

123-42

OCT 18

Broadcasting & Cable

The Newsweekly of Television and Radio

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TELEVISION



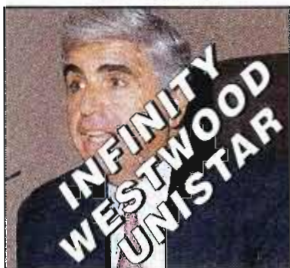
Paramount, Warner
head-to-head on
fifth network **18**

SYNDICATION



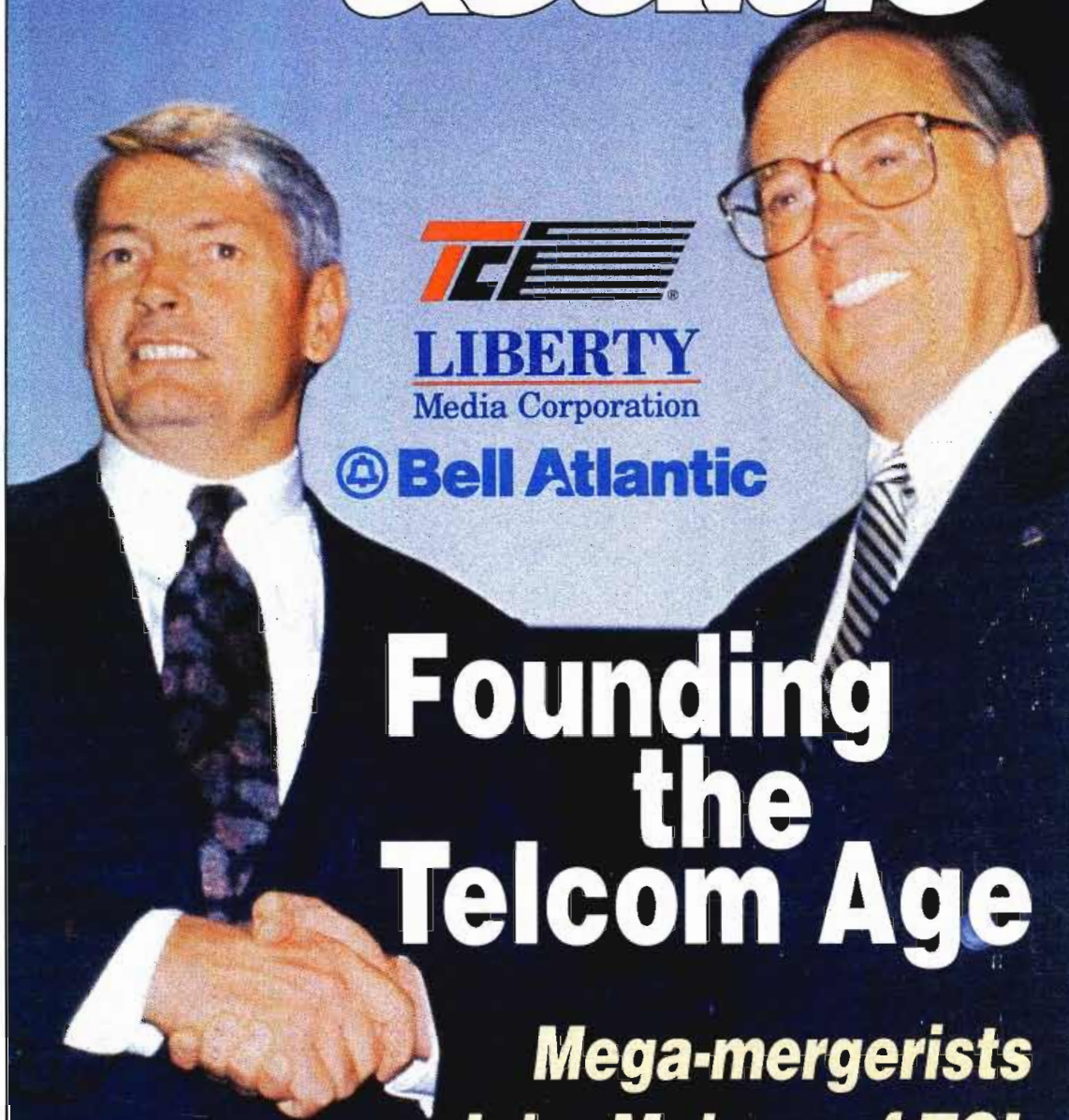
Tartikoff redux:
And MCA has him
in syndication **19**

RADIO



All together now
in radio's really
big deal **40**

Vol. 123 No. 42
63rd Year 1993 \$2.95
A Cahners Publication

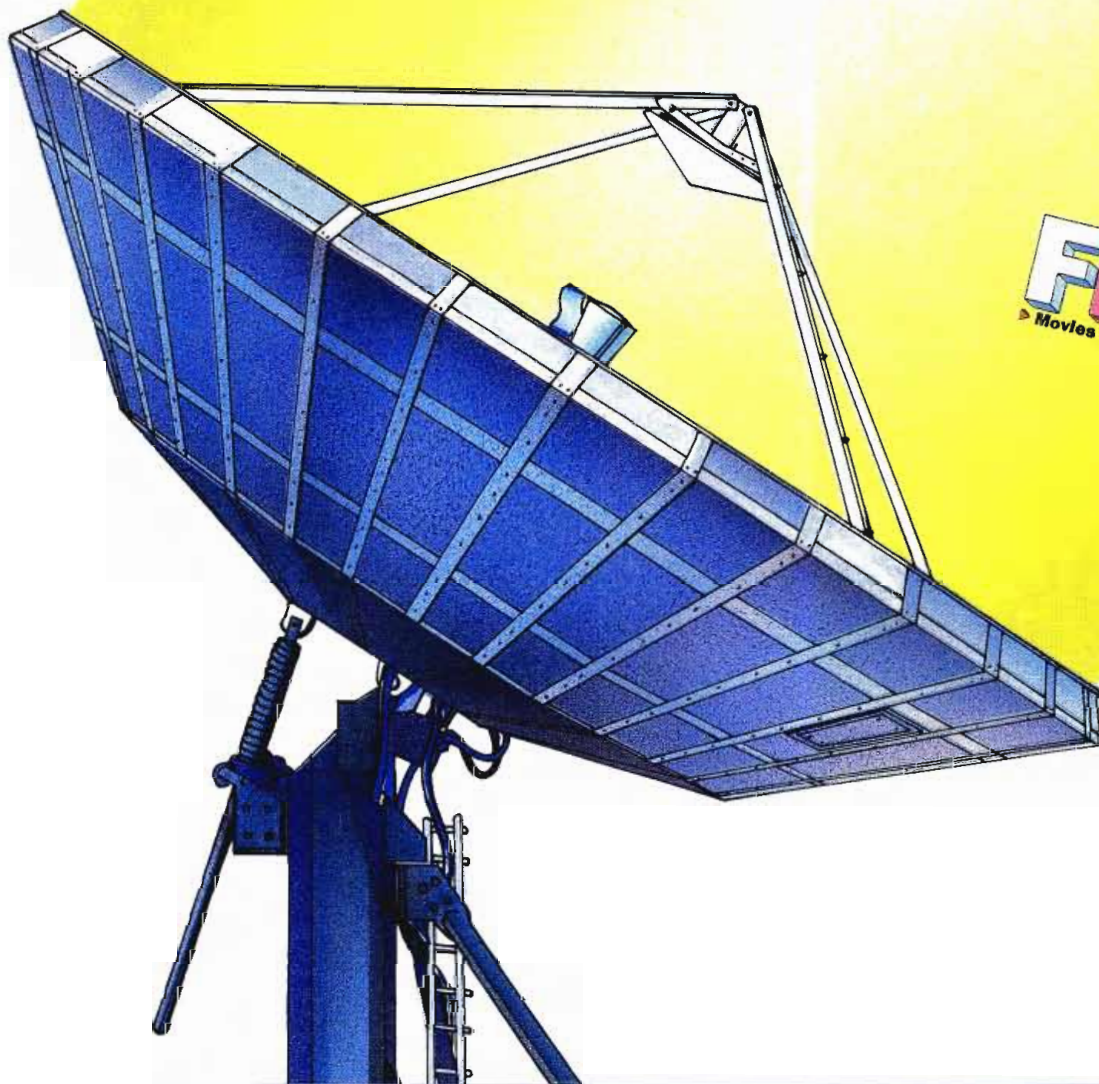


Founding the Telcom Age

**Mega-mergerists
John Malone of TCI,
Ray Smith of Bell Atlantic**

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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK



TCI President John Malone answers press questions after unveiling the multibillion-dollar merger deal. / 6

Bell Atlantic and TCI shake the world The multibillion-dollar merger of the nation's largest cable company and one of the seven huge Bell companies may promote competition, provided that Washington abolishes old rules holding the industries apart. The merger is the opening act in a new era of consolidation that will envelop cable and telephone. / **6**

- **Almost lost in the glare of the merger** is Southwestern Bell's purchase of a 22% interest in Texas-based Prime Cable. / **10**

- **The arrangement to merge** the two telecommunications giants may be the largest in U.S. history, by some estimates barely edging the vast RJR-Nabisco deal. Although it takes on TCI's old debt, Bell Atlantic has enough cash to upgrade TCI's extensive cable holdings.

The new company is a potent competitor with incredibly diverse holdings. / **11**

- **Despite some public concerns about the deal**, there are strong signs that Congress and federal regulators may allow Bell Atlantic and TCI to merge, and they may tear down old regulatory barriers. / **14**

- **The merger** was hashed out by two of the most influential men in their industries: TCI President John Malone and Bell Atlantic Chairman Ray Smith. / **15**

Race is on for fifth network After months of rumors and official denials, the race is clearly on to create a fifth broadcast network. Leading contender Warner Bros. is deep in negotiations with Tribune Broadcasting and Chris-Craft and already may have signed at least one station. Meanwhile, onetime fifth-network prospect Paramount is back in the game, trying to line up stations before Warner Bros. can close its deals. Paramount may be handicapped by its unresolved future: It's still the center of a heated acquisition battle between Viacom and QVC. / **18**

PROGRAMMING

Testing comedy on the fringe

Independent station operators Chris-Craft and Paramount aren't waiting for Warner Bros. to create the much-discussed fifth network; they're pressing ahead with new show development, agreeing to run a late fringe comedy strip called *The Newz*, produced by a new company headed by the former head of Viacom's syndication, Michael Gerber. / **22**

Beavis and Butt-Head lose their fire

While denying that the show influenced a five-year-old Ohio boy to start a fire that killed his baby sister, MTV has agreed to remove the controversial fire references from the hit cartoon *Beavis and Butt-Head*. Industry watchers suggest that MTV may have to move the show from its 7 p.m. slot to protect younger viewers. / **22**

Fox moves production in-house

Fox will take over the independent production house that produces films for the network's Monday night movies. President Rick Beiber is out, and independent producer Gary Hoffman will take over. / **23**

Documentaries flourish

The documentary is an increasingly important form of programming for cable nets, bolstered by major development plans from WTBS and Discovery. WTBS plans a 10-part series on the 20th century, scheduled to run in 1996, and Discovery plans to spend \$200 million to create 600 hours of new documentaries. / **23**

MIPCOM proves quiet

Against the background of a lackluster European broadcast market, the MIPCOM conference in France proved quiet this year. Talk revolved around fears of over-regulation, hopes for industry mergers and realignments, and speculation about the TCI-Bell Atlantic giant growing across the Atlantic. / **26**

Fighting for the Yankees

The FCC thinks migration of sports to cable isn't a problem, but don't tell that to New Yorkers, who face their sixth sports defection from the airwaves to cable. WPIX and Paramount's Madison Square Garden Network are battling over the rights for the New York Yankees, a 43-year fixture on WPIX. / **31**

"This is not a giant Sadie Hawkins dance where the RBOC's are tapping cable companies on the shoulder and saying, 'I pick you.'"—TCI COO Brendan Clouston on merger negotiations between telco and cable / **6**

OCT 18, 1993

TECHNOLOGY

CUC strikes shopping deals

CUC International, a computer-based buyers club, will test a video-on-demand shopping service on prototype broadband networks from Viacom and Time Warner. Meanwhile, Time Warner will work with Hewlett Packard to create an in-home color printer that will allow subscribers to receive brochures, coupons and color photos via cable. / **34**

CableLabs sponsors superhighway demo

As part of this year's Western Cable Show, CableLabs will sponsor a major demonstration of digital computer, cable and telephone equipment that may form the backbone of the information superhighway. This will be the first time much of the equipment has been connected and tested together. / **34**

BUSINESS

Satellite business looks good

The first public look into United Video Satellite Group reveals a thriving business built on distributing programming via satellite. The \$46.4 million in revenue is split between electronic program guides, service to backyard dishes and superstation redistribution. / **36**

RADIO

Infinity acquires Westwood One and Unistar

In a three-way stock shuffle that promises to radically reshape the radio landscape, Infinity Broadcasting has gained control of Westwood One and Unistar. The mul-



On the Cover:
Bell Atlantic Chairman Ray Smith and TCI President John Malone join to create one of the world's biggest telecommunications companies. / 6

timillion-dollar deal gives Infinity, already one of the nation's largest group owners, a pantheon of syndicated greats, including Don Imus, Howard Stern, Casey Kasem, Larry King, G. Gordon Liddy, Pat Buchanan and Bruce Williams. / **40**

Imus opens strong

Despite major lung surgery this summer, radio morning man Don Imus scored big in his first months in national syndication. His show on Unistar boosted affiliate ratings in all markets. In Washington, D.C., however, Imus wasn't able to break sports-talk station WTEM-FM out of the ratings doldrums. / **42**

WASHINGTON

Reno addresses TV violence

Attorney General Janet Reno will lead off the lineup of witnesses at yet another congressional hearing on television violence. Instead of endorsing a particular bill, Hill insiders say, Reno probably will call on the TV networks to use their power to combat violence in society. / **43**

ADVERTISING & MARKETING

KICV interacts with viewers

San Francisco independent KICV-TV is in its third year of using telephone-based interactive games to draw viewers. In the latest example, viewers can dial in to play a game connected to All



KICV lets viewers call in and play games related to its programs. / 45

American Television's *Family Feud*. Callers who correctly answer are eligible to win as much as \$10,000. / **45**

Radio promotes video

In its continuing effort to boost its profile, Comedy Central will use morning DJ's from a dozen major radio markets to draw in loyal radio listeners. The DJ's will make special appearances, filmed on location at their home stations, and will record 30-second promo spots as well. / **46**

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John Malone and Raymond Smith look confidently toward a communications future in which they believe a combined Bell Atlantic/TCI will play a pivotal role. Inset: Malone faces a barrage of questions following the merger announcement in New York.



Wired worlds tie the knot

\$30 billion-plus merger of Bell Atlantic and TCI may be largest in U.S. history; companies say it will foster telco-cable competition

By Sean Scully and Rich Brown

The merger of Bell Atlantic and Tele-Communications Inc., by some estimates the largest in U.S. history, may lead to widespread telephone and cable competition and accelerate the consolidation of the two industries.

Bell Atlantic intends eventually to offer telephone and video services over integrated broadband networks throughout TCI cable markets and its own seven-state telephone region. Both ambitions are now prohibited or heavily restricted by a maze of state and federal regulations.

If Congress relaxes those regulations as it now seems inclined to do (see story, page 14), Bell Atlantic would compete with cable systems in its telephone market and with other telcos in the TCI markets. And those

same telcos could turn around and compete with the former TCI properties for cable subscribers.

Most large cable operators and some broadcasters agree the merger will foster, not stifle, competition.

The National Association of Broadcasters, however, says the deal could well "be the nail in the coffin of all those who hoped to see competition to cable emerge."



LIBERTY
Media Corporation



The association's concern stems from Bell Atlantic's plan to spin off TCI systems within its service areas, not to independent companies, but possibly to TCI shareholders, says NAB Executive Vice President Jim May. "What we want to see is two honestly competing wires."

Not all broadcasters share the concerns. "There are two wires running into my house, and I don't see anyone coming in to pull one of them out," says Mike Finkelstein of TV station group Renaissance Communications Corp.

National Cable Television Association Chairman and TeleCable President Dick Roberts says potential competitors will not be concerned whether a communications company already has a head start in a particular market. "The lure of economic gain will over-

Ever wonder why the third
highest rated access show gets
the highest dollars per spot?

LEADING ACCESS STRIPS
NATIONAL HOUSEHOLD RATINGS

13.2

WHEEL OF FORTUNE

11.2

JEOPARDY

7.2

ENTERTAINMENT TONIGHT

6.7

INSIDE EDITION

6.0

A CURRENT AFFAIR

5.7

HARD COPY

5.3

COPS

3.0

HIGHWAY PATROL

2.0

FAMILY FEUD

SOURCE: NSS (AA RATING) Premiere to 9/26/93.

LEADING ACCESS STRIPS
NATIONAL 30-SECOND REVENUES

\$80,000

ENTERTAINMENT TONIGHT

\$65,000

WHEEL OF FORTUNE

\$55,000

JEOPARDY

\$50,000

A CURRENT AFFAIR

\$32,000

INSIDE EDITION

\$28,000

COPS

\$22,000

HARD COPY

\$15,000

HIGHWAY PATROL

\$9,000

FAMILY FEUD

SOURCE: Electronic Media, September 6, 1993.

**It has great demos.
It's advertiser-friendly.
And it has proven appeal.**

**The same three reasons why stations in
over 42% of the country have made a
two-year commitment and bought the
next generation of entertainment news.**

ENTERTAINMENT

Today, advertisers are willing to pay more for "Entertainment Tonight" than higher-rated access strips. The fact is, "E.T.'s" content has proven appeal to the ideal young demos advertisers pay more to reach. And, it hasn't had to resort to uncomfortable subject matter many large advertisers won't buy. No matter how high the rating.

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42% of the country have already committed to ENT for two years. Firm.

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And, ENT has a unique edge when it comes to covering the demographical

NEWS TELEVISION



David Nuell

appealing areas of pop culture and entertainment. It's backed by the resources of Time Inc. and Warner Bros., and headed by David Nuell, former executive producer of "Entertainment Tonight," and a veteran of over 1,880 half-hours of quality entertainment and pop culture programming. And on the East Coast, coordinating magazine involvement is former "20/20" and "Inside Edition" executive producer Ave Westin. That means 1,600

reporters, editors and researchers, and a West Coast program staff of 140 delivering solid, energetic entertainment reporting well beyond the reach of any other program in syndication history.

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Television



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come that," he says.

The next move, most agree, is for other cable and telephone companies to brace themselves for the coming competition by forging alliances.

On speculation of additional cable joint ventures and mergers, cable stocks soared last week. Cablevision saw its stock price leap from \$54 on Tuesday to \$66 on Thursday, an increase of almost 25%; Comcast went from \$34 to \$40, up almost 20%, during the same period.

In the days following the merger, there was talk of virtually every possible combination of companies. Cable companies most often mentioned as likely to pair off next were Wall Street favorites Cablevision and Comcast, Jones Intercable and Cox Cable.

"I think [telephone executives] are all feeling some pressure to be more entrepreneurial and less conservative," Brown Brothers Harriman analyst Bob Wilkes says.

In the shadow of the Bell Atlantic news, BellSouth made its first cable play—a \$100 million investment in Prime Cable, a small Austin, Tex., cable operator (see box, page 10).

The Bell Atlantic merger is by far the most telling evidence of the consolidation of cable and telco that began earlier this year when midwestern telco US West invested \$2 billion in Time Warner.

Stargazing in Virginia

Bell Atlantic Video Services, an offshoot of the main telephone company, is conducting a technical trial in northern Virginia: 72 Bell Atlantic employees are trying out Stargazer (right), a navigation system allowing subscribers to get around in the world of video on demand. The test uses a technology known as Asymmetric Digital Subscriber Lines, a method of delivering video over current voice-only telephone lines.

BAVS is already seeking FCC approval for a larger regional commercial trial next spring, involving as many as 1,300 people. Later next year BAVS plans to offer the service commercially throughout the Washington area, which has 3 million phone customers.

Bell Atlantic is also seeking approval to create fiber optic-based video dialtone systems in New Jersey and Alexandria, Va.

—SS



Last summer, Southwestern Bell bought two Washington, D.C.-area cable systems from Hauser Communications. Several telcos have participated in technical trials of various technologies with cable companies.

This may be simply the opening round of a frenzy of mergers across far-flung industries, including the so-far-neutral computer industry, and even across international boundaries. "It could be TCI, Microsoft and Bell Atlantic and, who knows, France Telecom," speculates Columbia University professor of finance and marketing Eli Noam.

One analyst says that the telecommunications business could come down to four or five major conglomerates within two or three years. With that many companies, he says, there should be enough competitive interplay to prevent the kind of two-player stagnation that has affected the cellular telephone industry.

In the new conglomerate-dominated era, some suggest that smaller cable operators may be looking to formulate an exit strategy rather than a merger strategy. "There might be some pressure, with them thinking the world will be populated by giants," says Yankee Group analyst John Aronsohn. "They might entertain bids."

Of course, the sheer size of Bell Atlantic, and whatever other conglomerates develop, can in itself be a threat to competition. Bell Atlantic and TCI will have some presence in about a third of the country, and other communications conglomerates could have nearly as much.

Still uncertain, though, is whether lawmakers will allow telephone companies to merge with systems within their own service areas. TCI and Bell Atlantic promise to spin off TCI properties serving 1.6 million homes within Bell Atlantic's service area.

Even if the Bell Atlantic deal does promote competition, it may take years for the company to create combined telephone-cable systems across the country and for other companies to set up shop in the new BA territories.

"I think for the most part, through the end of the century," says Aronsohn, "we're going to have very limited competition in most areas of the country."

BellSouth also getting into cable

Bell Atlantic and TCI are not the only companies hearing wedding bells. In a somewhat more cautious approach, BellSouth has bought a stake in Prime Management Co. that will enable yet another cable-telco team to jointly pursue advanced video delivery.

BellSouth is making its move into domestic cable by purchasing 22.5% of Prime Management, a privately held Austin, Tex.-based company that manages cable systems serving more than 500,000 U.S. households, including Houston, Chicago and Las Vegas. The deal also includes an agreement by BellSouth to contribute as much as \$250 million towards Prime's \$450 million recapitalization of Community Cable Television of Las Vegas. As part of the recapitalization, BellSouth will acquire various options to purchase all or part of Community Cable and Prime Management. The total deal could end up costing BellSouth more than \$1 billion.

The transaction marks BellSouth's first teaming with a domestic cable company, although it has had some experience in video delivery.

Klein said BellSouth has not been as involved as other RBOC's in domestic cable because the company has been focusing instead on the wireless and international markets. BellSouth's service area in the southeast continues to grow, which is not the case for other RBOC's, he said.

Community Cable has more than 203,000 cable connections and is the 14th largest system in the country. The company also owns Hospitality Network, which serves more than 70,000 hotel rooms nationally with in-room programming and other interactive TV services.

—RB

A mammoth deal with many parts

Merger would value TCI/Liberty's cable systems at roughly \$2,000 per sub

By Geoffrey Foisie

The final value of the money/assets changing hands in the Bell Atlantic acquisition of TCI depends on what is ultimately bought, what is spun off and when all that takes place. Bell Atlantic is using a range of \$30 billion-\$32 billion, which could make it the largest corporate combo in U.S. history, just edging out the 1989 RJR/Nabisco merger.

What is certain is that Bell Atlantic first will acquire the part of TCI/Liberty that is easiest to get approved and is, perhaps, strategically the most important—U.S. cable systems and interests in systems abroad.

Even though that first-stage acquisition would double Bell Atlantic's debt, the merged telco/cable giant would still, according to Standard & Poor's, have a cash flow of more than four times its interest charge.

Bell Atlantic will assume TCI's debt and issue stock, valuing the TCI systems at roughly \$2,000 per subscriber. TCI's wholly owned systems combined with Liberty's share of part-

ly owned systems totals 11.6 million subs nationwide. If the 1.6 million subs in BA's service area must be spun off, that leaves 10 million subs.

Ray Katz of Lehman Brothers estimates that TCI in 1993 will average \$33.21 in monthly revenue per subscriber, with a 44.3% cash-flow margin producing \$176.35 in annual cash flow per subscriber. That means the systems to be acquired by BA produce roughly \$1.7 billion in annual cash flow, which for purposes of the merger is being defined as earnings with interest, taxes and depreciation and amortization added back (EBITDA).

BA has agreed to pay 11.75 times

the U.S. systems' actual cash flow, which will be calculated at the closing date by "annualizing" EBITDA for the preceding quarter.

Using the present estimates, the total purchase price for the U.S. cable systems works out to roughly \$20.7 billion (or just over \$2,000 per sub). Add at least another \$1 billion for the international assets, tax credits and minority ownership of other cable systems, such as United Artists and Heritage Telewest systems, and you have a minimum \$22 billion purchase.

As far as TCI is concerned, that acquisition will take place even if the judicial ruling allowing BA into the video business is overturned.

The price to buy those systems has two components: the assumption of \$9.6 billion in TCI debt combined with enough class "B" Bell Atlantic shares going to TCI shareholders to meet the 11.75-times-cash-flow hurdle (excluding the non-U.S. cable systems already discussed). That newly created stock will not pay dividends for five years, after which it effectively be-



The new Bell Atlantic

Combined Revenue (based on 1992):

- \$16.358 billion: \$3.6 billion (TCI); \$12.6 billion (Bell Atlantic); \$158 million (Liberty).

Cable Systems:

- 8.8 million subscribers outside Bell Atlantic service area (TCI).
- 1.7 million subscribers in Bell Atlantic service area* (TCI).
- Partial interest in Lenfest Communications, Columbia International, TKR Cable, U.S. Cable, and Garden State Cable—2.9 million subscribers total* (Liberty).

Program Holdings:

- Discovery 49%, Reiss Media 41%, QVC 27%, Heritage Media Interactive Network 15%, Turner Broadcasting (including TBS, CNN, TNT, Cartoon Network) 22% (TCI).
- Regional Sports—28 million subscribers (Liberty).
- AMC 50%, HSN 41.5%, QVC 21.6%, Black Entertainment Television 17.5%, Court TV 33%, Encore 90%, Family Channel 15.6%, X-Press (TCI).

Telephone:

- 11.5 million subscribers for 18 million access lines in

six eastern states and Washington, D.C.—revenue of \$11 billion (Bell Atlantic).

- New Zealand Telecom, STET (Italy), Czech and Slovak Republics (Bell Atlantic).

- TeleWest UK (with US West), Teleport (alternative access telephone service in 11 U.S. cities) 30% (TCI).

Cellular:

- One million subscribers in six states, Washington, D.C., and Boston (Bell Atlantic).
- Mexico Cellular (Bell Atlantic).
- Bell Atlantic Paging (Bell Atlantic).

Other:

- Directory services (with \$1.66 billion in revenue) (Bell Atlantic).
- Bell Atlantic Business Systems, Bell Atlantic Software Systems, Bell Atlantic Health Care Systems, Bell Atlantic Teleproducts (Bell Atlantic).

