DEC 13

Broadcasting & Cable

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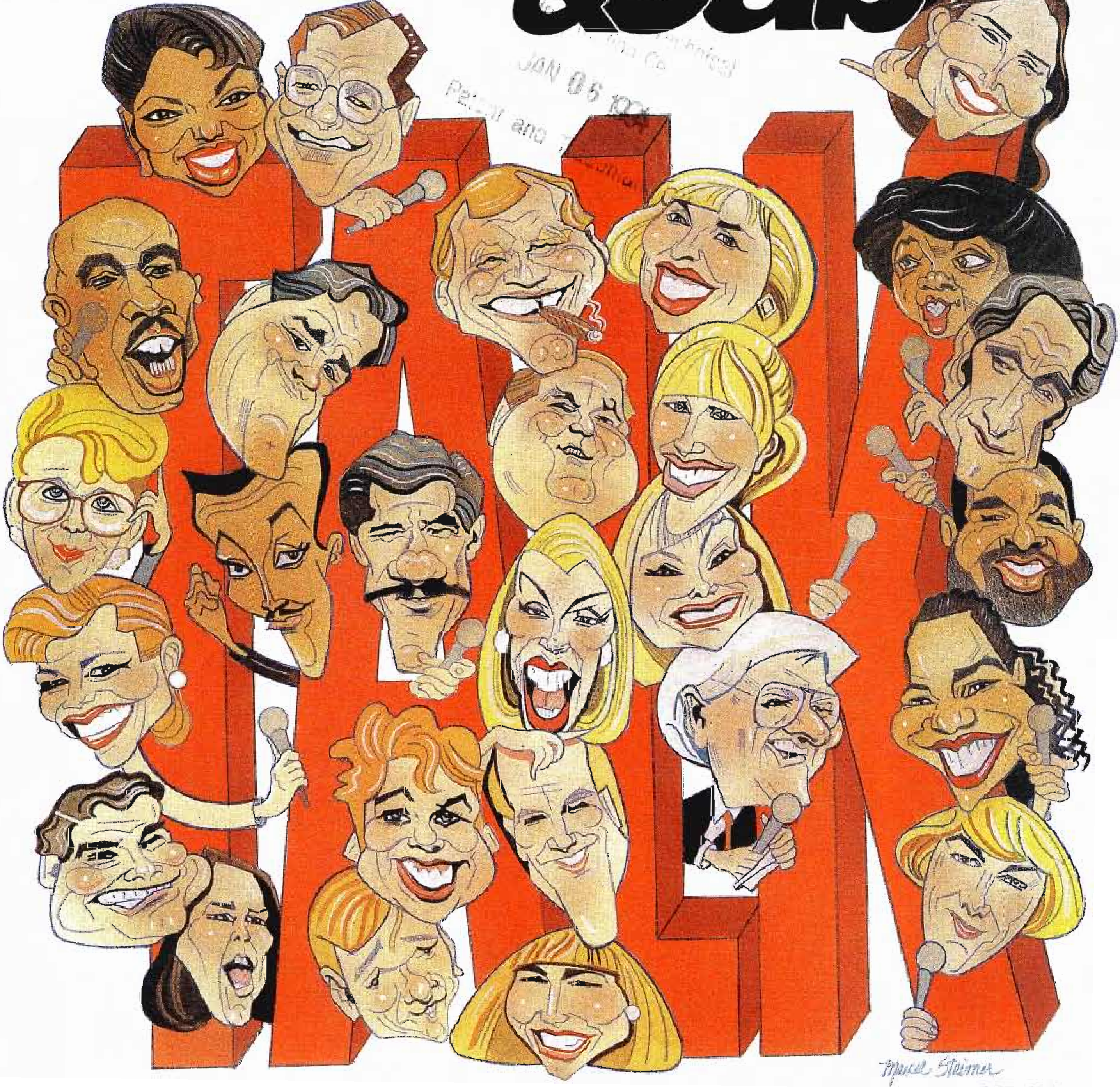
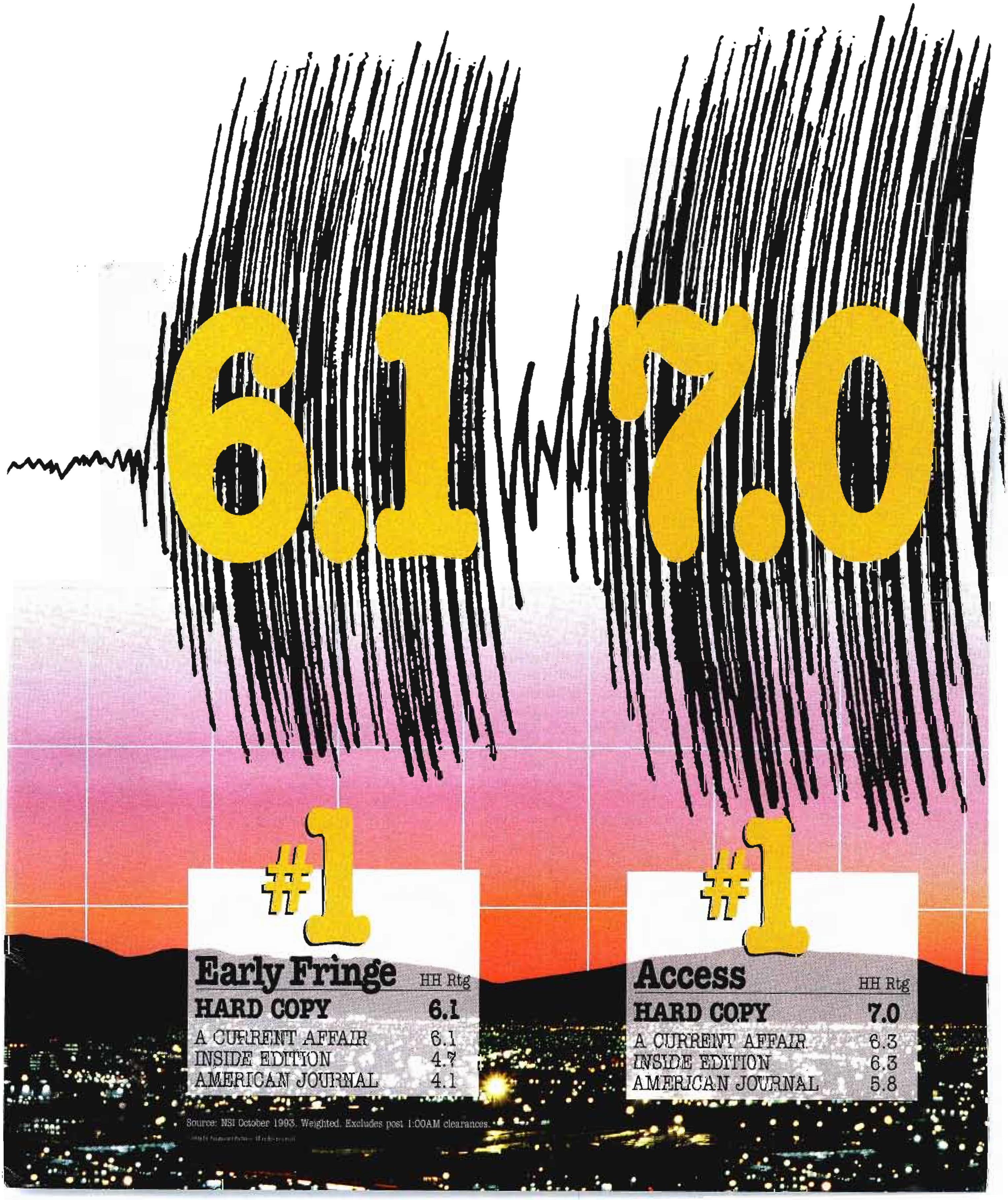


A SPECIAL REPORT / PAGE 50

HARD COPY ROCKS T



Early Fringe

	HH Rtg
HARD COPY	**6.1**
A CURRENT AFFAIR	6.1
INSIDE EDITION	4.7
AMERICAN JOURNAL	4.1

Access

	HH Rtg
HARD COPY	**7.0**
A CURRENT AFFAIR	6.3
INSIDE EDITION	6.3
AMERICAN JOURNAL	5.8

Source: NSI October 1993. Weighted. Excludes post 1:00AM clearances.

HE RATINGS SCALE!

5.0

HARD COPY™

This October, there was a whole lotta shakin' going on at **HARD COPY**. Not only were we **#1** in all dayparts, we scored a jolting **6.9 NTI** for the week of November 15th. So brace yourself. Our competition will be feeling the aftershocks of **HARD COPY**'s new spirit for a long time to come.

#1

Late Fringe

	HH Rtg
HARD COPY	**5.0**
AMERICAN JOURNAL	3.9
INSIDE EDITION	3.5
A CURRENT AFFAIR	3.1

PREMIER ADVERTISER SALES
A Paramount Pictures Company

Paramount
A Paramount Communications Company

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Signing White House Deputy Chief of Staff Roy Neel as president is a coup for the USTA. / 8

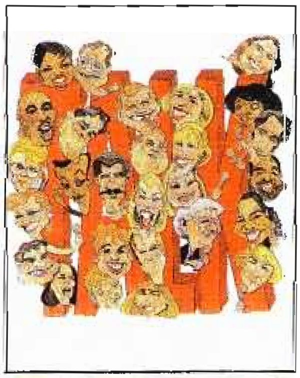
PROGRAMING

Hearst Entertainment is targeting **Phantom 2040** *for fall 1994 syndication debut. / 14*

COVER STORY: TALK SHOWS

"The revenues would be larger than [those of] any present or future cable network."
—Nelson Goldberg, president and CEO, Gaming Network Channel, on the potential for gaming on TV/ ***83***

DEC. 13, 1993



On the Cover:
Some of these familiar faces may disappear in the Great Talk Show Shakeout predicted for the 1993-94 season. / 50
Cover Illustration by Marcia Stalmer

Southwestern Bell, Cox go shopping

New partnership worth $4.9 billion wants to double its subscriber rolls

By Rich Brown

The cable industry is keeping a close eye on Cox Cable and Southwestern Bell to see exactly how the new $4.9 billion partnership plans to double its cable subscriber base. After all, it isn't every day that a major cable system operator says it is shopping around for another 1.6 million subscribers.

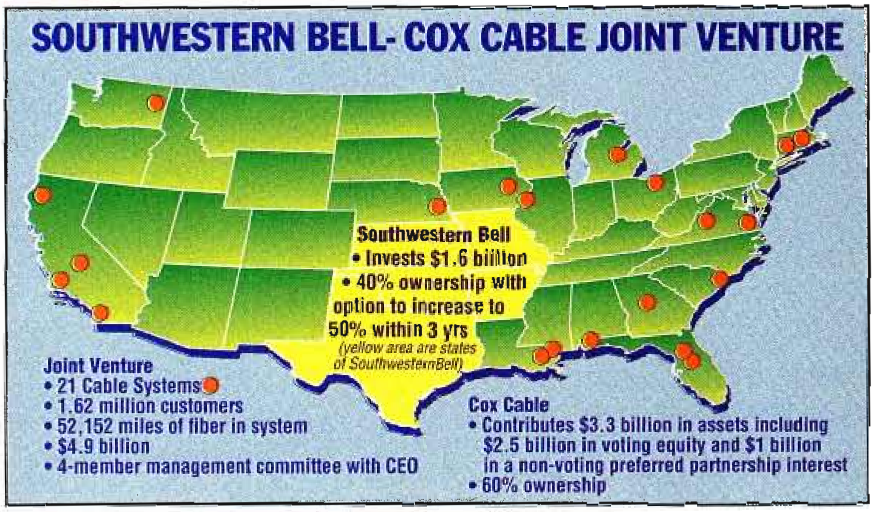
Privately held Cox Cable and Southwestern Bell last week made official their partnership, as expected, with the regional Bell operating company agreeing to commit $1.6 billion to expand Cox's programing interests and double its current cable subscriber base of 1.62 million. In return, Southwestern Bell will get a 40% stake in the cable company, with an option to increase that stake to 50%. Cox Cable's current subscriber base has an estimated value of $3.3 billion.

