as evidence that Ampex can't remain competitive in TV. "What are they going to bring to the party that will make people go to Ampex?" wondered one. ■

Giving the box the boot

Adelphia Communications is gearing up for the à la carte future by ordering addressable interdiction units from Scientific-Atlanta.

While Adelphia won't comment on the size of the order, it's reportedly about \$20 million. The units, installed on the outside of a subscriber's home, can be instructed via remote to block as many as 49 signals without requiring a service technician to install filters or traps.

The unit eliminates the need for set-top converters, answering a common consumer complaint that converters interfere with built-in features of TV's and VCR's. Scientific-Atlanta's director of communications, Bill Brobst, says that the unit can be upgraded for future digital cable systems.

Cablevision Systems was the first major company to adopt the boxes but uses them to control its basic service tiers, Brobst says. Adelphia is the first company to use the boxes for à la carte services, in which customers pick their own cable service channel by channel. Adelphia's senior director of programming, Jeff Abbas, says that customers will be able to choose traditional packaged cable service, which uses a set-top box, or the à la carte system.

—SS

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Sales and promotions driven GM needed for top rated A/C in growing sunbelt market of 100,000. Low unemployment, good hunting and fishing. Great ratings, need sales! Rush resume to Box Q-2. EOE.

Accounting: Business manager. A predominant radio network located in Englewood, CO has an immediate opening for a business manager 3-7 years accounting experience, who will be responsible for budgeting, forecasting and for affiliate billing and collection. Applicant must possess a Bachelors degree in Accounting or Business, exceptional communication skills and strong PC skills. CPA certification, experience in the radio or network industry and experience with PC billing systems are preferred. This company offers competitive pay and excellent benefits. Please send cover letter, resume and salary history to: Human Resources-BM, PO Box 3309, Englewood, CA 80155-3309. This company has a strong commitment to the principle of diversity. In that spirit, they are particularly interested in receiving applications from a broad spectrum of people, including women, people of color and disabled individuals. EOE.

Sales manager for WSSV-FM, only FM in town; Station needs a manager who sells big and motivates staff to do the same. Terrific growth opportunity. Send resume to WSSV, PO Box 828; Saratoga Springs, NY 12866. EOE.

HELP WANTED SALES

Y 106, Monroe's hot new Country seeks AE for top list. We are an Opus Media Group station that believes in being the best. If you are looking for a fast track growth opportunity. Call 318-387-3922. EOE-M/F/H or send to Y 106, 1200-D North 18th, Monroe, LA 71201.

Small market New Jersey station has A.E. opening for professional with 3+ years experience developing new local business. Draw vs. comm. Send resume to Box P-26. EOE.

WDIZ Rock 100, Orlando: Sales rep for established account list. Previous advertising sales experience required. Resumes to WDIZ, 2180 W. State Rd., 434 Longwood, FL 32779. 407-682-7676. EOE.

Above average commissions available for account executives at small FM station in Charlottesville, Virginia. Self-motivated persons needed. No benefits provided. Resume and cover letter to Sales Manager, PO Box 4371, Charlottesville, VA 22905. EOE.

Account executive opening: Three years previous radio sales experience calling on agencies and retail required. Polished professionals only. Resume to: John Squyres, KNAC, 100 Oceangate, Suite P-280, Long Beach, CA 90802. EOE.

News Orleans top rated Country duopoly has an immediate opening for a highly professional experienced salesperson. This is a franchise opportunity selling New Orleans only Country stations. The successful applicant must want to sell the highest rates at the highest CPP's in the market. Contact Tom Kennedy, Regional VP, NewMarket Media Corp., 529 Bienville, New Orleans, LA 70130; 504-529-1212. EOE.

Goal-oriented, dollar-motivated, fire-breathing street fighter for respected Fla. medium-mkt. AM-FM. Piece of action possible. Fax a page of your success to 904-732-0174 no later than 10/8/93. EEQ.

HELP WANTED NEWS

Wanted: Newshounds. Mid-West Family's grown, needing purebreds, 18 stations in Michigan, Illinois, Wisconsin, Missouri. Current, future openings—entry level reporters, experienced anchors, news director candidates. Tape, resume, salary history: Bob De Witt, PO Box 253, Madison, WI 53701. EOE.

News producer: Assigns stories to over forty freelance correspondents, conducts interviews and edits scripts and tapes for Noticiero Latino, a daily radio newscast in Spanish distributed through the national public radio satellite system. Requirements include excellent Spanish writing skills; fluency in both English and Spanish; five years of full-time broadcast news reporting, production and anchoring experience; computer literacy; familiarity with national Latino issues. Starting salary: \$21,000. Benefits: Full medical, dental, life insurance, liberal vacation plan. Send resume, references and demo tape to: Samuel Orozco, Radio Bilingue, 1111 Fulton Mall, Suite 700, Fresno, CA 93721. Deadline: October 20, 1993. EOE.

Overnight news anchor: Experienced broadcast professional needed for full-time employment. Excellent communications skills required. Send tape/resume to: Kathy Lehr, News Director, WLW Radio, 1111 St. Gregory Street, Cincinnati, OH 45202. EOE.

"Free skiing" New England Ski Areas Council needs full-time seasonal broadcasters for ski reporting network. Must be prepared to ski more than 30 days/season. We're looking for good writers/voices with at least 2 years professional broadcasting experience. Candidate must understand skiing and work under heavy deadline pressure. Rush T&R to: Chuck Devine, NESAC, 10 Cox Road, Woodstock, VT 05091. Telephone 802-457-3123. EOE.

Senior producer/regional editor: The Northwest Public Affairs Network needs someone with the vision and skills that created *All Things Considered*, *Crossroads*, *Marketplace* and *Heat*. Our partner stations serve public radio listeners in Idaho, Montana, Northern California, Oregon and Washington. The major producing partner is KUOW-FM. The position is based in Seattle. The senior producer/regional editor will be responsible for all aspects of producing a new daily regional newsmagazine. Candidates should have significant education and five to eight years experience in broadcast journalism, including work meeting daily production deadlines. Salary range: \$34,000-\$38,000 and competitive benefits package. Starting date: December 1, 1993. Applications must be received by 5:00 p.m. Friday, October 15, 1993. Submit letter and resume to Northwest Public Affairs Network, 603 Stewart, Suite 801, Seattle, WA 98101. EOE.

News director opportunity at Southwestern Indiana's giant. Bullet 106.5 WWBL-FM. Rush resume and tape to PO Box 616, Washington, IN 47501. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Florida small market AM/FM seeks high energy hands-on PD. Fax resume to 904-523-9610. EOE.

SITUATIONS WANTED MANAGEMENT

Bottom line oriented GSM seeks GM position in top 50 market. Experienced in budgeting, EEO, FCC, sales, programming, research, promotion. Currently employed. Reply to Box Q-3.

GM/GSM/programming. There are many advantages to hiring someone who knows what he's doing! Please call for resume. Jay Reynolds, 317-842-2421; 6454 Watham Ct., Indianapolis, IN 46250.

Manage to buy deal sought by experienced, successful GM/GSM. Small or suburban markets considered. Southeast preferred. Presently employed. Reply to Box Q-4.

SITUATIONS WANTED NEWS

Basketball!!! Sports is life: PBP, interviews, all the bases. Great experience in a career ready to blossom. Call Steve 217-243-4977.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

70s/80s Oldies, Hot AC, Travel formats. Digital & automation experience. Computer-literate. Profit conscious. 14 year background. Jim. 404-933-0147.

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager: Florida affiliate station seeking experienced traffic manager. Must have at least five years experience as traffic manager with Columbine system. Salary dependent on experience. Send resume and salary requirements to Box Q-6. EOE.

General Manager of WNPB-TV, Morgantown, West Virginia. Duties: Manage on the PTV stations licensed to the WV Educational Broadcasting Authority; develop and administer annual budget; supervise departments; assure compliance with EBA policies and all federal, state, and local laws and regulations; participate in station's community involvement, including fund raising activities; prepare grant proposals; and work with other EBA division/station managers. Reports to Executive Director, West Virginia Public Broadcasting. Qualifications: BA or BS degree and five years experience (two in management) in noncommercial broadcasting or related field. Knowledge of all aspects of PTV, including laws, rules, and regulations. Excellent communication and interpersonal skills. To apply: Write for Application: (no walk-ins or phone calls) Write to: Personnel, Educational Broadcasting Authority, 600 Capitol Street, Charleston, WV 25301. Deadline: Completed application blanks must be postmarked no later than 5:00 p.m., November 5, 1993. The EBA encourages the application of female and minority individuals as well as persons requiring individual accommodation due to a disability. WVEBA is an equal opportunity employer.

Local sales manager: WMC TV/Memphis has an immediate opening for a person to direct the efforts of a nine person sales operation. Best candidates have 2-5 years of related experience, strong written and oral communications skills, and an ability to work with Marshall Marketing and Tapscan. National sales background helpful. All qualified candidates should send resume and cover letter to: Joe Cooper, Asst. General Manager/Sales, WMC TV, 1960 Union Avenue, Memphis, TN 38104. An EOE.

Local sales manager: Dominant CBS affiliate is seeking an aggressive, promotion-oriented manager. Requires previous management experience. Must be creative and strong leader. Send resume to: GSM, WRGB, 1400 Balltown Road, Schenectady, NY 12309. EOE.