**Bell Atlantic and TCI have promised to spin off cable holdings in Bell Atlantic's service area. This includes about 1.7 million TCI subscribers and could affect 1 million subscribers in cable systems partially owned by Liberty Media.*

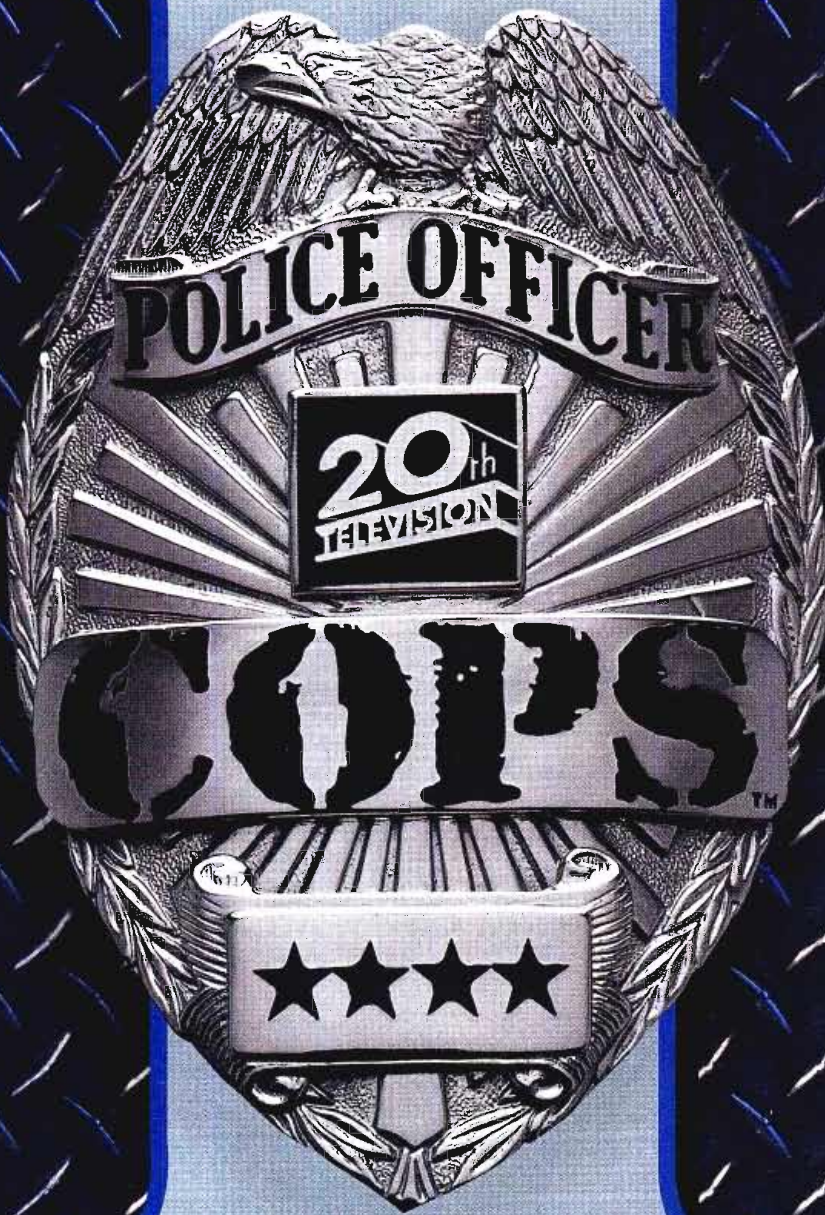
Sources: Bell Atlantic, TCI, The Yankee Group

THE #1 NEW SYNDICATED PROGRAM

#

IN HOUSEHOLDS

- AMONG WOMEN 18-34
- AMONG WOMEN 18-49
- AMONG WOMEN 25-54
- AMONG MEN 18-34
- AMONG MEN 18-49
- AMONG MEN 25-54



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NEW YORK
7:00 PM



BEATS

HARD COPY,
MARRIED...WITH CHILDREN

KTTV
LOS ANGELES
6:30 PM



BEATS

CBS NEWS, NBC NEWS,
FAMILY MATTERS, COSBY

WCAU
PHILADELPHIA
7:00 PM



BEATS

ROSEANNE,
MARRIED...WITH CHILDREN,
STAR TREK: THE NEXT GENERATION

KCPQ
SEATTLE
7:30 PM



BEATS

HARD COPY, AMERICAN JOURNAL,
CHEERS, MONTEL WILLIAMS SHOW,
STAR TREK: THE NEXT GENERATION

WTOG
TAMPA
7:00 PM



BEATS

FAMILY MATTERS,
MARRIED...WITH CHILDREN

KCRA
SACRAMENTO
7:30 PM



BEATS

ENTERTAINMENT TONIGHT,
AMERICAN JOURNAL

KOIN
PORTLAND
6:30 PM



BEATS

COACH, EMPTY NEST,
GOOD EVENING

comes indistinguishable from Bell's dividend-paying class "A" stock.

The progression of events could take place as follows:

- Following regulatory approval—antitrust, FCC, local cable authorities and others—TCI and Bell Atlantic shareholders would approve the transaction. Sometime during that period Liberty and TCI would merge.

- Immediately following shareholder approval, TCI/Liberty would merge the assets already cleared by regulators—the U.S. and international cable systems—for Bell Atlantic stock as described above.

- Bell Atlantic would then strike a deal with the remaining part of TCI/Liberty whose assets still awaited regulatory clearance. The remaining assets, relatively debt-free, are expected to include TCI/Liberty programming interests, cable systems in BA's service area and TCI's interest in Teleport.

Bell Atlantic would buy a 5% note in the remaining TCI/Liberty for \$1 billion, which sometime in the following eight years would be used to purchase 19.9% of the unacquired company, assuming regulatory clearances had been obtained. It could, during the same time, purchase the remaining 80.1% of the unacquired company, again using class "B" stock.

- Even before the last step, the enlarged Bell Atlantic and the remaining TCI/Liberty would establish a joint venture to develop multimedia content and a national digital server.

- Assets for which regulatory approval could not be obtained would be sold or spun off to shareholders. ■

Bell/TCI reverberates in D.C.

Insiders don't see strong Washington opposition

By Kim McAvoy

The news of the Bell Atlantic-TCI merger hit Washington like an early morning wake-up call.

Policymakers have been talking about opening up local cable and telephone monopolies to competition. Now faced with the merger of the country's largest telephone and cable companies, they may be forced to turn that talk into action.

Lawmakers and regulators also will scrutinize the merger in light of the antitrust laws. But Washington insiders don't think the government will stand in the way.

If the merger is consummated, Bell Atlantic intends to provide telephone competition in the TCI cable markets. And the telephone companies in those markets will want to provide Bell Atlantic with some video competition.

For all that competition to materialize, Congress must pre-empt local and

state barriers to local telephone competition and relax its own prohibition against telcos providing video in their telephone service areas.

"Ameritech needs to be able to respond to Bell Atlantic-TCI in Chicago," says one FCC official. "US West needs to be able to respond to Bell Atlantic-TCI in Denver."

Even before the pending deal, momentum toward federal pre-emption and telco entry into in-region video was evident. The telephone, cable and broadcast lobbies all support telco entry, although disagreements remain about the terms of the entry.

Senators Daniel Inouye (D-Hawaii) and John Danforth (R-Mo.) have introduced telco-cable legislation, and House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is working on a companion piece.

The Clinton administration also is expected to weigh in with legislative recommendations aimed at opening local telephone and cable "monopolies" to competition. The administration has not said when those recommendations would be released.

"I don't see any substantial hurdles in the federal jurisdiction to the merger," says one telecommunications consultant. "The most formidable hurdle," he says, will be at the local level, where Bell Atlantic and TCI



Paramount watch: much action, little change

At the end of the week there were still two bidders for Paramount. On the one hand was Viacom and its unchanged merger agreement with the target company; on the other, QVC and Comcast and Liberty and TCI and, now, Bell Atlantic. There were also reports that QVC was still looking to line up other financial backers, such as Cox Enterprises.

By last Monday, the Paramount board had already accepted the letters of commitment that QVC had obtained from investors and lenders backing its bid. The board decided to begin "informal discussions" with the home shopping company. The purpose of such talks, said the board, would be "to evaluate various aspects of [QVC's] proposal, including any regulatory restraints, the value of QVC stock and the

certainty and time frame of the transaction being consummated."

It is perhaps in the regulatory area where last week's Bell Atlantic/TCI merger may complicate matters the most. Although no one, aside from Viacom and Paramount, initially had expected QVC's bid to be rejected on antitrust grounds, the presence of Bell Atlantic in QVC's financial picture could increase those odds.

Last week Viacom issued another broadside, saying that TCI's domination of the cable industry was "virtually unlimited" even before any combination with Bell Atlantic. The proposed telephone company acquisition could provide more fuel for Viacom's antitrust lawsuit against TCI, Liberty, QVC and several other companies.

—GF

will have to renegotiate every franchise agreement.

"Nobody has the stomach to stop this thing," says one cable lobbyist.

Most read Vice President Al Gore's statement on the deal as supportive. "Formal reviews" will determine whether the deal is "pro-competitive and fosters the development of an open, interactive information infrastructure," Gore said.

The administration is "not disagreeing with what's going on," says telco

lobbyist Ward White.

It did not sound as if Senator Ernest Hollings (D-S.C.), who controls communications legislation in the Senate, was preparing to block the deal. "His general philosophy is that these are business deals, and if there are no antitrust violations, then the government should not intrude," said an aide.

Nonetheless, some lawmakers wonder whether the merger will indeed produce competition. Markey and

Senate Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio) have called for hearings. Markey also asked the FCC to "assess the potential technological and market bottlenecks created by mergers, acquisitions and alliances among cable, telephone and computer companies."

The deal also will have to pass anti-trust muster. Deputy Attorney General Phil Heymann told BROADCASTING & CABLE that Justice will "certainly be taking a look" at the deal. ■

Two leaders for one new company

By Geoffrey Foisie

Along with financial details and legal deadlines, every corporate combination usually has an element of "spin." The controversy being spun is whether the deal is a merger or an acquisition and how the respective officers of each company will fare in the combined entity.

The proposed letter of intent between TCI and Bell Atlantic has prompted the same questions. How long, for instance, will a smooth working relationship exist between Bell Atlantic CEO Raymond Smith

and TCI/Liberty head John Malone. Said one securities analyst: "I have trouble visualizing Malone working for anyone, he has been king of an industry for so long."

Several people commented that Malone looked less the victor than the vanquished at last Wednesday's press conference. In fact, Bell Atlantic will be the dominant party. Its name is expected to be the surviving one, and the telephone company will have 10 of the board's 15 seats.

No one has suggested that John Malone, who would be vice chairman of the combined companies, would be relegated to anything less than an important role. Other TCI/Liberty executives are expected to survive and prosper as well, both because Bell Atlantic and TCI/Liberty aren't currently in the same business or territories and because TCI/Liberty has a relatively small corporate staff to be absorbed.

In response to the question of why he was willing to accept the number two slot, Malone replied: "For the kind of company we are forming...he [Smith] could do a far better job running it than I could. I like to create and invent things, and this is a wonderful and fertile platform to create new assets." Bob Thomson, TCI senior

vice president, added that "John said he would help with the dealmaking—if there is dealmaking to be done—and help with strategic planning."

If nothing else, the merger would continue to increase Malone's exponentially growing wealth. Various estimates have placed the value of the Bell Atlantic stock he would receive at just over \$1 billion, or roughly 20 times the value of his TCI stock only several years ago.

Although both his stake and that of TCI Chairman Bob Magness would be larger than Smith's, neither would have a controlling position, either alone or combined. ■



John C. Malone—President/CEO, Tele-Communications Inc.; chairman of the board, Liberty Media Corp.; b. March 7, 1941, Milford, Conn.; BS, electrical engineering/economics, Yale University, 1963; MS, industrial management, Johns Hopkins University, 1964; MS, electrical engineering, New York University, 1965; Ph.D., operations research, Johns Hopkins University, 1967; economic planning, R&D, Bell Telephone Laboratories/AT&T, 1963-68; management consultant, McKinsey & Co., 1968-70; group VP, General Instrument Corp., and president, Jerrold Electronics, 1970-73; director, National Cable Television Association, 1974-77; treasurer, NCTA, 1977-78; director, NCTA, 1980 to present; m. Leslie Ann Evans, Sept. 7, 1963; children: Tracy, 26, Evan, 23.



Raymond W. Smith—Chairman/CEO, Bell Atlantic Corp.; b. Sept. 24, 1937, Pittsburgh; BS, industrial engineering, 1959, BS, electrical engineering, 1960, both Carnegie-Mellon University; MBA, University of Pittsburgh, 1967; various positions, Bell of Pennsylvania (BOP), 1959-74; public information, Bell of Pennsylvania and Diamond State Telephone (DST), 1974-81; general manager, BOP/DST, 1977; VP-regulatory, BOP/DST, 1981; president/CEO, BOP/DST, 1983; vice chair, Bell Atlantic Corp. (BAC), 1985; president/COO, BAC, 1988; president/CEO, BAC, January 1989; current position since July 1989; divorced; 4 children.

Look Who's

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Program	Growth Over Lead-In	
	NSI	ARB
FAMILY MATTERS	+12%	+17%
Coach	- 3%	- 8%
Empty Nest	- 6%	- 3%
Ricki Lake	-15%	-12%
American Journal	-17%	-12%
Bertice Berry	-31%	-28%
Les Brown	-36%	-32%

SOURCE: NSI/ARB Rating M-F Primary airings, combined Weighted Average, premiere to 10/1/93



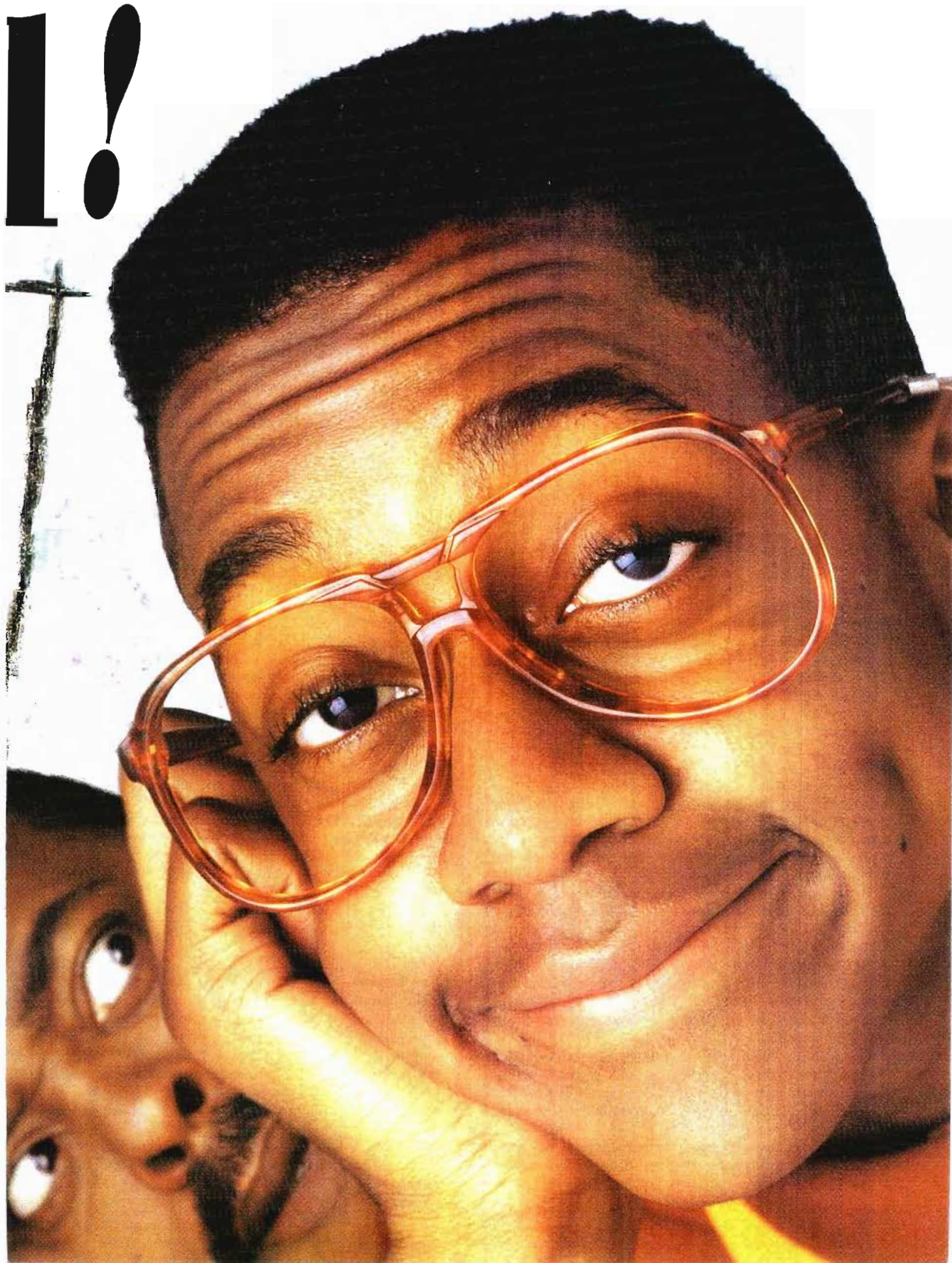
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1!



Who will be first with a fifth network?

Warner Bros., with Kellner at the helm...

Warner Bros. has signed up at least one TV station for its fifth network and is said to be close to a deal with Tribune Broadcasting.

But network affiliation may come at a price. A Warner Bros. proposal being floated would require broadcasters who sell their stations after being affiliated with the network to give Warner Bros. a cut.

Warner Bros. figures that stations affiliated with their network—which likely will be headed by former Fox chief Jamie Kellner—will see their value grow. That being the case, if a broadcaster realizes profit from that association, Warner Bros., according to industry sources, wants to share the wealth to the tune of 30%-40%.

The studio also may ask stations for an upfront cash commitment before going ahead with the network. One group owner pitched by Warner Bros. says that the concept needs clarification: "Is it a percentage of added value from Warner Bros.' programed dayparts or the total license value?"

Eventually, Warner Bros. plans to provide programing for daytime (kids), early fringe and late night as well as prime time, potential affiliates say.

Perhaps to encourage station acceptance of this proposal, Warner Bros. also has told interested broadcasters that the studio will not buy TV stations in markets where it has affiliates. "There is a lot of profit in the network business at the owned-station level" (which Warner Bros. lacks). "They're promising not to go in and buy stations, and in return they want a piece of the upside in the stations.... That is a pretty easy thing," says one industry observer.

While Warner Bros.' offer not to buy stations in affiliate markets may ease concerns, buying stations in major markets would be virtually impossible for Time Warner anyway until restrictions prohibiting ownership of TV stations and cable systems are relaxed.

Renaissance Communications is said to have signed on to the network for its WDTN(TV) Miami. Renaissance's decision to take the network there could be seen as a preemptive strike to keep Warner Bros. from making a deal with the other independent station in Miami, WBFS-TV, the combined broadcasting station.

If Tribune signs, Warner Bros. would suddenly have affiliates in New York, Los Angeles, Chicago and Philadelphia—the top four markets. Many have speculated that Tribune, which carries baseball on those four stations, would be reluctant to commit to a new network. But those contracts, for the most part, run out in five years, which is when the network likely would be at full speed. Tribune could also keep baseball but limit it to weekends and one or two weeknights.

Chris-Craft, which also owns eight stations, including WWOR-TV New York; KCOP(TV) Los Angeles and KBHK-TV San Francisco, is also talking with Warner. If Tribune and Chris-Craft both sign on, their stations would give the new network 13 of the top 20 markets.

Tribune executives could not be reached for comment by press time last Friday, and Warner Bros. executives declined to comment.

or Paramount with a 'Star Trek' base?

Not wanting to be left behind by Warner Bros. in the race to establish a fifth network, Paramount Communications has initiated talks with TV stations about its own network plans.

According to station sources, Steve Goldman, president, Paramount Domestic Television, is pushing a third *Star Trek* series as a likely launchpad for the network.

A Paramount spokesman "absolutely decline[d]" comment.

Some station executives wonder how seriously they should take Paramount's pitch. With Viacom's Sumner Redstone and QVC's Barry Diller battling to buy the studio, today's plans could be out the window tomorrow.

But with Warner Bros. already lining up possible affiliates and in deep talks with major-market TV station owners Tribune and Chris-Craft, Paramount probably does not want to see the chance for a fifth network slip by without at least testing the waters.

Ironically, Paramount's TV station group was one of the group owners Warner Bros. initially pitched for its network. Paramount already has a strong relationship with Chris-Craft, which carries the *Star Trek* shows on most of its eight stations.

If Paramount does go network, it also would have to drop the Fox affiliation from three of its stations, but Paramount probably is still upset with Fox for pulling its affiliation from WTXF(TV) Philadelphia to buy WGBS-TV there.

Still, with Warner Bros. seemingly headed for a good start for its network, some stations wonder whether Paramount waited too long to enter the fray.

"Paramount does not seem sure if they want in to this business; Warner Bros. is much further down the road. Paramount is trying to plant the seed," says one operator.

While the *Star Trek* franchise is seen as a solid base for a network, Paramount's contracts with stations for *Star Trek: The Next Generation* and *Deep Space Nine* run, in some cases, through 1997 to 1999. Although this is supposed to be the last season for *TNG*, there have been hints that the show may return. Unclear is whether stations carrying those shows have an option on any future *Star Trek* series. But, since many of the stations that carry the shows outside of the top markets are Fox affiliates, they may be unable to accommodate more programing and would let an option go.

Then there is the ownership question. While one could argue that whoever gets Paramount will want to use its stations and resources to launch a fifth network, the plans of Viacom and QVC are probably not interchangeable.

For example, if QVC acquires Paramount and Home Shopping and—through an option held by QVC partner Liberty Media—the 12 Silver King TV stations that reach 18.6% of the country, either some of those, or some of Paramount's seven TV stations reaching about 5% of the country, would have to be spun off. Some observers speculate that QVC's Diller would sell the Paramount stations to Disney, which could then use those stations for its own network.

—Joe Flint

Tartikoff's back, and MCA's got him

Former NBC and Paramount chief to produce fall 1994 late-night ensemble comedy strip for syndication

By Mike Freeman

MCA TV executives wanted a bankable producer to launch a fall 1994 syndicated comedy strip into the hotly contested late-night daypart, so the "first call" to produce *Last Call* went to former NBC Entertainment and Paramount Pictures Chairman Brandon Tartikoff.

MCA TV's entry is not the only recent move into the daypart. The Chris-Craft/United Television and Paramount Stations Group have made a preliminary pilot commitment to *The Newz*, a topic-driven comedy strip being developed by former Viacom Enterprises executive Michael Gerber (see story, page 22). MCA-Universal Television Executive Vice President Ned Nalle describes the show as an ensemble comedy that is "topically driven" by current events and issues.

"It will be something that will help stations differentiate themselves in late night," Nalle says.

"[*Last Call*] is designed to have material that people will talk about the next day at work around the water cooler."

The idea for the series, he says, came from Universal development executives, who decided last July to approach Tartikoff with a proposal to produce the strip. Tartikoff formed Moving Target Productions last year and has been developing programming locally out of New Orleans.

Tartikoff was unreachable for comment at deadline. However, he said in a statement: "With the eclectic backgrounds of our *Last Call* regulars, I'm hoping we can create a late-night ensemble show that can achieve some of the excitement that ensemble dramas accomplished in prime time during my tenure at NBC."

One industry insider suggested that Tartikoff is looking to create a "cross between [ABC's] *Nightline* and [NBC's] *Saturday Night Live*."

Nalle says the series also is being developed for prime access, but given the fact that MCA TV currently has no



Tartikoff to produce 'Last Call'

other series in the daypart to use as leverage, *Last Call* will be marketed primarily as a late fringe lead-out from local newscasts and *Nightline*.

"[*Last Call*] represents one of the best opportunities for stations to have a unique and differentiated product from what the three networks are programming with talk shows, which are all basically the same formats," according to Nalle.

John von Soosten, vice president and director of programming for New York-based rep firm Katz Communications, agrees that stations still have a demand for "viable, alternative late-night programming," but often expect to have the "next *Mary Hartman, Mary Hartman*."

"As long as ABC doesn't program after *Nightline*, there could be an opportunity for the show to get placed with affiliates," von Soosten says. "I think Tartikoff's name will get people in the door."

"Brandon has had a tremendous track record in late night as well as prime time. Certainly his name value only helps, not hurts, but it will be the strength of the pilot that sells the show." (MCA TV's most recent late-night comedy effort, *My Talk Show*, was canceled near the end of the 1991-92 season because of lackluster ratings.)

Nalle says a pilot will be produced in time for the NATPE convention in January.

Nalle did not have details of the marketing plan, but it has been speculated that MCA may try to sell *Last Call* as a cash-plus-barter strip, particularly if the studio goes after prime access time periods. ■

ET/TV Guide join up

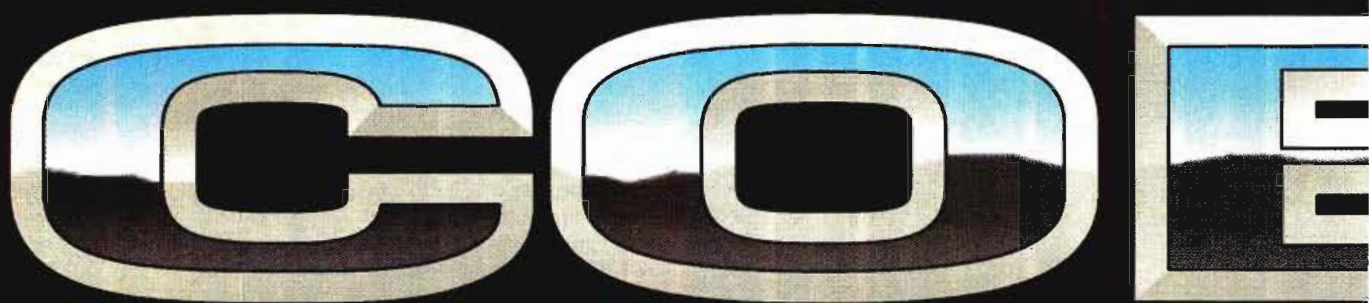
Paramount Domestic Television has linked up with the country's largest-circulation magazine, *TV Guide*. The move is seen by industry watchers as one of many salvos Paramount is expected to fire at Warner Bros. fall 1994 entertainment magazine project, *ENT*. Under the new alliance, News Corp.-owned *TV Guide* will regularly supply public opinion polls on various television-related topics to *Entertainment Tonight*. Jim Van Mesel, executive producer of *ET*, did not dismiss the possibility of a future arrangement with *TV Guide* whereby "both of us could break stories at the same time, if the opportunity presents itself." He did dismiss suggestions of a pre-emptive strike against *ENT*, saying that he began discussing a cooperative arrangement with *TV Guide*'s editor-in-chief, Anthea Disney, more than a year ago.

—MF

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LOS ANGELES	+75%
PHILADELPHIA	+40%
SAN FRANCISCO	+25%
DALLAS	+40%
HOUSTON	+29%
MIAMI	+33%
DENVER	+69%
ATLANTA	+20%
MILWAUKEE	+100%



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Chris-Craft, Paramount get 'The Newz'

Station groups give pilot commitment for potential late-night, news-based comedy strip from new production company co-created by former Viacom syndication executive Michael Gerber

By Mike Freeman

Chris-Craft/United Television and Paramount Stations Group may both have been courted to anchor a Warner Bros. fifth network, but that hasn't stopped them from looking at development projects from independent producers.

Palm Beach, Fla.-based CEI Partners, headed by former Viacom Enterprises syndication executive Michael Gerber, has received a pilot commitment from the Chris-Craft and Paramount station groups for a late-fringe comedy strip, *The Newz*. If they like what they see—the pilot is slated for delivery early next month—Gerber hopes to launch the potential fall 1994 series as counterprogramming to the talk shows.

The Newz, according to Gerber, will be tying in with the writing staff of *The Harvard Lampoon* to produce a satiric look at current news events.

Gerber says that the series will feature a host and co-host in a "Today Show-style format," which will allow an ensemble cast of comedians to stage remote skits and sketch comedy.

production and a site (Orlando or Los Angeles) has yet to be chosen for the production, Gerber says that he's unable to estimate what the per-episode budget will be.

The Newz

Another segment will showcase up-and-coming rock 'n' roll musical acts.

Day-and-date production, Gerber says, is "cost prohibitive," but he adds that the strip will be produced less than three weeks prior to broadcast air and will concentrate on spoofing "less time-sensitive" topics. Because the pilot is still in pre-

By using the Chris-Craft/United and Paramount stations—whose combined coverage accounts for more than 30% of the U.S.—as a springboard to a national syndication launch, CEI hopes to pitch *The Newz* to ABC affiliates as a lead-out from *Nightline*, or to others as a lead-out from late-night network and syndicated talk shows. ■

MTV fights fire with no fire

'Beavis and Butt-Head' to be amended in wake of complaints

By Joe Flint

MTV has taken the fire—literally—out of its off-beat cartoon show, *Beavis and Butt-Head*. It has promised to remove all references to fire after a five-year-old boy in Moraine, Ohio, set a blaze that killed his two-year-old sister.

According to the boy's mother, the child started playing with matches and lighters after watching the animated series. In many episodes, juvenile delinquents Beavis and Butt-Head either talk about fire (something of a mantra for Beavis) or play with lighters and aerosol cans to create a blowtorch.

"What happened in Moraine was a tragedy. While we do not believe the *Beavis and Butt-Head* cartoon was responsible, we feel the steps we are taking are the proper ones," MTV said in a statement.

MTV runs *Beavis and Butt-Head* at 7 p.m. and 11 p.m., and some industry observers and cable operators have suggested that the network drop the early showing to cut down on the number of children watching.

"A time change is one option they have to look at," says one cable operator. Post-Newsweek cable executive Harvey Boyd says that "moving it to 11 p.m. would be a first step."

An MTV spokesperson said the network was sticking with its current statement and did not say whether dropping the early show was under consideration.

The Moraine incident is not the first controversy surrounding *Beavis and Butt-Head*. Occasionally, the show's characters are somewhat cruel to animals, and there have been reports of children imitating the se-

ries in that regard as well.

Although MTV accepts no blame for the fire, it said that "nevertheless, we have decided to bend over backward as responsible programmers. We have reformulated the series in the past, and will continue to do so."