If the partnership succeeds in acquiring other cable systems and manages to double its current subscriber base, Cox will become the country's third-largest multisystem cable operator behind Tele-Communications Inc. and Time Warner Cable. Cox is currently the sixth-largest operator.

Executives at Southwestern Bell and Cox Cable would not specify which cable systems are being eyed by the new partnership, but several names have surfaced as possible candidates. Southwestern Bell reportedly has had some interest in acquiring all or part of Cablevision Systems Corp., Wometco Cable Co. and Georgia Cable Television. Among others, cable operators Times Mirror and Scripps Howard have been rumored as possible candidates. Southwestern Bell and Cox executives say they will not need any outside capital to expand their subscriber base, but that they would consider taking on new partners.

Among the specifics of the deal:

■ The new partnership does not give Southwestern Bell an ownership stake in Cox parent company Cox Enterprises, the Atlanta-based media conglomerate that owns 18 daily newspapers, six television stations, 13 radio stations and various other properties.



Jim Robbins, president, Cox Cable Communications, and Jim Kahan, senior VP, strategic planning corporate development, Southwestern Bell

■ Not included in the partnership are two Washington-area cable systems owned by Hauser that Southwestern Bell plans to buy on its own. The telco said earlier this year that it planned to pay $650 million for those systems, which have 228,000 subscribers.

■ The deal also does not include two Cox systems—Oklahoma City and Lubbock, Tex.—that are located in some of the areas where Southwestern Bell provides local telephone service (Arkansas, Kansas, Missouri, Oklahoma and Texas). Telcos currently are prohibited by law from owning cable companies within their telephone service territories.

■ The partnership will not include programing networks already owned by Cox. Domestically, Cox Cable has been a limited player in the cable programing business. The company holds ownership stakes in a handful of programing networks, including The Discovery Channel, The Learning Channel, E! Entertainment Television, the regional Sunshine Network and the Viewer's Choice pay-per-view networks.

The Southwestern Bell-Cox Cable partnership brings to four the number of top-10 multisystem cable operators that have signed deals with telephone companies.

Others on that fast-growing list include Bell Atlantic/Tele-Communications Inc.; US West-Time Warner and BCE Telecom International-Jones Intercable. Among other cable-telco deals, Bell South is acquiring a minority stake in QVC and a percentage of cable system operator Prime Management, while Nynex is investing $1.6 billion in Viacom (see box).

In this latest twist on cable-telco mergers, Southwestern Bell and Cox will jointly manage the partnership, with each company having two seats on an executive committee and with Cox Cable President Jim Robbins serving as CEO of the joint venture. That is a marked difference from the Bell Atlantic-TCI merger, for exam-

Continues on page 11

Paramount: Let the bidding begin...again

QVC court victory gains it a level playing field

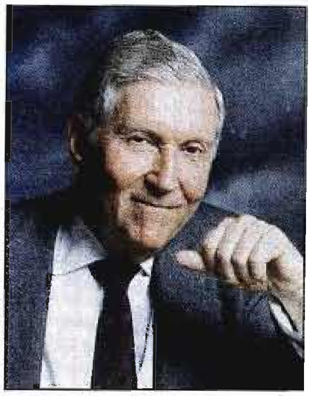
By Geoffrey Foisie

Sumner Redstone's strength proved also to be his Achilles heel. His 80% control of Viacom, said the Delaware Supreme Court last week, meant that a Viacom-Paramount merger was essentially a transfer of control of Paramount to Viacom.

That, said the court, heightened the duty of Paramount's board of directors to maximize the value of the Paramount shareholders' stock. The judges concluded that the board had not made a "reasonable" effort to consider QVC Network's counteroffer to Viacom's merger proposal.

But Viacom is not necessarily out of the picture. It is possible that the current state of competing tender offers will turn into a Paramount-controlled auction in which the board can consider factors other than mere dollars. And Viacom could raise its offer again. As matters stood Friday, the QVC offer of roughly $10.5 billion for Paramount was $1 billion more than Viacom's proposed merger offer.

QVC's Diller



Viacom's Redstone

If Viacom Chairman Sumner Redstone decides not to continue upping his bid, his company will not walk away with a stock option for 23.7 million Paramount shares. That provision of the Viacom-Paramount merger agreement, worth hundreds of millions of dollars to Viacom, was invalidated by Delaware Chancery Court and also upheld last week by the three-judge appellate panel. Although neither court ruled on a $100 million fee that Paramount agreed to pay Viacom if their proposed merger broke up, that sion could still be challenged by QVC in court.

Redstone's own trading of Viacom stock leading up to the initial Sept. 12 merger proposal may now be the subject of government investigation, according to the *Wall Street Journal*. The report indicates that another company in which Redstone has influence, WMS Industries, was buying Viacom stock following the merger announcement, possibly boosting Viacom's stock price and thus the value of its bid for Paramount.

Television played a role last week beyond being one of the Paramount businesses sought by QVC and Viacom. The Thursday Delaware court proceedings were televised on Court TV and CNBC, and the changing price of Paramount stock during the day apparently reflected the market's reaction to its perception of the court proceedings. After opening at 79¼, the stock jumped 1½ when the three-judge panel began firing pointed questions at Paramount's attorney. The stock closed Thursday at $82. ■

Court upholds fairness doctrine repeal

Broadcasters and the FCC were handed a "big victory" last week when a U.S. appeals court upheld the commission's decision to repeal the fairness doctrine and rejected the argument that the doctrine had been codified by Congress.

"We conclude that Congress did not codify the fairness doctrine in 1959," wrote the court. Fairness doctrine opponents say that this will stand as a warning to Congress and special interest groups that might want to revive the doctrine, which had been upheld in the 1969 Red Lion case. The court's actions could further dampen congressional efforts to pass legislation codifying the doctrine.

The decision came from the U.S. Court of Appeals for the 8th Circuit in St. Louis. In a 7-5 ruling, the judges upheld an 8th Circuit Court decision that last year affirmed the FCC's repeal of the doctrine. The National Association of Broadcasters, CBS and the Radio-Television News Directors Association were among those filing briefs in the case.

The case stemmed from an FCC decision to deny a complaint from the Arkansas AFL-CIO against KARK-TV Little Rock, charging that the station covered ballot issues unfairly. The FCC, voting 3-2, said that fairness did not apply to a 1990 ballot referendum, since the doctrine was repealed in 1987. The AFL-CIO and Media Access Project challenged the FCC's action.

RTNDA President David Bartlett said the decision is "good news" for broadcasters and suggested the courts were "finally listening." Bartlett pointed out the judges also were suggesting that the doctrine might not be constitutional.

The St. Louis appeals court said developments since 1969 "make it likely" that the Red Lion case "would be reconsidered." The court noted that reexamining Red Lion is the business of the Supreme Court. "But developments subsequent to Red Lion appear to at least raise a significant possibility that the First Amendment balance struck in Red Lion would look different today."

NAB was equally pleased with the decision. "We also are pleased that several judges specifically recognized that marketplace developments over the past 25 years raise significant questions about the constitutionality of the fairness doctrine," said NAB President Eddie Fritts. **—KM**

USTA powers up with Neel appointment

White House deputy chief of staff, former Gore aide joins telco group; expected to pull disparate industry together

By Kim McAvoy

The United States Telephone Association's choice of Roy Neel as its new president, made official last week, is a clear signal that the industry wants to raise the association's profile in Washington.

That plan comes as no surprise, given the recent flurry of legal activity as the telcos work to enter new businesses—such as cable television and long-distance telephone service—from which they have been barred by federal regulators.

The signing of the White House's deputy chief of staff (BROADCASTING & CABLE, Nov. 29), who will be paid roughly twice as much as his predecessor, John Sodolski, is considered a coup for the telcos.

The 48-year-old Neel worked for Vice President Al Gore for 16 years when Gore was in the House and Senate. He is close to President Clinton and the first lady and describes himself as a close personal friend of the FCC's new chairman, Reed Hundt.

Although current ethics rules prohibit Neel from lobbying the White House for five years—and the FCC for one—he is not barred from the Hill, where much of telco action will occur.

While Neel says that he will be "careful about stepping over that line," he expects to socialize with his old friends at the White House and in the administration.

Consumer advocates criticized Neel's departure for USTA as another example of the "revolving door" by which government officials leave to become lobbyists, a practice Clinton promised to end.

Neel, who will not leave the White House until Wednesday, talked about his reasons for joining USTA.

"I am not being hired by USTA to lobby the White House," Neel says. Instead, he will serve as a "strategic planner," pulling together the disparate parts of the local telephone industry.

Neel starts his new job in January. He is expected to give USTA a higher profile.

As for the controversy itself, Neel says that he "did not want to embarrass the President or vice president." Both, he says, are "good friends" and have been "enormously supportive" of his decision to go to USTA.

As Gore's point man on communications, Neel knows the players and the issues. Says Neel: "I am extremely comfortable with the direction of this industry and the integrity of its leadership." He is "excited" about "getting back into these issues."

Nynex Vice President of Government Affairs Tom Tauke, for one, believes that Neel can give the USTA more bang for its buck. The local telephone industry is undergoing such rapid change that it's clear "we need a good spokesman; we need someone who understands the public policy process," Tauke says. And perhaps most important, he adds, "the industry needs someone who can diplomatically bring everyone together.

"It's going to be a challenge," Tauke admits. But he believes that Neel can do it.

Neel had been thinking about leaving government for some time, he says, and when USTA approached him it was "too good an opportunity to pass up." He also wanted to step back from the pace of the White House and spend more time with his wife and three sons. "I might see them for a change," Neel says.

He starts at USTA in January, although he will work part time until March. His salary is reported to be in the $500,000 range. ■

Old Cable Bureau is new again

In an effort to better enforce and implement its cable rules, the FCC is expected to resurrect its old Cable Bureau.

FCC Chairman Reed Hundt will reveal plans today, Monday, for reorganizing the commission's cable TV activities. It also is anticipated that the commission will mail a new batch of "letters of inquiry" to cable operators to ascertain whether they are evading the commission's cable rate regulations. Between 40 to 50 letters may be sent.

Last month, the FCC sent letters to 16 companies in 10 states, asking them to explain a variety of fees and charges (BROADCASTING & CABLE, Nov. 22). The commission hopes that this investigation will help to uncover unacceptable loopholes in the new rate regulations.