HELP WANTED RESEARCH

Research/marketing coordinator: We are seeking a multi-talented person to assist the sales department in all areas of research, marketing and sales promotion. A working knowledge of NSI, ARB, TV SCAN, Scarborough, Vendor and other sales services desirable. Ability to write effective research sales and promotional pieces, idea generation and coordination of client presentations necessary. No phone calls please. Submit resume to: Karl Gensheimer, KSTP-TV Sales, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer.

HELP WANTED SALES

Junior account executive: Genesis Entertainment seeking an aggressive and motivated individual for either NY or LA office. Television and/or sales experience preferred, but not required. Must possess strong work ethics for outstanding growth potential within company. Send resume to: Genesis Entertainment, 625 Madison Avenue, 11th Fl., New York, NY 10022. EOE.

WSAZ-TV, a division of Lee Enterprises Inc., is looking to fill the position of local sales manager based in our Huntington, WV office. This person must be goal oriented and have excellent motivational skills. They must have a minimum of five years of local sales skills or the equivalent and have a proven record of success. They must be customer driven, creative, have marketing skills, excellent oral and written presentation skills, understand the incorporation of tools in the selling process and have the desire and ability to coach and train an experienced team to new levels of success. A minimum undergraduate business/marketing degree or the equivalent is required. This position reports to the general sales manager. Interested candidates please submit resume to: Chris Leister, General Sales Manager, WSAZ-TV, 645 5th Ave., Huntington, WV 25701. EOE.

General sales manager: Applicant should possess skills necessary to lead and grow a successful sales department, must have strong local/national sales, marketing and management experience. Send resume to: Howard Meagle, KFVS-TV, PO Box 100, Cape Girardeau, MO 63702. EOE.

Account executive for Knoxville's CBS affiliate, WKXT. Previous media sales experience desirable, but not required. Intangible sales experience a must. Great growth opportunity. Send resume to: R. Lamar Reid, LSM, WKXT-TV, Box 59088, Knoxville, TN 37950-9088. EOE.

HELP WANTED TECHNICAL

TV engineering supervisor: Long Island UHF station seeks an experienced hands-on person with experience in: 1" Beta, Hi-8 and 3/4" tape machines, switchers, editors, cameras and all TV support equipment. UHF transmitter experience a plus. Send resume and salary history to Michael Wach, WLIG-TV, PO Box 1355, 270 South Service Road, Melville, NY 11747. EOE.

SNG/maintenance technician: Immediate opening. Must be acquainted with all aspects of SNG operation, studio and transmitter maintenance. Minimum of three years experience, FCC license or SBE certification required. Send resume to: Chief Engineer, WXII-TV, PO Box 11847, Winston-Salem, NC 27116. EOE, M/F.

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

Satellite truck operator who's a news hound! 3-4 years with sat truck, engineering & maintenance experience. Excellent driving skills with clean record. Great people skills with positive attitude. Send resume to Robin Briley, KXLY-TV, W. 500 Boone Ave., Spokane, WA 99201. EOE.

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

Broadcast engineer: WFTX-TV needs a broadcast engineer experienced in repair and maintenance of studio, production and master control equipment which includes Hitachi 1", Sony Betacam, and Sony 3/4" SP, Grass Valley routing and production switcher, Chyron, Abekas and Paltex. High power UHF transmitter experience a plus. This person must be able to work closely with the needs of a newly formed news department that has all new JVC-SVHS, also editing equipment and a live truck. If you're ready to join a fast paced professional engineering team and do "show biz in paradise" in sunny Southwest Florida, rush a resume to: Jerry Blevins/Chief Engineer, PO Box 150036, Cape Coral, FL 33915. We are an equal opportunity employer.

HELP WANTED NEWS

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.

Photojournalist: Familiar with 3/4, Hi-8, "Live". Mon-Fri., days, fulltime. Experience in news gathering with an affiliate newsroom required. Fourteen-two annual. Women/minorities encouraged. Send: 3/4 tape, resume/references to: Photog, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE M/F.

Meteorologist: AMS seal. At least two years experience. Familiarity with Kavouras Art Paint a plus. Comfortability with "live"/location weather shots. We offer a well-equipped weather center and view weather as a primary component of the framework of our news operation. 3/4 tape, resume, references to: Weather, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE M/F.

TV director wanted: Candidate should have two years experience directing newscasts. College degree preferred. Responsibilities include directing live newscasts, special events and promotional spots. Will work closely with news director. Send resume and non-returnable VHS (cue track only) to Bob Turner, Program Director, KGMB, 1534 Kapiolani Boulevard, Honolulu, HI 96814. No phone calls please. KGMB is an equal opportunity employer. M/F.

News producer for evening newscasts. Must write well, edit tape and stack shows. Experience required; broadcast journalism degree preferred. Resume/tape before October 8 to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V.

Nightside reporter who can also learn weather and help produce. Experience and broadcast journalism degree preferred. Resume/tape before October 8 to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V.

Executive producer: Top 100 midwest net affiliate seeks savvy solid writer and organizer to get our newscasts moving. 2-3 years commercial newscast producing experience required. Resumes to Box Q-7. EOE.

Weekend sports anchor/reporter needed at smaller market affiliate. Aggressive local coverage. EOE. Reply to Box Q-8.

Broadcast reporter: University of Alabama PR shop is looking for a newsroom pro to market television news and features to area stations departments and networks. Produce, write, shoot, work the phones, and generate results. We have the tools if you have the talent! (Betacam, Ku-Band Uplink, Post-Production Suite) BA/BS and two years experience required. No calls. Resumes to The University of Alabama Employment Office, PO Box 870364, Tuscaloosa, AL 35487-0364. AA/EOE.

Associate producers: Nationally syndicated business news program seeks candidates with strong news writing skills and knowledge of the financial markets. Headline news or newswheel production, field production, graphics production and package production experience preferred. Line production knowledge required. Send resumes to: WSJ-TV, 200 Liberty Street, 10th Floor, New York, NY 10281. Attn: Executive Producer, EOE.

Anchor/reporter: We're not looking for beginners. We're looking for a leader who appreciates strong journalism. This person will complement our female anchor who has established herself in Savannah. If you're a hard worker send a non-returnable tape to: WSAV-TV, News Director, PO Box 2429, Savannah, GA 31404. EOE.

News producers, executive news producers for TV and Cable news positions. Please... creative, highly-motivated applicants only. Client stations looking for top-notch candidates. Please send letter of introduction, resume, references, newscast air check and critique. Your inquiry will be acknowledged, but tapes cannot be returned (Please no Beta). Roy F. Meyer Associates, Inc., News and Programming Concepts, 1720 Fox Run Court, Vienna, VA 22182. EOE.

Meteorologist: Forecast and deliver weather reports on weekends, enterprise environmental reports weekdays. Active weather market. AMS seal preferred. Resumes and tapes to KBMT, PO Box 1550, Beaumont, TX 77704. EOE.

Assistant producer: Individual must be a good writer and able to edit videotape. Experience in vidifont or a similar system helpful. Send letter and resume to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

KLST-TV a CBS affiliate in San Angelo, TX, has a full-time position available for a live truck engineer/photographer. Associate degree, basic knowledge of microwave path alignment, and general knowledge of television test equipment preferred. Good driving record and video photography skills required. Send resume to: Personnel Director, PO Box 1941, San Angelo, TX 76902. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic artist needed for growing South Florida TV station. Must know Topas, Tips and Rio software. Microtime Imageplus paint and 3-D system. Strong promotional graphics experience and print a plus. Tapes and resumes to Douglas Farrell, WTVX-TV, 3601 North 25th Street, Ft. Pierce, FL 34946. EOE/AA.

KJZZ-TV master control operator and production crew member. Full time. Must be able to work all shifts. Requires equipment knowledge, computer skills and ability to perform multiple tasks at once. Prefer previous TV production experience and related college courses. Send resume or apply to KJZZ-TV, Attn: MTD, Amelia Earhart Drive, Salt Lake City, 84116. An equal opportunity employer.

Director wanted: Qualified applicant will have 2 years previous directing experience, strong supervisory skills and an ability to work well with clients and staff. You must be able to switch your own newscast. Computer literacy and graphic design skills are also a plus. Send resume and tape to: Mike Taylor, KSWO-TV, Box 708, Lawton, OK 73502. EEO and no phone calls.

Producer: Feature reporter-host: Houston Public Television seeks an experienced producer to write and produce stories for a weekly "good news" magazine format program and to host this program or other programs originating in the Outreach and Community Service Unit. Minimum qualifications: BA in TV, Journalism, Communications, Drama or related field, two years on-camera experience as a feature reporter-host, with emphasis on producing feature stories, strong writing skills (finalists will be given a writing test), and a warm, charming, easy ad-lib on-camera style. Highly desirable: Organized, fast worker, able to complete 5-6 minute stories in 16 hours or less, bilingual skills (English/Spanish). This is a full-time position with a non-negotiable starting salary of \$26,781, plus excellent benefits. Letter with resume w/three references to: Ms. Flor Garcia, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004. Do not send demo tapes yet. Finalists will be asked to send a sample reel to demonstrate on-camera delivery, producing and writing skills. Postmarked by October 30, 1993. KUHT-TV is licensed to the University of Houston System and is an equal opportunity employer. Minorities and women are encouraged to apply.