Since making its debut last year, *Beavis and Butt-Head* has become a cult classic. David Letterman often refers to the cartoon on his late-night show, and the characters have been on recent covers of *Rolling Stone* and *Newsweek*.

Beavis and Butt-Head also has turned into a marketing bonanza for MTV, with products such as T-shirts and key chains.

But there has been much negative publicity. Some cable operators say they don't like the show and want it gone. "It's really distasteful," says

one medium-size operator, who adds that "our contract with MTV is up at the end of the year, and that will allow us to express our serious problems with the show."

Last Friday, *Beavis and Butt-Head* creator Mike Judge abruptly dropped a scheduled appearance on *Letterman* only two days after the Moraine fire. MTV apparently asked Judge to cancel the appearance in the wake of the new controversy and the subsequent press scrutiny.

Judge could not be reached for comment about MTV's plans to "reformulate" the show.

MTV, wary of the growing controversy, also postponed a heavily publicized episode in which *Beavis and Butt-Head* attend one of President Clinton's town meetings. ■

Fox moves made-for unit in-house

Gary Hoffman to oversee original movies, miniseries

By Steve Coe

Fox's independent production unit, Fox West Pictures, is moving in-house.

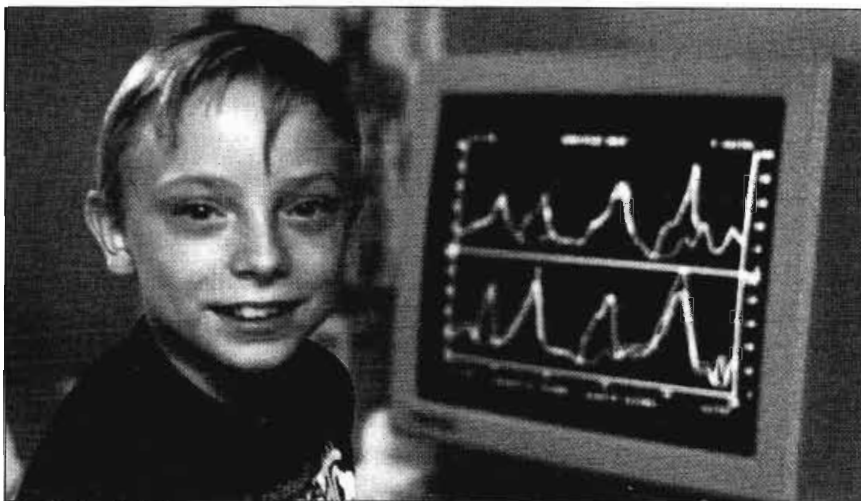
Rick Bieber, president of Fox West, which supplies made-for-TV movies to *Fox Night at the Movies*, will leave the post to pursue independent production. The network will absorb Fox West, naming independent producer Gary Hoffman to the post of senior vice president, made-for-television movies and miniseries.

Hoffman will report directly to Sandy Grushow, president, Fox Entertainment. By integrating Fox West into the network, Fox now has a long-form alignment similar to the other networks. "Bringing our movie division in-house, rather than maintaining a separate unit devoted to production, makes it easier to acquire movies and miniseries from a variety of sources," said Grushow.

Bieber, president of Fox West since March 1992, leaves with a multiple-picture commitment from Fox. He also will continue to supervise several made-fors already in production. ■

What's up? Docs on cable

Discovery, WTBS expand documentary efforts



Biofeedback helps cerebral palsy patient in 'The Heart of Healing.'

By Rich Brown

The growing category of documentaries on cable is growing again, with additional projects from The Discovery Channel and superstation WTBS.

WTBS has unveiled plans for an ambitious new documentary project, *Century*, a 10-part series about the 20th century that will debut on the channel in 1996. So far, six high-profile filmmakers have signed on to produce segments: Philip Kaufman (*Rising Sun*); Ron Shelton (*Bull Durham*); David Puttnam (*Chariots of Fire*); Paul Verhoeven (*Basic Instinct*); Jeremiah Chechik (*Benny and Joon*), and Paul Schrader (*American Gigolo*), who will direct an episode produced by Francis Ford Coppola's American Zoetrope. At least four more filmmakers will be signed to produce.

Documentaries are important to TBS Productions in part because they usually sell well overseas and tend to have an evergreen quality, says Pat Mitchell, senior vice president of the division. More than 30 hours of multi-part documentaries will air on WTBS in 1993 and 1994; next up is *The Heart of Healing* (Oct. 26-28), a six-hour look at healing.

Meanwhile, during the next four years The Discovery Channel's original production unit plans to invest \$200 million beyond its normal programming budget to create another 600

hours of documentaries. Discovery Chairman and CEO John Hendricks says the company is looking to build its own documentary library because most nonfiction libraries are locked up by nonprofit institutions and government institutions and are not for sale.

New projects unveiled by Discovery last week include *Gift of the Nile*, a two-hour documentary about the world's longest river, produced by the network in association with McKinnon Films Ltd. and scheduled to debut on the cable channel in fourth quarter 1995; *Savage Paradise*, a two-hour special on Africa's big cats, produced by animal watcher Hugo van Lawick and set to debut in third quarter 1995, and *Shuttle*, a two-hour documentary about the space shuttle produced for Discovery by Australia-based Beyond Productions Ltd., set to debut in fourth quarter 1994.

Among other cable networks prolific in the documentary arena, Arts & Entertainment Network continues to offer a full lineup of programming including such series as *Biography*, *The Real West*, *Time Machine*, *Civil War Journal*, *American Justice*, *Our Century*, *Investigative Reports* and *Ancient Mysteries*. Documentary specials on the channel include the upcoming six-part series *Dogs* (Dec. 5-9) and the just-announced six-parter *The American Revolution*, set to debut in the second half of 1994. ■

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Subdued selling at MIPCOM market

NBC unveils T-NBC teen programing; HBO, Canal+ launch Turkish venture

By Meredith Amdur
and Peter Checketts

Although the sun was hard to find in the south of France, trade winds continued to blow steadily, if somewhat subdued, for programmers making the rounds at last week's annual MIPCOM market in Cannes.

The tone may reflect a less-than-booming European market, with many new channels in Germany and Italy enduring financial hardship.

The TCI-Bell Atlantic announcement, delivered to the convention last Wednesday via CNNI over early morning coffee, topped a market featuring more strategic dealmaking than ground-breaking deals.

If the scuttlebutt of the week is true, the European market will likely witness a winter of mergers and realignment among many of its emerging pay and new commercial services. Asia, with its regulatory hurdles, cultural diversity and massive consumer potential, was also atop the strategic programming agenda.

The kids demo was high on the shopping lists of buyers, as licensed merchandise played a larger role in European distribution ventures. New World International President/CEO Jim McNamara says he is prepared to spend big money for big multimedia returns. The company's latest project, a new animated series, *The Spectacular Spider Man*, cost about \$35 million and, without presales, will depend on strong international return.

The show, scheduled for a fall 1994 U.S. debut on Fox, will get an 11 a.m. weekend time slot in Germany, where the company closed a 65-episode deal with RTL. "There has been an explosion in the value of animation in recent years," says McNamara, who anticipates higher prices for higher values on the international market. In the face of much talk of a coming digital age, international distributors maintain it is still business as usual. "Every five-to-10 years, a wave of technology comes that expands the value of software," says Jules Haimovitz, president/CEO of ITC Entertainment.

"Despite all the new technology, things won't be so brave-new-world-

ish that the programming business will fundamentally change overnight," McNamara says.

As for the roller coaster of international license fees, sellers agreed that competition in Spain and other newer markets is driving prices up, although raw territories with well-entrenched existing networks, such as Latin America, are still marginal.

European broadcasters hold firm against over-regulation

Change may be slow in coming to the vanguard of French broadcasting and production. At a conference on the impact of new media technologies on the commercial TV industry, many of the same protectionist songs were sung. "Governments must support production and purchase of rights [European production]," said Xavier Gouyou Beauchamps, vice president of the European Broadcasting Union. He predicted the first digital services will launch in Europe between 1995 and 1997.

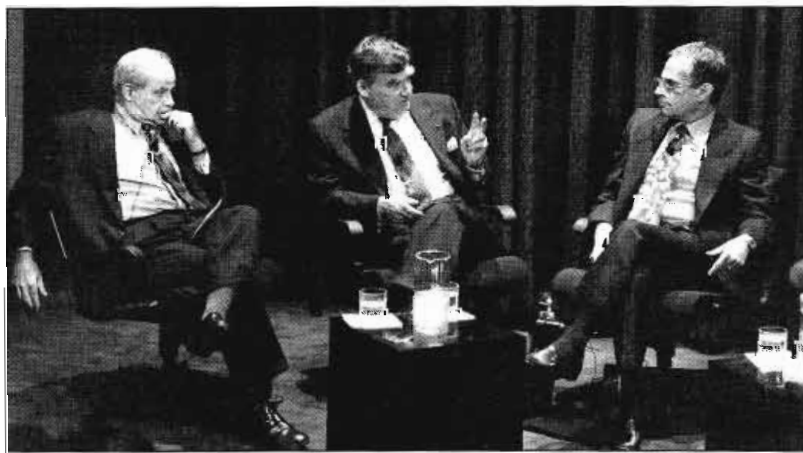
Speakers expect a similar wave of

strategic alliances in Europe with U.S. and Japanese groups as prominent facilitators and equity investors. Few doubted a Bell Atlantic-TCI would quickly make its presence felt.

As European quotas and state subsidies find their way back to the international trade agenda, conference participants argued from both sides of the political and cultural divide.

Despite French overtures about legal challenges and more stringent program quotas by Communications Minister Alain Carignon, and to the relief of most sellers, commercial broadcasters are not prepared to get into a TV war with the U.S. According to Jan Mojto, managing director of Germany's powerful Kirch Group, who also heads troubled Italian pay network Telepiu, excessive regulation distracts from the main task of building a competitive national and local production industry. "Politicians don't know what TV is. They only know its negative aspects.

"We are all prisoners of a system which didn't trust itself; we think we



TV eye on the White House

During its 10-part seminar series "Television and the Presidency," the Museum of Television and Radio looked at TV's impact on everything from the primaries to foreign affairs. In "The Press and the Presidency" portion of the seminar (above, l-r) Max Frankel of the *New York Times*, Howard Rosenberg of the *Los Angeles Times* and Pierre Salinger of ABC News talked about the differences between print and TV news coverage and how they affect reporting on the Presidency. Almost 2,000 people attended the series, which will be aired later this year on C-SPAN.

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PRODUCTIONS**

Rolling the credits for an

This is the honor roll of the Fifth Estate, 101 individuals chosen by the editors of BROADCASTING & CABLE for unparalleled excellence and service to the industry. Nineteen of that number—their names are in gold in the list below—will be inducted into the Hall of Fame on November 9, 1993, during the third annual black-tie awards dinner in Washington's Omni Shoreham Hotel. An evening and an event to be remembered.

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Roone Arledge
Edwin Armstrong

Gene Autry

Lucille Ball
Red Barber
Ralph Baruch
Jack Benny
Edgar Bergen
Milton Berle
James Blackburn Sr.
John Blair

David Brinkley

Dean Burch

George Burns
Johnny Carson
Dick Clark
Frank Conrad
Joan Ganz Cooney
Walter Cronkite
Bing Crosby
Bill Daniels
Barry Diller

Charles Dolan

Phil Donahue

Jim Dowdle
Allen DuMont
John Fetzner
Joe Flaherty
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Jackie Gleason
Arthur Godfrey
Gary David Goldberg
Leonard Goldenson
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Ralph Guild
Jack Harris

John Hendricks

Ragan Henry
Jim Henson
Don Hewitt
Bob Hope
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Stanley E. Hubbard
Stanley S. Hubbard

Chet Huntley

Robert Hyland
H.V. Kaltenborn

Gene Katz
Larry King
Michael King

Roger King
John Kluge
Kay Koplovitz

Ernie Kovacs

Brian Lamb
Norman Lear
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David Sarnoff
 Rod Serling
 Eric Sevareid
 Frank Smith
 Aaron Spelling
 Lesley Stahl
 Frank Stanton
 George Storer

Todd Storz
Ed Sullivan
 Sol Taishoff
 Lowell Thomas

Grant Tinker
 Ted Turner

John Walson
Barbara Walters

Pat Weaver
Orson Welles
Richard E. Wiley
 Frederic Ziv

An open letter re: Interface 7

Setting the stage for the Hall of Fame Awards will be the 1993 Broadcasting/Cable Interface, all day Tuesday, November 9, in Washington's Omni Shoreham.

■ It begins with a continental breakfast from 8 to 9 a.m. Interface gets down to business at 9 with the congressional keynote, delivered by **Representative Edward J. Markey**, chairman of the House Telecommunications Subcommittee.

■ At 9:30 is the FCC Chairman's Keynote, anticipated to be given by **Reed Hundt**. His remarks will be followed by an FCC Commissioners Panel from 10 to 11, featuring **James Quello**, **Ervin Duggan** and **Andrew Barrett**.

■ Following a break from 11 to 11:15 there will be an Economic Forecast Panel with **Steven Rattner** of Lazard Freres, **David Londoner** of Wertheim Schroder, **John Reidy** of Smith Barney Shearson, **Dennis Leibowitz** of Donaldson, Lufkin & Jenrette and **Donald Russell** of Communications Equity Associates.

■ Lunch is from 12:15 to 2. ABC News correspondent **Sam Donaldson** is the featured speaker.

■ From 2 to 2:30, there will be a mini-debate between **Jerry Pearlman** of Zenith and **Russell Neuman** of Tufts University on the subject, "HDTV: Boom or Bust."

■ And then there will be the "superpanel," ushering in the next century. The 10 superpanelists: **Barry Diller** of QVC, **Rich Frank** of Disney, **John Hendricks** of Discovery, **Alex Mandl** of AT&T Communications, **Barry Meyer** of Warner Bros., **Brian Roberts** of Comcast, **Lucie Salhany** of Fox, **Ray Smith** of Bell Atlantic, **Howard Stringer** of CBS and **Robert Wright** of NBC. They'll be on from 2:30 to 4:45.

■ The last word will come from **Larry Irving**, administrator of the National Telecommunications & Information Administration, from 4:45 to 5.

**Broadcasting
& Cable**

Interface 7/Hall of Fame Registration Form

Table rates for the Hall of Fame dinner are three-tiered: \$7,000, \$5,500 and \$4,000. Individual tickets are \$425.

Interface registration fee (including lunch and continental breakfast) is \$295 (FCBA members \$250). Individual tickets for both events are \$675.

For further information, call **Patricia Vance**, director of corporate relations in Washington (202) 659-2340, or **Joan Miller** in New York (212-340-9866).

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Address _____

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 ___ FCBA
 member(s)
 @ \$250 \$ _____

Hall of Fame:

___ @ \$425 \$ _____

Both Events:

___ @ \$675 \$ _____

Total \$ _____

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 475 Park Avenue South, New York, NY 10016

or Fax to: 212-340-9869

can improve the walls of our jail," rather than question whether we should be in jail, Mojto told the full-to-capacity audience.

According to Patrick LeLay, CEO of leading French network TFI, "rules and regulations don't make us progress. Satisfying customers makes us progress."

"The only quota should be quality," said Spain's Pio Cabanillas, general director of Sogecable.

"The French are afraid of U.S. product and are trying to protect themselves," said Marc Conrad, program manager for German commercial network RTL.

NBC unveils T-NBC

With the dust settling from its recent \$60 million acquisition of Pan-European satellite service Superchannel, an internationally emerging NBC last week launched "T-NBC," a teen-targeted programming package for international syndication. Hoping to capitalize on the international success of its series *Saved by the Bell*, NBC's live-action package should fill a strong demographic niche of 9-19-year-olds, particularly in Europe, where shows such as *Beverly Hills, 90210* have loyal followings. The "tween" collection, to be sold as a block or individually, includes half-hours *California*

Dreams, *Running the Halls*, *Name Your Adventure* and *Brains and Brawn*.

According to Matthew Ody, vice president of NBC International, the teen prime time concept also includes a complete marketing and merchandising campaign, to include on-air graphics and music, live promotional events and a major print campaign.

"What we identified as the MTV audience," said Ody, was crafted into a teen prime time in the U.S. "We hope to lead by example here." Ody would not confirm any specific broadcast deals.

As for the network's plans for its new Pan-European channel, details are still vague, as due diligence continues. But it is expected the service will be streamlined to contend with costs that left prior management with considerable annual losses.

Business news service CNBC will form the core of the program schedule. With recent "fin-syn" decisions, NBC probably also will be able to pipe in more of its domestic shows for international distribution.

HBO and Canal+ launch joint venture in Turkey

HBO and Canal+ have joined a consortium to launch Turkey's first pay TV service.

The new company, EKO, will apply for a license when Turkey passes its broadcasting law, although testing of the service has already begun. Any regulatory risk is reduced by the strength of the other partners, which include Turkey's largest conglomerate Koc Holdings and the largest publishing group, Milliyet. Koc, the lead shareholder, posted 1992 revenues of \$11.45 billion and net income of \$816 million. The service will be terrestrially delivered to Turkey's 12 million television homes. The break-even target has not been disclosed. EKO expects to have between 700,000 and 800,000 subscribers. Start-up costs are reportedly \$90 million. The channel will launch initially in Turkey's largest cities: Istanbul, Ankara, Adana and Bursa.

The consumer price has yet to be determined but is not expected to be more than four or five times the average price of a cinema ticket in Turkey (about \$2 to \$3) per month. The service will use the Canal+ decoder and will follow Canal+'s programming formula. Koc President Ugur Eksioğlu commented: "The Turkish people are very European in attitude, and we intend to use the Canal+ model, as they have succeeded elsewhere. We have no experience ourselves, and they and HBO are ideal partners." ■

Mipcom at a glance

■ Twentieth Century Fox International Television has reached agreement with five European broadcasters to participate in Twentieth's high-tech co-production, *Scavengers*. Originally a joint venture with UK pay TV group BSkyB, the *Scavengers* project will now also include Silvio Berlusconi Communications in Italy, the UK's Carlton Television, Antena 3 of Spain, Telemunchen of Germany and Scandinavia's Nordisk Film to help finance and participate in the novel, sci-fi techno reality/adventure series.

Led by UK producer Julian Grant, the complex and enormous adventure game show set will likely be built at London's extensive Pinewood studios and the program will be ready for a September 1994 debut. The project is not dependent upon any initial U.S. network or syndication deal.

■ Hearst Entertainment Distribution (HED) has entered into a three-year, 45-picture TV movie output deal with ZDF Enterprises for all media in German-speaking territories. Hearst and ZDF have done co-production

deals before, and last year Hearst became the German network's distributor for Latin America.

■ In its first syndication deal in Germany, ZDF Enterprises sold a package of more than 100 hours of family-oriented series to private German broadcaster RTL2.

■ *Laughing Gas*, the first series to come from an international comedy festival in the UK, has been sold to Comedy Central in the U.S. by the TV Sales Co., the sales and distribution arm of the UK's SelecTV. Comedy Central will compile a one-hour highlight special from the original five-hour series.

■ *The Ruth Rendell Mystery Movies*, re-edited made-for-TV-movies, have been sold by MTM International in the U.S. (*Encore*, the new pay TV series), Australia (Network 10) and Germany (Vox), among nearly 50 territories worldwide. MTM is the London-based distribution division of MTM Entertainment, a division of International Family Entertainment. ■

MSG, WPIX battle over Yankees

Possibility of migration to cable disturbs city officials

By Steve McClellan

The FCC doesn't think the issue of sports "migration" to cable is a major concern, but don't tell that to New Yorkers, who may see a sixth professional franchise disappear from the airwaves starting with the 1994 baseball season.

At stake in the latest migration battle in the nation's top market is a 43-year tradition of the New York Yankees on Tribune-owned WPIX-TV New York. It's a battle that has pitched the station against Paramount-owned Madison Square Garden Network, which has owned all broadcast and cable television rights to the Yankees since 1988 under a 12-year deal valued at \$493.5 million.

For the past three years, WPIX-TV has sold time to MSG for 50 over-the-air telecasts at a rate station officials say is much less than the station could get in the local sales marketplace. The agreement expired at the end of the 1993 season.

Both sides have gone public (although not always on the record) with their battle with WPIX-TV accusing MSG of failing to negotiate in good faith and MSG accusing WPIX-TV of distributing "erroneous and misleading information" about the cable network's financial picture.

MSG says it has lost \$7 million or more each year on its WPIX-TV baseball package. It wants a new deal in which it would sublease games to WPIX-TV at a rate it says is "at cost" for what it pays the Yankees—\$305,640 per game in 1994, with annual increases. WPIX-TV says it would lose money on the package because it doesn't generate subscriber fees that, coupled with advertising, would make such a rate feasible.

The stalled talks and war of words have attracted the attention of city officials and Rep. Charles Schumer (D-N.Y.). Schumer told BROADCASTING & CABLE last week that he is talking to both WPIX-TV and MSG about the impasse. "I have explained to them that it is unacceptable if next season's lineup card doesn't include the Yankees on channel 11," he says.

Schumer has been a critic of sports

migration and supported earlier legislative efforts addressing it: "It seems inconceivable that in the future viewers will be able to choose from as many as 500 channels, but Yankee fans may be denied the chance to watch the Bombers on free TV."

New York Mayor David Dinkins has dispatched William Squadron, commissioner of the city's Department of Telecommunications and Energy, to talk with both sides as well.



Reached last week, Squadron said he believes that both sides want to keep Yankees games on WPIX-TV. "But it's a tricky area because it is private enterprise and we are not advocating governmental intervention." Squadron says he may recommend a "public-private cooperative effort" to resolve the issue.

Several local broadcasters and cable operators wonder whether MSG would prefer to keep the games to itself as it heads toward a future where more cable systems choose to use it as a tiered or à la carte service. MSG says no.

Currently, it's one of the higher-priced basic services in the industry with an average per-sub fee of \$1. "Would a subscriber be more likely to sign up for MSG if he knew the baseball games weren't available over the air?" asked one local media executive.

But that also raises questions about the value of the advertising time in the games. MSG has been selling the time in both broadcast and cable packages. According to one media source, MSG has told ad buyers it expects to have games next year on WPIX-TV, which has at least double the circulation of MSG. If those games do not materialize, advertisers will want a reduced rate to account for the reduced reach.

If the Yankees leave free television, they will be the sixth professional sports franchise in the New York market without local broadcast TV exposure. MSG has exclusive local rights to basketball's Knicks and hockey's Rangers. WWOR-TV passed on renewing a small package of basketball's Nets games this season, leaving them exclusively on Cablevision's Sportschannel, which also airs hockey's Islanders and Devils games exclusively.

Time is running short. WPIX-TV says it's too late to do a deal to sell advertising time in a Yankees package for next season. "Who knows," quipped one local sales executive. "If Barry Diller ends up buying [MSG parent] Paramount, maybe we'll see home shopping between innings." ■

Re-upping for 'Montel'

Viacom has a big head start on *Montel Williams* renewals for the 1994-95 season. Stations in the top three markets and a handful of others have re-upped, giving the show 32% coverage already for next season. Renewals in the top three markets include WNYW-TV New York, KCOP-TV Los Angeles and WPWR-TV Chicago. Other incumbents that have signed for next season: WITI-TV Milwaukee, KMSP-TV Minneapolis and KMOL-TV San Antonio, Tex. For the current season, its second in national syndication, *Montel* airs in 86% of the country. The show has grown an average 33% for the first three weeks of the new season, to a 2.8 national rating, compared with a 2.1 for the comparable period a year ago. Key upgrades this year include KDFW-TV Dallas, where the show recently replaced *Les Brown* at 3 p.m.; KCRA-TV Sacramento, WSVN-TV Miami and a double run in New York on WNYW-TV.

—SM

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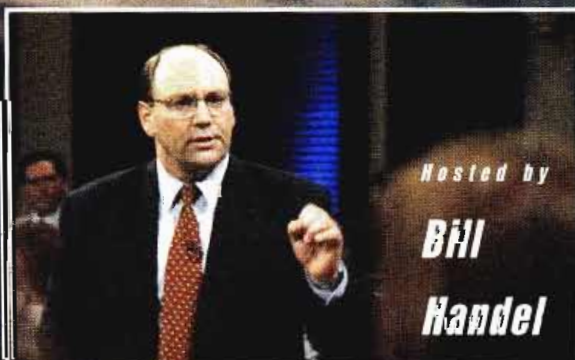
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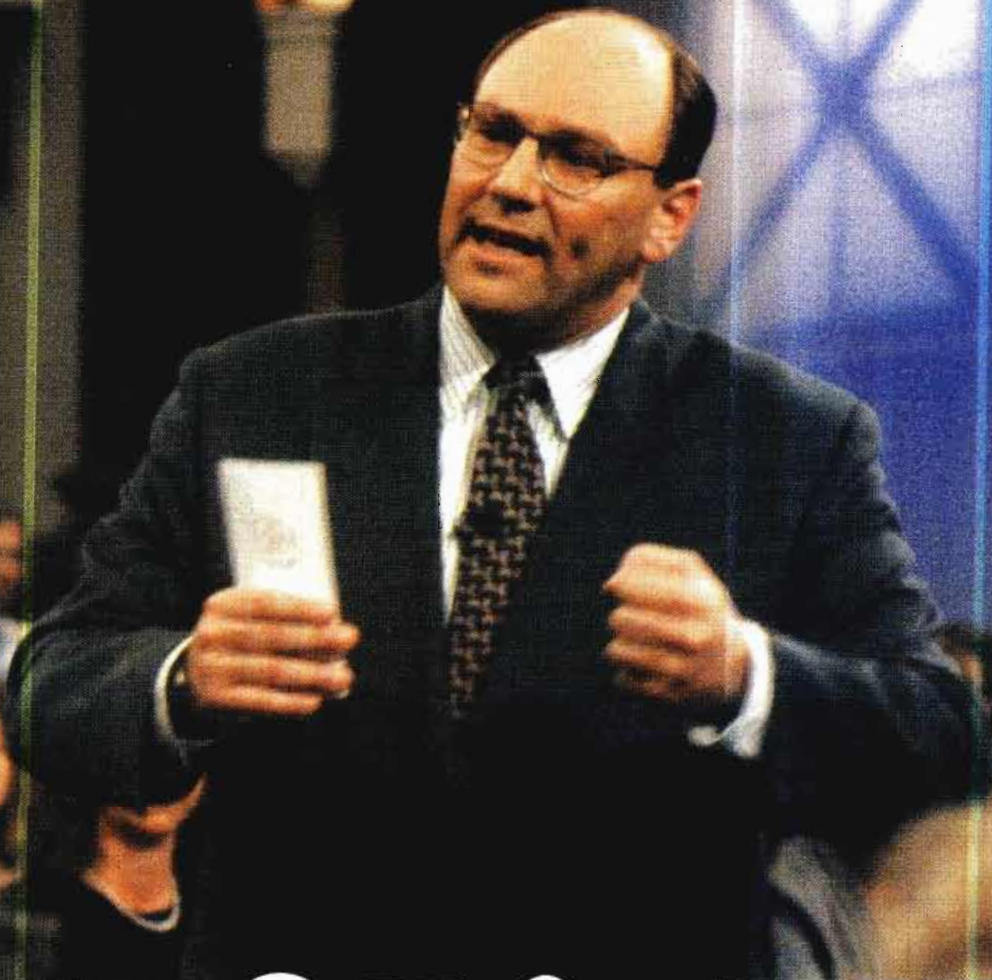
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Putting the active in interactive shopping

CUC to offer service in cable tests that will allow subscribers to shop for specific product in particular price range and to receive photos, coupons

By Sean Scully

Buying club CUC International will develop interactive full-motion-video home shopping services for two major cable tests set for next year: Time Warner's Full Service Network in Orlando, Fla., and Viacom's Castro Valley, Calif., trial.

In both cases, says CUC Chief Financial Officer Stu Bell, subscribers will be able to select a type of product or service, its features or characteristics, and a price range. A computer will search CUC's database of more than 250,000 products and services and will offer the subscriber descriptions and videos of appropriate items. CUC already offers a similar service via telephones and home computers, but the database provides text-only descriptions of the products.

As with the current services, Bell says, the cable-based CUC shopping probably will be offered on a membership basis, with the service available to any cable subscriber but with members receiving substantial discounts when buying. The current service costs \$49 and offers goods and services ranging from consumer electronics to travel packages.

In Viacom's Castro Valley test, set to begin before the end of 1994, CUC will work with AT&T, which is providing what it calls the "authoring tools," or the software backbone to allow services and programming to run on the fiber-coax hybrid network. AT&T also will provide some network equipment, including the digital file servers, and will help to develop the set-top terminal for subscribers' homes.

In Time Warner's Orlando test, set to open in April, CUC will develop a system that will run through set-top boxes and network equipment provided by Scientific-Atlanta, Toshiba and Silicon Graphics.