A new cable services division was created in August to oversee implementation of the 1992 Cable Act. It is headed by Sandy Wilson and is part of the Mass Media Bureau. But Hundt feels a separate bureau is needed, sources say.

It is expected that Mass Media Bureau Chief Roy Stewart will stay in place, Wilson will serve as interim chief of the new Cable Bureau.

It was in 1982, that the FCC abolished its Cable Bureau and established a Mass Media Bureau to handle cable and broadcast issues.—**KM**

Data disproves common cable viewing theory

By Geoffrey Foisie

Younger people are not more likely than older viewers to watch cable, according to data from Nielsen Media Research. This belies a theory often repeated in the industry: that older people are broadcast-friendly because they grew up without cable. The theory holds that their viewing habits are slow to change, while younger people who grew up with cable don't make a distinction between a broadcast channel and a cable channel.

As the younger, cable-friendly generation becomes a greater proportion of the population, the broadcast shares will sink, say the theory's proponents.

If this argument is correct, cable's viewing share among those 18-34 would show an increase over time as cable-friendly younger people entered that age bracket. The growth of cable's share would be even more noticeable among those 12-17. That age bracket's relatively small size means that it has changed composition quickly and is now populated with more cable-friendly viewers.

The theory seems logical, but numbers supplied by Nielsen don't support it. At the request of BROADCASTING & CABLE, Nielsen compiled some historical data on the viewing habits of different demographic groups.

The Nielsen data shows that in fact the age group that most significantly increased its cable viewing between 1988-89 and 1992-93, and the only age group that also lowered its broadcast share, was the older 35-plus demographic (see chart). The teen audience increased the viewing share devoted to both broadcast and basic cable by roughly 1% each. Similar results occurred in the 18-34 demographic.

During the four-year time period, cable TV's penetration of U.S. households increased from roughly 51% to 59%.

It is also worth noting that, according to Nielsen, younger viewers split their viewing between broadcast and cable in roughly the same proportion as older viewers.

As the Nielsen data shows, what was only a slight viewing difference between age groups has narrowed during the four-year period.

The Nielsen findings were of little surprise to Julie Pinkwater, senior vice president and director of marketing, the Network Television Association: "The 'MTV generation' campaign is brilliant, but even in their own universe, cable's younger numbers aren't there.... The strength of broadcast TV still pulls them in." ■

The cable television generation

A theory in search of facts

Age	Viewing Shares: Broadcast 1988-89*	Cable 1988-89*	Broadcast 1992-93*	Cable 1992-93*
12-17	69	22	70	23
18-34	70	20	71	22
35-plus	75	18	73	22

*Cable share includes basic cable networks and superstations. In addition to broadcast and cable, those shares not listed include public TV and pay cable. Data from Nielsen Media Research. *Average of November, February and May rating periods, sign-on-to-sign-off.*

Reed Hundt, stand-up chairman

The FCC's new chairman, Reed Hundt, took the Federal Communications Bar Association by storm last week—not with any major public policy announcements but with jokes. The scene was the FCBA's "Chairman's Dinner." It was Hundt's first major address, and he steered clear of substantive issues, although he promised that the FCC will enforce the Cable Act. "We'll be tough, we'll be fair and we'll do it right."

Overall, his remarks were strictly humorous. He poked fun at himself and others. "Thanks for the toaster, it gets great reception," Hundt said to former FCC Chairman Mark Fowler, who introduced Hundt. (Hundt and Fowler were law partners at Latham & Watkins.) Hundt also noted that the FCC's phone system has some quirks. Every time Hundt trys to have a conference call he gets "Dick Wiley on the phone." Hundt added that Commissioner Andy Barrett wanted to know what Hundt did to the phones. Said Hundt: "Every time [Barrett] tries to use call waiting, he gets Dick Wiley on the phone." —KM

WB adds two made-fors to PTEN

By Joe Flint

Warner Bros. Domestic Television's Prime Time Entertainment Network (PTEN) will premiere two telefilms early next year that could become hour-long series for the 177 independent TV stations that make up the network.

The week of Jan. 24, PTEN will premiere *Pointman*, starring Jack Scalia as a white-collar criminal who becomes a bodyguard.

The second movie—*Haven*—is described as a "futuristic look at genetic experimentation that goes haywire when a 'fountain of youth' drug backfires, sending the world into spiraling anarchy." PTEN will premiere *Haven* the week of Feb. 28.

This year, PTEN will boost its programing to three hours with the addition of *Babylon 5* to the current lineup of *Kung Fu: The Legend Continues* and *Time Trax*.

Warner Bros. executives say the new movies could be turned into series or serve as replacements.

What the shows will not become is part of Warner Bros.' planned fifth network. Ironically, Warner Bros. could end up competing with itself for time periods with affiliates that carry both PTEN and WB Network programing.

Kung Fu: The Legend Continues and *Babylon 5* are packaged together for Wednesday nights starting at eight. Wednesday also likely would be the launch night for a fifth network by either Paramount or Warner Bros. because broadcast stations are prohibited from carrying Major League Baseball that night and Sunday night.

PTEN stations are free to run *Time Trax* on any of the other six nights. In return, Warner Bros. is getting more ad time to sell (nine minutes), while stations still get five minutes to sell. The additional two minutes come from Warner Bros. editing the shows for 14 minutes of spots instead of 12.

Warner Bros. also is supplying PTEN stations with a 10-hour *History of Rock 'n' Roll* documentary. ■

TeleMediaWatch

Malone, Diller to testify—Senator Howard Metzenbaum (D-Ohio) is finally going to hear from Tele-Communications Inc.'s John Malone and QVC's Barry Diller. The two are scheduled to appear at a Senate Antitrust Subcommittee hearing this Thursday. Metzenbaum has been trying for some time to get the executives to appear before the subcommittee as it reviews the proposed Bell Atlantic-TCI merger and QVC's bid for Paramount Communications Inc. This will be Metzenbaum's third hearing on the subject of "media mega-mergers."

New business systems in New York—The New York City Department of Telecommunications and Energy last Thursday awarded area cable system operators Time Warner and Cablevision Systems Corp. permission to operate business telephone systems in the city. Competing services already in the market include New York Telephone, Metropolitan Fiber Services and Teleport.

Research, prototypes on display—Bellcore, at a press conference today (Dec. 13), plans to announce research collaborations and demonstrate experimental prototype information superhighway technologies, including an experimental video-on-demand and compact disc interactive system; "Demon," a customized information delivery system; and "SuperBook," a hypertext browsing system.

AT&T enters shopping world—AT&T plans to license new electronic shopping software that will allow shoppers to access stores and malls through their television sets, according to San Mateo, Calif.-based eShop Inc., the company that developed the software.

Ameritech goes for long distance—Ameritech last week asked the Justice Department to waive the modified final judgment restrictions that keep it from offering long-distance telephone service. In return, Ameritech will open its local telephone market to competition. The company is proposing to do this on a trial basis in Illinois beginning in 1995. Ameritech hopes that once the trial is under way, the department will recommend a permanent waiver. If Justice grants a waiver, it would be the first time a regional Bell operating company could offer long-distance service since MFJ took effect in 1984.

Creating public lanes on superhighway—The National Telecommunications and Information Administration wants the public's opinion in the shaping of the national information superhighway. NTIA and the New Mexico State Corporation Commission are co-sponsoring an open hearing this Thursday at the Technical Vocational Institute, Albuquerque, N.M. The subject will be basic telephone service and the current universal service policy. Panel discussion topics include the effectiveness of universal service today, goal setting, government and private-sector roles, and funding. The hearing will be the first in a series to be held around the country.

Hughes satellites would speed services—Hughes Communications Inc. has filed for FCC approval to build, launch and operate two satellites to offer on-demand high-speed data communications and telephony services. After a $660 million investment, "Spaceway" is expected to be operating by 1998. Services would include personal video telephony, high-speed personal computer access to on-line services, and access to electronic CD-ROM and other interactive multimedia services. Spaceway eventually is expected to go international. "Spaceway will inaugurate new and innovative space communications for American industry and consumer markets," says Steven D. Dorfman, senior vice president, Hughes Aircraft Co.

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BellSouth makes another move into cable

By Rich Brown

Cox Cable and Southwestern Bell are not the only companies making noise in Atlanta. BellSouth Corp., the Atlanta-based regional Bell operating company, is about to deepen its involvement in the cable TV business with plans to build a cable system in Brentwood, Tenn.

Brentwood city officials are meeting tonight (Dec. 13) to discuss BellSouth's proposal to overbuild local cable operator Tennessee Valley Cablevision by upgrading its telephone network to accommodate interactive TV. The city plans to grant permission as long as BellSouth successfully overturns federal rules barring phone companies from owning cable companies within their telephone service territories, says Roger Horner, Brentwood's assistant city attorney. Horner says he has been told by BellSouth officials that the company plans to file suit in federal court to overturn the ban. ■

Grimes quits Multimedia

There was a big management shakeup at Multimedia Inc. last week—President and Chief Executive Officer Bill Grimes resigned abruptly, with the company acknowledging "differences" between Grimes and company Chairman Walter Bartlett. Grimes had been in the post for about nine months.

Multimedia said Bartlett would reassume the CEO slot, and that cable division head Donald S. Sbarra would assume responsibilities for supervising the operating divisions of the company. All of the company's division heads were in a management meeting at company headquarters in Greenville, S.C., and could not be reached for comment. Bartlett, through a spokeswoman, also refused a request for an interview. **—SM**

Keeping score of telco entry

Telco	Price/terms	Cable company
Southwestern Bell	**$4.9 billion partnership**	**Cox Cable**
Bell Atlantic	**$30 billion merger**	**TCI**
Southwestern Bell	**$675 million purchase**	**Hauser cable systems in Washington area**
US West	**$2 billion investment**	**25% of Time Warner**
Nynex*	**$1.6 billion investment**	**Viacom**
Bell South*	**$1.5 billion**	**QVC**
Bell South	**$1 billion**	**Prime Cable**
BCE Telecom	**$400 million investment**	**30% of Jones Intercable**

*Extent of investment contingent on successful Paramount bid.

Telco-Cox

continued from page 6

ple, in which Bell Atlantic's Ray Smith becomes the top executive in the merged operation.

This is not the first joint effort by Southwestern Bell and Cox, which already work together to offer combined cable and telephone service in the UK. Executives at Southwestern Bell and Cox say that they expect to finalize their U.S. deal by the end of first quarter 1994 and will form the partnership by the end of the third quarter.

National Cable Television Association Acting President Decker Anstrom gave a vote of confidence on the deal, labeling the Cox Cable-Southwestern Bell agreement "another strong sign of confidence in cable TV's ability to deliver the information superhighway." ■

NBC pulls 'Whitney'

By Steve McClellan

After weeks of speculation, NBC and Warner Bros. Domestic Television Distribution reached an agreement that will bring syndication talker *Jane Whitney* to the NBC daytime lineup.

Whitney, which has been in syndication for roughly a year, will replace two game shows now in the NBC morning lineup, *Caesars Challenge* and *Concentration*.

Whitney is the second talk show NBC has lifted from syndication in six months. In June, the network debuted *John & Leeza*, originally developed by Paramount for syndication. But the network made an offer the producer accepted instead of trying to launch it in the crowded first-run field.