Producer: Small video production company, run by duPont/Emmy/Peabody winner, seeks creative, thoughtful, freelance journalists to produce videos for some of the country's most prestigious universities, art institutions and hospitals. Must have network-level experience w. 5 min. + pieces. Resumes and tapes (VHS preferred): Andrew Greenspan & Associates, 578 Post Rd. E., Westport, CT 06880. No phone calls. EOE.

First class university television production facility seeks a creative, energetic producer/director. The University Television Center at Mississippi State University has complete, broadcast quality production studios with Betacam SP field and A/B roll editing systems, Ampex ADO, satellite uplinks, and Wavefront and Aurora graphics systems. We are looking for a creative individual who can write, shoot, direct, and edit promotional and educational videos for the university. A B.S. degree is required with an emphasis in television or film production, or closely related field, with at least two years experience. Interested applicants should send resume, and the names and addresses of three references to: Search Committee Chair, Associate Producer, PO Box 6101, Mississippi State, MS 39762. Deadline: October 29 or until an acceptable candidate is found. MSU is an AA/EEO.

Promotion producer: Produce great sports! Live in a great place! ABC affiliate in top 50 market looking for an experienced promo producer with great ideas, creative writing, and a keen eye for visuals. Send tape, resume and salary requirements to: Personnel Director, WLOS-TV, 288 Maccon Avenue, Asheville, NC 28804. No calls please. EOE.

Post production editor: We are looking for a leader. A seasoned professional with at least 3-5 years experience doing multi-layered, heavy effects, graphics oriented post work. We want someone who can be a part of the creative process. If you have mastered an A62, A53-D, Infinit!, Dubner paint and 20K, you could help us continue a tradition of being one of the premier television stations in the South. Send your resume and a tape of your best stuff to: Operations Manager, WRAL-TV, PO Box 12000, Raleigh, NC 27605. EEO m/t/h/v.

Rep programmer: Katz Programming, New York, looking for affiliate programming consultant. Must be knowledgeable in syndication, scheduling, able to handle pressure, shifting priorities, and creative enough to see the big picture. Please send resume to: Ruth Lee, VP/Director of Continental Programming, Katz Communications, Inc., 125 West 55th Street, New York, NY 10019. Absolutely no calls. EOE.

Production manager: Midwest market's top post-production and edit facility seeks an accomplished organized director/cinematographer who is ready to move into management as "player/coach" of our successful team. Good people, leadership, and marketing skills a must; no beginners, please. Send reel, resume, and salary requirements to Box Q-9. EOE.

Program manager: Award winning CBS affiliate has a terrific opportunity! Responsibilities include purchasing syndicated program; station liaison with CBS network; overseeing station's promotion, production, community affairs and on-air look. Candidate must have, at least, five years television management experience; have a proven track record of leadership; be able to demonstrate team building skills; ability to work well with all station departments; have solid administrative skills; and proven creative abilities. A production background is preferred. Send resume, salary history, and career goals to General Manager, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. M/F/EOE. Minorities strongly encouraged to apply.

SITUATIONS WANTED TECHNICAL

Broadcast operations engineer & manager with 23 yrs. experience seeks change of pace to New England. Extensive technical background in network, independent television, production studio operations & management. Reply to Box Q-10.

SITUATIONS WANTED NEWS

Meteorologist seeking employment. AMS seal plus experience. Stu 817-776-4844.

Newscast director: If news were baseball, I'd be Barry Bonds. Currently batting cleanup in top ten market but hungry for new challenge. Team player, total commitment. Let's talk championship. Reply to Box Q-11.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Documentary writer/producer needs dist. outlet, agent or financial backing to produce high-interest, high-draw, shocking truth documentaries. Call 303-741-2739.

SITUATIONS WANTED VOICEOVER

Strong on-air promotion voice network background. Available on monthly retainer/market exclusive or per project. News promotion, episodes, daily promos. Fax a few scripts now for free custom audition to 404-816-0449 or call 1-800-814-5588 for demo.

ALLIED FIELDS

HELP WANTED ASSISTANTSHIP

Graduate assistantships available for both Spring and Fall 1994 semesters for qualified students studying in our M.A. program, designed to develop advanced skills and knowledge for professional communications fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production, or research assistance in broadcasting, journalism, photography, or speech communication. Write to: Dr. Joe Oliver, Graduate Program Coordinator, Department of Communications, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

HELP WANTED TECHNICAL

Chief engineer for radio and television stations at state university. SBE certification or first class license a strong plus. Demonstrated ability to maintain and repair professional audio and video equipment. Three years professional experience essential. College TV/radio broadcasting and programming experience. Must work well with students and enjoy mentor capacity. Full time position. We will begin reviewing applications on October 11, 1993. Annual salary \$29,868.00. AA/EOE. Send resume to: Linda Witter, The College at New Paltz, SUB 428, New Paltz, NY 12561.

HELP WANTED NEWS

The Missouri School of Journalism's top-rated Broadcast News Department seeks an academic or professional with strong leadership potential. Our new colleague will join 15 other faculty members determined to work with the more than 40 other faculty in the school to develop a curriculum that will prepare students and professionals for the media of the 21st century. The Missouri School of Journalism, the world's first, has unique media outlets that provide teaching and research laboratories. They include KOMU-TV, an NBC affiliate that provides students professional newsgathering and production experience; KBIA-FM, recently named the number one public radio station in the country; the *Columbia Missourian*, a community daily newspaper; and the new *Digital Missourian*, an experimental electronic newspaper. The colleague we seek will have a master's degree and significant professional experience. We prefer someone with a doctorate for this position, but we will also consider those with strong national professional experience and ability to engage in significant scholarly or creative activities. The Missouri School of Journalism confers the B.J., M.A. and Ph.D. Teaching assignments will be designed to fit the strengths and interests of the candidate. The nine-month, tenure-track position begins January or Fall 1994. Nominations are welcome. Women and people of color are strongly urged to apply. Send resume, statement of research, news and teaching philosophies and references to: Lillian R. Dunlap, Ph.D., Broadcast News Search Committee Chair, Missouri School of Journalism, PO Box 838, Columbia, MO 65205. Applications accepted until position is filled. EOE.

FINANCIAL SERVICES

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

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

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

EMPLOYMENT SERVICES

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

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.

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

Nationwide media job openings: Weekly bulletin ten weeks \$10. Windflower Productions, 201 W. Burnsville Pkwy., Suite 130, Burnsville, MN 55337.

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/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

Workshop for would-be reporters Oct 30; qualifications, demo tapes, resumes, marketing. Call Julie Eckhart, ESP 914-937-1719.

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

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

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

LPTV transmitters used. Acrodyne/TTC 100 watt UHF early 1980's units, very clean condition. Some 1000 watt units. Kidd Communications 702-826-4347.

Bogner LPTV antennas, 16-Bay Channels 41-52, 8/16 Bay Channels 25-40 16-Bay 53-69. Other sizes, channel groups and Andrew Antennas also available. Call Kidd Communications 702-826-4347.

Lowest prices on videotape! Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

CABLE**HELP WANTED SALES**

Career opportunity with major MSO: Dynamic, rapidly growing advertising sales organization seeks experienced broadcast/cable sales manager with excellent leadership skills. Strong communication skills needed. Send letter, resume and salary requirements to Box Q-5. EOE.

Advertising sales: National Cinema Network representing GCC, Santiko and Metropolitan theatres is seeking energetic, experienced advertising sales account executive to sell local and regional advertising for the exciting On-Screen Entertainment program in the San Antonio, TX, Austin, TX and Palm Springs, CA markets. Base salary plus commission. Great benefits package. Comprehensive training program. EOE. Please send resume to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041, Attn: Stuart Hoffman.

Sales management: Major MSO looking for experienced sales manager. Qualified candidates must demonstrate successful sales history, knowledge of media and leadership skills. Send resume to Box Q-12. EOE.

Account executive: Multi-disciplined background in television, cable, radio, magazine and direct mail desirable. Join fast growing sales organization. Resume to Box Q-13. EOE.

Regional advertising sales manager: Post-Newsweek Cable is looking for regional advertising sales managers to launch three newly formed regions with multiple systems. The regions are headquartered in Highland Park, IL, Joplin, MO and Sherman, TX. Candidates must demonstrate a desire to build a dynamic, competitive region and have a successful track record in media sales and media management. Experience in cable sales management helpful. Responsibilities include supervising sales, production and traffic, motivating sales executives, overseeing personnel and developing and implementing budgets. Post-Newsweek Cable is an equal opportunity employer. Drug screening required. Send letter with salary history and resume to Box Q-14.

RADIO**SITUATIONS WANTED NEWS**

All-news top-ten market anchor seeks major market anchor-reporter position. Awards, team player, ratings, references, great history, work habits. I can help you.

Reply to Box Q-16.

PROGRAMING SERVICES**Lum and Abner Are Back**

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

TELEVISION**SITUATIONS WANTED PROGRAMING PROMOTION & OTHERS****TV & CABLE MGRS.**

Produce a LOCAL talk show (to increase earnings) hosted by a story telling, dancing,



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PUBLIC NOTICES

The Subcommittee on Budget, Finance and Audit of the PBS Board of Directors will meet in executive session beginning at 9:00 a.m. on October 21, 1993 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes PBS FY 1995 budget, FY 1993 audit report, stations on deferred payment schedules, and reports from officers.

The Executive Committee of the Public Broadcasting Service will meet at 9:00 a.m. on October 22, 1993 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes reports from PBS officers and Board committees on programming, education services, finance, and nominating; Board conflict of interest policy; FY 1995 budget; and other business.