CUC will be able to use its existing ordering, billing and shipping systems, which now serve roughly 30 million members of a variety of buy-

ing clubs, Bell says. "We've been doing this on home computers for 10 years...we already have the back-end."

Meanwhile, Time Warner and manufacturer Hewlett Packard say they will work together to create an in-home color printer that will allow full-service-network subscribers to receive photos, text, product descriptions and coupons over the cable lines.

The device, based on the new line of VidJet Pro color printers, also will allow subscribers to capture still images off the TV screen. Other potential applications include color faxes

and the ability to receive full-color copies of magazine articles and other printed material. "You could really use your imagination to say how this could be used," says Time Warner Media Relations Manager Ed Adler. Products offered by CUC International, for example, could be accompanied by a full-color brochure.

Time Warner will buy and install the units in subscribers' homes, as many as 4,000 initially. Adler says Time Warner has not determined who will pay for printing costs, such as paper, which may, he says, end up divided between advertisers and subscribers. ■

Cable and computers will compare notes in Calif.

CableLabs to conduct product tests at Western Cable Show

By Sean Scully

The cable and computer industries are finally receiving a formal introduction.

At the Western Cable Show in Anaheim from Dec. 1-3, dozens of computer and equipment manufacturing companies will participate in a mass demonstration of cable-related computer products.

The cable industry's research arm, CableLabs, will orchestrate the demonstration, which is the first time much of the featured equipment has been linked. "Obviously there's some risk in that, since we don't know how it's going to work together," says CableLabs President Dick Green.

Among the questions the demonstration may answer, Green says, is whether all equipment that uses the asynchronous transfer mode, a common protocol for transporting information, can work compatibly. Other major interoperability questions may be answered as the various companies see

how their existing and prototype equipment works in a real-world test of an "information superhighway," Green says.

Demonstrating companies will not sell equipment this year. Instead, the exhibition, "CableNET '93," will offer computer and cable industries the chance to meet and size up one another, Green says. The demonstration is similar to last year's interactive TV demonstration, also sponsored by CableLabs. "This is a lot more ambitious," he says.

Participating companies thus far: DEC, EDS, Sun Microsystems, NEC America, 3DO, Northern Telecom, IBM, Unisys, Zenith, Scientific-Atlanta, Grass Valley Group, General Instrument, ANTEC, C-Cubed, Comstream, DSC-Optilink, Jones Intercable/Mind Extension University, Multivision Cable TV, Syn Optics, Teleport Communications Group, Tel-labs, TRW and the Consortium for School Networking. ■

Cutting Edge

Edited by Sean Scully

From The Audio Engineering Society show in New York City earlier this month:

—Sony unveiled new additions to its digital lineup, including the PCM-9000

rewritable optical CD mastering system; the DMX-S6000, the company's first large-frame audio-for-video console; a professional version of the mini-disc, known as the MDS-B1, and a new line of digital audio tapes, called ProDAT Plus.

—Sennheiser introduced several new varieties of pro headphones, including the HDI-452P, wireless infrared stereo headphones. The battery-powered headphones can also be set to receive two separate mono signals, one in each side. Sennheiser also introduced new wireless microphones and wireless-microphone receivers.

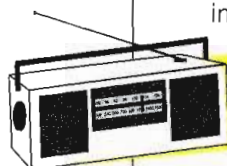
—HHB Communications introduced Portadat PDR1000 and PDR1000TC, professional portable digital audio tape recorders. In addition to standard features of professional portable recorders, the units use nickel metal hydrides rechargeable batteries, which the company says do not suffer from the puzzling and unpredictable "memory effect" that

has plagued users of standard rechargeable nickel-cadmium batteries. The PDR1000TC includes time coding. The units cost \$4,375 (standard) and \$6,995 (time code).

—BASF showed a new line of DAT mastering systems, rewritable magneto-optical mastering systems and recordable compact discs. BASF also showed its new line of DAT mastering tapes, available in lengths from 15 minutes to two hours.

—MPEG Partners demonstrated the Musicam compression system, one of the audio systems under consideration by the Motion Picture Experts Group of the International Standards Organization. MPEG is creating a new broadcast-quality digital audio and video compression standard, known as MPEG-2. The video portion was finalized last spring. The audio portion is expected later this year, possibly in November. MPEG Partners is a joint venture of CBS, Thomson, LSI Logic, Telekom, Texas Instruments, CCETT and CCS.

—AGM Digital Arts showed its new MR1-Mk1 Microphone Recording System, featuring a bizarre-looking four-headed mike.



The company says the system uses components of the highest possible quality to insure the best conversion to digital. The mike system is designed for professional performance recordings, both live and in the studio.

—Fostex, a subsidiary of Foster Electronics Ltd., debuted ADAT, an 8-track digital audio tape recorder with time synchronization.

—Avid added to its line of digital workstations, introducing AudioStation, a digital audio editing station based on the high-end AudioVision workstation. AudioStation's features include remote control of external audio sources, use of a variety of foreign edit decision list formats, pitch shift and time compression and expansion. The workstation uses Avid's Open Media Framework, meaning it is compatible with other Avid products and products by manufacturers subscribing to OMF.

Comsat says recent tests show that analog and digital signals can coexist on a single satellite transponder without interfering with one another. In a test earlier this month, the BBC simultaneously sent an analog signal from London to California and a digital signal from London to Toronto.



Fairchild Data Corporation says its new RFT2000 Ku-band satellite transceiver, developed jointly

with Israeli firm MISAT, is the first in a new family of small, low-cost satellite terminals. The unit plugs into standard power jacks and does not require installation by expert electricians. The RFT2000 operates at 2 watts, but the company promises higher power in future models. C-band units, ranging from 2 to 20 watts, will also be available.

The joint DirecTV and United States Satellite Broadcasting direct-broadcast satellite is ready to head for the launch pad after following its final factory shakedown at the Hughes Aircraft plant in California. The satellite is scheduled for launch in mid-December.



Hewlett Packard will donate more than \$2.5 million worth of computer equipment to the New Media Lab at the Massachusetts Institute of Technology in Cambridge, Mass. HP's equipment will be part of projects seeking to improve the way humans and computers interact and to find ways to teach computers to recognize objects in their environment. The equipment will be installed over three years, starting with 11 HP Apollo 9000 Series 700 workstations. HP has been involved in New Media Lab projects since the research center opened in 1985.

United Video: making money as middleman

IPO provides first look at superstation distributor and backyard dish packager

By Geoffrey Foisie

United Video Satellite Group doesn't produce or distribute programs; it distributes whole networks. Although taking others' products and distributing them, often for just a few cents per subscriber per month, may not seem glamorous, it appears to be a good business. The first look at that business was provided two weeks ago when the company filed for an initial public offering of stock through an underwriting group led by PaineWebber.

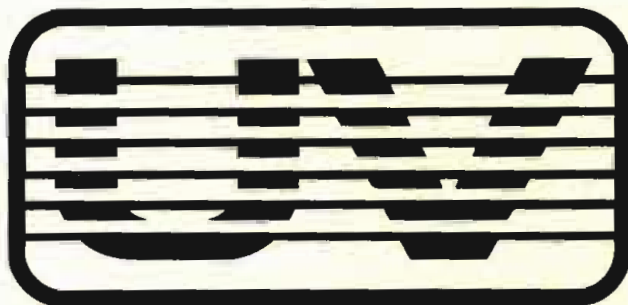
In building its distribution business, United Video has created the technological infrastructure of uplinks, transponders, downlinks and head-end equipment to deliver other products. One such product, an electronic program guide network and a spin-off network promoting only pay per view, has already turned into a money-making business. Another venture, transmitting audio and data for other companies, is not doing so well, and a third effort, an interactive text-on-TV product called Trakker, is still in the development stage.

The three main businesses discussed have had steady revenue growth in recent years, and all are profitable (see chart). The company's balance sheet would have been fatter but for distributions to shareholders, primarily Chairman Laurence Flinn Jr., who, after the offering, will still own 71.6% of the equity and 90.7% of the voting power. President Roy Bliss will own 4.4% and 5.5%, respectively.

Flinn also will be the primary beneficiary of the initial public offering. Of \$56.3 million in net proceeds (assuming an offering price of \$15 per share), Flinn would receive \$39.1 million as "partial consideration" for the stock of the separate businesses that will make up United Video.

Backyard dish program packaging

There is good news and not-so-good news for United Video's Superstar Connection division, which packages and distributes programming to the



**UNITED VIDEO
SATELLITE GROUP, INC.**

Making a buck out of packaging and distributing

	Six months ending June 30, 1993	
	Revenue	Cash flow*
Program guide networks	\$8,896,000	\$3,351,000
Backyard dish program packaging and distribution	\$23,197,000	\$828,000
Superstation distribution	\$10,611,000	\$6,729,000
Other**	\$3,748,000	(\$3,993,000)
Total	\$46,452,000	\$6,915,000

*Earnings before interest, taxes, depreciation and amortization. Some transponder costs are amortized as capital leases. ** Includes company's interactive TV research project and point-to-point and multipoint audio and data transmission services.

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backyard dish market. The good news is that more efficient scrambling since the fourth quarter of 1992 has increased the number of bill-paying customers.

The not-so-good news is that to convert some of those viewers who previously didn't pay, and to compete against other packagers doing the same, Superstar has made discount subscription offers, thereby reducing margins to almost break-even for the entire operation.

The company says that this "intense price competition" should be a "short-run" phenomenon. Superstar says it has approximately 300,000 subscribers, or roughly one-fifth of the estimated paying backyard dish market.

The prospectus also asserts that direct-broadcast satellites will not be a mortal threat to Superstar because "for the foreseeable future more programming will be available for the home satellite dish market than [for] the DBS market."

Superstations

In addition to being the namesake, the United Video division (UVI) is also the company's cash cow, accounting for two-thirds of the cash flow from profitable operations.

Although UVI distributes three other superstations, a package of broadcast networks signals and two radio stations, it is WGN-TV Chicago that towers over the other signals with more than 31.6 million subscribers. The next-largest superstation, WPIX New York, has fewer than 2 million

subscribers. UVI pays nothing to WGN-TV's parent company, Tribune, which instead gets its copyright fees from UVI's cable system customers. As a result, UVI has a 60% cash-flow margin.

The compulsory license protecting WGN-TV's distribution to the backyard dish market expires next December, although the granting legislation may be renewed. But the vast majority of UVI's superstation customers are not dish owners. Rather, they are cable systems in which UVI's compulsory license is grandfathered under the recent cable act.

A potential competitor wishing to distribute WGN-TV, or the other three superstations—WPIX, KTLA Los Angeles and KTVT Fort Worth—would now

have to receive the station's permission according to the retransmission-consent provisions of the act.

Program guide networks

Another way in which the cable act has helped United Video is that inexpensive channels are in greater demand, says the company. The company's program guide network, The Prevue Channel, and the spin-off pay-per-view "barker" channel, Sneak Prevue, charge an average of only two to three cents per subscriber per month. As a result, the prospectus says, the company "experienced a significant increase in the number of cable systems served in anticipation of the implementation of" the cable regulations and "may experience additional increases in the future, although to a lesser extent."

Roughly three-quarters of the networks' domestic revenue is derived from subscriber fees. The remaining 25% is from advertising, which was flat in 1992 and down more recently. The company blames the results on its refusal to carry 900-number advertising and says that it hopes to lure more traditional advertisers, in part by opening a sales office in New York this year.

It also hopes to boost total revenue by expanding abroad, focusing initially on Mexico and Central America.

In October 1992 United Video acquired a 22% minority interest in the two networks for \$4.2 million, valuing that business at at least \$19.1 million, or 5½ times the networks' 1992 cash flow. ■

CBS income triples in quarter

A variety of factors came together to boost CBS operating income for third quarter 1993 to \$133 million, up more than threefold. This year, unlike last year's third quarter, the television network was not competing for advertising dollars against the Olympics, nor did it lose advertising dollars or incur expenses due to coverage of the political conventions. Results for the just-completed quarter also include roughly \$29 million in "operating profits" from the settlement of a lawsuit with Viacom.

CBS Chairman and CEO Laurence Tisch attributes the improved results to better unit pricing in the quarter's scatter market, which was higher than the upfront market pricing in each of the network's dayparts. CBS also notes, for the first time in recent history, the contribution of syndication—in this case *Rescue 911* and *Dr. Quinn, Medicine Woman*. Third-quarter revenue rose 12% to \$753 million.

Operating costs were up just over 2%, all at the TV network. Costs were down at both the TV stations division and in radio; both divisions reported higher operating income.

—GF

S-A forms satellite-only group

Scientific-Atlanta has decided to go after the international satellite business in a big way.

The company is drawing together elements from several of its groups and divisions to create its first satellite-only group. The International Satellite Systems group will promote an as-yet-unnamed MPEG-based digital compression system, says group vice president Dwight Duke. The group also will take over responsibility for the analog encryption system B-MAC, used in the U.S. primarily by large corporations for internal communications. Internationally, however, B-MAC is used by several countries as a video encryption standard.

The new group includes Scientific-Atlanta's Canadian manufacturing arm and the newly acquired Canadian satellite master antenna television manufacturer Nexus. Duke previously served as head of Canadian subsidiary Digital Video Services and as head of the Network Systems Group, which handles telephone systems. International Satellite Systems will be part of the Broadband Communications Group, Scientific-Atlanta's largest division.

—SS

Cahners publishes '94 economic report

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

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

Changing Hands

WNEU-FM Eden, N.C. □ Purchased by Voyager Communications V Inc. (Carl V. Venters Jr.) from WWMY-FM Broadcasting Inc. (SBM Industries Inc.) for \$2.35 million. **Buyer** owns WMFR(AM)-WMAG-FM High Point and WRDU-FM Wilson, both North Carolina, and WLWZ-AM-FM Easley and WOIC(AM)-WNOK-FM Columbia, both South Carolina. **Seller** has no other broadcast interests. WNEU-FM has easy listening format on 94.5 mhz with 100 kw and antenna 981 ft. Filed Sept. 27 (BALH930927GH).

WHKX-FM Lafayette (Tallahassee), Fla. □ Purchased by Catamount Communications (Adam Levinson and David Parnigoni) from Marcus Communications for \$1.175 million. **Buyer** and **seller** have no other broadcast interests. WHKX-FM has country format on 99.9 mhz with 50 kw and antenna 328 ft. **Brokers:** George Reed and Kevin Cox, Media Services Group Inc.

KGOL(AM) Humble, Tex. □ Purchased by Douglas Broadcasting from Houston

SRN Inc. (Satellite Radio Network) for \$700,000. **Buyer** owns KOB(AM) Yuba City, KBAX(FM) Fallbrook, KEST(AM) San Francisco, KAXX-FM Ventura, KWIZ-FM Santa Ana and KMAX-FM Ventura, all California; WVVX-FM Highland Park, Ill.; WNDZ(AM) Portage, Ind., and WNJR(AM) Newark, N.J. **Seller** owns WBIV(AM) Natick, Mass., and WLQV(AM) Detroit. KGOL has religious format on 1180 khz with 5 kw day, 1 kw night. Filed Sept. 17 (BAL930917EB).

WBIG(AM) Aurora, Ill. □ Purchased by Big Broadcasting Company Inc. (K. Richard Jakle) from Midwest Broadcasting of Chicago Inc. (George G. Beasley) for \$550,000. **Buyer** owns WBEV(AM)-WXRO-FM Beaver Dam and WYKY-FM Columbus, both Wisconsin, and WRMN(AM)-WJKL-FM Elgin and WCRA(AM)-WCRC-FM Effingham, both Illinois. **Seller** owns 4 AM's, 15 FM's and 1 TV. WBIG has adult contemporary format on 1280 khz with 1 kw daytime and 500 w night. Filed Sept. 22 (BAL930922EA). **Broker:** Kepper, Tupper & Fugatt Inc.

WOCA(AM)-WMFQ-FM Ocala, Fla. □ Stock purchased by Robert M. Hauck from Charlene Evans and John E. Jenkins, all of Greater Ocala Broadcasting Corp. (GOBC) for \$453,334. **Buyer** and **seller** have no other broadcast interests. WOCA has news/talk format on 1370 khz with 5 kw day. WMFQ-FM has MOR format on 92.9 mhz with 50 kw and antenna 476 ft. Filed Sept. 28 (AM: BTC930928GI; FM: BTCH930928GJ).

KRKS(AM) Denver □ Purchased by Salem

September 30, 1993

Commonwealth Communications Services, Inc.

has completed the sale of the assets of

WHP TV
Harrisburg, PA

to

WHP Television, L.P.
Becker Television, Inc.
Managing General Partner
Ralph E. Becker, President

The undersigned initiated this transaction on behalf of the seller and assisted the parties throughout the negotiations.

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Todd Hepburn, Vice-President
P.O. Box 43263, Cincinnati, OH 45243-0263
(513) 271-5400

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$2,486,000 □ 9

FM's □ \$4,251,000 □ 6

Combos □ \$640,004 □ 2

TV's □ \$0 □ 0

Total □ \$7,377,004 □ 17

So far in 1993:

AM's □ \$55,712,374 □ 192

FM's □ \$561,039,949 □ 314

Combos □ \$634,586,394 □ 171

TV's □ \$1,620,610,386 □ 79

Total □ \$2,871,949,203 □ 756

For 1992 total see Feb. 1, 1993 BROADCASTING.

Media of Colorado Inc. from KRKS General Partnership (Roger P. Anderson) for \$400,000. **Buyer** owns KPDQ-AM-FM Portland, Ore.; KLFE(AM) San Bernardino, KGER(AM) Long Beach, KAVC(AM) Rosamond, KDAR-FM Oxnard and KPRZ(AM) San Marcos-Poway, all California; KGNW(AM) Seattle-Burien, Wash.; WEZE(AM) Boston; WRFD(AM) Columbus-Worthington, Ohio; WMCA(AM) New York; WYLL-FM Des Plaines, Ill.; WAVA-FM Arlington, Va., and WPI-T(AM)-WORD-FM Pittsburgh. **Seller** owns KJSK(AM)-KLIR(FM) Columbus, Neb. KRKS has religious format on 990 khz with 5 kw day, 390 w night. Filed Sept. 24 (BAL930924EC).

WWLF-FM Copenhagen, N.Y. □ Purchased by Force Communications Inc. from Tia A. Soliday for \$400,000. **Buyer** and **seller** have no other broadcast interests. WWLF-FM is on 106.7 mhz with 200 w and antenna 1,227 ft. Filed Sept. 29 (BAPH930929GF).

KSIM(AM) Sikeston, Mo. □ Purchased by KSIM Inc. (John P. Zimmer) from Kristerr Broadcasting Inc. for \$236,000. **Buyer** owns KWOC(AM)-KKLR-FM Poplar Bluff, KCLR-FM Boonville, KZIM Cape Girardeau and KCMQ-FM Columbia, all Missouri, and WOOZ-FM Harrisburg and WKXX-FM Jerseyville, both Illinois. **Seller** has no other broadcast interests. KSIM has adult contemporary format on 1400 khz with 1 kw. Filed Aug. 18 (BAL930818EC).

WMOP(AM) Ocala, Fla. □ Purchased by WMOP Broadcasting Inc. (R.L. Andrews Jr.) from WMOP Radio Inc. for \$200,000. **Buyer** and **seller** have no other broadcast interests. WMOP has C&W format on 900 khz with 5 kw. Filed Sept. 17 (BAL930917EA). *Broker: Kozacko-Horton Co.*

KCCB(AM)-KBKG-FM Corning, Ark. □ Purchased by Shields-Adkins Broadcasting Inc. from Eulis W. Cochran for \$186,670. **Buyer** owns KDRS(AM)-KLQZ-FM Paragould, Ark. **Seller** has no other broadcast interests. KCCB has country format on 1260 khz with 1 kw day. KBKG-FM has adult contemporary format on 93.5 mhz with 3 kw and antenna 138 ft. Filed Aug. 27 (AM: BAL930827EJ, FM: BALH930827EK).

KMJK-FM Buckeye, Ariz. □ Purchased by Arizona Radio Inc. from Mobley Broadcasting Inc. for \$175,000. **Buyer** and **seller** have no other broadcast interests. KMJK-FM is on 106.9 mhz with 6 kw and antenna 305 ft. Filed Sept. 28 (BALH930928GH).

WBKI(AM) Bremen, Ga. □ Purchased by Winfred Garner Ministries Inc. from Roger D. Kimball for \$150,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WBKI has religious format on 1440 khz with 2.5 kw day. Filed Sept. 24 (BAL930924EA).

WEKC(AM) Williamsburg, Ky. □ Purchased by Trio Broadcasting Inc. from Williamsburg Broadcasting Co. Inc. for \$150,000. **Buyer** has application pending for sale of WJJT(AM) Jellico, Tenn. (see below). **Seller** has no other broadcast interests. WEKC has adult contemporary format on 710 khz with 4.2 kw day. Filed Sept. 22 (BAL930922GP).

WKDJ-FM Clarksdale, Miss. □ Purchased by Radio Cleveland Inc. (H.L. Sledge, Jr.) from Radio Station WKDJ-FM (J. Boyd Ingram) for \$126,000. **Buyer** owns WCLD-AM-FM Cleveland and WAID-FM Clarksdale, both Mississippi. **Seller** owns WBLE(AM)-WJBI(FM) Batesville and WTYG(FM) Charleston, both Mississippi. WKDJ-FM has country format on 96.5 mhz with 6 kw and antenna 184 ft. Filed Sept. 28 (BALH930928GK).

WJJT(AM) Jellico, Tenn. □ Purchased by Trio Broadcasting Corp. from Jellico Broadcasting Inc. (Roger Martin) for \$100,000. **Buyer** and **seller** have no other broadcast interests. WJJT has C&W format on 1540 khz with 1 kw day, 500 w night. Filed Sept. 22 (BAL930922EB).

KARP-FM Glencoe, Minn. □ Purchased by Minnesota Valley Broadcasting Co. from Waite Park Broadcasting Co. for \$25,000. **Buyer** owns KMHL(AM)-KKCK(FM) Marshall, KARL-FM Tracy, KTOE(AM) Mankato and KDOG-FM North Mankato, all Minnesota, and holds CP for KKRC-FM Granite Falls, Minn., and KARP-FM Hampton, Iowa. **Seller** has no other broadcast interests. KARP-FM is off the air and licensed for 96.1 mhz with 1.7 kw antenna 433 ft. Filed Sept. 17 (BTCH930917GF).

WHHR(AM) Hilton Head Island, S.C. □ Donated by Central Church of God from Adventure Communications Inc. for no cash consideration. **Buyer** has no other broadcast interests. **Seller** owns WKEE-AM-FM/WXVK-FM Huntington and WHIS(AM)-WHAJ(FM) Bluefield, both West Virginia; WSIC(AM)-WFMX(FM) Statesville, N.C., and WFXH(FM) Hilton Head, S.C. WHHR has contemporary easy listening format on 1130 khz with 1 kw day, 500 w night. Filed Sept. 22 (BAL930922EC).

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Subject to F.C.C. approval

A new network giant: Infinity to run Westwood and Unistar

Westwood to buy Unistar; Infinity to own 25% of new Westwood

By Peter Viles

In a stock shuffle that promises to reshape the network radio landscape, Infinity Broadcasting last week announced a three-way deal that would give it control of both Westwood One and the Unistar Radio Networks.

share, with an option to buy 3 million more shares for \$9 million.

Under the letter of intent announced last Monday, that would give Infinity 25% ownership of Westwood. In addition, Infinity's chief executive officer, Mel Karmazin, would become chief executive officer of Westwood, re-

cess to a very strong station group in the top 10 markets."

"It makes perfect sense," said Pattiz. "What we're looking at, more than the cost synergies, is the opportunity to grow both businesses."

"Mel and I will really complement each other, I think," Pattiz said. "I

Under the Westwood-Unistar-Infinity umbrella:



Don Imus



Casey Kasem



Larry King



G. Gordon Liddy



Howard Stern



Bruce Williams

Wall St. reaction: two stocks up

		Closing prices on:				% Chg.
	10/8	10/11*	10/12	10/13	10/8-13	
Infinity (IN-ITA)	\$3.50	\$4.50	\$5.38	\$5.69	+63%	
Westwood One (WONE)	\$45.50	\$49.25	\$51.25	\$53.00	+16%	

*Date of announcement. Source: Alex. Brown

Already the nation's biggest owner and operator of radio stations, Infinity now becomes a programming giant, running a star-studded network that will rival ABC Radio in size and revenue.

Among the personalities under the Westwood-Unistar-Infinity umbrella are shock jocks Howard Stern and Don Imus, talk hosts Larry King, Bruce Williams, Pat Buchanan and G. Gordon Liddy, and countdown king Casey Kasem.

The deal is structured as follows: Westwood One buys Unistar, which Infinity now controls, for \$101.3 million. Using its proceeds from that sale, Infinity invests \$15 million in the new Westwood One to buy 5 million new shares of common stock at \$3 per

placing Westwood CEO Norm Pattiz, who becomes chairman of the network. A new Westwood One board of directors will include three Infinity representatives, three from Westwood and three independents.

Wall Street immediately gave the deal high marks as Infinity and Westwood One stocks both gained in heavy trading (see box).

"I think the deal is good for both Westwood One and the network radio business," said Alex. Brown analyst Drew Marcus. "For the business, it consolidates a \$430 million business from four major players [ABC, CBS, Unistar and Westwood] down to three. And for Westwood, it finally allows them to attain the goal of having ac-

haven't seen a better operator in this business. And I would just as soon focus my attention on what it was I did when I built this joint, which was programming."

Analysts familiar with both networks estimated their combined revenues at roughly \$150 million to \$160 million per year, with cash flow of \$20 million to \$22 million, split roughly equally between the two.

Karmazin said he has no plans to consolidate the operations of Westwood and Unistar to save money. He pointed out that, when Infinity has bought second or third stations in its markets, it has not sought such savings.

"We certainly don't view it as an opportunity for consolidation," Karmazin said. "We see it as an opportunity to be a bigger player in the business. We are not interested in having less people. We view the people within the company as assets. Why would you reduce the assets you have?"

Still, industry observers said certain synergies and cost-cutting will be too attractive to pass up. The new net-

Summer radio ratings

Arbitron

Strategic AccuRatings

Arbitron: June 24-Sept. 15; shares are average quarter hour, listeners 12-plus, total week; cume is metro cume in millions; copyright 1993.

Strategic AccuRatings: Survey dates vary by market; share of partisanship, listeners 12-plus; copyright 1993.