So far, however, *J&L* has underperformed in the ratings, and changes are being planned, including the likely replacement or removal of John Tesh from the broadcast.

Whitney's syndication run proved frustrating for Warner Bros. The show's station lineup was split between daytime and late-night clearances, which proved unattractive to advertisers. Her household NTI this season has hovered just below a 2 rating. "But she has success stories in certain markets, and we think she has real potential for daytime," says NBC Daytime Programing VP Susan Lee. ■

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PRESIDENT
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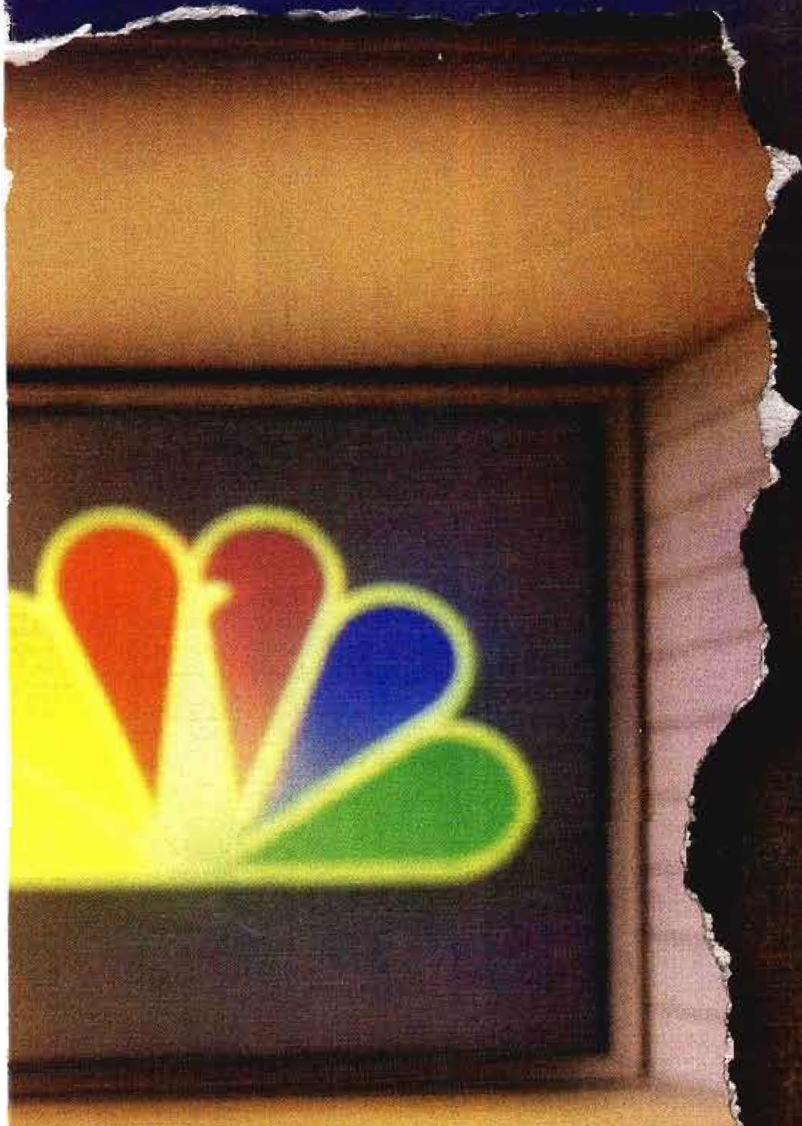

"At the NBC Stations we know the premium that advertisers are willing to pay to participate in an advertiser friendly environment like ENT. The audience is the kind that advertisers want to reach the most and the format is a must buy for heavy advertisers like the motion picture business.

I've known David Nuell and Av Westin for years and believe that they know how to produce a quality entertainment news magazine that will be an audience success.

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ENT

ENTERTAINMENT NEWS TELEVISION

TIME-TELEPICTURES Television

WARNER BROS. DOMESTIC TELEVISION DISTRIBUTION
A Time Warner Company

'Ironman' to anchor block

New World taps Marvel ties for cartoon hero and second 'player to be named'

By Joe Flint

New World Television is hoping to roll out an hour-long weekend children's block for fall 1994.

Ironman will be one of the half-hour shows, with the other show undetermined at press time. Both *Ironman* and the second program—which may be *Fantastic Four*—come from New World's Marvel Animation division.

The holdup over the second show has to do with licensing issues regarding the Marvel characters.

Both shows will be distributed domestically by Genesis Entertainment on a barter basis. New World is majority owned by financier Ron Perelman, who also has a 50% nonvoting interest in Genesis. New World will distribute the shows internationally.

Wayne Lepoff, president and chief operating officer, Genesis Entertainment, says that the series will be sold on a three-minute local/two-and-a-half-minute national (approximate) barter split, the same terms under which it distributes *Biker Mice from Mars*.

While the weekend children's programing market is becoming crowded, Lepoff is betting that the Marvel name will clear the way for the shows. "Although the market is somewhat crowded, the Marvel brand will position this show ahead of others," Lepoff told BROADCASTING & CABLE.

If the shows do take off on weekends, Lepoff has not ruled out launching a Marvel strip for weekdays and the weekend hour block. As expected, independent stations will be the primary target of Genesis's pitch, Lepoff says.

Dick Kurlander, vice president, programing, Petry Television, says that "there is room on the weekends for additional cartoons. Assuming the quality is there, this makes good sense." ■

Jim J. Bullock plays Gerald in MTM's new 'Boogie's Diner.'

MTM offers teen strip

Hoping to repeat the success of *Saved by the Bell,* MTM is going after the teenage market next season with a new sitcom strip that it will syndicate called *Boogie's Diner*. The show is being produced by Franklin Waterman Entertainment. The show, about teens who work at a diner located in a shopping mall, is set to debut on Sept. 12. Terms: 65 originals (four airings each during one year); barter (3 minutes national; 3.5 minutes local). **—SM**

Hearst to launch first-run 'Phantom' for fall '94

By Joe Flint

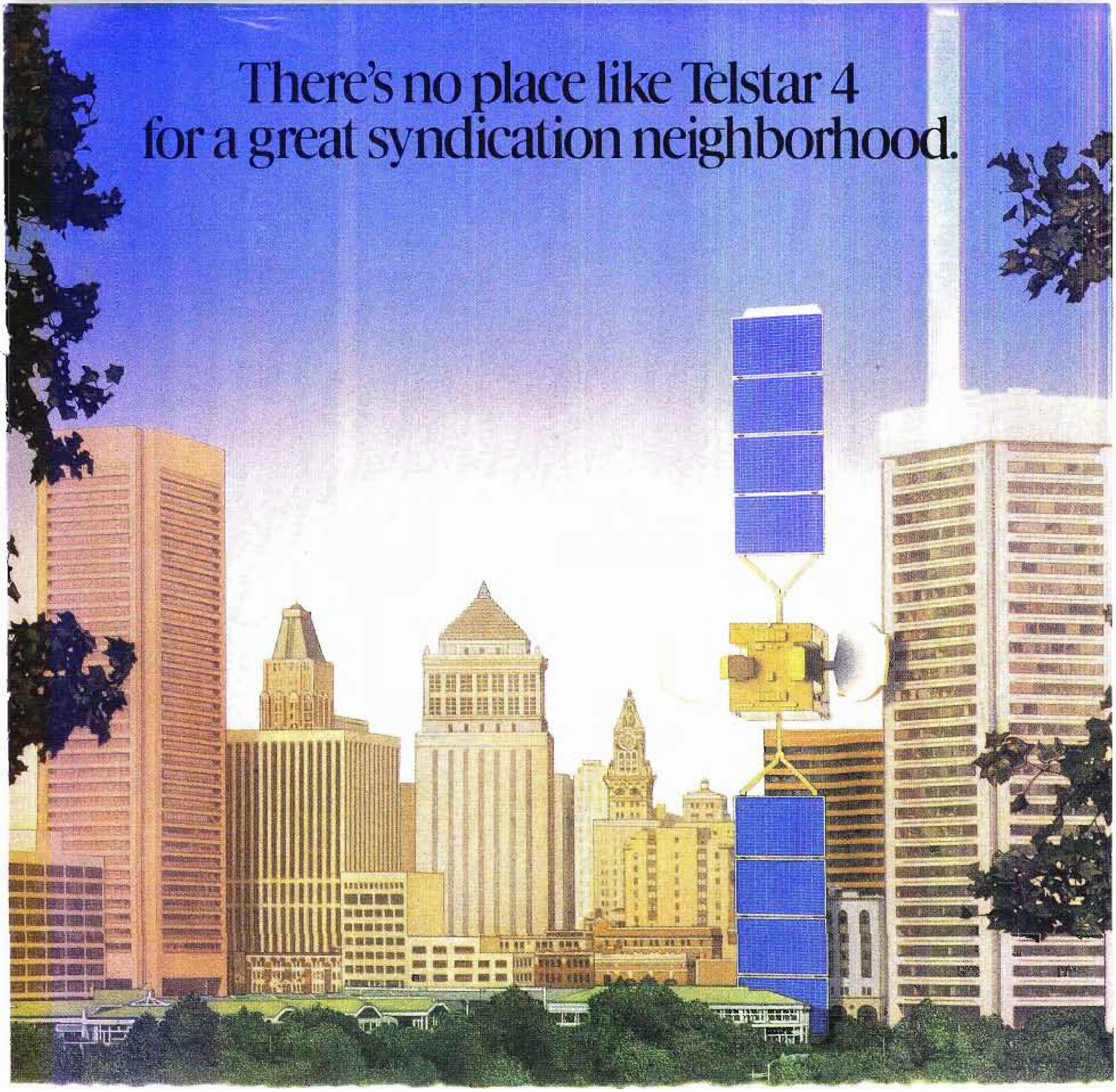
Hearst Entertainment will launch *Phantom 2040* into first-run weekly syndication for a fall 1994 debut, the company said last week.

Hearst, which is tapping into its King Features Syndicate library for the character, will premiere the show to station executives at the NATPE convention in January.

The company will produce 26 episodes of the animated series and likely will aim for weekend time slots. *Phantom 2040* will be offered on a barter basis, but Hearst has not said what the terms will be. ITN will sell the show nationally.

Hearst Entertainment Distribution President Terry Botwick said that the show is designed to meet both FCC and broadcaster guidelines for pro-social, nonviolent programing. With that in mind, Hearst has recruited John Arnold, an associate professor at North Carolina State University's College of Education and Psychology, as a consultant for the series.

Phantom 2040 is based on Lee Falk's comic strip character. The voice of the Phantom will be provided by Scott Valentine (*Family Ties*). Oth-



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Source: NSS AA%, 1993-94 season premiere through 11/7/93. GAA% used where available.

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er members of the cast will include Margot Kidder, Mark Hamill, actor Ron Perlman and former pop star Deborah Harry.

Mattel Toys has a licensing agreement with Hearst for *Phantom 2040*. Alan Fine, Mattel's senior vice president, marketing services and entertainment, anticipates a worldwide rollout of a *Phantom 2040* toy line.

Although Hearst Entertainment is not committed to weekends, the 26-episode plan would seem to lend itself to Saturday or Sunday morning.