EARLY DEADLINE NOTICE

Due to the observation of Columbus Day, the deadline for the Oct 18, 1993 issue will be Friday, Oct 8, 1993 at Noon.

Blind Box Response???

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Gary Rubin
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PUBLIC SALE

The bankruptcy trustee for Windsor Communications, Inc. of Wyoming, will publicly sell radio stations KUUY-AM, Orchard Valley, and KKAZ-FM, Cheyenne, Wyoming, on October 15, 1993. For information, contact **Jim Dinneen, 202 East 18th Street, Cheyenne, WY 82001 (307) 634-8364.**

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CNBC is seeking a Technical Director for our state-of-the-art facility in Fort Lee, NJ. Candidates should have 2-3 years experience with the Grass Valley 300 3ME Switcher, DVE-ABEKAS A53 and Quantel Still Store. Experience switching live news is a must.

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



BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for 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; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85¢ per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 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: \$148 per inch. Situations Wanted: \$74 per inch. All other classifications: \$148 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$20 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 now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

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

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

For the Record

Compiled by BROADCASTING & CABLE based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 56). FCC actions on ownership change filings with file numbers and action dates follow:

KCID-AM-FM Caldwell, ID (AM: BTC930614EE, FM: BTCH930614EF)—Action Sept. 13.

WDJK-FM Xenia, OH (BAPLH930616GE)—Action Sept. 1.

WJJJ(AM) Christiansburg and WVVV-FM Blacksburg, both VA (AM: BAL930430GE, FM: BALH930430GF)—Action Sept. 8.

KEEH(FM) Spokane, WA (BAPH930721GE)—Action Sept. 8.

KGGO-AM-FM and KDMI-FM Des Moines, IA (KGGO[AM]: BAL930702GO, KGGO-FM: BALH930702GP, KDMI: BALH930702HB); **WWSN(AM) Louisville, KY** (BAL930702GT); **WHDH(AM) Boston** (BTC930702EC); **WRKO(AM) Boston** (BAL930702GZ); **WCMF-AM-FM and WRMM-FM Rochester, WYRK-FM Buffalo, NY** (WCMF[AM]: BAL930702GR, WCMF-FM: BALH930702GQ, WRMM: BALH930702GS, WYRK-FM: BALH930702HO); **WNEB(AM)-WHWK-FM Binghamton, NY** (AM: BAL930702GY, FM: BALH930702HP); **WONE(AM)-WTUE-FM and WMMX-FM Dayton, OH** (WONE: BAL930702GW, WTUE: BALH930702GX, WMMX-FM: BALH930702GV); **WZMX-FM Hartford, CT** (BALH930702HC)—Action Sept. 15.

WDJX-FM Louisville, KY (BALH930702GU)—Action Sept. 15.

WBMX-FM Boston (BALH930702HA)—Action Sept. 15.

WSSQ-FM Sterling, IL (BALH930701GK)—Action Sept. 9.

WDKK-FM Avis, PA (BALH930707GG)—Action Sept. 9.

WIST-FM Lobelville, TN (BAPLH930629GG)—Action Sept. 9.

KKFF-FM Nolanville, TX (BTCH930706GF)—Action Sept. 9.

WYEM(FM) Springfield, IL (BALH930721GF)—Action Sept. 10.

NEW STATIONS

Applications

■ **Carrollton, AL** (BPED930715MD)—American Family Association seeks 89.3 mhz; ant. 213 ft. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald E. Wildmon and owns WAFR(FM) Tupelo, MS.

■ **Yankeeetown, FL** (BPED930909MC)—The Board of Regents, State of Florida, acting for and on behalf of the University of Florida, seeks 96.3 mhz; 6 kw; ant. 100 ft. Address: 2206 Weimer Hall, Gainesville, FL 32611. Applicant is headed by Charles R. Edwards Sr. and has no other broadcast interests.

■ **St. Joseph, IL** (BPED930720MB)—Cornerstone Community Radio Inc. seeks 89.3 mhz; 3 kw; ant. 163 ft. Address: 2596 State Road 44, New Smyrna Beach, FL 32168. Applicant is headed by Richard Van Zandt and owns WJLU-FM New Smyrna Beach, FL.

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

■ **Starbuck, MN** (BPH930707MC)—Starbuck Communications seeks 97.3 mhz; 50 kw; ant. 150 ft. Address: P.O. Box 550, 210 Main Street, Starbuck, MN 56381. Applicant is headed by Gregory E. Swartz and has no other broadcast interests.

■ **Brooksville, MS** (BPH930728MA)—Colcast Broadcasting Inc. seeks 98.9 mhz; 22.6 kw; ant. 104.9 ft. Address: 907 Military Road, Columbus, MS 39701. Applicant is headed by Anthony Colom and has no other broadcast interests.

■ **Stillwater, OK** (BPH930715ME)—Patrick G. Walters seeks 98.1 mhz; 6 kw; ant. 100 ft. Address: 5563 S. Lewis #444, Tulsa, OK 74105. Applicant owns KPNC-FM Ponca City, OK.

Actions

■ **Bismarck, ND** (BPH920702MB)—Granted app. of James and Konnie Bartels for 97.5 mhz; 100 kw; ant. 324 ft. Address: Route 1, Box 186-C, New Ulm, MN 56073. Applicant has no other broadcast interests. Action Sept. 15.

■ **Belton, SC** (BPED920113ML)—Granted app. of Toccoa Falls College for 88.5 mhz; 50 kw; ant. 91 ft. Address: Hwy. 17 N, Toccoa Falls, GA 30598. Applicant is headed by Robert S. Biermann and owns WRAF-FM Toccoa Falls, WCOP(AM) Warner Robins and WFOM(AM) Marietta, all Georgia. Action Sept. 7.

■ **Branchville, SC** (BPH920925MD)—Granted app. of Eagle of Orangeburg Inc. for 105.1 mhz; 6 kw; ant. 100 ft. Address: P.O. Box 1546, Orangeburg, SC 29115. Applicant is headed by Tommie R. Love and owns KAFX-AM-FM Diboll, TX; WIGL-FM Orangeburg, SC; WMGU-FM Stevens Point, WI, and KDFX-FM Dubuque, IA. Action Sept. 1.

■ **Eatonville, WA** (BPH921009MB)—Granted app. of Barbara J. Geesman for 104.9 mhz; 6 kw; ant. 90 ft. Address: 1001 22nd Street, N.W., Suite 350, Washington, DC 20037. Applicant owns KJUN(AM) Puyallup, KTOL(AM) Lacey, KBLV(AM) Bellevue, KENU(AM) Enumclaw and KWTZ Everett, all Washington. Action Sept. 15.

FACILITIES CHANGES

Applications

AM's

■ **Honolulu, HI** KLHT(AM) 1040 khz—Sept. 20 app. of Calvary Chapel of Honolulu Inc. for CP to increase power to 7.5 kw night and day.

■ **Vernon Hills, IL** WNVF(AM) 1030 khz—Sept. 22 app. of Polnet Communications Ltd. for CP to increase day power to 4 kw and change TL to inter-

section of Illinois 47 and Illinois 170, three times S of Woodstock, IL, McHenry Co., IL; make changes in antenna system.

■ **Fort Knox, KY** WBUL(AM) 1470 khz—Sept. 20 app. of Altes Broadcasting Corp. for CP to change TL to Co. Line Road Lake, Blue Lick, KY; make changes in antenna system and change night power to 0.054 kw.

FM's

■ **Hope, AR** KXAR-FM 101.7 mhz—Sept. 16 app. of KDB, Inc. for CP to make changes; ERP: 50 kw; ant. 150 m; TL: off State Rte 355, 2 km NNE of McNab, Hempstead Co., AR.

■ **Wilson, AR** KOSE-FM 103.7 mhz—Sept. 22 app. of Pollack Broadcasting Co. for CP for new FM on frequency: 103.7 mhz., ERP: 6 kw; ant. 100 m.; CP cancelled and forfeited; call letters are deleted 030493.

■ **Port Charlotte, FL** WEEJ(FM) 100.1 mhz—Sept. 17 app. of Kneller Broadcasting of Charlotte Inc. for CP to correct coordinates.

■ **Harlem, GA** WCHZ(FM) 95.1 mhz—Sept. 22 app. of GMR Broadcasting Inc. for mod of CP (BPH-900522ML) to make changes; change: ERP: 5.7 kw; ant. 164 m.; TL: Lewiston Rd. (state Rte 221), 3.8 km N of Grovetown (near exit 61, interstate 20), Columbia Co., GA; change class to C3 per MM docket 92-278.

■ **Rupert, ID** KNAQ(FM) 92.5 mhz—Sept. 16 app. of Inland Broadcasting Co. for CP to make changes; ERP: 23.19 kw; ant. 755.5 m.; TL: Conner Ridge, Cassia Co., 8.7 km from Albion, ID, on a bearing on N015E degrees.

■ **Bluffton, IN** WNUY(FM) 100.1 mhz—Sept. 16 app. of Wells Co. Radio Corp. for mod. of license to increase ERP: 5.2 kw, pursuant to docket no. 88-375.

■ **Franklin, IN** WFCL(FM) 89.5 mhz—Sept. 21 app. of Franklin College of Indiana for CP to make changes; ERP: 1.15 kw, ant. 67 m.