Station Format Share Spring Summer Cume

New York (1)

WRKS-FM	Urban	5.8	5.7	2.03
WHTZ-FM	CHR	3.8	4.7	2.37
WABC(AM)	Talk	4.8	4.5	1.68
WLTW-FM	AC	5.2	4.3	1.84
WBLS-FM	Urban	4.7	4.1	1.74
WXRK-FM	Rock	4.1	4.1	1.87
WPLJ-FM	CHR	4.0	4.0	2.02
WCBS-FM	Oldies	4.8	3.9	1.73
WOR(AM)	FS	3.5	3.9	1.33
WCBS(AM)	News	3.0	3.6	1.98
WQHT-FM	CHR	3.6	3.6	2.03

Los Angeles (2)

KLAX-FM	Spanish	5.7	6.6	1.09
KPWR-FM	CHR	5.0	4.9	1.64
KOST-FM	AC	5.1	4.7	1.55
KFI(AM)	Talk	4.5	4.1	0.97
KIIS A/F	CHR	4.0	3.9	1.71
KROQ-FM	Rock	4.3	3.9	1.12
KLOS-FM	AOR	3.9	3.6	1.03
KABC(AM)	Talk	3.7	3.5	0.86
KKBT-FM	Urban	3.1	3.3	0.85
KRTH-FM	Oldies	3.9	3.3	1.22

Chicago (3)

WGCI-FM	Urban	6.9	8.5	1.02
WGN(AM)	Talk	6.7	6.4	1.07
WBBM-FM	CHR	5.7	4.9	1.12
WUSN-FM	Country	5.7	4.5	0.83
WBBM(AM)	News	3.8	4.4	1.06
WJMK-FM	Oldies	3.5	4.0	0.92
WLIT-FM	AC	4.0	3.9	0.73
WLS A/F	Talk	3.6	3.8	0.73
WVAZ-FM	Urban	3.3	3.4	0.56
WKQX-FM	Rock	2.8	3.3	0.76

San Francisco (4)

KGO(AM)	NwsTik	7.6	7.8	0.91
KNBR(AM)	FS	6.1	6.6	0.83
KCBS(AM)	News	4.4	5.1	0.94
KMEL-FM	CHR	4.4	4.7	0.65
KSOL-FM	CHR	3.9	4.3	0.67
KSAN-FM	Country	3.5	4.0	0.41
KIOI-FM	AC	3.7	3.6	0.56
KOIT A/F	AC	3.4	3.0	0.56
KFRG(AM)	Nost.	4.2	2.7	0.41
KBLX A/F	Urban	3.3	3.0	0.38

Philadelphia (5)

KYW(AM)	News	7.1	7.0	1.29
WMMR-FM	AOR	6.6	6.7	0.70
WIOQ-FM	CHR	5.7	6.0	0.74
WYSP-FM	Rock	5.8	5.8	0.81
WWDB-FM	Talk	5.0	5.7	0.53
WXTU-FM	Country	5.1	4.7	0.50
WDAS-FM	Urban	3.6	4.7	0.40
WUSL-FM	Urban	4.7	4.7	0.53
WYXR-FM	AC	5.0	4.5	0.68
WGL-FM	Oldies	4.4	4.2	0.63

Detroit (6)

WJR(AM)	Talk	9.3	8.6	0.79
WJLB-FM	Urban	6.3	6.4	0.59
WWWW A/F	Country	8.2	6.5	0.59
WHYT-FM	CHR	5.7	5.1	0.68
WXYT(AM)	Talk	4.3	5.1	0.41
WMXD-FM	Urban	4.7	4.9	0.43
WWJ(AM)	News	4.3	4.6	0.64
WKQI-FM	AC	4.4	4.4	0.50
WJZZ-FM	Jazz	3.2	4.1	0.38
WJOI-FM	AC	4.3	4.0	0.39

Station Format Share Recall Summer Cume

WRKS-FM	Urban	6.8	7.0	2.21
WQHT-FM	CHR	5.3	5.9	1.98
WHTZ-FM	CHR	5.4	5.2	2.20
WCBS(AM)	News	4.1	4.6	1.62
WINS(AM)	News	4.1	4.5	1.83
WABC(AM)	Talk	4.0	4.1	1.26
WBLS-FM	Urban	4.0	3.9	1.81
WPLJ-FM	CHR	3.4	3.9	1.91
WLTW-FM	AC	3.5	3.8	1.39
WNEW-FM	AOR	3.7	3.8	1.45

KPWR-FM	CHR	8.3	8.4	1.85
KLAX-FM	Spanish	4.4	7.4	1.07
KROQ-FM	Rock	5.1	5.9	1.24
KIIS A/F	CHR	5.6	4.8	1.69
KFI(AM)	Talk	3.9	4.4	0.88
KFWB(AM)	News	4.1	4.4	1.06
KOST-FM	AC	3.7	4.1	1.26
KKBT-FM	Urban	4.0	4.1	0.92
KABC(AM)	Talk	4.1	4.0	0.83
KLSX-FM	Rock	3.1	3.3	0.99

WBBM-FM	CHR	9.0	8.8	1.40
WGCI-FM	Urban	8.7	8.6	1.01
WGN(AM)	Talk	7.3	7.0	0.99
WUSN-FM	Country	5.4	5.9	0.77
WBBM(AM)	News	4.8	5.2	0.96
WKQX-FM	Rock	3.3	5.0	0.89
WLS A/F	Talk	3.5	4.1	0.62
WWBZ-FM	AOR	3.9	3.5	0.73
WJMK-FM	Oldies	3.1	3.2	0.72
WXRT-FM	Rock	3.7	3.2	0.58

KGO(AM)	NwsTik	8.4	8.3	0.87
KNBR(AM)	Full	4.6	6.3	0.71
KMEL-FM	CHR	6.9	6.1	0.82
KCBS(AM)	News	5.7	6.1	0.71
KSOL-FM	CHR	4.6	5.4	0.72
KSAN-FM	Country	3.5	4.0	0.37
KITS-FM	AOR	3.7	3.7	0.42
KBLX A/F	Urban	2.9	3.7	0.41
KQED-FM	News	3.2	3.3	0.34
KIOI-FM	AC	3.0	3.0	0.44

KYW(AM)	News	9.7	10.2	1.09
WIOQ-FM	CHR	7.4	9.1	0.81
WMMR-FM	AOR	6.7	6.8	0.81
WXTU-FM	Country	5.6	5.7	0.42
WYSP-FM	Rock	5.6	5.2	0.79
WUSL-FM	Urban	6.4	5.1	0.60
WWDB-FM	Talk	4.4	4.7	0.36
WGL-FM	Oldies	4.4	4.5	0.46
WPEN(AM)	Nost.	4.1	4.4	0.29
WIP(AM)	Sports	3.7	3.8	0.38

WJR(AM)	Talk	9.5	9.8	0.77
WHYT-FM	CHR	8.2	9.0	0.77
WJLB-FM	Urban	7.9	6.8	0.60
WWWW A/F	Country	7.4	6.3	0.50
WWJ(AM)	News	4.9	5.4	0.54
WCSX-FM	Rock	4.5	5.1	0.48
WXYT(AM)	Talk	4.7	4.8	0.34
WMXD-FM	Urban	3.6	4.4	0.42
WKQI-FM	AC	4.2	4.2	0.48
WYCD-FM	Country	2.1	3.6	0.31

work, they said, may try to use its increased leverage to reduce compensation payments to affiliates. Other possible areas of savings cited were in news departments, marketing and affiliate relations.

"These two networks are mirror images of each other," said one observer. "The synergies are incredible."

With the addition of Unistar, Westwood One will become the most diversified programmer in radio. Its offerings will include Unistar's 24-hour satellite-delivered formats; news from four sources: CNN, Unistar, Mutual and NBC; the Mutual Broadcasting System, the NBC Radio Network, Talknet; music specials and countdown shows now produced by both Unistar and Westwood, and the most impressive lineup of personalities assembled in recent radio history.

Pattiz, who built Westwood from a tiny syndicator into a powerful network, but stumbled when he tried to build a station group, said he had no mixed emotions about the new alliance.

"This is just such a good deal, and it is so much in the interest of Westwood One shareholders, that the idea of giving up operating control is not a problem for me at all," he said. "Frankly, in the last three years, operating control has kept me away from the things that I do well, and has involved me in things that Mel Karma-zin does a lot better than I do."

Network radio observers say that the creation of a bigger, stronger Westwood One would likely strengthen a business that has remained a relatively small part of radio, accounting for roughly \$430 million of the industry's \$8 billion in annual revenues.

"I believe it will make for a stronger, more competitive marketplace," said Sam Michaelson, buying director, radio, Saatchi & Saatchi. "I think we'll get better service, better programming and better radio."

Imus off to strong start in syndication

Show boosts ratings in Boston and Providence; Washington still soft

By Peter Viles

Despite major lung surgery that briefly left him a raspy-voiced guest on his own show, syndicated morning man Don Imus made a strong debut in national syndication.

Arbitron summer ratings from Boston and Providence, R.I., two of the first markets to clear the program, show Imus giving a substantial ratings boost to his affiliates there, particularly in the demographic group to which he appeals most: men aged 25 to 54. Washington was another story: Imus's presence on WTEM(AM) wasn't enough to break the all-sports station out of its deep ratings slump.

Still, Imus's performance in Boston and Providence was remarkable, especially because it came during a ratings period when the 53-year-old suffered a collapsed lung. During his subsequent hospitalization, Imus phoned in to the show daily, but the program consisted largely of "best of" routines (repeats of comedy bits from past shows).

The show, syndicated by Unistar Radio Networks, launched in Boston, Providence and Tampa on July 12—roughly three weeks into the 12-week summer Arbitron survey. It launched on July 19 in Washington and has since cleared in nine other markets, including Cleveland and Albany, N.Y. The Tampa Arbitron book had not been issued at press time.

On WEEI(AM) Boston, Imus nearly doubled the station's share of male listeners 25-54. In Providence, WWRX-FM jumped from fourth to second in the market in men 25-54.

"We're ecstatic," says Phil Sirkin, program director at WEEI. "We didn't know it would do so much so quickly. We certainly expected it eventually, but, especially when he took ill this summer, we thought it would take a little bit longer."

"But I think a lot of this has to do with the fact that Imus really wanted to make the show work in syndication, and he has put a lot of work into it."

Imus has returned to full-time duty but is still recovering from lung surgery. He said last week that the illness—however painful for him—may actually have helped in introducing the

show to new listeners. "We were able to stay on the air and give all these new markets and all these new listeners a chance to hear the best of what we've ever done," Imus said. "In a way, it was really serendipitous. It was the best that I could have hoped for. I think the shows were better than if I could have been here."

clear because it is sold for cash and airs during morning drive, a daypart few stations will sacrifice for syndicated fare. "If things progress the way they have been, I think at this time next year we'll be in 50 markets or so," Imus says.

In Washington, where affiliate WTEM is still struggling, General Man-

Don Imus in syndication

	12-plus share		Mkt rank, men 25-54		AQH share % change, men 25-54
	spring	summer	spring	summer	
WWRX-FM Providence	3.4*	4.3	4*	2	+45%
WTEM(AM) Washington	0.6*	0.8	20*	19	+38%
WEEI(AM) Boston	1.3*	2.3	11*	6	+96%
WFAN(AM) New York	3.9	4.9	3	2	+47%

*Pre-Imus. Source: Arbitron summer survey; all shares AQH, 6 a.m.-10 a.m., M-F. Other affiliates: WVEI(AM) Worcester, Mass.; WWWE(AM) Cleveland; WQYK(AM) Tampa, Fla.; WKQV-FM Scranton, Penn.; WTRY-AM/FM Albany, N.Y.; WKMI(AM) Kalamazoo, Mich.; WAJY-FM Aiken, S.C.

Imus says that the show has not changed much from the one he has done on WFAN(AM) New York for years. The only significant change is adherence to a strict hourly schedule that gives both WFAN and affiliates regular breaks for local news, sports, weather, traffic and commercials.

"Now that we're in syndication, the show is better," Imus says. "It's a little more disciplined. And everybody, I think, tries a little bit harder.... I always thought it would be kind of fun, and it is."

Sticking to the clock—a skill most broadcasters master early in their careers—has become an ongoing challenge for Imus and his crew, sometimes fodder for comedy bits, sometimes fuel for on-air shouting matches.

"A child could do it," Imus says. "Which is why we're able to do it."

Imus says he expects the show to do well among listeners 25-54, but not necessarily among listeners 12-plus.

"It's a great show, having not all that much to do with me," Imus says. "I don't expect to be number one anywhere; we're not number one in New York. But I expect to do well 25-54."

The show is somewhat difficult to

ager Bennett Zier says Imus's stinging political humor will eventually attract an audience.

"Nobody in Washington really takes on Capitol Hill or takes on the White House," Zier says. "Imus goes at it with a vengeance. And I think people like hearing that."

The station's morning drive share with Imus—0.8 among listeners 12-plus—was WTEM's best showing in six Arbitron books but was still just 24th in the market.

Imus was strongest in Providence, where he is heard on WWRX-FM, which broadcasts classic rock the rest of the day. Philip Urso, WWRX-FM vice president and general manager, says the strong first-book showing was particularly surprising because he expected Imus's all-talk show to drive off some of the station's hard-core music fans.

Having seen Imus achieve steady success on AM in New York, Urso believes the show may reach a new audience and draw higher ratings on an FM station.

"I'm curious to see what happens to a show this good when you put it on FM and let the other 80% hear it," he says. ■

Reno to head lineup at violence hearing

Attorney general may recommend extending antitrust exemption so networks can work together; Commerce Committee members may indicate if they want to regulate programs

By Kim McAvoy

The Senate may signal this week what it intends to do about the growing concern over violence on television.

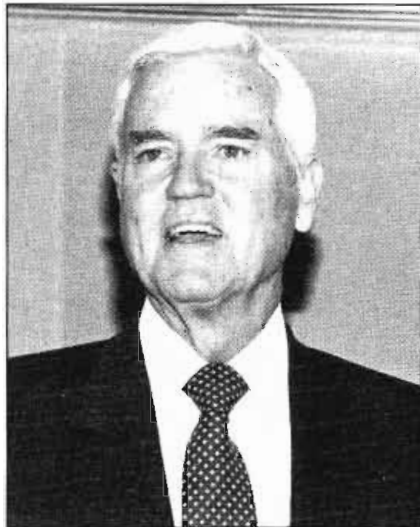
Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) is convening a hearing on the matter, and many of the committee members will indicate for the first time whether they're willing to regulate violent TV programming.

But it's the hearing's star witness, Attorney General Janet Reno, who likely will be in the spotlight. Reno's testimony should help define the administration's position. Washington insiders don't expect her to endorse a particular bill; it has been suggested that she will call on the television industry to use the power of the media to help solve the problem of violence in the streets. In a July speech, Reno suggested that the public tell advertisers they will boycott their products if they continue to support violent programs. "Let's use television to send the message that problems need to be understood and dealt with, not 'solved' or 'glorified' with further violence," she said.

There is also a strong possibility that Reno may recommend an extension of the antitrust exemption for the TV industry. Under legislation passed in 1990, Congress exempted the broadcast networks, cable and the Hollywood production community from antitrust laws, enabling them to discuss how they might deal with the issue of television violence. The exemption, however, expires on Dec. 1. A Justice spokeswoman said last week that the department sees "no danger" in permitting such an exemption.

Because violence and children has been a major concern of the Attorney General, Reno's testimony may also dwell on the impact of TV violence on children.

The broadcast networks are hoping that Congress will give the TV industry more time to voluntarily deal with



Senator Hollings and his star witness, Attorney General Janet Reno.

the issue. Broadcasters also hope the lawmakers will put some heat on the cable networks.

The broadcast networks have complained that much of the violent programming that has been cited airs on cable and not on their networks. Indeed, Senator Paul Simon (D-Ill.), who has been at the forefront of congressional efforts to curb TV violence, has criticized cable for being slow to respond. And it is believed that MTV will take some hits because of the report that a five-year-old boy, after watching the MTV cartoon *Beavis and Butt-Head*, was inspired to light a fire that killed his younger sister.

Simon, who is slated to testify, is giving the TV industry (including cable and the Hollywood production community) until the first of the year to establish a "monitoring office" to evaluate television programs at the end of the season for their violent content. If that doesn't happen, the senator believes that Congress will then step in. Simon may even hint at what legislation he will introduce should the industry not follow through.

The hearing also will provide Hollings with an opportunity to gauge the support for his TV violence bill. Hol-

lings's bill puts television violence on a par with indecency by prohibiting the airing of violent programming at times when children are watching. If committee members indicate that they want "immediate action," says one network lobbyist, then Hollings may want to move.

There's also a likelihood that the debate will go beyond television violence. It's anticipated that some of the senators will broaden the debate to include the sexual content of TV programs. For example, committee members Wendell Ford (D-Ky.) and James Exon (D-Neb.) are said to be hearing regular complaints from constituents about ABC's *NYPD Blue* for its "soft-core porn and street language."

In the House, Ed Markey (D-Mass.) has held a series of hearings on television violence. He has introduced legislation that would require TV sets to contain a computer chip that would enable parents to block programs rated for violent content. The technology also could be used to block any programs in specific time slots. The measure is co-sponsored by the powerful chairman of the Energy and Commerce Committee, John Dingell (D-Mich.) ■

National Association of Broadcasters President Eddie Fritts says that broadcasters worldwide must unite to fight the recording industry's efforts to "squeeze windfall royalties from broadcasters." Fritts's call for action came at a meeting of the Federation of Australian Commercial Television Stations in Canberra, Australia, which also included a delegation of Japanese broadcasters. NAB is trying to stop U.S. record companies from passing legislation that would establish new performance rights fees for any digital transmission of sound recordings.

"It is clear that the performance rights movement is well coordinated around the world by the recording industry, and it is time for broadcasters to stand up for their rights." Fritts also promises that NAB will be an information clearinghouse for all broadcast groups fighting the fees. U.S. broadcasters already pay \$300 million each year for music rights, and performance royalties could cost millions of dollars more. Moreover, NAB argues that the recording industry already receives huge marketing and promotional value from the broadcast of their music and that additional performance royalties are unfair.

Ed Markey is wasting little time in trying to deliver a cable-telco bill. Two weeks ago the House Telecommunications Subcommittee chairman announced plans to work with Republicans on a cable-telco measure. Markey and ranking Republican Jack Fields of Texas are already in the midst of trying to draft legislation that will permit some telco competition with cable. "It addresses some of the same issues as the Senate infrastructure bill [S.1086] but in a different manner," says one Hill source. Just how soon a final draft will emerge is unclear. There are conflicting reports: Some sources say the parties are close; others say there are philosophical differences that may be impossible to reconcile. Still, last week's announced merger between Bell Atlantic and TCI has put even greater pressure on Congress to act.

Senator Paul Simon (D-Ill.) was on *The Tonight Show with Jay Leno* last week to discuss, among other things, TV violence. Simon pointed out that there is "overwhelm-

ing evidence" that violence on TV adds to "violence in our society." Leno noted that people tend to "point a finger" at the broadcast networks for violent programming, but it is cable that is "so over the top" when it comes to language and violence. Leno asked Simon what he thought about reports that a Moraine, Ohio, five-year-old started a fire that killed his younger sister, after watching an episode of the MTV cartoon *Beavis and Butt-Head*, in which characters reportedly say "fire is fun." It illustrates that children imitate good and bad behavior, Simon said. "We have to do something about it."

In yet another fin-syn win for the big three networks, the U.S. Court of Appeals in

Washington has forwarded review of the FCC's new fin-syn rules to the federal appeals court in Chicago—the same court that rejected the agency's 1991 fin-syn rules

as "unreasonable." The move raises the networks' hopes that the new rules will be struck down before their two-year sunset. Among other things, the rules bar networks from the domestic syndication business.

Washington Watch

Edited By Harry A. Jessell

"There is absolutely no basis" for requiring a buyer of a broadcast station to hang on to it at least three years before reselling, the National Association of Broadcasters told the FCC last week. In the rush to deregulate during the Reagan years, the FCC repealed the requirement—the so-called anti-trafficking rule. But last August, the FCC asked whether it should restore the rule and proposed a three-year holding period for new licensees.

"The only effect the old rule appears to have had was to delay and increase the cost of legitimate transfers of broadcast stations," the NAB said. What's more, it argued, a return of the rules would discourage the formation of larger radio groups, which the FCC said would improve service to the public when it relaxed its ownership limits. Instead of imposing a holding period of new licensees, the NAB said, the FCC would do better to give preference to those applicants in comparative hearings who promise to hold the stations for a period of years.

Rumors were flying last week as to what the so-called Dingell-Brooks bill will say. House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Jack Brooks (D-Tex.), chairman of the Judiciary Committee, have been working on legislation dealing with the modified final judgment, which prohibits the regional Bell operating companies from manufacturing equipment and delivering long-distance phone service and information services. Dingell's and Brooks's staffs have been tight-lipped as to what the final product may look like. Indeed, there were reports last week that they were hurrying to introduce a bill by late last Friday. And one source described the measure as "good" for the RBOC's in providing them with some long-distance relief in major markets as well as some relaxation of the restrictions on manufacturing and information services. The only thing that one Commerce Committee staffer would say was that people are talking about the "details of a deal that has not been struck and details of a bill that's not been written."



Interactive promotion: dialing for viewers

By Jim Cooper

Beginning today, viewers of *Family Feud* in the San Jose-San Francisco market will be able to play along at home as part of an ongoing interactive promotion campaign getting the attention of local and national advertisers.

Independent KICU-TV is in its third year of interactive marketing, with *Family Feud by Phone*, one of 14 special and ongoing programs the station has launched.

Through interactive game playing, sweepstakes and sports and information lines, the station's programming enters the home with the promise of higher ratings for stations and advertisers—and cash for viewers.

In the phone version of *Family Feud*, launched in conjunction with distributor All American Television, callers are asked three multiple-choice questions. At the end of the game—the system can handle 10 incoming lines simultaneously—winners' names are flashed on-screen during the TV version and are broadcast on KICU-TV for a chance to win \$100-\$10,000.



An ad for KICU-TV's *Bally's Las Vegas* line, one of dozens of interactive promotions aired by the San Jose station.

Only those callers who correctly answer all three questions are eligible to win, but each player's name is added to the KICU-TV database for use by the station and by advertisers, says David Wolfe, KICU-TV's marketing director. Wolfe says the station can send viewers coupons or discount offers. "There is always a dual purpose here," he says.

Callers to other KICU-TV interactive lines hear ads at the beginning and end of the call. Callers also can be transferred directly to advertisers to place orders or make reservations. The various interactive services are being used

an average of 4,500 times a week.

The targeted marketing that the interactive phone lines provide has attracted the interest of the station's local advertisers as well as national advertisers associated with KICU-TV's partners, such as All American Television and Columbia Pictures Television Distribution.

"KICU-TV has already developed hugely successful interactive viewer programs. We're excited about the opportunities this idea could ultimately offer our advertisers, in addition to the immediate promotional benefits for the show in the San Francisco market," says All American Vice President Alan Winters.

New program ideas are constantly being kicked around to determine advertiser needs, says Wolfe, who adds that converting calling to viewing is often the objective.

The station will launch its largest interactive effort this November. In the *Designing Women* \$100,000 sweepstakes, a cooperative effort with Columbia Pictures Television Distribution, the station will send out 800,000 mailers in the San Francisco ADI asking viewers to call the station's interactive system and register their names. Names of winners will be shown during *Designing Women*. ■

Hoffenberg heads Saatchi

Harvey Hoffenberg, chief creative officer at Saatchi & Saatchi, has been named chairman and CEO of the agency. Hoffenberg, who will remain chief creative officer, will succeed Joseph P. Mack, who will retire at the end of the year after 35 years with the company.

Hoffenberg joined the agency in 1989 after 15 years at BBDO and was named chief creative officer last March. The agency says that he has led the creative drive behind many of its accounts, including Consolidated Edison, General Mills, Hanes and Sara Lee and most recently, he helped to win the \$15 million Dupont corporate business account, which had been in the hands of BBDO for 51 years.

Assisting Saatchi's chief executive will be Michael Keeshan, president and chief operating officer, and Richard A. Pounder, executive vice president and executive management director, who will assume the title of vice chairman.

—JC

Radio DJ's become video stars

Comedy Central promotion features morning jocks from across the country

By Christopher Stern

Morning drive disc jockeys in more than a dozen major markets will make Friday night appearances on Comedy Central as part of the cable network's "Radioactive TV" campaign, to boost its brand awareness.

The campaign gives the DJ's an opportunity to show off their comedic talents to a national audience while Comedy Central reaps the benefit of the DJ's promoting their appearance on the network in the weeks leading up to the show. As part of the deal, the DJ's also create 30-second spots for cable systems that carry Comedy Central.

The DJ's, using the usual on-air banter from their radio programs, bring viewers in and out of commercial breaks. The shows are shot on

location at the radio stations.

"Radioactive TV" premiered on Oct. 8 in Boston with WJMN-FM's J.R. Edwards and Chris Zito. Howard Stern was rumored to be a possible guest host, but so far, that has failed to materialize. Comedy Central was able to secure former *Partridge Family*-member Danny Bonaduce, now a DJ at Chicago's WLUP(FM). Other markets that will be visited by "Radioactive TV" include Houston (KLOL-FM), Atlanta (WKHX-AM-FM), Los Angeles (KROQ-FM) and San Francisco (KITS-FM).

There has been no shortage of DJ's willing to appear, according to Art Bell, senior vice president, marketing, Comedy Central: "It's like shooting fish in a barrel."

Comedy Central thinks that the morning drive listeners are a prime

group from which to attract additional viewers for its target of a young (25-34) upscale audience, says Bell. Now that the network has 30 million subscribers, it will increase its emphasis on consumer awareness and brand recognition. The network also sees the 8 p.m.-midnight shows, hosted by the radio DJ's, as an ideal opportunity for cable systems to push local avails on the channel.

Comedy Central also will launch consumer print and radio campaigns in the coming months, Bell says. Brand awareness is particularly important to the young network because of increasing pressure from cable operators to offer subscribers the opportunity to choose their cable service on an à la carte basis, says Bell. Comedy Central is one of a growing number of networks being offered à la carte. ■

'Women' promotion hooks Bob's Live Bait

WLOX targets businesswomen with sales punch; it gets 20 clients new to TV advertising

By Jim Cooper

Bob's Live Bait doesn't sound like a likely television advertiser or a business owned by a woman, right?

Wrong.

Bob's Live Bait is owned by a woman and is among 20 businesses advertising on WLOX-TV, the ABC affiliate in Biloxi, Miss., as a result of a sales promotion highlighting businesswomen.

"There was a need for recognition for women who have gone out and started their own businesses," says Bobby Edwards, WLOX-TV general sales manager.

The idea for the promotion, which ran June 20-26 and restarted last week, came after Ralph Caudill, the station's national sales manager, read an article profiling new businesswomen in the Biloxi-Gulfport-Pascagoula market. Caudill—along with Victoria Salloum, the station's sales promotion coordinator, and Edwards—went a step further to include advertisers that

wanted to recognize their female employees. That brought in advertisers as diverse as office supply companies, women's centers, fencing companies and, of course, Bob's Live Bait.

To generate excitement for the idea among his eight salespeople—four men and four women—Edwards divided the staff by gender and sent them out into the market to see who could draw more business with the promotion. The women won.

The promotion consisted of advertising packages that sold for \$800 and \$1,200. The \$800 package placed an advertiser in a group with two others. The three advertisers divided a 30-second spot to profile their business or to recognize their employees, and the ad ran 14 times in a mixture of dayparts. The \$1,200 tier bought a 30-second spot shared with only one other advertiser. Those ads ran 16 times in all dayparts during the week-long promotion. A similar advertising schedule bought outside the promotion would cost \$2,000-\$2,300. During the week

of the promotion, the station generated \$16,400, while spending \$1,500 in production costs.

"We are constantly looking for ways to generate new television advertisers. Promotions are a great way to get that type of business started at a smaller investment level," says Edwards.

The economy of Biloxi—the 158th-ranked ADI, split evenly between men and women 18-plus—is growing because of dockside casinos in Harrison and Hancock counties (gaming legislation was passed in March 1992). That, along with three growing military bases and a healthy tourist industry, has driven unemployment down from 8.2% in July 1992 to 4.1% in July 1993. During the same period, sales tax revenue grew by 36%, and residential and commercial building permits doubled as people began to move into the area to fill as many as 800 jobs offered by each of the new casinos. Seven are open, three are under construction and as many as 30 are planned. ■

Classifieds

For rates and other information, see last page of classifieds.

RADIO

HELP WANTED MANAGEMENT

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

General manager: Major market Florida FM. Respected, progressive group broadcaster seeking talented, committed leader. Minimum two years management experience. Terrific company, great market, excellent staff, unique opportunity! Tell us about your successes. Resumes to Box Q-19. EOE M/F.

Local sales manager: Mid-South market's leading radio station is looking to fill a local sales management position. We seek a highly motivated individual who has demonstrated leadership abilities, by motivating a sales team to develop both retail and agency business. Great community, excellent company, terrific benefits. Experience and proven track record required. Please send resume and salary requirements to Box Q-32. EOE.

National sales manager: Mid-South market's leading radio station seeks motivated national sales manager with management, research, negotiating, and promotional skills to develop strong relationship with rep offices. Experience and proven track record required. Please send resume and salary requirements to Box Q-33. EOE.

General sales manager: We're looking for a winner to lead, train, recruit, and motivate our top-rated Adult Hits leader and our LMAed Classic Rock partner. Current local or national sales manager or winning salesperson ready to move up. CRMC a plus! If you are competitive, have a strong will to win, and can generate revenue, call Bill Glover, WZOQ-FM, Lima, OH, 419-222-9292. EOE.

NE medium market AOR leader looking for GSM to take us to the next level. The 90's mean new ways of selling radio. If you are motivated, love sales and promotions send resume to: Box Q-34. EOE.

HELP WANTED SALES

Account executive: If you are located in the Mid-West and have 2 yrs. or more of successful sales, we want your resume. WUBE A/F & WYGY are making history. This is a high income opportunity. Send your pitch, no phone calls. EOE. 225 E. Sixth Street, Cincinnati, OH 45202.

HELP WANTED NEWS

AM radio: "Afternoon news anchor-reporter". Minimum three year's experience of news anchoring, reporting, writing and gathering in a commercial broadcasting environment as well as an ability to host a long form public affairs interview program. The ideal candidate will have an on-air style compatible with a full-service AM station. Send air checks and resume to: News Director, 55 Horsehill Road, Cedar Knolls, NJ 07927. (No phone calls will be taken.) This position will be filled by October 29th, 1993. An equal opportunity employer.

New FM station on air soon. Need PD, annrcs, news, etc. Small market operation. everyone must be very versatile. Send resume and tapes: Position, PO Box 256, Helen, GA 30545. 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.

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

GM/GSM: Small or medium market, experienced, sober, reliable. East, AM, FM, TV. Sales intensive. Phone 912-267-7356.