The weekend kids programing market is beginning to heat up, with New World planning to launch an hour block of kids programing based on characters from its Marvel Animation library. ■

Parting shot from L.A. anchor

Television anchor John Beard, who left KNBC-TV Los Angeles for cross-town Fox affiliate KTTV-TV, criticized KNBC-TV in an "open letter to management" that found its way to other stations around town.

"First, and most important," the letter reportedly says, "if you call it news, make sure it is. (Example: 16 minutes of Michael Jackson at the top of the show, isn't.)" The letter also advised management that the staff and viewers are "smarter than you think.... They know a real newscast when they see one, and they know when you try to manipulate them."

Contacted last week, a spokeswoman for KNBC-TV had no comment on the memo and said that she wasn't sure whether station executives had received it.

Beard had been at KNBC-TV for 13 years. He anchored both 4 p.m. and 11 p.m. newscasts at one time, but was anchoring only 4 p.m. when he departed.

"I wrote that for the staff and the management," Beard said. "I didn't intend for it to go outside of the building." —PV

Cable execs fear siphoning of subs

Rapid development of niche-oriented channels cited

By Rich Brown

Concerns are rising that new niche-oriented cable networks could cannibalize the cable programing business.

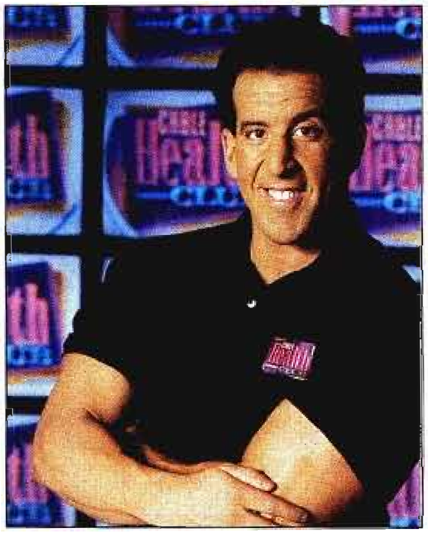
USA Network's senior vice president of marketing, Andrew Besch, says it is "irresponsible" for programers to develop niche services that will siphon fewer than 15 million subscribers.

"With programing and marketing costs being what they are, I don't see how there's a business there," Besch says. "You have to program as much for 5 million viewers as you do for 30 million viewers."

But programers rapidly are developing niche-oriented, magazine-type channels as cable system operators look to a digital universe with expanded capacity of 500 or more channels. John Malone, president of Tele-Communications Inc., has spoken often of a future in which cable systems will offer an array of such niche-oriented services.

Turner Broadcasting, among those in the development process, hopes to launch a domestic version of CNN International that would be niche-marketed to targeted audiences such as embassies and university towns.

"How far down does the niche go, and how small a needle do we have to thread here?" Besch asks. The USA marketing executive was among the cable executives debating the point during a recent panel session at the Western Cable Show, Anaheim, Calif.



Niche channels such as the Health Network have some programers worried.

"People are not watching more hours of television; they're just moving those hours around," added panelist Dean Gilbert, executive vice president of group business for multisystem cable operator KBLCOM. "We're starting to cannibalize ourselves."

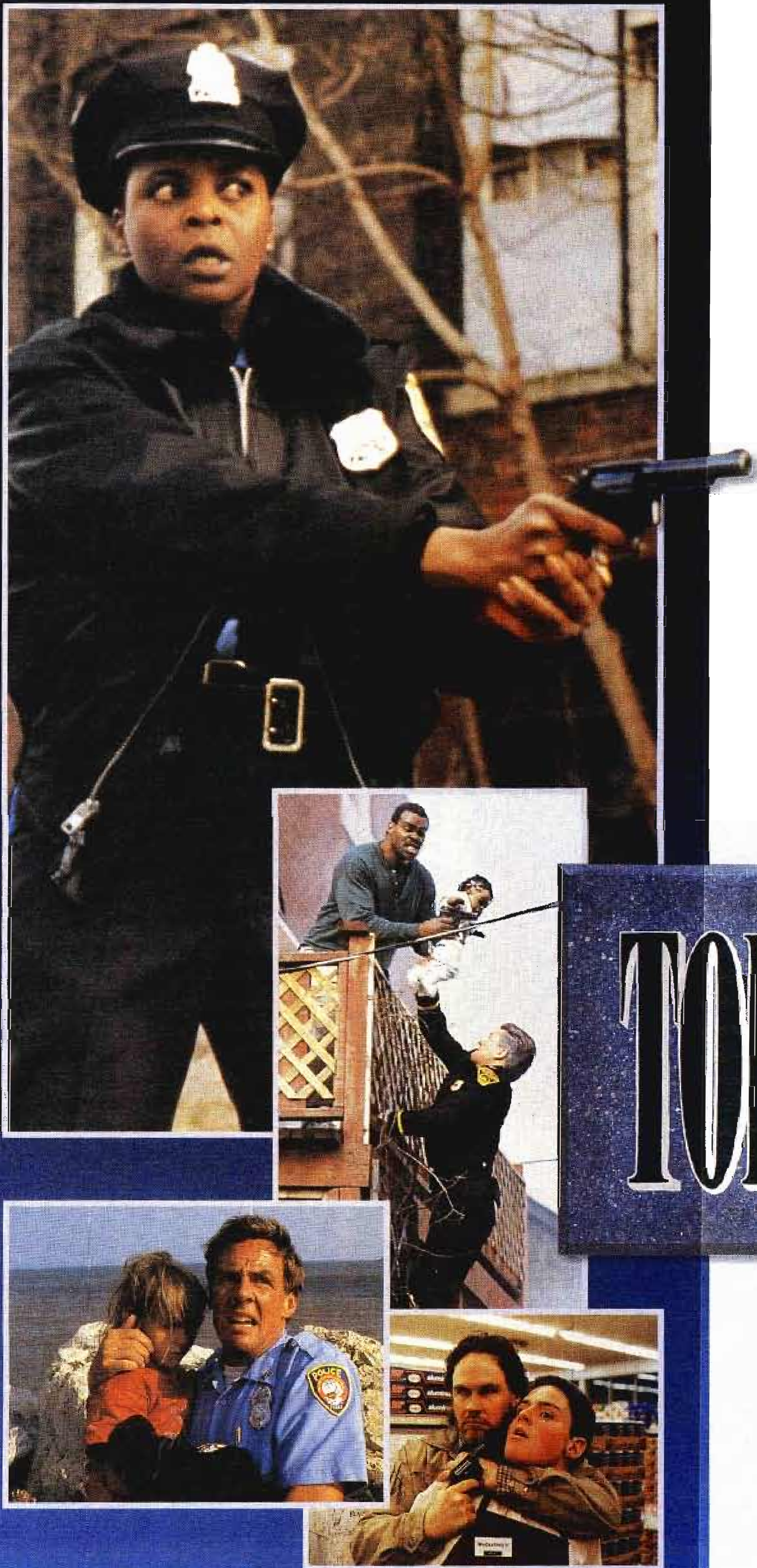
The panel debate was ignited by a presentation by Tim Robertson in which the International Family Entertainment president showed how the company's new Cable Health Club network could work with just 10 million subscribers. The health and fitness channel currently is being sampled daily on IFE's well-established Family Channel.

"This is the kind of channel that doesn't siphon The Family Channel, because people use it once a day and that's it," Robertson says. "If all we do is sit around and try to come up with the next 50-million-subscriber network, we're not going to grow."

Existing players in the cable programing business will be able to take their library product and offer channels of "best of" shows at little additional cost, says Discovery Communications Chairman John Hendricks. That type of video-on-demand programing will be offered alongside more traditional networks that will be available on a digital tier, he says.

"If you don't do it, somebody else is going to do it," says Hendricks, adding that Discovery Communications was in meetings last week to discuss new program service possibilities for 1995.

One example of the potential for niche-oriented services is Sega Channel, which is targeting the 12 million



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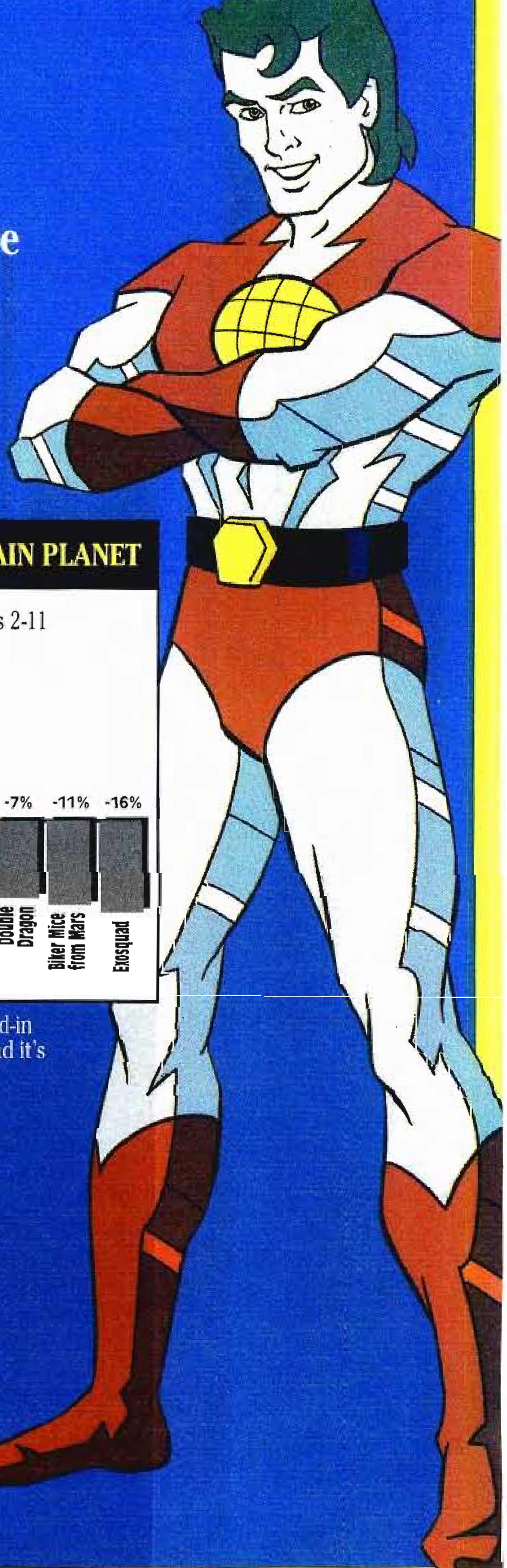

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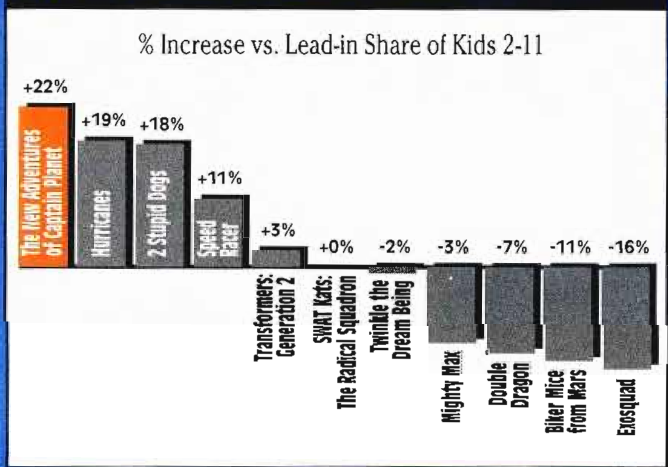


Our hero's show had a greater increase over lead-in than any other new weekly animated series.[2] And it's still syndication's #1 weekly animated series - 4 seasons running.[3]

or so Sega game owners around the country. Oppenheimer & Co. estimates that when performing at 50% of its potential with an estimated subscription cost of $12.50 per month, revenues for the channel in 1994 would be $680 million. The study assumes there would be 9.1 million potential subscribers, based on estimates indicating that 70% of Sega Genesis video game owners also have cable television.