■ **Louisville, KY** WTFX(FM) 100.5 mhz—Sept. 22 app. of Prism Radio Partners LP for mod. of CP (BPH-880126NZ) to make changes ant. 169 m. ERP: 37.4 kw; TL: off Tucker Station Rd., 2.2 mi E Jeffersonton, KY.

■ **Grayling, MI** WQON(FM) 100.3 mhz—Sept. 17 app. of WSJ / WQON Inc. for mod. of CP (BPH-890705IA) to make changes: ant. 133 m., TL: 1 mile E of Old US 27 and 76 Intersection, Crawford Co., MI and to change: antenna supporting structure height.

■ **Asbury, MO** KWXD(FM) 103.5 mhz—Sept. 17 app. of Innovative Broadcasting Corp. for MP (BPH-910410MG as mod.) to make changes: ERP: 16 kw and class: C3.

■ **Cleveland, MS** WDFX(FM) 98.3 mhz—Sept. 17 app. of American Family Association Inc. for mod of CP (BPH-911220MD) to make changes; change: main studio location to Cleveland, MS.

■ **Bozeman, MT** KBMC(FM) 102.1 mhz—Sept. 21 app. of Eastern Montana College for CP to make changes; change: ant. 222 m.; TL: High Flat, 11 mi WSW of Bozeman, MT.

■ **Libby, MT** KTNV(FM) 101.1 mhz—Sept. 21 app. of Lincoln Co. Broadcasters Inc. for mod. of license (BLH-851017KB) to reclassify station to Class A.

■ **Biltmore Forest, NC** WSKY-FM 96.5 mhz—Sept. 16 app. of Orion Communications Limited for mod of CP (BPH-870901ME) to make changes: Busbee Mtn., 3.5 km E of Biltmore Forest, Buncombe Co., NC.

■ **Gallup, NM** KGLX(FM) 99.1 mhz—Sept. 22 app. of Skywest Communications Inc. for CP to make changes; ant. 288.5 m.; ERP: 51 kw; TL approximately 6.25 mi. from downtown Gallup, on a true bearing of 027 degrees.

FOR THE RECORD

■ **Clyde, NY WRCD(FM)** 93.7 mhz—Sept. 22 app. of KIC Radio Ltd. for CP to make changes; change: ERP: 3 kw; ant. 100 m.; TL: Larsen Rd., Junius, Seneca Co., NY.

■ **Glen Falls, NY WGFR(FM)** 92.1 mhz—Sept. 16 app. of Adirondack Community College trustees for CP to make changes; frequency changed from 221 to 284.

■ **Streetsboro, OH WSTB(FM)** 91.5 mhz—Sept. 16 app. of Streetsboro City School District for CP to make changes: ERP: 1.0 kw, change to channel 205A.

■ **Coos Bay, OR KRSR-FM** 107.5 mhz—Sept. 22 app. of Calegon Broadcasting of Oregon for CP to make changes: ERP: 6.8 kw; ant. 272 m.; TL: 14.7 kw from Coos Bay, or true bearing N043E degrees and to change main studio location.

■ **Bishop, TX KFLZ(FM)** 107.1 mhz—Sept. 17 app. of Cismek Corp. for one-step application to change channel to 295C3.

TV's

■ **Springfield, MA WWLP(TV)** ch. 22—Sept. 16 app. of Brissette TV of Springfield Inc. for MP (BPCT-RC1104JC) to change ERP 4455 kw.

■ **Rapid City, SD KCLO-TV** ch. 15—Sept. 20 app. of Midcontinent Television of S.D. Inc. for CP to change: ant. 155 m.; ERP vis: 692 kw; TL: Skyline Dr., Rapid City, Pennington Co., SD.

Actions

FM's

■ **Marked Tree, AR KXHW(FM)** 93.7 mhz—Granted app. of B&H Broadcasting Co. for mod of CP (BPH-880518ML) ant. 87.7 m.; TL: N of Payneway, AR, 2.2 mi N of AR Hwy 14 to entrance of property,

which is on E side of Hwy 463. Action Sept. 9.

■ **Ukiah, CA KUKI-FM** 103.3 mhz—Granted app. of Ukiah Broadcasting Corp. for CP to make changes; change: ERP: 2.70 kw; ant. 560 m. Action Aug. 13.

■ **Trinidad, CO KCRT-FM** 92.5 mhz—Granted app. of Phillips Broadcasting Inc. for MOO of CP (BPH-850726IO) to make changes: ERP: 15 kw; ant. 311 m.; TL: 0.6 km E of Hwy 25 at Raton Pass Summit. Class changed from C to C1 (per MM docket 83-594). Action Sept. 8.

■ **Soperton, GA WKTM(FM)** 101.7 mhz—Granted app. of H. Gibbs Flanders Jr., Trustee, for CP to make changes; change: ERP: 6 kw; change frequency to 106.1 mhz per MM docket 92-16. Action Sept. 15.

■ **Mayfield, KY WXID(FM)** 94.7 mhz—Granted app. of West Kentucky Broadcasting Co. Inc. CP to make changes; change: ERP: 31.5 kw; ant. 135 m.; TL: Jim Town Rd., 0.4 km W of intersection of U.S. Rt. 45 and U.S. Rt. 45 by-pass (Purchase Pkwy). 1 km N of Mayfield, Graves Co., KY. Action Sept. 14.

■ **Bayou Vista, LA KQKI-FM** 95.3 mhz—Granted app. of Teche Broadcasting Corp. for CP to make changes; change: ERP: 25 kw; correct tower height data; change class to C3 per MM docket 89-178. Action Sept. 1.

■ **Monroe, LA KLIP(FM)** 105.3 mhz—Granted app. of Choctaw Broadcasting Corp. for mod of CP (BPH-880602NN) to make changes: ant. 132 m. Action Sept. 9.

■ **California, MD WBEY(FM)** 102.9 mhz—Granted app. of Tidewater Broadcasting Co. Inc. for mod of CP (BPH-880915NW as mod) to make changes; ERP: 3.7 kw; ant. 124 m.; TL: approx. 0.37 km NW of Clover Hill Rd., 1.3 km SW of Hillville. 4.5 km NW of Rt. 245 intersection in Hollywood; St. Mary's Co., MD. Action Sept. 16.

■ **Knob Noster, MO KKKX(FM)** 105.7 mhz—Granted app. of Bick Broadcasting Co. for CP to make changes: ERP: 30 kw; class changed from C3 to C2 (per MM docket 92-156). Action Sept. 9.

■ **Fosston, MN KKCCQ-FM** 107.1 mhz—Granted app. of Pine To Prairie Broadcasting Inc. for CP to make changes: ERP: 50 kw; ant. 147 m.; TL: 1.2 km E of Polk-Clearwater Co. line, 8 km N of US Hwy 2, 15 km ENE of Fosston, Clearwater Co., MN.; class changed to C2 (per MM docket 92-89). Action July 30.

■ **Berea, OH WBWC(FM)** 88.3 mhz—Granted app. of Baldwin Wallace College for CP to make changes; change frequency: 91.5 mhz; ERP: 3 kw; ant. 79 m.; TL: 25151 Brookpark Rd., North Olmstead, Cuyahoga Co., OH; install directional antenna. Action Sept. 10.

■ **Cleveland, OH WRUW-FM** 91.1 mhz—Granted app. of Case Western Reserve University for CP to make changes: ERP: 14.5 kw, ant. 84 m., change to class 216B1, install directional antenna. Action Sept. 10.

■ **Gibsonburg, OH WYHK(FM)** 95.7 mhz—Granted app. of Buddy Carr and Carolyn J. Carr for CP to make changes; change ERP: 3.5 kw. Action Sept. 16.

■ **Oberlin, OH WOBC-FM** 91.5 mhz—Granted app. of Oberlin College Student Network Inc. for CP to make changes: change freq: 88.3 mhz; ERP: 3.5 kw. Action Sept. 10.

■ **Big Spring, TX KBST-FM** 95.9 mhz—Granted app. of David W. Winkle for mod of CP (BPH-930115IE) to make changes; ERP: 8 kw; ant. 147 m.; TL: atop South Mountain, 4.52 km on bearing 136.8 ft. from Big Spring, Howard Co., TX. Frequency changed from 237 to 240; class changed from A to C3 (per MM docket 90-614 & 91-312). Action Sept. 10.

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Baseball is destroying itself through the lack of consistent national TV coverage

For four decades, network TV has been baseball's umbilical cord to the Georgia farmer, Wyoming cowboy and Ohio retiree. That's why this fall is so depressing—and distressing. To millions, baseball may soon be out of sight and out of mind.

Next year, the pastime begins a 1994-99 pact that largely exiles it from network TV. Baseball will now try to market itself nationally *sans* America's only national medium—akin to storming Normandy without the armed forces.

■ As recently as 1989, baseball flaunted 40 regular season network telecasts. In 1994, it will air 12. Nearly 40% of homes lie beyond local team telecasts, lack cable access (or funds to afford it) and get baseball solely from network TV. This treats them like lepers at a bazaar.

■ Recent ESPN and *Sports Illustrated* polls show football clubbing baseball among kids. Baseball's new pact compounds that ill—precluding any daytime regular or postseason coverage. How can children love a game they can't even see on the tube?

■ Former commissioner Bowie Kuhn marveled at network TV's ability to promote. The 1994-99 deal turns this lesson on its ear; it keeps baseball off network until the All-Star Game, then begins regional-only coverage. Baseball seems content with a dozen games plucked off local airwaves.