SITUATIONS WANTED TECHNICAL

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

SITUATIONS WANTED 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

Operations mgr.: Expanding post house looking for 2+ yrs mgmt exp. plus working knowledge of Int'l Dubbing, Telecine, & Standards Conversion. Fax resume to K. Smith 818-985-0614. EOE.

HELP WANTED RESEARCH

Acquisitions & Development Coord, Intl (Manh): Research availability of intl TV/home video distribution rights for programs for term of specific license agreement; screen/evaluate TV programs from France, Germany, Switzerland, Austria to decide which progs will be bought; initiate negotiations w/producers re: terms of license agreement; decide on scripts submitted to co. for possible coproduction, prep budgets, locate sources for adit'l funding, coordinate production research; correspond w/foreign business contacts re: acquisition, distrib. & prod. matters, incl. legal/financial position. Masters Deg in TV/Radio or TV Prod reqd, w/1 yr exp in job offered or 1 yr exp. as prod mgr/coordinator specializing in TV/video acquisition/distribution. Fluency in German & spoken French req'd, 35 hr/wk, \$34K/yr. Send resume/ltr in dupl to: PM1059, One Main Street, Rm 501, Brooklyn, NY 11201. EOE.

HELP WANTED SALES

WTGS: The Savannah Fox affiliate is looking for a very organized, highly motivated, special projects manager to work in sales. This person is responsible for developing, packaging and selling of sponsorships for special projects, such as Kids Club. High commissions paid. Candidates should call Leon Spencer, VP/GSM, at 803-726-5244 or send resume and or examples of work to WTGS, 28 Broadcast Way, Ridgeland, SC 29936. EOE.

Southeast Fox affiliate seeking a national sales manager. Candidate should have 2-4 years experience as national sales manager or regional sales experience dealing with major agencies. Rep firm experience a plus. Send letter and resume with salary history to Box Q-23. EOE.

Local sales manager: WLNE-TV, the CBS affiliate in Providence, Rhode Island, is looking for a local sales manager. Are you a manager who can sell beyond the ratings, establish and maintain client relationships, enable a highly motivated and skilled sales staff, and lead by example? If so, send a top ten list of the reasons why we should consider you to Nancy Lammon, Personnel Director, WLNE-TV, 10 Orms Street, Providence, RI 02904. EOE.

Top 50 CBS affiliate seeks experienced account executives. One to three years on the streets selling broadcast a must. We are a station that is on the move and need the right people to help us get to the top. Call Chic Kroll 1-717-238-2100 ext. 231. EOE.

Expanding veteran TV syndication company in Los Angeles seeks extremely organized, self motivated executive to head U.S. syndication division. Must be familiar with all forms of barter, marketing, national advertising, and cash sales of features and first run series. Individual must be able to assemble media and marketing plan from inception to execution. Salary negotiable, plus commission and bonus. Minimum seven years of experience and references a must. Send resume to: Box Q-37. EOE.

Trainer/client services representative: Software vendor needs person with broadcast experience—especially in traffic or A/R. Enterprise Systems experience helpful. Must be self motivated, organized, and have good people skills. Relocation to Colorado Springs and extensive travel required. Competitive compensation package. Send resume, references & salary history to Box Q-36. EOE.

HELP WANTED TECHNICAL

EIC/remotes: Comtel, Inc., a television production facility located in South Florida, has an opening for someone to maintain and repair equipment assigned to our remote vehicle, drive the remote vehicle to venues and supervise technical and production personnel during the set up and production of a location shoot. Two years experience as an EIC or comparable remote experience as a maintenance engineer required. Must have a commercial drivers license. Send resume with salary req. to: Human Resources, WPBT/TV2, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer. M/F/H/V.

Chief engineer needed for group owned Fox affiliate in mid-size market. Hands-on position with heavy emphasis on transmitter maintenance. Must be self-motivated who can manage people and fix equipment properly. Resume and salary to Box Q-38. EOE.

Broadcast engineer: Responsible for overseeing the master control operation and performing maintenance on production, broadcast and transmitting equipment. Two-year electronics degree, 5 years experience in television broadcasting, repairing studio and transmitting equipment to the component level and FCC General License or restricted permit. Send resume, electronics school transcript and salary requirement to Personnel, WTVI, 3242 Commonwealth Avenue, Charlotte, NC 28205. Closing date 10/29/93. EOE.

Broadcast engineer: Immediate opening at Wyoming Public TV. Responsible for studio maintenance & production support. Salary \$23,908-\$34,208, dependent on qualifications. Minorities and women encouraged to apply. Position open until filled. 307-856-9291. EEO/AAE employer.

Paint Box artist/designer: Designs and produces on-air graphics utilizing Quantel Paint Box & Harriet. Minimum 3-5 years experience in television production/design required. College degree preferred. Typing skills and Macintosh experience a plus. Reply to: Allan Beutler, Design Director, WFAA-TV, 606 Young St., Dallas, TX 75202-4810. EOE, M/F.

Top 50 network market affiliate has immediate opening for chief engineer with extensive technical knowledge, demonstrated ability to successfully manage people, and strong budgeting skills. Excellent opportunity to work with established news operation and to manage start-up cable newscast. All replies treated confidentially. An equal opportunity employer. Resumes to Box Q-42.

Assistant chief engineer: WAVY-TV is seeking a motivated professional with broad technical skills and strong personal skills to be assistant chief engineer. This person will help in overseeing technical operations while providing a large degree of hands-on involvement at this network-affiliated VHF commercial broadcast station. The position will require the ability to assist in managing our existing studio and transmitter facilities as well as the ability to implement state-of-the-art systems in the future. FCC General RT license or SBE Broadcast certification required. Send resume to: Les Garrenton, Chief Engineer, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls accepted. EOE.

Technical director wanted: Experienced TD/director for 10pm newscast. GVG100, Abekus SS and DVE, 1" computerized editing. H18 ENG. Sports directing a plus. Send tape and resume to WPXT-FOX51, 2320 Congress Street, Portland, ME 04102. EOE.

Maintenance technician: Position requires FCC or SBE license and previous television maintenance experience. Must be proficient at trouble-shooting and repair of broadcast equipment, and be able to assist in master control operations as necessary. Send resume to Don Landis, Chief Engineer, WHTM-TV, Inc., PO Box 5860, Harrisburg, PA 17110. EOE.

Video engineer: Experienced contractual video engineer to operate LDK 6 cameras, Beta, Digital Beta, Grass Valley editor (251), ADO, A62, and Quantel Paint Box. Maintenance experience to board level, able to time systems, install equipment, all in a corporate environment. Must have writing and communications skills. Please send resume to Box Q-41. EOE.

Broadcast engineer: 2-5 years experience in operation and maintenance of studio transmitter equipment. Must have FCC General Class license. Growth potential. Rush resume to Chief Engineer, Box Q-39. EOE.

HELP WANTED NEWS

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

Managing editor: Aggressive, expanding Top 50 network affiliate in Southeast seeks creative, innovative, experienced news professional to manage daily news product. Solid news judgement and extensive producing experience required. Must be enthusiastic leader with "can do" attitude and outstanding people skills. Women and minorities are encouraged to apply. Reply to Box Q-26. EOE.

News assignment manager: Oversees desk of top 50 Northeast powerhouse. All resumes confidential. Resume and news philosophy to Box Q-43. An equal opportunity employer.

Meteorologist: Gulf Coast network affiliate seeks meteorologist to complete our weather team. Our chief needs a good back-up with an AMS seal. You must be willing to eat, sleep, and breathe weather. Tapes and resumes to Box Q-44. EOE.

Meteorologist for 5:00 and 10:00 weeknights. Market-leader CBS affiliate with a four-state coverage area and year-round weather extremes. We need a leader with the knowledge, personality and experience to communicate with viewers. AMS only for this high-profile, high-energy position. Send tape, resume and salary history to Mark Millage, KELO-TV, 501 S. Phillips, Sioux Falls, SD 57102. Women and minorities are encouraged to apply. EOE.

News director: Network affiliate has an immediate opening for a news director. This position requires a minimum of three years television news management experience preferably as a news director or executive producer. Applicants should be enthusiastic, innovative and possess excellent people skills, journalistic integrity and fiscal responsibility. College degree preferred. EOE. Resume and tape to Box Q-45.

Producer/reporter: Florida Public Television needs experienced broadcast journalists to cover the Florida legislature. Must also serve as producer, reporter and writer for public affairs documentaries. These are entry level positions. Starting salary... \$18,000. Several positions to be filled. Deadline for applying 10-29-93. Send resume and tape to Personnel, PO Box 20066, Tallahassee, FL 32316-0066. EEO employer.

Entry level reporter position available. Send non-returnable VHS or 3/4 inch only to General Manager, PO Box 2220, Florence, AL 35630. No phone calls. EOE.

Sportscaster: WBFF-TV Fox 45 in Baltimore is looking for a sportscaster to join our Emmy Award winning news operation. We're a young and exciting newsroom and looking for the same in our sportscaster. Applicants must have at least 3 years sports anchoring and reporting experience. Send tape and resume to Joe DeFeo, News Director, WBFF-TV, 2000 W. 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Reporter, etc.: Need aggressive reporter with great storytelling skills. May also anchor weekends and/or do weather, plus produce. Send 3/4 or VHS non-returnable tape with at least one enterprise story to: Karen Frankola, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. EOE.

Weekend meteorologist in one of the most active and competitive weather markets in the country. Must be able to communicate clearly in pressure situations and be comfortable with live shots. Meteorology degree and two years experience required. Send tape and resume to: Human Resources Manager, KJRH-TV, 3701 S. Peoria Ave., Tulsa, OK 74105. Equal opportunity employer.

Director: East Coast network looking for director with minimum 10 years experience in medium to large market television. Ability to handle fast paced news and integration formats as well as pre-production elements. Qualified applicants send resume to Confidential Reply, PO Box 619, Dept. BP, Orange, CT 06477. EOE/AEE.

Weathercaster, with at least a year of commercial broadcast experience, to anchor morning and noon weathercasts. LiveLine 5 and Doppler radar experience helpful. Send tape and resume to Pat Lawrence, KOLN/KGIN-TV, PO Box 30350, Lincoln, NE 68503. EOE.

Assignment editor: KCRA-TV news is looking for an assignment editor for the M-F evening desk shift. Applicants should be able to work flexible hours if called upon. Candidates should have assignment desk experience, a knowledge of satellite news gathering, and a strong background in news story development. Prior experience in directing reporters, photographers, and live truck operators a must. Send resume and references to: Ed Chapuis, Managing Editor, KCRA-TV News, 3 Television Circle, Sacramento, CA 95814-0794. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F/ADA.

Reporter/anchor: Hard nosed, dynamic reporter with anchor potential needed for Emmy winning station. 3/4" non returnable tape, resume and references to Mac Thompson, News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. Minorities and women encouraged to apply. EOE, M/F. Drug test mandatory. Telephone calls disqualify you. Prior applicants need not apply.

Meteorologist: AMS seal. At least two years experience. Familiarity with Kavours 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.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director: If you're an experienced director looking to join a #1 news station, we want to hear from you. WYTV, the ABC affiliate in Youngstown, is seeking applications for a producer/director. Responsibilities include directing our 6 and 11:00 p.m. award-winning newscasts, producing and/or directing promotion and commercial spots and various local programs. Position requires a minimum of two years recent experience directing newscasts, preferably with "live" ENG. Writing skills are a plus. Send resume to Producer/Director, c/o WYTV, 3800 Shady Run Road, Youngstown, OH 44502. No phone calls please! EOE.

Promotions manager: Creative writer and editor wanted to take charge of promotions department at small market ABC affiliate. Responsible for on-air syndicated promotions, station, on-air image & news graphics and news, weather & sports promotions with Ampex 4100 switcher, Abekas A51, ESS still storer, Chyron RGU-2, Dubner 20K, Videotek Toaster, AMPEX 1" Ace Editor & Vista Tips Paint System. To apply, send resume and tape with salary history to John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE M/F.

Top notch producer: We're expanding again... if you're an outstanding writer and producer with at least five years experience producing network quality feature stories, high end corporate videos, documentaries, infomercials or just great television, we want you to be a part of the best broadcast company between the coasts. You must highly motivated and experienced in producing creative pieces that incorporate off-line and on-line editing. Please send resume and reel to: The Orbis Broadcast Group, 358 West Ontario, Chicago, IL 60610. Attn: Executive Producer. EOE

TV promotions: Creative take charge individual with writing, marketing and P/R experience. Excellent people skills a must— editing ability a real plus. Excellent opportunity with a fast growing station in Top 25 market. Resume to Promotions Director, Box Q-40. EOE.

Director of on-air promotions: Highly creative producer/director sought to head on-air division of promotion department. Writing skills a must, hands-on editing experience preferred. Send resume and demo reel to: "Promotions", WUHF 360 East Avenue, Rochester, NY 14604. No phone calls please. EOE.

Number one television station seeks hands-on production manager. Candidates must possess proven abilities in all aspects of studio and field production, good people skills, and be a team player. Degree in broadcasting communications preferred. Send resume to Richard Armfield, General Manager, KOAM-TV, PO Box 659, Pittsburg, KS 66762. EOE/M-F.

Promotion manager with eye toward management. Wanted: Creative, dynamic writer/producer who can operate as one-man band and team player who is looking for an opportunity to make a difference working for a supportive boss in a group-owned 100+ CBS affiliate. Resume, reel (your BEST 5 spots) and cover letter to Shay Merrill, Operations Manager, WTOG-TV, PO Box 8086, Savannah, GA 31412. EOE.

Dimension Media Services is accepting resumes for a video production specialist. Spot commercial experience a must. Send resume and VHS demo tape to Dimension Media Services, 2935 Clearlake, Springfield, IL 62703. EOE.

Producer/videographer/editor: Full time. Three years minimum experience shooting, editing and producing commercials, promos and creative story segments. Creative, journalistic, editing, field producing, interviewing and photography skills a must. Salary commensurate with experience. Send resume and reel to Sandra Dei Dolori, WGOT TV60, One Sundial Ave., Manchester, NH 03103. EOE.

Program manager: Greater Dayton Public Television, community licensee of two CPB-qualified, PBS membership stations and a multi-channel ITFS system serving southwestern and west central Ohio is accepting resumes for the position of program manager. The position is responsible for the developing and managing broadcast and non-broadcast program services. Qualifications include the following: a college degree with emphasis in communications, marketing, education or related field. Organizational skills with attention to detail, and strong interpersonal communication skills. Some experience with public contact important, broadcast experience and familiarity with audience research methods. Must also be experienced in program acquisitions, scheduling and distribution helpful, particularly relating to educational programming. (Application to: Program/Operations Manager, GDPT, 110 S. Jefferson St., Dayton, OH 45402-2415. Position closes on October 29, 1993. Greater Dayton Public Television is an equal opportunity employer.

Producer/director: WYFF-TV, "South Carolina's station of the year", is looking for an outstanding producer/director with strong writing, shooting and editing skills. Applicants seeking this opportunity must have experience with spot production, special programming, and telethons. Minimum five years broadcast experience preferred. Send tapes and resumes to: Human Resources Manager, WYFF-TV, PO Box 788, Greenville, SC 29602. WYFF-TV, NBC affiliate, is a Pulitzer Broadcasting Station. Deadline for accepting resumes is November 1, 1993. EOE.

Edit assist: Fox, WXIN-TV, Indianapolis, needs an edit assist with good communication skills for production dept. Prefer: Min. 2 yrs prod. exp., knowledge of 1", Beta and 3/4" tape formats, audio, Chyron, Still Store and college degree or equivalent exp. in related field. Duties include: Running audio and tape for edit sessions, be liaison between editor and client, assist editor with anything needed for sessions. Job offer contingent upon results of substance abuse testing. No phone calls please. Send resume by 10/29/93 to: WXIN-TV, USA Teleproductions, Jamie Berns, 1440 N. Meridian St., Indianapolis, IN 46202. EOE.

SITUATIONS WANTED NEWS

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

Canadian TV anchor seeks work in US. Five years at network level. Extensive work in all-news formats and program hosting. Strong radio background. Eager for opportunity in top 25 market. Reply to Box Q-27.

ALLIED FIELDS

HELP WANTED ASSISTANTSHIP

Graduate assistantships: Produce your own TV shows in N.Y.C. 12 positions, 20 hours/week. Serve as teaching assistants, crew; work support in research, electronic graphics, traffic, staging lighting; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program which concentrates on TV production. \$6,900+. September 1994. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EEO employer M/F.

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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.

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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.

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.

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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

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

RADIO

HELP WANTED MANAGEMENT

Florida FM

Medium-sized market. FM seeking aggressive goal-oriented, selling GM, preferably with some urban format background. Salary commensurate with experience with small buy-in possible. EOE.

Fax resume to 404/237-1012.

HELP WANTED PROGRAMING PROMOTION & OTHERS

Music Director WMGK Magic 102.9 Philadelphia

One of America's leading adult contemporary stations seeks an experienced, talented and Selector-literate music director. Knowledge of the music and the ability to integrate research with judgement a must. On-air work not required. Great opportunity for small or medium market PD or MD to grow into a major market. Minorities and women especially encouraged to apply. Regular mail is okay; save the phone, fax and overnight mail bills. EOE.

MD Search Julian Breen WMGK One Bala Plaza Bala Cynwyd, PA 19004

CABLE

HELP WANTED SALES

CABLE ADVERTISING ACCOUNT EXECUTIVE

Metropolitan Chicago Cable Company has an exceptional opportunity for a skilled Account Executive to assume an established list including direct and agency accounts. Minimum 2 years sales experience required.

We offer great earnings potential! Send resume in confidence to:

Box Q-15
eoe m/f/d/v

HELP WANTED PROGRAMING PROMOTION & OTHERS

TRAFFIC ASSOCIATE

NBC Cable has an opportunity for a sharp and detail-oriented individual for their fast paced Traffic Dept. in their NY office.

You will input sales orders, schedule commercial spots and copy, prepare program logs, and coordinate bill-board production.

Successful candidate should have 1 year broadcast/cable or advertising agency traffic experience and excellent computer and organizational skills.

NBC Cable offers competitive salary and a comprehensive benefits package. Please mail your resume to **Personnel Associate, NBC Cable, 2200 Fletcher Ave., Fort Lee, NJ 07024.** We are an equal opportunity employer.



TELEVISION

HELP WANTED SPORTS

SPORTSCASTER

Major market regional sports network seeks

dynamic, informed host for Sports Desk show scheduled to premiere in 1994.

This choice opportunity requires a minimum of five years major market experience covering professional teams as well as strong knowledge of all pro and collegiate sports.

Please forward resume and videotape (no audio cassettes) to: **P.O. Box 999-SD, Woodbury, N.Y. 11797.** An equal opportunity employer.

HELP WANTED TECHNICAL

TECHNICAL DIRECTOR

Successful Gulf Coast Fox affiliate in Ft. Myers/Naples is seeking a Technical Director to join our newly formed news team. Experience with GVG 250, Abekas A53 with warp, Chyron Informat a must. Please send resume and non-returnable tape to: **WFTX-TV, Personnel-TD, 621 SW Pine Island Rd, Cape Coral, Florida 33991.** We are an equal opportunity employer.

HELP WANTED MANAGEMENT

MANAGER, TELEVISION COMMUNICATIONS

The National Aeronautics & Space Administration (NASA) is accepting applications for the position of Manager, Television Communications. The incumbent will serve as Executive Producer, NASA Television and will plan development, coordinate scheduling, direct production, and manage distribution of all NASA television programming.

Television is the principal means by which NASA disseminates information about its activities to television networks and stations, cable program distributors and system operators. The Office of Public Affairs, NASA Headquarters, in Washington, D.C., is conducting a nationwide search for a media professional with a strong background in program planning and execution for major news organizations. Candidates must be able to demonstrate significant recent experience as producers of both live and recorded programs with responsibility for editorial content and technical quality.

Salary range is \$66,609 to \$86,589. Interested persons should call (202) 358-1545 for a copy of the announcement and an application form. Applications must be postmarked by November 9, 1993. EOE.

HELP WANTED PROGRAMING PROMOTION & OTHERS

PROMOTIONS PRODUCER

NBA Entertainment is seeking producer with 3-5 years experience to write, edit, and produce NBA promotional spots. Must have extensive experience with off-line editing, graphic production, and post-production supervision. Film background and familiarity with Avid non-linear editing system a plus. An equal opportunity employer. Send resume and 3/4" tape to P.O. Box 3367.



Attn: Promotions Department
Secaucus, NJ 07094-3367

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

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 38). FCC actions on ownership change filings with file numbers and action dates follow:

Grants

KDFC(AM) Palo Alto and KDFC-FM San Francisco, both California (AM: BAL930804EA; FM: BAL930804EB)—Action Sept. 29.

WFFM-FM Ashburn, GA (BALH930819GG)—Action Sept. 30.

WBKZ(AM) Jefferson, GA (BAL930816EA)—Action Sept. 29.

WKMK-FM Sylvestre, GA (BTCH930806GI)—Action Sept. 23.

KECH-FM Sun Valley, ID (BAPLH930809GH)—Action Sept. 29.

WCGO(AM) Chicago Heights and WTAS-FM Crete, Illinois (AM: BALH930813GG; FM: BALH930813GG)—Action Sept. 30.

WAOV(AM) Vincennes and WWBL-FM Washington, both Indiana (AM: BAL930726EA; FM: BALH930726EB)—Action Sept. 28.

KFTE-FM Breaux Bridge, LA (BALH930617GE)—Action Sept. 17.

WPEP(AM) Taunton, MA (BTC930817EA)—Action Sept. 30.

WHB(AM) Kansas City, MO (BAL930602EA)—Action Sept. 20.

WPNF(AM) Brevard, NC (BAL930806EB)—Action Sept. 28.

WCRY-AM Fuquay-Varina, NC (BAL930817EB)—Action Oct. 1.

WVIP-FM Mount Kisco, NY (BAPLH930708GE)—Action Sept. 15.

KWSH(AM) Wewoka, OK (BAL930129HT)—Action Sept. 28.

KOAB-FM Bend, OR (BAPLED930716GK)—Action Sept. 28.

KRBH-FM Pendleton, OR (BAPLED930716GJ)—Action Sept. 28.

KOPB-FM Portland, OR (BALED930716GL)—Action July 16.

WEYZ(AM)-WMXE-FM Erie, PA (AM: BAL930702GM; FM: BALH930702GN)—Action Sept. 15.

WATO(AM) Oak Ridge, TN (BAL930701EF)—Action Sept. 29.

KTRG-TV Del Rio, TX (BTCCT930809KF)—Action Sept. 24.

KSET-FM El Paso (BALH930811GF)—Action Sept. 30.

KHHT(FM) Killeen, TX (BALH930330GS)—Action Sept. 30.

KYST-AM Texas City, TX (BAL930813EC)—Action Oct. 1.

NEW STATIONS

Applications

■ **Columbia, AL** (BPH930923MC)—Charlie E. Gilmore seeks 92.1 mhz; 3.3 kw; ant. 135.3 ft. Address: P.O. Box 1934, Dothan, AL 36302. Applicant

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.

has no other broadcast interests.

■ **Columbia, AL** (BPH930924MA)—James Wilson III seeks 92.1 mhz; 6 kw; ant. 100 ft. Address: 2906 Clardy Rd., Dothan, AL 36303. Applicant owns WJUN-FM-WAGF(AM) Dothan and is permittee of WVFG-FM Uniontown, both Alabama.

■ **Sasser, GA** (BPH930916MB)—Marshall W. Rowland Sr. seeks 107.7 mhz; 25 kw; ant. 100 ft. Address: 1342 Gerbing Rd., Amelia City, FL 32034. Applicant owns WBGA-FM Waycross and WEGC-FM Leesburg, both Georgia, and WGUF-FM Marco, FL.

■ **Gooding, ID** (BPH930920MC)—Idaho Broadcasting Consortium Inc. seeks 100.9 mhz; 100 kw; ant. 481 ft. Address: 10 Fourth St., Santa Rosa, CA 95401. Applicant is headed by Frederic W. Constant and owns KRMR-FM Ketchum, ID.

■ **Colfax, IL** (BPED930902MA)—Cornerstone Community Radio Inc. seeks 92.9 mhz; 6 kw; ant. 100 ft. Address: 15 Walnut Hills Rd., Springfield, IL 62707. Applicant is headed by Richard Van Zandt and owns WJLU-FM Smyrna Beach, FL (EDFM) and holds CP for a new EDFM, WGNV-FM Milladore, WI.

■ **Ashland, OR** (BPED930914MB)—State of Oregon acting by and through State Board of Higher Education and for Southern Oregon State College seeks 88.3 mhz; 0.23 kw; ant. 410.3 ft. Address: P.O. Box 3175, Eugene, OR 97403. Applicant is headed by Virginia L. Thompson and owns KSMF-FM Ashland, KSBA-FM Coos Bay, KSOF-FM Klamath Falls, KSRS-FM Roseburg, KNCA-FM Burney, KSJK(AM) Talent, KAGI(AM) Grants Pass and KSOR-FM Ashland, all Oregon.

■ **Sheffield, OR** (BPED930901MM)—American Family Association seeks 89.9 mhz; 1 kw; ant. 38 ft. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald E. Wildmon and owns noncommercial WAFR(FM) Tupelo, MS.

■ **Lake Jackson, TX** (BPED910930MG)—Educational Media Foundation of Brazosport seeks 91.1 mhz; 5 kw; ant. 140 ft. Address: P.O. Box 187, Humble, TX 77347. Applicant is headed by Johnny Franks and owns KSBH(FM) Humble, TX. Filed Sept. 24.

■ **Altoona, WI** (BP930831AA)—Metro Media Broadcasting Inc. seeks 1560 khz; 1 kw-N; 2.5 kw-D. Address: 617C Walden Court, Altoona, WI 54720. Applicant is headed by George and Sharon Scoufis and has no other broadcast interests.

■ **Three Lakes, WI** (BPH930819MA)—Three Lakes Community Radio seeks 93.7 mhz; 50 kw; ant. 150 ft. Address: P.O. Box 1136, Eagle River, WI 54521. Applicant is headed by Kathy Jean Fejzuli and has no other broadcast interests.

■ **Cheyenne, WY** (BPH930924MC)—KRAE Inc. seeks 104.9 mhz; 6 kw; ant. 0.3 ft. Address: 2109 E. 10th St., Cheyenne, WY 82001. Applicant is headed by Tom Bauman and owns KRAE(AM) Cheyenne, WY.

■ **Cheyenne, WY** (BPH930923MF)—Rule Communications seeks 104.9 mhz; 6 kw; ant. -5.2 ft. Address: 2232 Dell Range Blvd., Cheyenne, WY 82009-4994. Applicant is headed by Robert R. Rule and has no other broadcast interests.

Actions

■ **Crown Point, IN** (BPED910409MF)—Returned app. of Moody Bible Institute of Chicago Inc. for 90.5 mhz; 27.5 kw; ant. 161 ft. Address: 820 N LaSalle Dr., Chicago IL 60610. Applicant is headed by Joseph M. Stowell and owns WMBI-AM-FM Chicago and WDLN-AM-FM East Moline, both Illinois; KMBI-AM-FM Spokane, WA; WCRF-FM Cleveland; WMBW-FM Chattanooga; WAFS(AM) Atlanta; WMBV-FM Dixon's Mills, AL; WGNB(AM) Seminole, WKES-FM St. Petersburg and WRMB-FM Boynton Beach, all Florida; WXYB-FM Zeeland and WGNR-FM Grand Rapids, both Michigan. Action Sept. 21.

■ **Hickory, NC** (BPED930114MF)—Granted app. of University Radio Foundation Inc. for 90.3 mhz; 0.15 kw; ant. 245 ft. Applicant is headed by Roger Sarow and has no other broadcast interests. Action Sept. 28.

■ **Manahawkin, NJ** (BPED910715MG)—Granted app. of Penn-Jersey Ed Radio Corp. for 90.7 mhz; 0.001 kw-H, 0.950 kw-V; ant. 50 ft. Address: P.O. Box 191, Sergeantsville, NJ 08557. Applicant is headed by Frank W. Napurano and owns WRDV(FM) Warminster and WBVO Sellersville, both Pennsylvania, and WDV(RM) Delaware Township, NJ. Action Sept. 27.

■ **Bridgehampton, NY** (BPH920928MR)—Granted app. of Peconic Bay Broadcasting Corp. for 102.5 mhz; 4.5 kw; ant. 112 ft. Address: Box 612, Southold, NY 11971. Applicant is headed by Joseph J. Sullivan Jr. and owns WBAA-FM Southold, NY. Action Sept. 24.

FACILITIES CHANGES

Applications

AM's

■ **Bethesda, MD** WTEM(AM) 570 khz—Oct. 5 app. of Classical Acquisition Lap. for MP (BP980517AC) to increase night power to 3 kw; reduce day power to 4.7 kw and make changes in the antenna system.