Performing at 75% of its potential, revenues in 1994 would be $1.02 billion, according to Oppenheimer. ■

NBC gains in top three markets

By Mike Freeman

The NBC-owned-and-operated stations in New York and Los Angeles posted strong sign-on-to-sign-off gains in Nielsen's November sweeps (see chart).

ABC O&Os have dominated those top two markets for the past half-decade.

Much of WNBC-TV's resurgence in the Big Apple is due to its expansion to a three-hour talk block at 2-5 p.m. The station moved *The Maury Povich Show* back to 2-3 p.m., where it averaged a second-ranked 4.9 rating/17 share (improving the time period by 89% in share compared with the year-ago sweeps) and helped to propel lead-out talker *Sally Jessy Raphael* (6.3/19, up 19%). Stablemate *Donahue* dropped 13% at 4-5 p.m. from its year-ago average, with a 5.4/13.

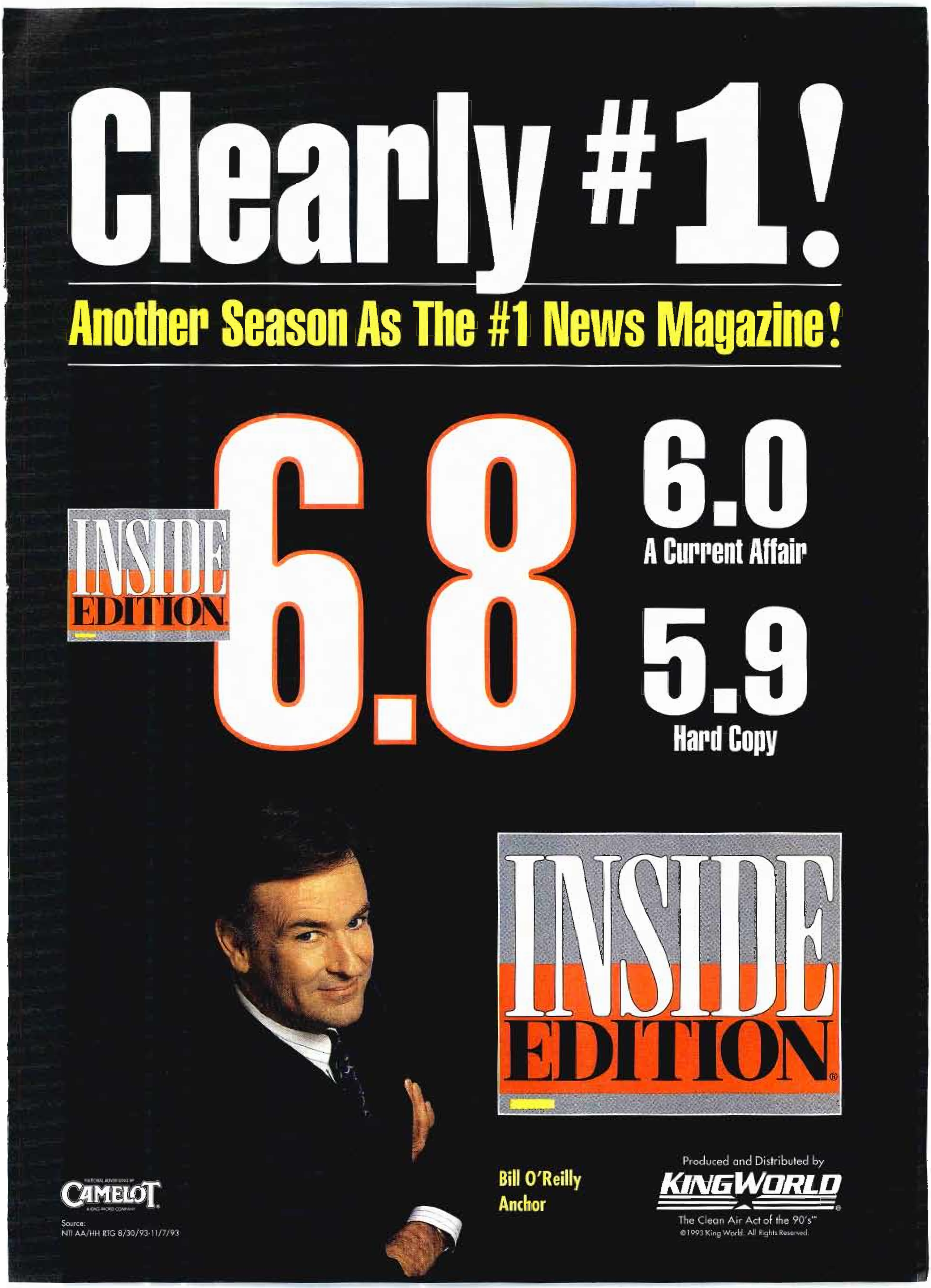
Tribune-owned WPIX(TV) nosed out Fox O&O WNYW(TV) in the full-day clockings, largely due to the strength of its 5-8 p.m. sitcom block. Anchoring the last hour, 7-8 p.m., double-runs of the freshman *Family Matters* sitcom turned in second-ranked 8.8/15 and 9.2/15 averages in prime access, powering WPIX to 50% and 67% share improvements from year-ago averages for each half-hour.

In Los Angeles, KNBC-TV pulled an unexpected turnaround, with its 11 p.m. newscast regaining the top rank with an 8.0/19 average, nosing out KABC-TV's 7.9/19. The NBC O&O realized a 19% share improvement at 11 p.m. and strong share improvements for its 4-6:30 p.m. news block.

As for Chicago, a significantly lower overall HUT level in the November book meant that six of the TV stations' sign-on-to-sign-off rating averages remained flat or dropped. ABC O&O WLS-TV maintained its dominant position in the market. ■

Station	Nov '93 Rtg/Sh Sign-On/S-Off	Nov '92 % Rtg chg.	Nov '93 Rtg/Sh Late News	Nov '92 % Sh chg.
New York				
WABC-TV	7.2/18	–4%	11.7/22	even
WNBC-TV	6.3/15	+9%	10.3/20	even
WCBS-TV	5.6/14	+6%	7.9/15	–11%
WPIX(TV)	4.7/11	even	5.0/8	+14%
WNYW(TV)	4.2/10	even	6.2/10	+11%
WWOR-TV	3.6/9	+13%	3.3/5	+25%
Los Angeles				
KABC-TV	6.5/16	–3%	7.9/19	–5%
KNBC-TV	5.6/14	+10%	8.0/19	+19%
KCBS-TV	4.5/11	–6%	4.2/10	–9%
KTTV(TV)	4.0/10	+5%	3.6/7	+17%
KTLA(TV)	3.9/10	–5%	5.6/10	even
KCOP(TV)	3.2/8	+7%	2.2/4	even
KCAL(TV)	2.5/6	–11%	3.0/5	even
Chicago				
WLS-TV	9.7/26	even	17.9/29	+21%
WMAQ-TV	6.4/17	–9%	16.8/26	even
WBBM-TV	5.2/14	–20%	12.5/20	–4%
WGN-TV	4.5/12	–12%	5.9/9	even
WPWR-TV	2.7/6	even	None	–
WFLD(TV)	2.5/7	–32%	3.4/5	even

Source: Nielsen Media Research's NSI ratings (Nov. 4-Dec. 1, 1993, vs. Oct. 29-Nov. 25, 1992)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E X C L U S I V E S

New Line courts success

Court TV feed forms 'strategic partnership' with stations carrying syndicated wrap-up

By Mike Freeman

The strong debut of *Court TV: Inside America's Courts*, a weekly recap of the basic cable network's more high-profile court cases, has given New Line Television a new life in syndication.

It couldn't have come at a better time for the company, which along with Castle Rock Entertainment was acquired last August by Ted Turner.

Robert Friedman, a former cable executive from MTV Networks and Playboy Entertainment, who took over as president of New Line Television in November 1991, has taken a page from other Turner Entertainment Co. cable enterprises: adapting known cable network programing properties for the broadcast marketplace.

Six months before New Line's acquisition, the syndication division unveiled *Court TV: Inside America's Courts* to little fanfare and much skepticism at last January's NATPE International programing conference in San Francisco.

Some TV station executives doubted whether New Line— which, outside of the New Line Cinema movie packages, had little experience in syndication—could effectively market a condensed version of the extended trial coverage Court TV provides for cable viewers.

Since its Sept. 17 debut, however, the half-hour program has emerged as one of the highest-rated rookie half-hour weeklies in syndication, with a 2.9/10 season to date in the Nielsen metered markets (NSI Sept. 17-Nov. 26).

Friedman attributes some of *Court TV*'s performance to the free daily feeds of high-profile court cases that it provides its 96 client stations (representing 92% of the U.S.). By using the footage in their nightly newscasts, the stations offer *Court TV* benefits from on-air "courtesies" and promotional plugs in news-driven time periods, which are often higher rated than promotional spots airing in other dayparts, he says.

"Court TV [the cable network] does make the footage available to other [non-client] stations at a certain charge, but we have decided to give our stations a competitive advantage by offering the feeds free of charge," Friedman says. "No other responsible producer could offer the resources Court TV has at its disposal to provide such a vast array of trial footage taking place from the 40-plus state court systems that allow live television coverage."

Despite counting more than 60% of its syndicated clearances in the late fringe daypart, there are several late-night and early morning slottings in the major markets where viewer awareness is growing.

Friedman told BROADCASTING & CABLE that there have been some "exploratory" talks about expanding *Court TV* from a weekly to a strip, but he adds that it could just as well be marketed as an expanded hour weekly for the 1994-95 season.

"There are other parties involved, and this sort of thing would have to be negotiated equitably," says Friedman of the co-production with Court TV cable network, which is owned jointly by American Lawyer Media, Time Warner, NBC, Cablevision Systems and Liberty Media.

For this reason, Friedman says, New Line has not yet approached stations about renewals for next season. He did say that One World Entertainment, a division of Viacom Enterprises, will be retained to sell the national barter advertising time (which currently stands at an even three-and-a-half minutes national and local barter split for the weekly half-hour.)

As a former veteran cable executive, Friedman is hopeful that Turner acquisition also will "create opportunities" with the Turner [Cable] Networks on shared cablebroadcast syndication windows for series and long-form telefilm projects.