■ The new deal also harms baseball's postseason—trading national for regional playoff coverage. Next year will have, at most, seven postseason national games, plus part of two others (versus a maximum of 21 this fall). For the first time fans will be unable to watch each league's games in their entirety. If you're a Red Sox fan in Pittsburgh, try the NBA.

Some blame the networks for baseball's folding act, but TV does not exist to save baseball from itself. It is the *owners* who in 1989 chose to kill sport's oldest (and the 1980s' highest-rated April-August) series, the Satur-

day *Game of the Week* (GOTW). Sanity fell when the majors threw away the greatest marketing tool they had.

For \$1.04 billion, CBS got 1990-93 exclusivity and slashed coverage to 16 games in 26 weeks. That the network wouldn't air weekly games troubled owners less than a wind-blown pop fly. It troubled those who knew that no continuity would mean lower ratings and, ultimately, lower interest. When GOTW ended, I called it "the worst calamity in baseball's 68-year broadcast history." It is a Pyrrhic victory to say, "I told you so."

GOTW's end told kids and habitants of farms, small towns and blue-collar cities to get lost. Since then, the percent of people calling themselves "baseball fans" has plunged from 60 to 42 in *New York Times*/EDK polls. Baseball thus began the 1994-99 networks talks with few

choices and even less TV leverage.

One option was to use GOTW to rebuild baseball's base. Instead, the sport forswore upfront fees and formed a company to sell ads, keep most network revenue and focus on profit—not exposure. Few owners care that promoting baseball without network TV is an impossible dream/implausible scheme.

One recent—and, sadly, typical—weekend featured network tae kwon do, track and field, volleyball, summer league basketball, two golf events and a pro football blizzard—three exhibition games and two 60-minute specials. Network baseball—in *summer, amid pennant races*—was as invisible as Sunday School in Hades.

Next year will seal the blackout, with not an inning of network TV that kids are awake to watch. Only the All-Star Game and World Series will even reach a national audience.

William Jennings Bryan said: "Destiny is not a matter of chance—it is a matter of choice." How baseball chooses to use network television will mold the destiny of America's oldest and grandest game. ■



By Curt Smith, author of "Voices of the Game"

Datebook

THIS WEEK

Oct. 5—National Academy of Television Arts and Sciences technological and scientific Emmy Awards. Marriott Marquis Hotel, New York. Awards information: Trudy Wilson, (212) 586-8424; Media information: Robert Blake or Robert Christie, (212) 586-8424.

Oct. 5—"Religion and the News," international conference sponsored by **The Freedom Forum Media Studies Center**. Kellogg Conference Center, Columbia University, New York. Information: Jennifer Sandberg, (212) 678-6600.

Oct. 5-6—Star Power III, third annual national entertainment marketing conference sponsored by **Promotion Marketing Association of America**. Loews Santa Monica Beach Hotel, Santa Monica, Calif. Information: (212) 206-1100.

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

Oct. 8—Deadline for entries for 37th annual Emmy Awards sponsored by **The National Academy of Television Arts and Sciences**. *New York chapter*. Information: David Williams, (212) 768-7050.

ALSO IN OCTOBER

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: (800) 898-2282.

JANUARY 1994

Jan. 14-20—National Association of Broadcasters winter board meeting and legislative forum. Carlsbad, Calif. Information: (202) 429-5300.

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

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

Scott Merrill Siegler

The fact that Scott Siegler has Emmy awards in his office is not unusual—the statuettes are de rigueur office furnishings for any high-ranking studio executive. What's unusual is that one of Siegler's awards was won for a documentary he produced about a Christian fundamentalist group that handled snakes as part of its rituals.

Siegler, president of Columbia Pictures Television, began producing documentaries while completing his master of fine arts in theater at Brandeis University in Waltham, Mass. "I thought it was a hoot. It was a great way to look at the world with your own point of view."

After a three-year stint at NBC's owned-and-operated WKYC-TV Cleveland, where he produced nearly 20 documentaries and eventually was awarded the Emmy, Siegler realized, "I wasn't committed enough to journalism as I should have been. When the public transportation assignment was announced to the unit, my hand never went up. I wanted to entertain more."

With a roll of the dice, Siegler left behind his growing career in Cleveland and moved to Los Angeles. He began studying at the American Film Institute and playing racquetball in his spare time. Little did he know that his leisure activity would provide an entree into the television business.

His playing partner at the time was a young ABC executive named Brandon Tartikoff, who joined NBC shortly thereafter. "Brandon got promoted from director of comedy development to a newly created position under Fred Silverman [president of NBC Television]. He called me and said they were going to hire some new executives and asked if I was interested."

He describes his NBC experience as "a baptism of fire." At the time, NBC was third and looking for any shows that would stick on the schedule. "Because I was the new guy I was assigned all the new shows. We were throwing all kinds of shows on the air." Among the projects he oversaw was *Supertrain*, a failure of epic proportions. "They weren't exactly Chekhov," he says of the dramas coming



out of the network.

Siegler worked with his second future network entertainment president when he was hired by Kim LeMasters to oversee drama development and eventually comedy development at CBS. "As good as the learning curve was at NBC, it was even steeper at CBS. It was like graduate school all over again. I must have read a thousand scripts in the first six months." In his second year at CBS the network managed to overtake ABC on the final day of the season to finish the season in first place.

With little opportunity to move upward at CBS—"the only job I was really interested in was the programming job, and Bud [Grant], Harvey [Shephard] and Kim weren't going anywhere"—Siegler jumped to the program-supplier side of the business. "I quickly discovered that when you go from buyer to supplier your jokes aren't laughed at nearly as often. It's also much easier to get your creative thoughts acted upon when you're a buyer. As a supplier you only really have your power of persuasion." Dur-

ing his tenure at Warner Bros., the studio's output surged, reaching eight series in production at the time of his departure.

Continuing to look for challenges, Siegler left Warner Bros. in 1986 and went to TriStar Pictures, where he oversaw the formation of TriStar Television. "It was just what I wanted to do. I started with only a yellow legal pad and a pencil." In existence for only a year—the division was folded into Columbia Television when Columbia acquired TriStar—the fledgling television company had placed one show on each of the four networks. "I was surprised when they folded the division into Columbia. We were doing well in getting shows on the network and doing it economically." In 1989, Columbia was acquired by Sony, and in 1992 the new owner

resurrected the TriStar Television division.

Siegler's success in building TriStar from the ground up did not go unnoticed. He was named president of Columbia Pictures Television at the time TriStar was combined with Columbia/Embassy TV, the position he continues to hold.

One of Siegler's goals this season is to resurrect the hour-long romantic comedy—scarce on the networks since the days of *Moonlight-*

ing—in the form of ABC's *Moon Over Miami*. The show has thus far generated positive critical acclaim and strong enough ratings to beat out its news magazine competition.

A willingness to take chances has been an identifying mark throughout Siegler's career and continues to influence his business philosophy. "The business keeps turning and shifting. The interesting part of it is trying to stay one foot in front of the wave."

Scott Merrill Siegler, president, Columbia Pictures Television; b. Feb. 15, 1947, Columbus, Ohio; BA, philosophy, summa cum laude, Phi Beta Kappa, 1969, and MA, English literature, University of Toronto, 1970; MFA, theater, Brandeis University, Waltham, Mass., 1972; Campaign to Elect George McGovern, 1972-73; documentary producer, WKYC-TV, Cleveland, 1973-76; associate producer, "Cloud Dancer" and "The Manitou," American Film Institute, 1976-77; manager, current drama, NBC, 1977-79; VP, drama development and VP, comedy development, CBS, 1979-82; senior VP, creative affairs, Warner Bros. Television, 1982-86; president, TriStar Television, 1986-87; present position since 1987; child: Mathew, 10.

TELEVISION



Waldron

James Waldron, director, creative affairs, Viacom Entertainment, Los Angeles, joins Gerber/ITC Productions there as VP.

Appointments at GEMS Television, Miami: **Thomas Morrison**,

VP/director, network advertising, Telemundo Group, New York, joins as director, affiliate sales; **Eduardo Ruiz**, advertising sales manager, Colony Communications, Dynamic Cablevision of Florida, Miami, joins as director, affiliate sales, Latin America.

Jeff Thomas, manager, KPMG Peat Marwick, Los Angeles, joins Rysher TPE, Burbank, Calif., as assistant controller.

Appointments at Golden Gaters Productions, San Francisco: **Franklin Lowe**, sales manager, Capcities/ABC National TV Sales, San Francisco, joins as VP, sales; **Robert Duddelson**, VP, ad sales, Network Ventures, New York, joins as VP, East Coast sales, New York office.

Richard (Rick) North, senior VP, sales, media marketing, Court TV, New York, joins Tribune Entertainment there as senior VP, advertiser sales.

Laura Calhoun, manager, entertainment, media group, Bank of America, New York, named head, entertainment, media group, Bank of America, San Francisco.

Jessica Lynn, graduate, Wheaton College, Mass., joins Global Access Telecommunications Services, Boston, as syndication coordinator.

Nina Totenberg, legal affairs correspondent, National Public Radio, Washington, joins ABC News there as contributing correspondent, *Nightline*.

Lisa Sumja, senior manager, affiliate sales, marketing, ESPN, Beverly Hills, Calif., joins DIC Entertainment,

Burbank, Calif., as VP, domestic sales.