■ **Marshall, MO** KMMO(AM) 1300 khz—Oct. 7 app. of Missouri Valley Broadcasting Inc. for CP to correct coordinates to: 39 08 03 - 93 13 19.

■ **Pittsburgh** KDKA(AM) 1020 khz—Oct. 7 app. of Group W Radio Inc. for CP to make changes in antenna system.

FM's

■ **Hampton, AR** KKOL(FM) 107.1 mhz—Oct. 1 app. of Southern Arkansas Radio Co. for CP to make changes; change: ERP: 17.5 kw; ant. 92 m.; change frequency to 106.5 mhz and class C3 (per MM docket 89-453).

■ **Lake Village, AR** KUZZ(FM) 95.9 mhz—Oct. 5 app. of DBR Communications Inc. for one-step application to change channel to 240C3.

■ **Mountain Home, AR** KKTZ(FM) 107.5 mhz—Sept. 27 app. of Mac Partners for mod of lic (BLH-890801KD) for change ant. 183 m.; TL: 6.6 km S of Village Theodosia on State Road NN, Ozark Co., MS.

■ **Big Bear Lake, CA** KTOT(FM) 101.7 mhz—Oct. 6 app. of Mountain Broadcasting Company Inc. for CP to make changes ant. 0.265 kw, ant. 431 m.

■ **Seaside, CA** KLMY(FM) 103.9 mhz—Oct. 7 app. of Dunlin Group for mod of CP (BPH-880629MC) to make changes: ERP: 1.2 kw; ant. 161 m.; TL: Hidden Hills Communication Site, 10805 Saddle Rd.

(Unincorporated Area), Monterey Co., CA.

■ **Shingletown, CA KCFM(FM)** 105.3 mhz—Oct. 4 app. of Michael R. Birdsill for mod of CP (BPH-870320MC) to make changes: ERP: 9.865 kw; ant. 325 m.

■ **Coral Cove, FL WVFE(FM)** 107.9 mhz—Oct. 4 app. of Coral Cove FM Radio Partnership for mod of CP (BPH-871203MJ) to make changes: ERP: 45.8 kw; ant. 157.0 m.; TL: 112. Green Cove, Venice, FL 34292. Class changed from A to C2 (per MM docket 90-62).

■ **Lakeland, FL WEZY-FM** 94.1 mhz—Oct. 7 app. of Chapman S. Root 1982 Living Trust for mod of CP (BPH-859305IG as mod) to make changes: ant. 323 m.; TL: Polk Co., FL, 22 km S of route 674 and 1.25 km E of Hillsborough Co. line.

■ **Greenville, GA WKZJ(FM)** 95.7 mhz—Oct. 1 app. of Orcon Broadcasting Co. for CP to make changes; change: ERP: 3.4 kw; ant. 267.2 m.; TL: approx 4 km S of Warm Springs, GA, along SR 190; change class to C3 (per MM docket 92-227).

■ **Campbellsville, KY WCKQ(FM)** 104.1 mhz—Oct. 5 app. of Heartland Communications Inc. for CP to make changes; change: ERP: 17 kw; ant. 120 m.; change class to C3 (per MM docket 91-271).

■ **Vivian, LA KNCB-FM** 95.7 mhz—Sept. 28 app. of North Caddo Broadcasting Co. mod of CP (BPH-871022MB as mod) for changes: ERP: 1.6 kw, ant. 140 m.; TL: 1.9 km SW of Mira, Caddo Parish, LA, on Lookout Tower Rd., change channel to 287-A (per docket 84-231).

■ **Albany, MN KASM-FM** 105.5 mhz—Oct. 7 app. of KASM of Minnesota Inc. for CP to make changes: ERP: 6 kw.

■ **Brainerd, MN KABD(FM)** 105.3 mhz—Oct. 6 app. of June A. Persons for mod of CP (BPH-920106MC) to change ant. 85 m., and TL: .3 mi. W of SE corner of city limits, Brainerd, MN, Crow Wing Co.

■ **Winona, MN KHME(FM)** 101.1 mhz—Oct. 4 app. of Home Broadcast Co. for CP to make changes: ERP: 15.2 kw; ant. 128 m.; TL: .63 km N of State Hwy 35 & 54 section 53 of Buffalo Township, Buffalo County, WI. Class changed from A to C3 (per MM docket 92-159).

■ **Eldon, MO KBMX(FM)** 101.9 mhz—Oct. 6 app. of Lake Broadcasting Inc. for one-step application to change channel to C3.

■ **Greenwood, MS WGNL(FM)** 104.3 mhz—Oct. 6 app. of Team Broadcasting Company Inc. for CP to make change ant. 150 m., ERP: 150 kw, change class to C2 (per MM docket 92-159). One-step application to change channel to 282C2.

■ **Roanoke Rapids, NC WZRU(FM)** 88.5 mhz—Oct. 5 app. of Better Life Inc. for CP to make changes; change: antenna directional pattern.

■ **Blair, NE KISP(FM)** 106.3 mhz—Oct. 7 app. of Sunrise Broadcasting Corp. for CP to make changes: ERP: 25 max. kw, ant. 91.9 m., TL: 0.3 km E of Co. Rd 25 and 3.9 km S of Herman, section 8, Township 19 North, Washington Co., NE. change to channel 268C3 (per MM docket 92-155).

■ **Los Lunas, NM KOYT(FM)** 102.3 mhz—Oct. 6 app. of Wizard Broadcasting Company for mod of CP (BPH820812AH as mod) to make changes ant. 1,268 m., ERP: 17 kw, TL: Sandia Crest Electronic Site, Cibola National Forest, 26 km ENE Albuquerque, NM and to change class to class C.

■ **Jamestown, NY WUBJ(FM)** 88.1 mhz—Sept. 28 app. of State University of New York for mod of CP (BPH-920303MG) to make changes; change: ERP: 0.556 kw; ant. 93 m.; TL: 60 m. N and 800 m. W from intersection of Eckman and Palm Rds., Ellicott (Chautauqua), NY.

■ **Mount Hope, NY WXHD(FM)** 90.1 mhz—Oct. 4 app. of Shawangunk Communications for mod of CP (BPH-920125MD) to make changes: ERP: 1.10 kw; ant. 183 m.; TL: Shawangunk Ridge, Cellular One tower, 0.78 km at 260 degrees true from Finchville, Orange Co., NY.

■ **Westhampton, NY WAEF(FM)** 98.5 mhz—Sept.

27 app. of Rose Communications Corp. for mod of CP (BPH-920928ME) to make changes: ERP: 475 kw; ant. 89 m.; TL: 201 Old Country Road Riverhead, Long Island, Suffolk Co., NY.

■ **Delta, OH WMHE(FM)** 106.5 mhz—Oct. 6 app. of Dickey Broadcasting Company Inc. for mod of CP (BPH-880714NK) to make changes, ERP: 3.151 m., ant. 94 m., TL: Old State Line Rd., Lucas Co., .8 km W of Scott Rd. and Old State Line Rd. intersection and to change antenna supporting-structure height.

■ **Portsmouth, OH WNXT-FM** 99.3 mhz—Sept. 27 app. of Staradio Corp. for mod of lic (BLH-810223AH) as mod. for change ant. 156 m., TL: .16 mi S of JCT US Grant Bridge and Rte. 10, S Portsmouth, KY, ERP: 2.55 kw.

■ **Bixby, OK KBXT(FM)** 105.3 mhz—Sept. 24 app. of John M. Singer seeks MP (BPH-880602NY) to make change; ERP: 3.4 kw; ant. 268 m.; TL: Stoner Bluff, 3.8 km. W of U.S. Hwy 64, Wagoner Co., OK.

■ **Tahlequah, OK KEOK(FM)** 101.7 mhz—Sept. 28 app. of Demaree Communications Inc. for CP to make changes; change: ERP: 8 kw; ant. 89 m.; TL: on County Rd. 1.5 mi. SE of Tahlequah, Cherokee Co., OK; change class to C3 (per MM docket 90-617).

■ **Aguada, PR WNNV(FM)** 105.5 mhz—Oct. 7 app. of Aurio Matos for CP to make changes: ERP: 3 kw, ant. 329 m., TL: Carretera 411 Ramal 30 km. 8 Barrio Atalaya, Aguada, PR.

■ **Moca, PR WCXQ(FM)** 104.0 khz—Sept. 28 app. of Dominga Barreto Santiago for CP to increase day power to 5 kw; make changes in the antenna system and change TL: 2.9 kw WSW of Anasa, PR.

■ **Brookings, SD KSDJ** 90.7 mhz—Sept. 28 app. of SD State University mod of CP (BPED-920323MB) to make changes; change: ant. 38 m.

■ **Amarillo, TX KAEZ(FM)** 105.7 mhz—Sept. 28 app. of KAEZ-FM Inc. for CP to make changes: ERP: 11 kw, ant. 66 m., change channel to class C3 (per MM docket 92-238).

■ **McAllen, TX KQXX(FM)** 98.5 mhz—Sept. 28 app. of Bravo Broadcasting Co. for CP to make changes; change: ant. 304 m.; TL: on Hwy 506, 1.2 km S of La Feria, TX.

■ **Tremonton, UT KNFL-FM** 105.1 mhz—Oct. 1 app. of Northern Utah Broadcasting Co. Inc. for mod. of CP (BPH-880314IB as mod. & ext) to make changes; change: ERP: 100 kw; ant. 323 m.; TL: 2 mi. NW of Tremonton, Box Elder Co., Utah; change class to C (per MM docket 87-19).

■ **Charlottesville, VA WUVA(FM)** 92.7 mhz—Oct. 5 app. of WUVA Inc. for CP to make changes; change: ERP: 0.75 kw.

■ **Strasburg, VA WBPP(FM)** 104.9 mhz—Sept. 28 app. of Signal Knob Radio Partners for CP to change: ERP: 1.36 kw; ant. 143.6 m. Major environmental action under section 1.1305. CP canceled: Sept. 22.

■ **Spokane, WA KSPO(FM)** 96.9 mhz—Oct. 4 app. of Melinda Boucher Read for mod of CP (BPH-890123MM) to make changes: ERP: 9.77 kw; class changed to C3 (per MM docket 93-11).

■ **Marquette, WI WLST(FM)** 95.1 mhz—Oct. 7 app. of Near-North Broadcasting Inc. for CP to make changes: ant. 133 kw.

■ **Park Falls, WI WCQM(FM)** 98.7 mhz—Oct. 4 app. of Nicolet Broadcasting Inc. for CP to make changes: ERP: 50 kw; ant. 71 m.; class changed from A to C2, frequency changed from 98.3 mhz to 98.7 mhz (per MM docket 90-404).

■ **Port Washington, WI WGLB-FM** 100.1 mhz—Sept. 24 app. of Wisconsin Great Lakes Broadcasting Inc. for CP to make changes; change: ERP: 5.2 kw; ant. 107.7 m.; TL: 0.4 km NE of intersection of Hwy. KK and Mink Ranch Road, in Port Washington Township, County of Ozaukee, WI; change directional antenna.

■ **Rhineland, WI WZTT(FM)** 97.5 mhz—Sept. 27 app. of Stewards of Sound Inc. for mod. of CP (BPH-1146) to make changes ant. 168 m.

■ **Sturgeon Bay, WI WPFF(FM)** 90.5 mhz—Sept.

27 app. of Family Education Broadcasting Corp. for CP to make changes; ant. 50 kw; TL: on County Hwy HH, 4 1/2 mi. N of Sturgeon Bay, WI.

TV's

■ **Rapid City, SD KBHE-TV** ch. 9—Sept. 27 app. of South Dakota Board of Directors for Educational Television for CP to change. TL: 3650 Skyline Dr., Rapid City, SD 57701-9101; ant. 201.6 m; ERP: (vis): 45.62 kw.

■ **Danville, VA WPAJ(TV)** ch. 24—Sept. 17 app. of Danville Television Partnership for MP (BPCT-8703318K) to change: TL; ant. 107 m.; ERP (vis.): 1142.6 kw.

Actions

AM's

■ **Sonora, CA KVML(AM)** 1450 khz—Granted app. of Clarke Broadcasting Corp. for CP to change TL to Bald Mountain, on Bald Mountain Rd. N, 2.5 km NE of Sonora in Tuolumne Co., CA, and make changes in antenna system. Action Sept. 29.

■ **Washington WWRC(AM)** 980 khz—Granted app. of Greater Washington Radio Inc. for MP (BP880909AE) to increase day power to 50 kw; make changes in antenna system and correct coordinates to 38 57 43 76 58 24. Action Sept. 29.

■ **Waldport, OR KORC(AM)** 850 khz—Granted app. of Jarvis Communications Inc. for MP (BP930119AC) to change freq. to 820 khz; increase power to 15 w night and 1 kw daytime. Action Sept. 29.

FM's

■ **Morehead, KY WMOR-FM** 92.1 mhz—Returned app. of Dream Enterprises Inc. for CP to make changes; change: ERP: 6 kw; ant. 106 ft.; TL: 0.2 mi W City Limits, KY 32, Morehead; change main studio location. Action Sept. 23.

■ **Winslow, ME WJBI-FM** 95.3 mhz—Canceled and forfeited app. of John A. Bulmer for new FM on: frequency 95.3 mhz., ERP: 3 kw; ant. 93 m. Action Sept. 27.

■ **Garapan Saipan, MP KPXP(FM)** 99.5 mhz—Granted app. of Sorensen Pacific Broadcasting Inc. for mod of CP (BPH-890103MA) to make a change: ant. 455 m. Action Sept. 16.

■ **Greenville, MS WYBJ(FM)** 104.7 mhz—Forfeited and denied app. of James D. Corbin for CP for new FM on: frequency 104.7 mhz, #284; ERP: 50 kw; ant. 145.9 m. 33 28 35 90 52 41. Callsign deleted. Action Sept. 21.

■ **Pickens, MS WLTD(FM)** 105.9 mhz—Granted app. of D. Scott Communications Inc. for CP to make changes; change: ERP: 25.5 kw; ant. 210.2 m.; TL: approx. 5.6 km NNW of Canton, MS (Madison Co.) from intersection of US Hwy. 51 & Miss. Hwy 16, go N on Hwy 16 approx. 4.5 km, turn left on unmarked road, go W .8 km; change class to C2 (per MM docket 91-183) and change main studio location. Action Sept. 21.

■ **Bolling Springs, NC WGWG(FM)** 88.3 mhz—Granted app. of Gardner-Webb Junior College Inc. for CP to make changes, ERP: 50 kw, ant. 92 m. and TL: 4.8 km WSW of Boiling Springs, NC near intersection of SR 1186 and SR 1195 in Cleveland Co. Action Sept. 20.

■ **Clinton, NC WMXS(FM)** 107.1 mhz—Granted app. of WMXS Inc. for CP to make changes; change: ERP: 13 kw; ant. 138 m. TL: State Rte 242, 2.45 km NNE of Salemburg, Sampson Co., NC; change frequency to 107.3 mhz and class to C3 (per MM docket 91-358). Action Sept. 21.

■ **Wilmington, NC WMNX(FM)** 97.3 mhz—Canceled app. of Cape Fear Radio Company for CP to change: ant. 300 ft. major environmental action under section 1.1305. Action Sept. 22.

■ **Trenton, NJ WWFM(FM)** 89.1 mhz—Dismissed app. of Mercer County Community College for CP to make changes: change: ERP: 1.25 kw; ant. 85 m. Action Sept. 23.

■ **Raton, NM KRTN-FM** 93.7 mhz—Granted app. of

Raton Broadcasting Co. for CP to make changes; change: ERP: 5.5 kw; ant. 440 m.; TL: atop Eagle Tail Mountain, 24.3 km S of Raton Post Office; change frequency to 93.7 mhz and change class to C2 (per MM docket 89-172). Action Sept. 16.

■ **Bath, NY** WVIN-FM(FM) 98.3 mhz—Granted app. of Pembroke Pines Mass Media for CP to make changes; change: ERP: 2.75 kw; ant. 104 m. Action Sept. 22.

■ **Rome, NY** WFRG-FM 96.1 mhz—Forfeited and canceled app. of WFRG Inc. for CP to make changes to antenna supporting structure height. Action Sept. 22.

■ **Brookings, OR** KURY-FM 95.3 mhz—Granted app. of KURY Radio Inc. for CP to make changes; ERP: 8.7 kw; ant. 355, up grade from C3 to C2 (per docket: 92-229). Action Sept. 15.

■ **Lewistown, PA** WMRF-FM 95.9 mhz—Granted app. of Mifflin County Broadcasting Co. for CP to make changes. change ERP: 3.9 kw; change to directional antenna system. Action Sept. 9.

■ **Beaufort, SC** WAGP(FM) 88.7 mhz—Granted app. of Comm. Broadcasting Corp. of Beaufort Inc. for mod of CP (BPED-9008131A) to make changes; ERP: 6 kw; TL: 5.6 km SW of Beaufort, SC off RPR 280, 2.1 km S of Broad River Rd. Action Sept. 15.

■ **Charleston, SC** WEZL(FM) 103.5 mhz—Forfeited and canceled app. of Apollo Radio of Charleston Inc. for mod. of CP (BPH-850226IK) to change TL: on Venning Rd. 0.5 mi. SE of US 17, near Mt. Pleasant, SC, change ant. 989 ft. and make changes in antenna system 32 48 55 79 50 10. Action Sept. 22.

■ **Pamplico, SC** WMXT(FM) 102.1 mhz—Granted app. of Pamplico Broadcasting LP for CP to make changes; change ERP: 50 kw; ant. 150 m. TL: 1.5 mi NW of Lake City, on US 378 Lake City, Florence Co., SC. Change to class C2 (per MM docket 90-586). Action Sept. 8.

■ **Ridgeland, SC** WSHG(FM) 104.9 mhz—Granted app. of Mattox-Guest Broadcasting of S.C. Inc. for

CP to make changes; change: ERP: 16 kw; ant. 125 ft. change class to C3 (per MM docket 91-41). Action Sept. 14.

■ **Socastee, SC** WMYB(FM) 99.5 mhz—Granted app. of Puritan Radiocasting Co. for mod. of CP (BPH-871231ND as mod) to make changes; ERP: 14.5 kw; ant. 131 m.; TL: 2 km E of Nixonville, Horry Co., SC 33 49 30 78 51 47. Action Sept. 17.

■ **Sioux Falls, SD** KKLS-FM 104.7 mhz—Canceled app. of Southern Minnesota Broadcasting Co. for CP to change. ant. 300 m. Action Sept. 8.

■ **Dyersburg, TN** WKNQ(FM) 90.7 mhz—Granted app. of Mid-South Public Communication Foundation for CP to change ERP: 9.88 kw; 100 kw. Action Sept. 22.

■ **Kingsport, TN** WPGB(FM) 88.3 mhz—Granted app. of Blountville Education Association Inc. for mod of CP (BPED-840404IA) to make changes; change ant. 652 m.; TL: site #8, Holston Mountain Electronic site, Holston Mountain, Sullivan Co. Action Sept. 16.

■ **Kingsport, TN** WPGB(FM) 88.3 mhz—Granted app. of Blountville Education Assoc. Inc. for mod. of CP (BPED-840404IA) to change community of license from Blountville, TN, to Kingsport, TN. Action Sept. 16.

■ **Atlanta, TX** KPYN(FM) 99.3 mhz—Granted app. of Ark-La-Tex Broadcasting Co. for CP to make changes: ERP: 50 kw, ant. 144 m., TL: 8 km NW of Bloomburg, Cass Co., TX on County Rd. 3780; Freq: from 99.3 mhz., to 100.1 mhz., and to change, class: C2 (per MM docket 84-231), Action Sept. 10.

■ **Beaumont, TX** KYKR(FM) 95.1 mhz—Canceled app. of Gulfstar Broadcasting LC for CP to change: TL: 941 Butler Rd., City of Vidor, TX, change ant. 305 m. and make change in antenna system. Action Sept. 22.

■ **Hutto, TX** KRG(FM) 92.1 mhz—Granted app. of Austin Broadcasting Inc. for mod of CP (BPH-

910503IB) to make changes: TL: S of Hwy 79, 2.5 mi. W of Hutto, Williamson Co., TX. Action Sept. 16.

■ **Ashland, VA** WYFJ(FM) 100.1 mhz—Granted app. of Bible Broadcasting Network Inc. for CP to make changes: ERP: 6 kw; status changed from accepted for filing to receive. Action Sept. 20.

■ **Petersburg, VA** WSVV(FM) 100.3 mhz—Granted app. of Sandra M. Adair Vaughan for mod. of CP (BPH-880630MQ as mod) to make changes: ERP: 4.7 kw. Action Sept. 20.

■ **Ashland, WI** WJH(FM) 96.7 mhz—Granted app. of Bay Broadcasting Corp. for mod. of CP (BPH-890626IG) to make changes: ant. 75 m., ERP: 50 kw. Action Sept. 14.

■ **Sturgeon Bay, WI** WFNL(FM) 97.7 mhz—Forfeited and canceled app. of Fleet Broadcasting Inc. for CP to change ant. 169 m.; Action Sept. 22.

■ **Rock Springs, WY** KUWZ(FM) 90.5 mhz—Granted app. of University of Wyoming for mod. of CP (BPED-920304MF) to make change; change: ant. 346 ft.; TL: 13.7 km SW of Central Rock Springs at 225 degrees true. Action Sept. 29.

TV's

■ **Missoula, MT** KUFM-TV ch. 11—Granted app. of University of Montana for MP (BPET-920219KF) to change ERP: vis: 125 kw. Action Sept. 23.

■ **Asheville, NC** WASV-TV ch. 62—Granted app. of Video Marketing Network for CP to change ant. 337 m.; ERP: vis: 11.9 kw; TL: 1.33 mi. ENE of intersection of Rte 25A & Blue Ridge Parkway, (35-31-39 82-29-44). Action Sept. 21.

■ **Katy, TX** KNWS-TV ch. 51—Granted app. of Johnson Broadcasting Inc. for MP (BPCT-840711KI) to change ERP: vis: 2,560 kw; TL: 3111 Senior Rd., near Mustang Bayou. 2.1 km S of Houston. 34 km SE of Katy. site in Fort Bend Co., TX. Action Sept. 21.

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For the First

EDITOR: The consistently skewed viewpoint of the BROADCASTING & CABLE editors is becoming a bore. Broadcasters do not need to be educated about or reminded of the importance of the First Amendment because as much as any group, broadcasters revere the First Amendment.

And accordingly, when the lines are drawn, broadcasters know that they must side with the First Amendment. As repugnant as a bed-fellow may be, the alternative is simply too dangerous to consider.

But most broadcasters *also* accept the extraordinary responsibility which accompanies that freedom. An unswerving support for the First Amendment should never be interpreted as a blanket endorsement for all media activities. (And despite BROADCASTING & CABLE's editorials, broadcasters know who's paying the price.)

There's nothing new to be found within the current debate about First Amendment rights: neither in the activities nor in the intentions. Most broadcasters are conscientious about their activities—and about the service that they provide. And if they do well they make money.

A few broadcasters just make money. And the profits can be bigger and better. Because the massive impact and penetration of broadcasting allow that: *"If you can fool a few of the people, for just a few minutes, you can get rich."*

But if the profit perspective is eliminated, most of the righteous debate will suddenly evaporate.

Again, the most devout supporters of the First Amendment will be found within the broadcast industry. That can, unequivocally, be said of the major group that first hired me—as well as the innumerable broadcasters with whom I was associated for 20 years.

And it would be refreshing if BROADCASTING & CABLE would acknowledge that "pushing the envelope" does not necessarily make one a freedom fighter. (But regardless, fortunately the public will always survive.)—*Paul McAlister, PD&M Partners, Arlington, Tex.*

Rush = truth

EDITOR: As a broadcaster of 42 years vintage I am appalled but not surprised that Congress will now vote the fairness doctrine back into existence. Who among us outside of politics thought it fair in the first place, and if it was fair, why was it eliminated?

To reinstate the fairness doctrine is just one more insidious move by the House and Senate of the United States to protect the status quo of dishonesty that is destroying this great nation. Their interest is not, as any seventh grader could tell you, fairness to the American public through the FCC, but rather, fairness to themselves to insure re-election for continuation of their own self-interest, which indeed is our path to destruction.

Conversation concerning reinstatement of the fairness doctrine has only recently surfaced during the incredible debacle of the Clinton administration. Any broadcaster or non-broadcaster, paying attention, can easily see the why of it. The catalyst for reinvention of a fairness doctrine can be summed up in two words... "Rush Limbaugh."

Our political leaders, especially the President, are not interested in such things as the rhetorical poverty of Howard Stern or any other fairness issue affecting the American people, but they are scared to death of truth. Truth is not a matter of conservative or liberal, Democrat or Republican. It is not a matter of presentation (finesse) or occasional honest mistake (always corrected) but a matter of right opposed to wrong. Rush Limbaugh single-handedly has reintroduced truth to the airwaves. It wouldn't be so bad if he would just slip on one of his programs and tell an outright lie or perhaps something colored slightly gray, but he simply won't do it.

Politicians deal in half-truth, so therein lies the problem. I suggest that to solve it, in fairness to themselves, it be labeled "the half-fair doctrine."

Who says one man can't make a difference?—*Bill Mahoney, Cape Coral, Fla.*

Datebook

THIS WEEK

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

Oct. 18-20—The Museum of Television & Radio present three seminars on MTV. The Style and Audience of MTV on Oct. 18; The Music of MTV on Oct. 19 and The News of MTV on Oct. 20. Museum, New York. Information: Diane Lewis, (212) 621-6685 or Dana Rogers, (212) 621-6705.

Oct. 19—New York Women in Cable annual career conference/career fair. Time Life Building, New York. Information: Dorothy Carlin, (212) 856-6109.

Oct. 19—Hollywood Radio & Television Society newsmaker luncheon. Speaker: H. Wayne Huizenga, Chairman/CEO, Blockbuster Entertainment Corp. Beverly Wilshire Hotel, Beverly Hills, Calif. Information: (818) 769-4313.

Oct. 20-21—"Mass Communication and Social Agenda Setting," conference sponsored by *The Annenberg Washington Program in Communications Policy Studies of Northwestern University* and the *Center for Health Communication of the Harvard School of Public Health*. Willard Office Building, Washington. Information: Nicole Nolan, (202) 393-7100.

Oct. 22-23—National Academy of Television Arts and Sciences board of trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson, (212) 586-8424.

Oct. 22-24—Texas Association of Broadcasters annual convention. Worthington Hotel, Fort Worth, Tex. Information: Stephanie Hampton, (512) 322-9944.

ALSO IN OCTOBER

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

Jan 29-Feb. 1—National Religious Broadcasters convention and exposition. Sheraton Washington, Washington. Information: (703) 330-7000.

Barry Schulman

Sci-Fi Channel programming vice president Barry Schulman probably knew he was in for a strange journey the day after USA launched the network. That's when calls started coming in to the network from sci-fi fanatics who wanted to know why the network was airing an episode of the gothic horror series *Dark Shadows* out of sequence. Schulman says he enjoys science fiction, too, but he isn't quite so fanatical about it.

Schulman cannot, for example, tell you the storyline of every episode of *Star Trek*. He can, however, tell you a lot about television production, program development and syndication. It is that knowledge that led him to the top programming post at Sci-Fi Channel.

Moving to the start-up cable channel a year ago marked a significant career change for Schulman. Until then, he had only worked on the broadcast side of the business, where years of cost cutting and scaling back eventually took its toll. He decided to exit as director of programming at Group W-owned WBZ-TV Boston after nine years in the position.

"The switch was extremely easy," says Schulman. "I am now in a place where the glass is half full. This is a growing place in an industry where everything is growing. I left a station and a group and an industry where the glass was half empty and where we were looking for ways to do less and spend less and cut back."

Schulman says that the cable industry is more prepared to take risks than the broadcasting industry, and he is invigorated by the level of experimentation at new cable networks such as Sci-Fi Channel. The network, which reaches close to 15 million homes, is looking to produce at least six original movies and four original series in the year ahead, and is developing ways to bring interactive tie-ins to the channel.

Schulman has always had a passion for television. His interest dates back to the old DuMont set he was glued to in his parent's living room in Queens, N.Y. "They said I probably needed glasses because I sat so close to the TV and I watched all the time," he



says. "I was intrigued at the way camera angles and shots changed and the way things got put together."

Schulman didn't exactly grow up in a show business family, but his family did have some brushes with the business. His grandfather Nathan owned a Yiddish theater on New York's Lower East Side that still stands today. And both his father and uncle had worked at Warner Bros.: his father as a film editor and his uncle as a promotion director.

Schulman thought that he, too, might become a film editor, but after receiving his degree in communication arts from New York University, he decided instead to pursue television. He already had a head start in the business, having worked during college as a CBS page on programs including *The Ed Sullivan Show*. Immediately following college, he continued as a part-time page at the network and managed to get a job as a director's assistant at company flagship WCBS-TV New York in 1971.