Friedman says that New Line also will be "speeding up" the syndication windows for a package of 18 or 19 New Line Cinema motion picture titles that includes "The Player," "Ninja Turtles III" and "Loaded Weapon," beginning fall 1994. ■

Top cable shows and nets

Following are the top 15 basic cable programs (Nov. 29-Dec. 5), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research

Program	Ntwk	Time (ET)		HHs. (000)	Rating Cable	Rating U.S.
1. *NFL (Bengals–49ers)*	ESPN	Sun.	8p	5,211	8.3	5.5
2. *Movie-Geronimo*	TNT	Sun.	8p	4,025	6.6	4.3
3. *NFL Primetime*	ESPN	Sun.	7p	2,760	4.4	2.9
4. *Movie-Diamonds Forever*	TBS	Wed.	8:05p	2,564	4.2	2.7
5. *Movie-Goldfinger*	TBS	Thu.	8:05p	2,342	3.8	2.5
6. *Movie-Your Eyes Only*	TBS	Fri.	10:50p	2,280	3.7	2.4
7. *Movie-Final Countdown*	TBS	Sun.	10:35p	2,169	3.5	2.3
8. *Movie-Geronimo*	TNT	Sun.	10p	2,163	3.6	2.3
9. *Movie-Thunderball*	TBS	Fri.	8:05p	2,136	3.5	2.3
10. *NFL Gameday*	ESPN	Sun.	12p	2,059	3.3	2.2
11. *Rugrats*	NICK	Sun.	10:30a	2,051	3.4	2.2
12. *Saved By The Bell*	TBS	Wed.	5:35p	2,036	3.3	2.2
13. *NFL Sportscenter*	ESPN	Sun.	11:01p	2,016	3.2	2.1
14. *Saved/Bell X-mas*	TBS	Sun.	8p	2,004	3.3	2.1
15. *A Flintstone X-mas*	TBS	Sun.	7p	1,988	3.2	2.1

The top five basic cable services for the week of Nov. 29-Dec. 5 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their TV sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/ Share
TBS	1,938	3.2/4.9
ESPN	1,495	2.4/3.7
TNT	1,313	2.2/3.4
USA	1,310	2.1/3.3
WGN	411	1.2/1.8

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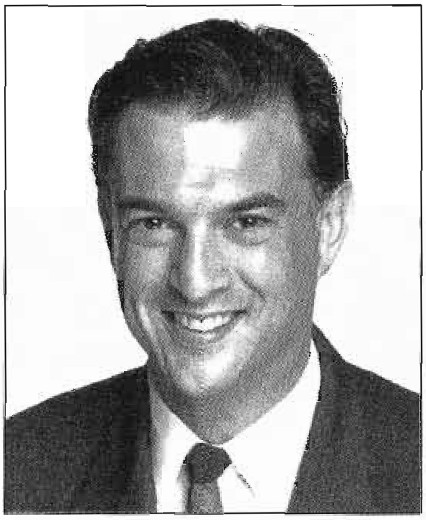
ACI films target future affiliates

Facing declining numbers of 'pure' independent film package clients, distributor looks to create new long-form niche

By Mike Freeman

When Warner Bros. and Paramount embarked on their respective broadcast network initiatives, the industry consensus was that the market for motion picture packages in syndication would dry up with the disappearance of pure independents.

Faced with that prospect, independent supplier Allied Communications Inc. is looking to create new niche markets for long-form film product. ACI, a distribution consortium of nine major long-form television production companies, has mounted an aggresive sales campaign specifically targeting stations that likely will be affiliated with both would-be networks.



ACI's Michael Weisser

By marketing a pair of off-network telefilm packages in direct-to-syndication, single-year, barter-licensing deals, ACI has signed four of Paramount Stations Group's soon-to-be-affiliated stations as well as a number of the Warner Bros. Network converts. Seven weeks after launching sales of its FilmLeader 2 telefilm package, ACI has sold the 18-title offering in more than 60 markets—including all of the top 10—representing more than 65% U.S. coverage, according to Michael Weisser, ACI's executive vice president of domestic distribution.

With sales evenly split between currently independent stations and traditional network affiliates, Weisser also confirmed to BROADCASTING & CABLE that a "clear majority" of those inde-

HEADENDINGS

Gray exits TW

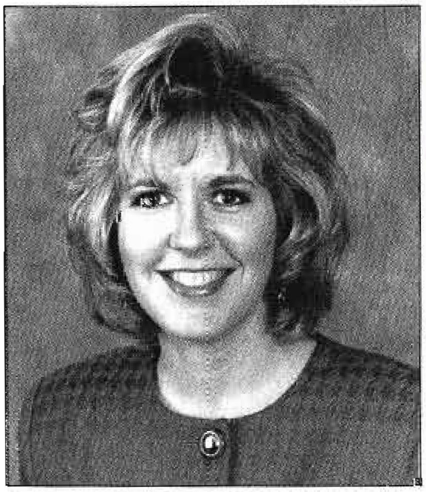
James L. Gray, who joined Time Warner in 1974 as an executive at Warner Cable, is leaving the company at the end of first quarter 1994 "to move on to some new challenges." Gray has been vice chairman of Time Warner Cable since August, following the consolidation of the managements of Warner Cable Communications, of which he had been president since 1986, and American Television & Communications Corp.

Interactive games

The Game Show Channel will feature interactive programing jointly produced with Interactive Network Inc. when the basic cable network launches in 1994. Under the nonexclusive agreement, the channel will license to select programs from IN's library for interactive play. Library episodes of *Wheel of Fortune*, *Jeopardy!*, *The Newlywed Game*, *The Price Is Right* and *Family Feud* are among the shows to be featured on the channel, a partnership of Sony Pictures Entertainment Television Group, United Video Cable Ventures LP and Mark Goodson Productions. IN uses patented wireless technology now available in Chicago and the San Francisco Bay area.

Tilson's talking

Programing decisions for upcoming CNBC spin-off channel America's Talking will be overseen by Elizabeth Tilson, a CNBC veteran who currently serves as director of daytime programing at the network. Tilson has been named vice president of programing at America's Talking, scheduled to launch in late 1994 with 24 hours of talk and information programing.



Elizabeth Tilson of America's Talking

New 'Century'

News Productions will produce 22 original episodes of *The Twentieth Century* for A&E, beginning in September 1994. CBS News correspondent Mike Wallace will anchor. The series originally aired between 1957 and 1966 on CBS, hosted by Walter Cronkite.

Health note

International Family Entertainment Director of Sales and Direct Marketing Robert Hammer also has been named vice president and general manager of Cable Health Club, a new IFE network aimed at health and fitness buffs. The 24-hour network, which launched on Oct. 4, also is sampled daily on IFE's The Family Channel from 5 a.m. to 6 a.m. and 11:30 a.m. to noon (ET).

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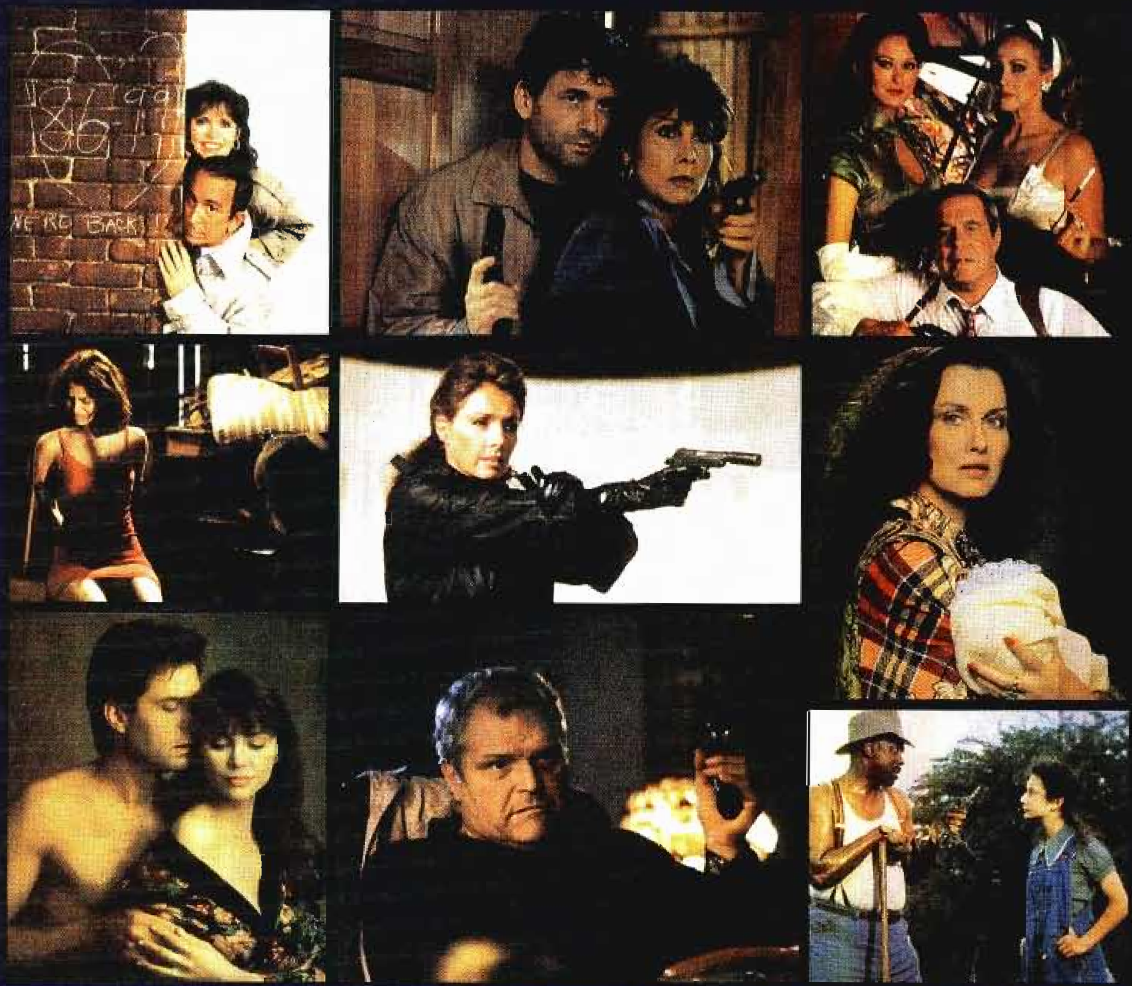

Loni Anderson   Justine Bateman   Joanna Cassidy   Brian Dennehy   Patty Duke   Sara Gilbert
Louis Gossett, Jr.   Barbara Hershey   Mark Linn-Baker   Nancy McKeon   Donna Mills   Jennifer O'Neill
George Peppard   Victoria Principal   John Ratzenberger   Ted Wass   Vanessa Williams   Stephanie Zimbalist