Eduardo Santiago, promotion writer/producer, KCBS-TV Los Angeles, joins Group W Productions' *Vicki* there as promotion manager.

David Cole, account executive, WBZ-TV Boston, joins WFXT-TV Boston as local sales manager.

Appointments at WSVN-TV Miami: **Bill Pohovey**, producer, news, named senior executive producer; **Clenon King**, general assignment reporter, WSB-TV Atlanta, joins in same capacity.

Mark Schanowski, sports anchor/reporter, WISN-TV Milwaukee, joins WLS-TV Chicago as weekend sports anchor.

Appointments at WTVT-TV Tampa-St. Petersburg: **Mark Higgins**, GSM, named VP/director, sales; **Daniel Webster**, managing editor, named news director; **Nancy Dudenhofer**, marketing writer/producer, WFTV-TV Orlando, Fla., joins as promotions manager; **Scot Engles**, line producer, news, WTOG-TV Orlando, Fla., joins as chief editor; **Lynne Freda Capobianco**, producer, WFLA-TV Tampa, joins in same capacity.

Debra Hunt, program manager, KHSC-TV Ontario, Calif., joins KHSH-TV Alvin, Tex., as VP/station manager.

Ken Selvaggi, news director, WOWK-TV Huntington, W. Va., joins WSAZ-TV there in same capacity.

Appointments at WXIX-TV Cincinnati: **Hugh Dermody**, news correspondent, named chief assignment editor, news; **Jack Atherton**, weekend morning anchor/reporter, WTVJ-TV Miami, joins as co-anchor/reporter; **Rich Apuzzo**, meteorologist, WWCP-TV Johnstown, Pa., joins in same capacity; **Karla Stanley**, former reporter/producer, WKRC-TV Cincinnati, joins as executive producer; **Allison Hunter**, news/special projects producer, WDTN-TV Dayton, Ohio, and **Allen Bechner**, news producer, WLWT-TV Cincinnati, join as news producers.

Appointments at WAKA-TV Montgomery, Ala.: **Laurie Davison**, noon

anchor, named weekday co-anchor; **Kim Miller**, morning anchor, named noon anchor; **Sheldon Haygood**, sports director/anchor, WHOA-TV Montgomery, Ala., and **Chris Bailey**, meteorologist, KVUE-TV Monroe, La., join in same capacities.

RADIO

Rick Jones, GM, WZPQ(AM) Jasper, Ala., named VP, planning, operations, Grant Radio Group (Alabama) there.



Brancaccio

David Brancaccio, London bureau chief, American Public Radio's *Marketplace*, named host/senior editor, *Marketplace*, Los Angeles.

Melanie Berzon, program director, KPFA-FM Berkeley, Calif., joins KCSM-FM San Mateo, Calif., in same capacity.

CABLE

Dominic Ambrosio, VP/GM, Telemation, Clearwater, Fla., named senior VP, network operations, Home Shopping Club, St. Petersburg, Fla.

Appointments at Discovery Communications Inc., Bethesda, Md.: **Hunter Williams**, outreach manager, educational services, named senior manager, educational relations; **Lisa Keating**, senior manager, direct response advertising, New York office, named director, direct response division, there.

Linda Brown, senior manager, affiliate marketing, The Learning Channel, Bethesda, Md., named director, education marketing, Discovery Networks, there.

Appointments at The Learning Channel, Bethesda, Md.: **William Cosmas**, freelance special projects producer, Washington, joins as executive producer; **Judy Hettler**, VP/GM, eastern region, Digital Planet, joins as director, affiliate marketing.



American Women in Radio and Television honored its corporate sponsors at a cocktail party in New York. Among those present were (l-r): Cliff Love, WABC-TV New York; Don Robinson, Seltel Inc.; Arnie Shieffer, Katz Corp.; Martha Harrington, Interep Radio Store; Tim McAuliff, Blair Television; Yolanda O'Hearn, WNYW(TV) New York; Krys Keller, ABC-TV, and AWRT president; Bob Iger, Capcities/ABC; Jack Oken, MMT Sales, and Tom Burchill, Petry Television.

Appointments at Bronx Community Cable Programming Corp., Bronx, N.Y.: **Audrey Duncan**, producer, Time Warner Paragon Cable, New York, joins as director, training, outreach; **Melanie Zivancev**, producer/writer, Boston Public Access *Neighborhood Network News*, joins as news director.

Craig Kilborn, sports director, KCBA-TV Monterey, Calif., joins ESPN, Bristol, Conn., as anchor/reporter, *SportsCenter*.

Mark Lagerkvist, investigative editor, *Asbury Park (N.J.) Press*, joins News 12, Long Island, N.Y., as investigative reporter.

TECHNOLOGY

Neil Wertlieb, VP, corporate law, IDB Communications, Culver City, Calif., named VP/general counsel.

Rick Segil, director, DigiCipher sales, marketing, General Instrument, VideoCipher division, San Diego, Calif., named VP, DigiCipher business unit.

C. Stephen Ganote, legislative assistant, Senator Barbara Mikulski (D-Md.), joins Comsat World Systems, Bethesda, Md., as director, international, federal affairs.

ADVERTISING

Randy Swain, VP in charge of operations, Ackerley Communications of the Northwest, Seattle, named VP/GM.

David Bennett, assistant to the vice provost, Oklahoma University

Health & Science Center, Oklahoma City, joins National Infomercial Marketing Association, Washington, as director, member services.

Appointments at BBDO, New York: **Jennifer Malley** and **Christina Petrillo**, assistant media planners, named media planners.

Deb Beddard, account executive, Harrington, Richter & Parsons, New York, named sales manager.

Appointments at Haworth Group Inc., Minnetonka, Minn.: **Laura Rutten**, media planner, CME-KHBB, Minneapolis, joins in same capacity; **Michele Dungey**, accountant, Great Lakes Management, Bloomington, Minn., joins as billing coordinator.

WASHINGTON

Linda Solheim, VP, regulatory affairs, The Jefferson Group, joins Compass Rose International, as VP.

Appointments, CNN, Washington:

Sol Levine, producer, named White House executive producer; **Peter Tedeschi**, executive producer, CNN Spanish-language programming, named senior producer, *Larry King Weekend*; **Diana Sperrazza**, producer, *CBS Evening News*, Washington, joins in same capacity.

I. Curtis Jernigan, former chief, economic regulatory section, antitrust division, joins Economists Incorporated as senior economist.

DEATHS



Harlan Rosenzweig, 46, former president, Group W Satellite Communications, Stamford, Conn., died Sept. 27 of cancer at his home in Pittsburgh. Ro-

senzweig started with Westinghouse Electric Corp., Pittsburgh, in 1974 as an attorney for the industry products division, subsequently becoming chief counsel. In 1979 he joined Westinghouse Broadcasting, New York, as VP/chief counsel. Four years later he became president of Group W Satellite Communications. He was named executive VP of Westinghouse Broadcasting in 1986. In 1988, he was named president of Westinghouse Communications. At the time of his death, Rosenzweig was GM of Westinghouse's newly created Industrial Products and Services Business Unit, a position to which he was named in March. Survivors include his wife, Kathleen, and two children.

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NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 19. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	13.5/229/99
2. Jeopardy!	11.3/214/98
3. Star Trek	9.9/241/98
4. Oprah Winfrey Show	9.4/231/98
5. Entertainment Tonight	7.6/179/95
6. Star Trek: DS9	7.0/238/99
7. Roseanne	6.9/165/91
8. Inside Edition	6.8/163/93
8. Married...With Children	6.8/189/96
10. Current Affair	5.9/177/94
11. Wheel Of Fortune-wknd	5.5/174/76
12. Hard Copy	5.4/155/91
13. Baywatch	5.3/171/90
14. Cops	5.2/165/90
15. Designing Women	4.9/201/96
15. Sally Jessy Raphael	4.9/202/96

NBC became an international broadcaster last week—it bought a majority stake in London-based Pan-European satellite TV service Superchannel, for approximately \$60 million. NBC refused to say exactly what its percentage in the channel is, but confirmed that it's more than 50%. The network also said that the French bank Credit Ly-

onnais is participating as an equity owner and that their combined holdings represent 75%. Patrick Cox, managing director, NBC Europe, will serve as chairman of Superchan-

nel, which reaches 56 million homes and which may be used as a model for similar channels in Asia and Latin America. The channel will continue to have a mix of programs, including

Sinclair's private profitability

ABRY Communications will derive substantially more profit from its sale of WTTQ(TV) Birmingham, Ala., and WCGV(TV) Milwaukee than originally was apparent. Sinclair Broadcasting is paying ABRY \$60 million for the two stations, purchased three years ago for \$44.8 million. But Sinclair, according to an SEC filing last week, would also pay ABRY \$56 million for a noncompete agreement.

The filing provides the first look at previously private Sinclair, which was founded in 1952 by Julian Smith and is now run by his four sons. The company seems to have done extremely well with its three current Fox affiliates, WBFF-TV Baltimore, WPGH-TV Pittsburgh and WTTT-TV Columbus, Ohio. The group's broadcast operating-cash-flow margin was almost 40%, on 1992 revenue of \$67.3 million.

Also disclosed was that Sinclair has begun the process of leasing time from the competing independents in Milwaukee and in Baltimore—as it already does in Pittsburgh. Sinclair intends to buy all of the programming, and certain other assets, of WTV Milwaukee and WNUV Baltimore for \$65 million. The licenses, equipment and certain other assets of those two stations are simultaneously being bought by a corporation controlled by the Smiths' mother, Carolyn Smith.