"At CBS you learned how to do things the right way," says Schulman. "Everything had to be lit just right, shot just right, edited just right."

His experience at CBS led to a dizzying round of positions at New York TV stations, where he produced a variety of programs including WABC-TV's *AM New York*, long-running WCBS-TV public affairs show *Channel Two: The People* and WNEW-TV's popular children's program, *Wonderama*.

"There were enormous opportunities in those days," he says. "There was a lot of local production that doesn't exist today."

"Virtually all of the shows I worked on were live, and you truly learned the discipline that was necessary in television," says Schulman. In 1978, he took his experience to Pittsburgh as executive producer of Group W-owned KDKA-TV's *Evening Magazine*. That led to a long relationship with the station group that next included the executive producer job at WBZ-TV's *Evening Magazine*.

By 1980, Schulman had moved up at the station to become executive producer of programming. He created and developed a wide array of programming

and was later named director of programming. In that role, he managed all programming decisions at the station and produced a variety of programs for Group W, including the nationally syndicated *This Evening* and four made-for-television movies, including the Peabody Award-winning *Tender Places*.

Schulman doesn't rule out the possibility that he might produce again. He describes himself as "a person who thrives

on change and the challenge that change brings."

"I wouldn't have any problem rolling my sleeves up and producing tomorrow," says Schulman. "I think the one mistake too many people in this business make is pigeonholing themselves." ■

Vice President, programming, Sci-Fi Channel, New York; b. Dec. 31, 1946, Astoria, N.Y.; BS, communications, New York University, 1968; teacher and part-time CBS page, 1968-71; director's assistant, WCBS-TV New York, 1971-74; producer, WABC-TV New York, 1974-75; producer, WCBS-TV, 1975; producer, WNEW-TV and WWOR-TV, both New York, 1976-78; producer, WCBS-TV, 1978; executive producer, *Evening Magazine*, KDKA-TV Pittsburgh, 1978-79; WBZ-TV Boston: executive producer, *Evening Magazine*, 1979-80; executive producer of programming, 1980-83; director of programming, 1983-92; current position since June 1992; m. Kathryn Baum, Aug. 2, 1970; children: Marisa, 16; Zachary, 12.

TELEVISION

Bill Cooper, VP, financial controls/accounting, Capcities/ABC Video Enterprises, New York, DIC Entertainment, Burbank, Calif., named senior VP/CFO.

Lawrence Lytle, producer, Lorimar Television, Los Angeles, joins Spelling Television there as president.



Rosenstein

Appointments at ABC Entertainment, Los Angeles: **Donna Rosenstein**, VP, casting, named senior VP, talent, casting; **Carolyn Ginsburg**, director, reality/variety

series development, assumes additional responsibilities as director, reality/variety, comedy development for series; **Kenneth Mok**, director, current comedy programs, NBC, Burbank, joins as director, comedy series development.

Christopher Keenan, manager, creative affairs, Warner Bros. Animation, Burbank, Calif., joins ABC Children's Entertainment, Los Angeles, as director.

Ed Rollins, political strategist, Washington, joins NBC News Today, New York, as political analyst.

Pam Meyer, producer, interactive programs, Electronic Arts, San Mateo, Calif., joins National Geographic Television, Washington, as VP.

Elden Hale, president/GM, WNEP-TV Wilkes-Barre/Scranton, Pa., named executive VP, programing, development, New York Times Broadcasting, there.

Sue Raymer, manager, station relations, consumer promotion, MGM Domestic Television Distribution, Los Angeles, named director, advertising, promotion.

Barbara Corday, former president, COO, Columbia Pictures Television, Burbank, Calif., joins New World Television, Los Angeles, as president.

Lisa Hackner, development coordinator, Telepictures Productions, Burbank, Calif., named manager, current programing.

Martin Weisman, national sales manager, Independent Network Inc., Los Angeles, joins Century Group Ltd., Los Angeles, as VP, domestic sales.

Mark Rafalowski, senior VP, sales, development, Western International Syndication, Los Angeles, joins DSL Productions there as senior VP, worldwide marketing, sales.

Darcy Antonellis, director, technical services, CBS, New York, named VP, technical operations, CBS operations, engineering.

Honi Almond, VP, business affairs, Reeves Entertainment, Los Angeles, joins Gerber/ITC Productions there in same capacity.

Cynthia Irving, VP, sales, Camelot Entertainment Sales, New York, joins Rysher TPE, Chicago, as VP, midwest advertiser sales.

Warren Reed, VP/GSM, WNEP-TV Wilkes-Barre/Scranton, Pa., named executive VP/station manager.

Joe Kolina, executive producer, afternoon news, WBBM-TV Chicago, joins WMAQ-TV Chicago in same capacity.

Enrique Perez, GM, WSBL-TV Tampa, Fla., joins KTMD-TV Houston in same capacity.

Mark Schanowski, sports reporter, WLS-TV Chicago, named weekend sports anchor.

Dennis Welsh, GSM, WPTT-TV Pittsburgh, joins WLWT-TV Cincinnati as national sales manager.

C. Joseph Tonsing, consultant, Tonsing Enterprises, Fort Wayne, Ind., joins WACH-TV Columbia, S.C., as GM.

Appointments at WAKA-TV Montgomery, Ala.: **Laurie Davison**, noon anchor, named weekday co-anchor; **Kim Miller**, morning anchor/reporter, named noon anchor; **Chris Bailey**, meteorologist, KVUE-TV Monroe, La., and **Pat Casey**, reporter, KAMC-TV Lubbock, Tex., join in same capacities.

Elizabeth Arnett, acting GM, KJUD-TV Juneau, Alaska, named GM.

RADIO

Jack Mitchell, director, Wisconsin Public Radio, Madison, Wis., elected to board of directors, National Public Radio.

Catherine Moseley, divisional trainer, ITT Sheraton Corporation, Tucson, Ariz., joins Prism Radio Partners L.P. there as director, organizational development, redesign.

John Schaller, GM, WAIT(AM)-WXET-FM Crystal Lake, Ill., joins Interstate Radio Network, Chicago, as director, sales.

Jay Sterlin, managing partner, WFB(AM) Syracuse, N.Y., joins WJBR-AM-FM Wilmington, Del., as VP/GM.

Appointments at WFAS-AM-FM White Plains, N.Y.: **Jay Michaels**, production director/weekend air personality, WYNY New York, joins as morning show host, WFAS-FM; **Bill Goode**, promotion director, WKIS-WQAM Miami, joins in same capacity.

Hilton Wick, attorney, Wick and Maddocks, Burlington, Vt., elected chairman of the board, Vermont Public Radio.

Lee Ann Longinotti, senior account executive, D & R Radio, Dallas, joins KYNG-FM-KSNN-FM Dallas as national sales manager.

Harold Greenberg, owner/GM, KMAS(AM) Shelton, Wash., elected president, Washington State Association of Broadcasters; **Dick Pust**, station manager, KGY-AM-FM Olympia, Wash., elected VP, Washington Association of Broadcasters.

CABLE

Kent Lillie, VP/GM, WATL-TV Atlanta, joins Shop At Home, Knoxville, Tenn., as president/CEO.

Appointments at Q2, New York: **Ford Ennal**, former senior VP, Reebok International, New York, joins as senior VP, marketing; **Harlan Bratcher**, former VP, sales, Go Silk, New York, joins as senior VP, merchandising; **Cynthia Basciani**, former VP, acquisition, programing, Capital Cities/ABC Video Publishing, New York, joins as senior VP,



New lineup for BEA

The Broadcast Education Association announced its board of directors for the 1993-94 academic year. Shown, top, l-r: Kent Sidel, University of South Carolina; Mike McGregor, Indiana University; Louisa Nielsen, BEA executive director; Joe Foote, Southern Illinois University at Carbondale; Roger Hadley, Oklahoma Baptist University and Gay Russell, Grossmont University.

Bottom, l-r: James Smith, State University of New York at New Paltz, board chair; Ramsey Elliott, VP, Fuller-Jeffrey Broadcasting, Granite Bay, Calif., vice chair; Lynne Gross, Pepperdine University, Malibu, Calif., secretary-treasurer, and Bill Poole, GM, WFLS-AM-FM Fredericksburg, Va., immediate past chair.

—MB

entertainment, service merchandising; **Patrick Gates**, former VP, divisional merchandise manager, Barney's, New York, joins as divisional merchandising manager; **Tina Sharkey-Nederlander**, senior director, client services, Frankfurt Gips Balkind, New York, joins as VP, marketing; **Jay Scharer**, consultant, Playboy Entertainment Group, Los Angeles, joins as VP, business development; **Kristy Loveman**, director, marketing, sales publicity, MTV, New York, joins as director, public relations; **Betsy Perry**, senior editor, *Cosmopolitan* magazine, joins as editor, program development.

Appointments at CNN Business News, New York: **Richard Forney**, manager/program director, news, information, Minnesota Public Radio, Minneapolis, joins as supervising producer; **Kelli Arena**, news editor, named news correspondent.

John Pinocci, director, celebrity marketing, Home Shopping Network, St. Petersburg, Fla., named VP.

Mariglo Vizcarrondo, assistant director, business development, WKAQ-TV San Juan, P.R., joins Turner Broadcasting System, international division, Atlanta, as coordinator, Latin America, Caribbean.

TECHNOLOGY

Tom Haga, GSM, international business group, Pioneer Electronics Corp., Upper Saddle River, N.J., named president, Pioneer New Media Technologies Inc., there.

John Severino, former president/CEO, Prime Ticket Network, Los Angeles, joins AVTEX Interactive Media, Campbell, Calif., as president.

DEATHS



Grant

Felix Grant, 74, pioneer Washington jazz radio personality, died Oct. 12 of liver cancer at his home in Washington. Grant's radio career started in 1945, when he toured defense plants as a motivational speaker. This led to a spot as the MC of a weekly Washington radio program featuring a women's Coast Guard band. That led to an offer from WWDC(AM) Washington as an announcer. In 1953 he joined WMAL(AM) there, where his nightly program,

Album Sound, was broadcast for three decades before going off the air in 1984. Grant's popularity as a jazz broadcaster on an AM station was unusual at a time when jazz wasn't given much airplay. In 1979, after 25 years, WMAL canceled Grant's program. Public protest was so great that the station reversed itself and apologized to listeners. Five years later he was canceled, but Grant moved across town to WRC(AM). He was there three years until he joined noncommercial WDCU-FM in 1987, where he was heard on Saturday afternoons until June of this year. Survivors include his wife, June, two brothers and one sister.

William Angus Corley, 76, newsman, died Oct. 3 of renal cancer at Calvary Hospital, Bronx, N.Y. Corley was a reporter with the *Washington Daily News* and later an editor at Trans Radio, a national wire service. In 1955 he joined NBC News, New York, as a news editor and later became producer of *World News Roundup*. In 1963 he was named bureau chief of NBC in Chicago. Corley wrote and produced *The First Television War* in 1966, which won an Emmy. In 1969 he went to Moscow as bureau chief for NBC, where he remained for 19 months until the bureau was closed. He retired afterward. There are no immediate survivors.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act. of August 12, 1970: Section 3685; Title 39, United States Code). 1. Title of Publication: BROADCASTING & CABLE. 1B. Publication No. 7202800. 2. Date of Filing: October 22, 1993. 3. Frequency of Issue: Weekly. 3A. No. of issues published annually: 52. 3B. Annual subscription price: \$99.00. 4. Location of known office of publication: 1705 DeSales St., NW, Washington, D.C. 20036. 5. Location of headquarters or general business offices of the publishers: 475 Park Ave., South, New York, NY 10016. 6. Names and addresses of the publisher, editor and managing editor: Publisher: Peggy Conlon, 475 Park Ave., South, New York, NY 10016. Editor: Donald V. West, 1705 DeSales St., NW, Washington, D.C. 20036. Managing Editor: Mark K. Miller, 1705 DeSales St., NW, Washington, D.C. 20036. 7. Owner: Cahners Publishing Co. A Division of Reed Publishing U.S.A., 275 Washington St., Newton, MA 02458. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.) None. 9. Not applicable. 10. Circulation: A. Total number of copies. Average number of copies each issue during preceding 12 months: 34,884. Actual number of copies of single issue published nearest to filing date: 39,766. B. Paid and/or requested circulation. 1. Sales through dealers & carriers, street vendors & counter sales. Average number of copies each issue during preceding 12 months: 258. Actual number of copies of single issue published nearest to filing date: 237. 2. Mail subscriptions (paid and/or requested). Average number of copies of each issue during preceding 12 months: 32,238. Actual number of copies of single issue published nearest to filing date: 37,277. C. Total paid and/or requested circulation. Average number of copies each issue during preceding 12 months: 32,496. Actual number of copies of single issue published nearest to filing date: 37,514. D. Free distribution by mail, carrier or other means, samples, complimentary and other free copies. Average number of copies each issue during preceding 12 months: 1,258. Actual number of copies of single issue published nearest to filing date: 1,000. E. Total distribution. Average number of copies of each issue during preceding 12 months: 33,754. Actual number of copies of single issue published nearest to filing date: 38,514. F. Copies not distributed. 1. Office use, left-overs, unaccounted, spoiled after printing. Average number of copies each issue during preceding 12 months: 849. Actual number of copies of single issue published nearest to filing date: 897. 2. Return from News Agents. Average number of copies each issue during preceding 12 months: 281. Actual number of copies of single issue published nearest to filing date: 355. G. Total. Average number of copies each issue during preceding 12 months: 34,884. Actual number of copies of single issue published nearest to filing date: 39,766. I certify that the statements made by me are correct and complete.

Donald V. West
Editor

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 3. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	13.7/227/89
2. Star Trek	13.0/246/99
3. Jeopardy!	11.8/216/98
4. Oprah Winfrey Show	10.7/236/99
5. Star Trek: DS9	9.7/241/99
6. Entertainment Tonight	7.7/179/95
7. Roseanne	7.3/181/95
8. Inside Edition	7.1/162/95
9. Nat'l Geog.-Assign.	7.1/184/96
10. Married...With Children	6.9/188/95
11. Baywatch	6.6/197/96
11. Wheel Of Fortune-wknd.	6.6/181/76
13. Current Affair	5.9/180/95
14. Hard Copy	5.8/158/91
14. Imagination I	5.8/177/97

WMXJ-FM Pompano Beach, Fla., was purchased by Jefferson-Pilot Communications Co. for \$17.8 million from Sconnix Broadcasting Co. The buyer owns KSON-AM-FM San Diego; KYGO-AM-FM Denver and KWMX-AM-FM Lakewood, both Colorado; WLYF-FM Miami and WMRZ(AM) South Miami, both Florida; WQXI(AM) Atlanta and WSTR-FM Smyrna, both Georgia; WBT-AM-FM-WBTV-TV Charlotte, N.C., and WWBT-TV Richmond, Va. The seller owns 4 AM's and 5 FM's. WMXJ-FM has oldies format on 102.7 mhz with 100 kw and antenna 1,007 ft. Broker: Blackburn & Co. Inc.

The FCC is considering fining four TV stations for exceeding commercial time limits during children's programming. KPLR-TV St. Louis, KXRM-TV Colorado Springs, KTTW-TV Sioux Falls and its satellite KTTM-TV Huron, both South Dakota, have time overages ranging from 87 to 197 instances, says Larry Miller, assistant division chief of the Video Services Division. Three TV stations paid \$15,000 each in late July for similar infringements, but Miller refused to comment on a proposed

amount for these violations. The commissioners will vote on the accusations on Oct. 21.

Another week went by with the Senate failing to act on the nomination of Reed Hundt to the chairmanship of the FCC. Republicans refused to vote on Hundt and other nominees. They're unhappy with the White House's failure to fill Republican seats at several government agencies, including the FCC.

General Motors Corp., upset by a PBS-TV Frontline documentary about the auto giant, says it is re-evaluating its financial support for PBS. The *Frontline* report, which chronicled both successes and failures at GM, included material critical of the company. GM is "simply declaring that we will look carefully at future programming," says spokesman William O'Neill. "If it's a hostile environment, we should think twice about contributing to it." GM does not contribute to *Frontline* itself, but has given \$14.8 million to PBS since 1981 and also has committed funding for an upcoming PBS documentary on baseball by Ken Burns. *Frontline* defended the report on GM as fair

'Mighty Morphin' mighty good

A week after finishing atop the kids 6-11 demographic ratings, Fox Children's Network morning series *Mighty Morphin Power Rangers* beat all youth-targeted morning and afternoon programming in the key child demographic categories. Produced by independent Saban Entertainment, live-action sci-fi *Power Rangers* turned in a 5.9 Nielsen rating for kids 2-11 and a 7.3 rating among kids 6-11, making it one of the first breakout freshman hits of the 1992-93 season.

Warner Bros. Animation cartoons, *Animaniacs* and *Batman*, tied for second among kids 2-11 with identical 5.8 ratings, while *Tiny Toon Adventures* ranked fifth with a 4.5 rating, providing FCN's 3-5 p.m. afternoon block (4.8 rating) with a 37% rating advantage over Buena Vista Television's Disney Afternoon block (3.5 rating). DA's freshman *Bonkers* (5.1), *Goof Troop* (4.5) and *Darkwing Duck* (3.4) ranked third, sixth and ninth, respectively.

—MF

and accurate. "This is a good example of how independent the programming really is on PBS," a *Frontline* spokesman said. "There is no overlap between corporate and programming decisions."

The retransmission-consent battle in Corpus Christi, Tex., shows no sign of ending anytime soon and is getting uglier. McKinnon Broadcasting, owner of KIII-TV there, is furious that Tele-Communications Inc. refuses to negotiate retransmission with McKinnon's Beaumont station, KBMT, until the Corpus Christi situation is resolved. Michael McKinnon, head of McKinnon Broadcasting, said he had a no-cash deal for KBMT ready to go, but TCI at the last minute said no deal until there was one in Corpus Christi. In Beaumont, KBMT is the only station not on TCI's cable system there, and McKinnon is considering filing an antitrust suit against TCI because the MSO is saying the two stations' retrans fates are tied together. A TCI spokesman said: "We do group deals."

Despite improved ratings for CBS's coverage of the baseball playoffs,

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting ■

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02458-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1993 by Reed Publishing USA. Rates for non-qualified subscriptions, including all issues: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Except for special issues where price changes are indicated, single copies are \$2.95 US. Please address all subscription mail to: *Broadcasting & Cable*, P.O. Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

ABC won the week of Oct. 4-10.

It was ABC's first prime time ratings victory of the season after three straight wins for CBS. ABC averaged a 13.5 Nielsen rating/22 share for the week, followed by CBS's 12.9/22, NBC's 11.2/19 and Fox's 7.2/12. ABC won Tuesday and Friday, with CBS capturing Monday, Wednesday and Sunday. NBC grabbed Thursday and Saturday. NBC's win on Saturday came as a result of CBS's baseball coverage, which pre-empted *Dr. Quinn, Marts of the West* and *Walker, Texas Ranger*. Through last Wednesday night, CBS was leading ABC by half a rating point in the season race, 13.4/22 versus ABC's 12.9/21. NBC is in third with an 11.2/18, followed by Fox's 7.1/12.

The FCC will release its cable rates survey at the commission's Thursday meeting (Oct. 21). The agency initiated the survey to ascertain whether its new cable rate regulations have lowered cable rates. An FCC source says the survey will reveal what the FCC has been saying all along: that for most consumers, "rates have gone down." Indeed, one report indicates that 70%-75% of consumers have seen a decrease in their rates.

Family Channel parent International Family Entertainment last Friday (Oct. 15) extended the deadline on its \$40 million offer to buy The Nostalgia Network, including \$1.50 in cash and 50 cents in IFE common stock for each common share of Nostalgia plus \$150 in cash and \$50 in stock for each preferred share.

Minneapolis-based home shopping channel ValueVision International has signed a binding letter of intent for a six-year affiliation agreement with multiple system operator Newhouse Broadcasting Corp. A combination of MSO deals and time-block lease agreements would bring the network's distribution to more than 10 million homes on a combined part-time and full-time basis by Dec. 31.

A&E Networks' upcoming history network, previously known as H-TV, has changed its name to The History Channel. The 24-hour network is scheduled to launch in late 1994.

Talking baseball

The National Football League has begun rights renewal talks with five incumbents, including ABC, CBS, ESPN, NBC and Turner. One source says talks are still in the "preliminary" stage. Several network sources say negotiations with CBS and NBC will get "real ugly," as one put it, over the money issue. Combined, they are losing hundreds of millions on the current deal. On the other side of the table, the NFL is facing a world of expanded free agency and, presumably, higher costs. Some owners are reluctant to agree to a drop in television rights money. One issue on which the league has agreed to bend is the length of the season, now 18 weeks. That will be shortened next season by at least one week, and maybe two, sources say. For CBS and NBC, that's an issue of both inventory (which they don't need) and game quality (which they need more of). The pace of talks will be set by those two networks. One source says that ABC and cable deals should fall into place once CBS and NBC are done. But no real progress is expected until late November.

WASHINGTON

In the running?

Acting NCTA President Decker Anstrom's star may be rising. Although he's removed himself from the running for the NCTA presidency, many still consider him a viable candidate. He's well liked at the association and within the industry. Cable is in such a state of transition that sticking with Anstrom may be the industry's easiest and best choice. As one Washington wag noted, Bell Atlantic's acquisition of TCI makes the telco NCTA's largest member. And with the growing convergence between the telephone and cable industries, some were suggesting that Anstrom should run both NCTA and the United States Telephone Association, which also is searching for a new president.

HOLLYWOOD

Divide and conquer

In an effort to combat the growing number of news magazine shows on the networks, hour drama programs with two or even three separate segments are being considered by at least one network. "We've discussed it, but we don't have anything in development right now," says Stu Bloomberg, executive vice president, prime time, ABC Entertainment. "We've talked about the success of the news magazine shows and about possibly having an hour drama with a soft segment combined with a hard-

er-edged storyline." He cautioned, however, that "anthologies haven't seemed to work in the past because there aren't any recurring characters."

SANTA YNEZ

Please stand up

Which Sumner Redstone is bidding for Paramount? The one who played high-stakes poker for Viacom and won, or the one who accumulated Orion shares toe-to-toe with John Kluge before selling out Viacom's stake for \$44 million and a profit of \$17 million? Redstone insists that he never intended to take over Orion, which subsequently went into financial default: "All we ever wanted to do was to sell our stock at a good price," he says. With regard to Paramount, he has yet to deviate from his insistence that the two companies are going to merge.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"He says he's invented a closed captioning system for radio."

Fait accompli

Wait no more for telco entry; it's a done deal.

The announced merger last week of Bell Atlantic and Tele-Communications Inc. essentially pre-empted Washington's policymakers, who've been wrestling with the entry issue for a decade. John Malone and Ray Smith didn't wait for all the policy pieces to be put in place; they simply powered ahead to effect the nation's potentially largest corporate merger and steer the telecommunications world onto a brand-new—and perhaps radically new—course.

It's an amazing testament to the cable television industry, which began so primitively in the mountains of Pennsylvania and Oregon and now straddles the globe. As well, of course, to the vision of John Malone and Ray Smith, who appear to see the future better than most see the present.

The question now is, how fast will the rest of those industries follow—how soon will every major MSO partner with an RBOC? The market is betting it will be soon; hence the dramatic escalation in cable stock prices last week. And what will happen then?

It depends. First, on whether the acquisition style of telco entry really makes a difference in the service being delivered out there. If telcos become just cable companies by another name, the world will continue to progress at about its present pace. But if they indeed become the integrated service providers promised by Messrs. Smith and Malone, then the telecommunications world will begin to change at a quantum rate.

It depends too, of course, on whether the public at large is really pining for so dynamic an information-laden and entertainment-saturated electronic universe. That jury's still out.

Whatever's in store, the marketplace is at the moment ahead of Washington in controlling its own destiny. As it should be.

The doctor is in

We challenge our readers to try to take a snapshot of the communications future without finding John Malone somewhere in the frame. While he was playing down his role in a merged Bell Atlantic and TCI last week (talking about "going fishing" and deferring to Ray Smith as the better man for the job of running the new company), we were laying odds on how long it would be before Malone had franchised the tollbooths on the information highway.

Visionary is almost too ethereal a word for John Malone, an engineer as at home with the sweated details of invention and execution as with "that vision thing." Yet visionary he is, although Malone has not so much seen a future as helped make the future he envisioned: a wired world, computer-driven and soon to be interactive.

The forces shaping that future have been in play for some time, with cable companies toying with phone service, Baby Bells buying into the cable and programming businesses and computer whizzes linking with TV equipment suppliers. Last week's announcement simply upped the ante, and while some people were counting Malone's money as he talks of taking a lower profile, we have a feeling his dealing is far from done.

Reality check

What's wrong with this picture? Howard Stern uses the print medium to carry his shocking brand of humor to a legion of fans. The result: mobbed book signings, TV and newspaper profiles and the top spot on the *New York Times* best seller list (the book was into a sixth printing by press time, less than a week after publication). Put that same humor on the radio (the venue that generated that legion of fans), and the result is millions of dollars in fines and attacks from the corridors of Congress. Enough said.

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Washington, D.C. 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 □ Administrative Fax:
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Broadcasting & Cable Yearbook

Editorial 908-464-6800 □ Circulation 800-521-8110
□ Advertising 212-340-9860

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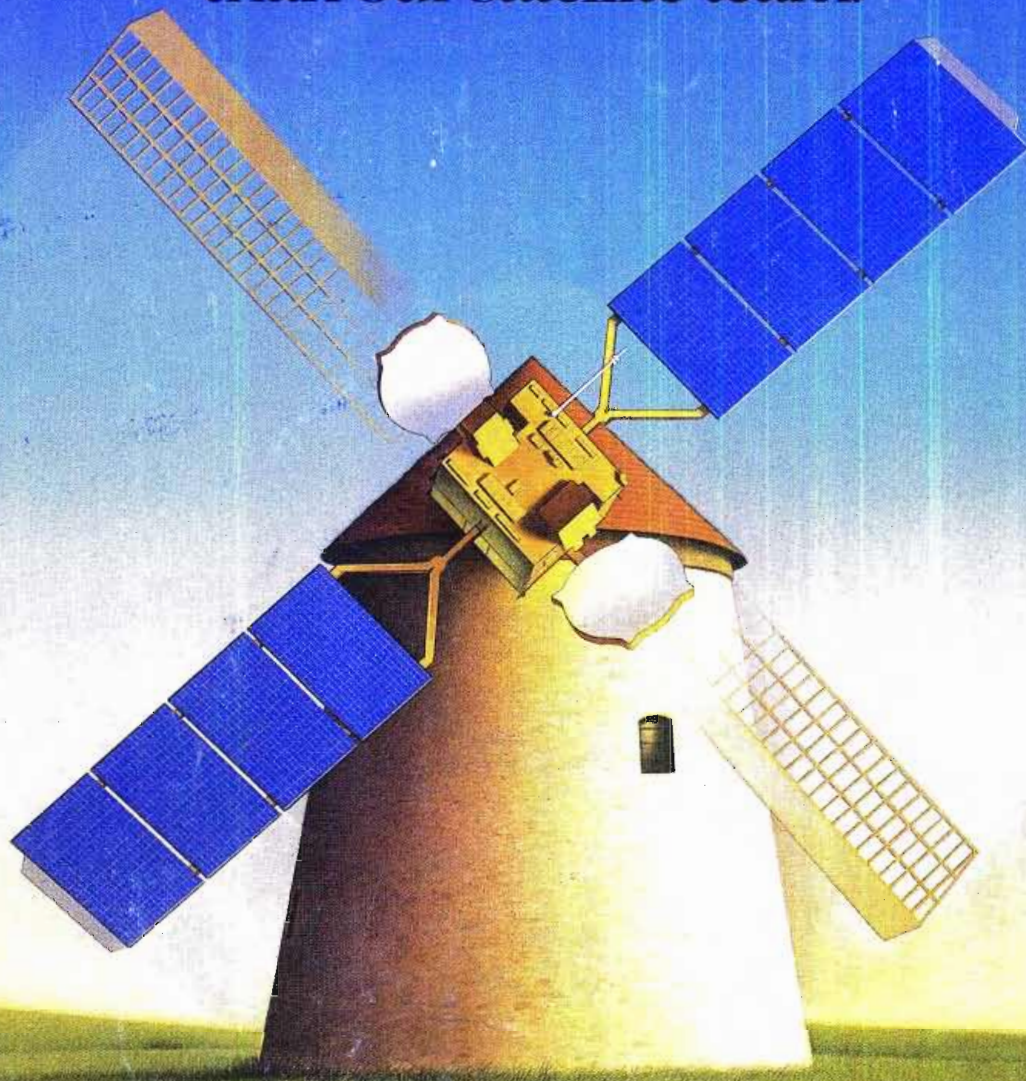
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