—GF

Third-quarter cable network ratings

Network	Prime Time				Full Day			
	3Q 1993	Rating	HH	3Q 1992	3Q 1993	Rating	HH	3Q 1992
USA	2.3		1,373,000	2.1	1.1		646,000	1.1
TBS	2.5		1,529,000	2.4	1.4		838,000	1.4
USA	2.3		1,392,000	2.3	1.1		668,000	1.1
ESPN	1.8		1,118,000	1.7	0.8		496,000	0.8
TNT	1.8		1,045,000	1.9	0.9		534,000	0.9
NICKELODEON	1.3		739,000	1.2	1.0		574,000	1.0
LIFETIME	1.1		654,000	1.2	0.5		297,000	0.5
DISCOVERY	1.0		583,000	0.9	0.5		310,000	0.5
CNN	0.9		529,000	1.2	0.5		322,000	0.7
A&E	0.9		515,000	0.8	0.6		327,000	0.4
TNN	0.9		515,000	1.1	0.5		275,000	0.5
FAMILY	0.9		492,000	0.7	0.4		251,000	0.4
MTV	0.8		461,000	0.6	0.6		324,000	0.4

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

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entertainment, sports, news and public service.

Station trading was hot in St. Louis late last week. **Gannett sold KUSA-AM-KSD-FM to EZ Communications** for at least \$15 million. Gannett will retain the right to the call letters for possible future use. Also, **The Lutheran Church-Missouri Synod bought noncommercial KSLH-FM from the St. Louis Board of Education** for \$1 million. The church also owns KFOU-AM-FM St. Louis. Gary Stevens brokered the KSLH-FM sale.

WBEB(AM) Philadelphia was purchased by Salem Communications Corp. from WEAZ Radio Inc. (Jerry Lee and David Kurtz) for \$4 million. Buyer owns 10 AM's and 9 FM's. Seller owns WBEB(FM) Philadelphia. WBEB(AM) has beautiful music format on 560 khz with 5 kw. Broker: Gary Stevens.

Cox Broadcasting bought WYSY-FM Chicago from Beasley Broadcast Group for \$9 million. WYSY-FM has AC format on 107.9 mhz with 22.5 kw and antenna 734 ft. Broker: Star Media Group.

Daniels Cablevision is asking the U.S. Court of Appeals in Washington to put a hold on implementing retransmission consent while it appeals a lower court decision upholding the rules, set to take effect Oct. 6. The Justice Department and the NAB have both filed motions opposing the request. The court is expected to answer the request by Tuesday, the day before the rules kick in.

The fifth season premiere of **The Simpsons** blew away the Thursday night competition in the 29 Nielsen metered markets. The Fox comedy averaged a 14.7 rating and 23 share at 8-8:30.

Barbara Corday, former president, Columbia Pictures Television, has been named president of New World Television, effective Oct. 18. Her responsibilities will include the company's creative affairs plus production and acquisitions.

In the Sept. 27 issue, **Alan Frio** was incorrectly identified as a *Hard Copy* anchor. Frio, former anchor for *Hard Copy*, has been 6 p.m. and 11 p.m. anchor for KXTV(TV) Sacramento, Calif., since July 1992.

Speed bump for Hundt nomination

Efforts to speed through the nomination of Reed Hundt as FCC chairman hit a snag last week. Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) hoped to poll committee members and, if there were no objections, move the nomination to the Senate floor for a vote. But it seems at least three of the committee's Republicans did not cooperate, forcing Hollings to hold a committee markup this Wednesday. Republicans are unhappy because the White House has yet to find a viable candidate for the Republican seat still open at the commission. There's not a problem with Hundt, says one Hill insider, "there's just a lot of anxiety over the fact that there's not a Republican nominee."

But a source close to Hundt says that's not the case. Instead, the source says, the Republicans merely wanted Hollings to hold a markup to try and move other legislation. Hundt's nomination is expected to be reported out of committee and approved by the Senate this week or next, the source said.

—KM

MINNEAPOLIS

Conus connection

Conus Communications plugged another big hole in its news cooperative lineup last week, signing WTXF-TV Philadelphia, the fourth-ranked market. That's the second major-market hole the news co-op has filled in recent months—earlier it signed the Chicagoland all-news channel in third-ranked Chicago. In the top five markets, San Francisco is now the co-op's missing link. Last week at the RTNDA convention it renewed the entire Hearst station group. The Conus lineup now stands at 106 stations, and the company said last week it would cap membership at 125 stations as a quality-control measure.

LOS ANGELES

Reopening 'Shade'

MTM is set to unveil the new terms for its off-network sitcom *Evening Shade* this week. According to sources familiar with the terms, the program will still be offered for cash plus one minute of barter, but stations will be asked to commit to two years instead of five. And, if the strip doesn't perform to expectations, stations have the option of playing it as a weekend (two airings) barter vehicle. Also, for incumbents that agreed to the original five-year term, if the show is a success and they want to renew, they do so at the price they originally negotiated. The show is available for fall 1994.

ORLANDO

Set-top service

Time Warner Cable's planned full-service network in Orlando is looking at new ways of handling customer service. The system will test a one-way video and two-way voice hookup that will enable viewers, via a microphone on their set-top box, to communicate with a customer service representative through their TV set.

BETHESDA

Bring on the boxes

It looks as though digital cable boxes will emerge in fourth-quarter 1994 and that roughly 80% of the nation's boxes will make the switch to digital by the end of the century, according to Discovery Networks Chairman/CEO John Hendricks. The much-talked-about 500 channels will not appear within the next six to seven years because systems will not be able to switch to all-digital until all boxes in their areas are digitally equipped.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Is this the cable vs. broadcast spot, or the broadcast vs. cable spot?"

The box revisited

The Edward R. Murrow Stamp may have been unveiled at last week's RTNDA convention, but another CBS newsman, Dan Rather, put his stamp on the gathering with a keynote address in the mold of—and with homage to—Murrow's stinging address to that same group years before.



Unveiled at the RTNDA convention in Miami: The stamp commemorating Edward R. Murrow is the first to honor a broadcast journalist. The Postal Service is printing 150 million and will issue them in January 1994.

In that 1958 speech, Murrow decried what he saw as television's movement away from serious journalism and toward being simply "wires and lights in a box."

Rather leveled similar charges, and came out with both barrels blazing. He attacked what he called the "Hollywoodization" and "showbizification" of TV news. While one such "ification" would seem sufficient to make the point, it was a point apparently well taken by the local news directors on hand, who stood as one to applaud their collective trip to the woodshed.

"We all should be ashamed of what we have and have not done, measured

against what we could do.... Our reputations have been reduced, our credibility cracked, justifiably." He criticized prime access shows as a "glut of inanities," the product of "cynicism and greed." The new mandate, he said: "Hire lookers, not writers. Do powder-puff, not probing, interviews." News as a "great instrument," he said, has been "squandered and cheapened." Other than

that, how was the play, Mrs. Lincoln?

There was much provoking food for thought in Rather's broadside, but we would be hesitant to accept it as a state-of-the-industry analysis.

The journalistic traditions embodied by Murrow—solid reporting, excellent writing, broadcast eloquence under fire and an active social conscience—are an important and worthy touchstone for today's broadcast and cable journalists, but the journalistic conventions of that past need not be the yardstick against which new forms of journalism are forever, almost by definition, found wanting.

It is not heresy to suggest, for example, as has controversial news maven Joel Cheatwood, that the news business has been too distrusting of television's visual appeal. "We're not just competing against other newscasts anymore," says Cheatwood, who has been criticized for his up-tempo approach to local news. "News viewing by obligation just doesn't exist anymore." Former WGN-TV Chicago news director Paul Davis also favors an openness to new news forms and formulas: "I have no quarrel with quality tabloid news," he said in response to a BROADCASTING & CABLE news survey (Sept. 27). Graphics and promotion have become very important...but they have to be treated journalistically.

Does that necessarily mean a choice of style over substance? We don't think so—although that easy road has been taken more than once. Does it mean style to help sell substance? Yes, honestly, realistically, it probably does.

It would be less upsetting to traditionalists if news divisions did not have to adapt to hook the MTV generation. But change they must. And while news should not be eye candy, it cannot be simply a dose of castor oil either, no matter how good it is for us.

"Let's bring all the brilliance and imagination this industry has to bear," Rather said in exhorting his audience to aim higher. We agree, with the amendment that such brilliance can be applied to both a quality product and an attractive package.

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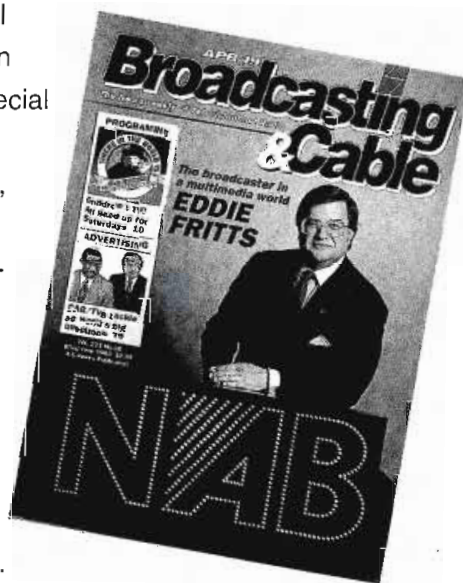
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