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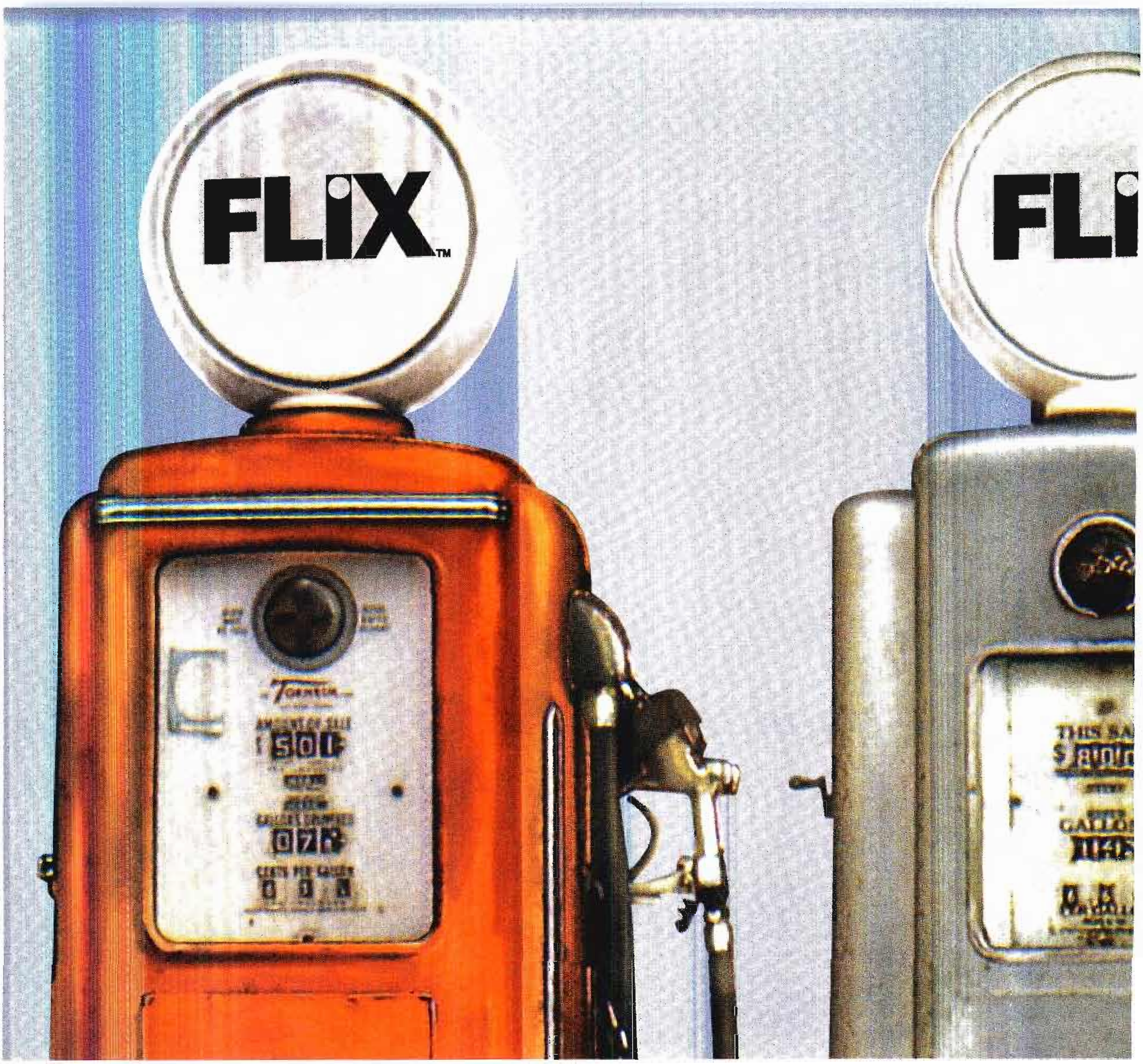

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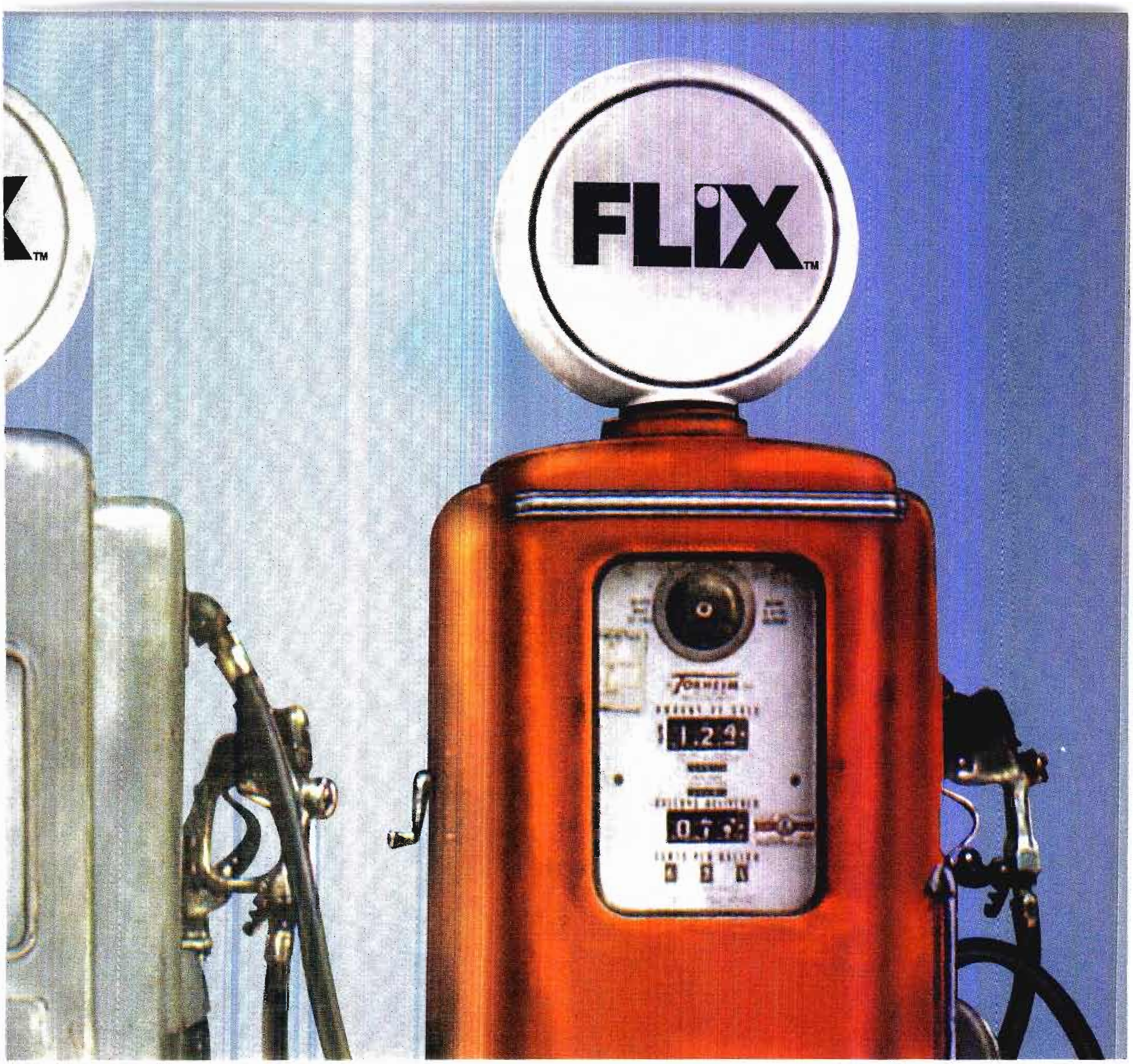

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SHOWTIME NETWORKS

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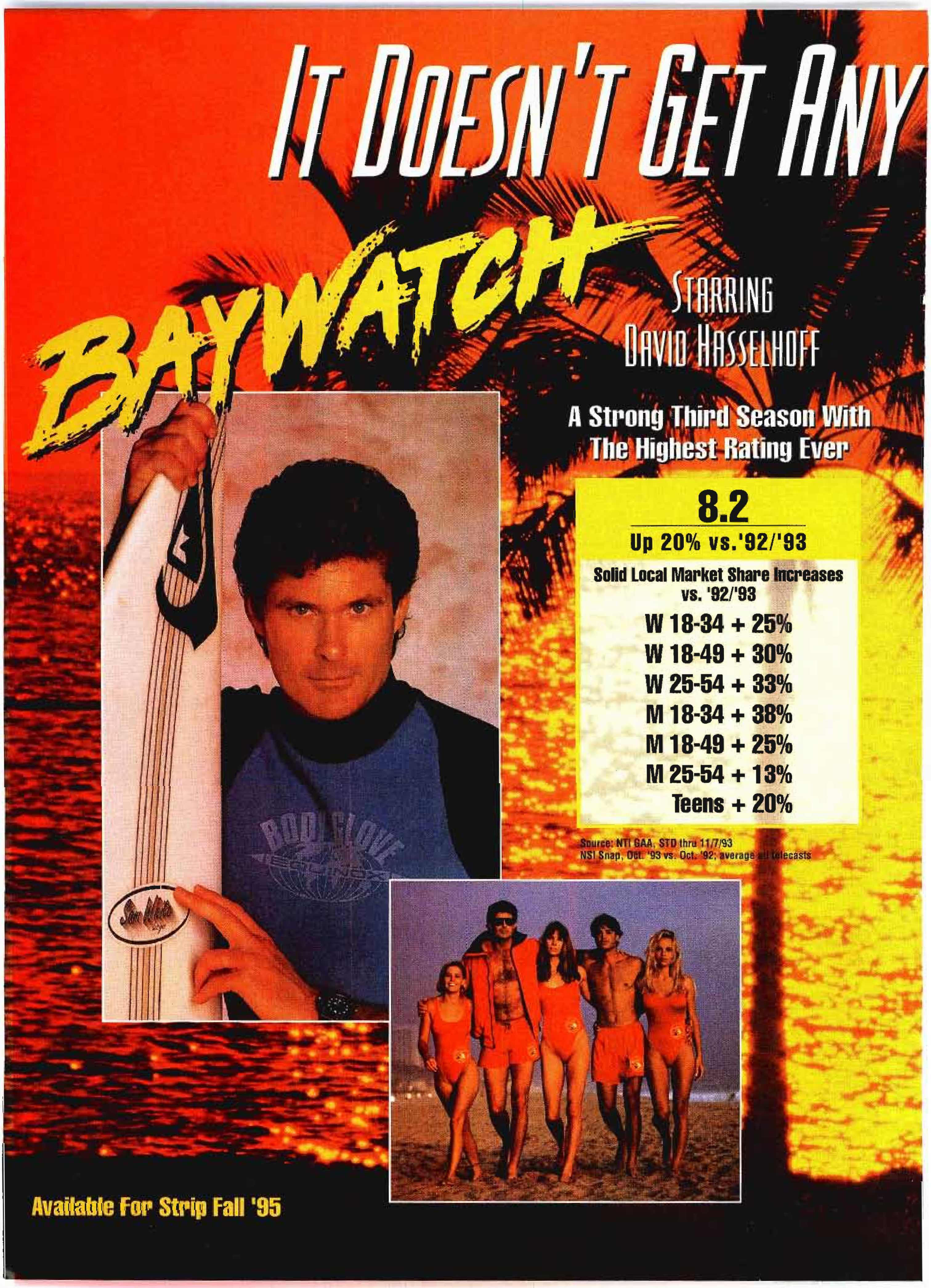
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W 18-49 + 30%
W 25-54 + 33%
M 18-34 + 38%
M 18-49 + 25%
M 25-54 + 13%
Teens + 20%
Source: NTI GAA, STD thru 11/7/93
NSI Snap, Oct. '93 vs. Oct. '92; average all telecasts
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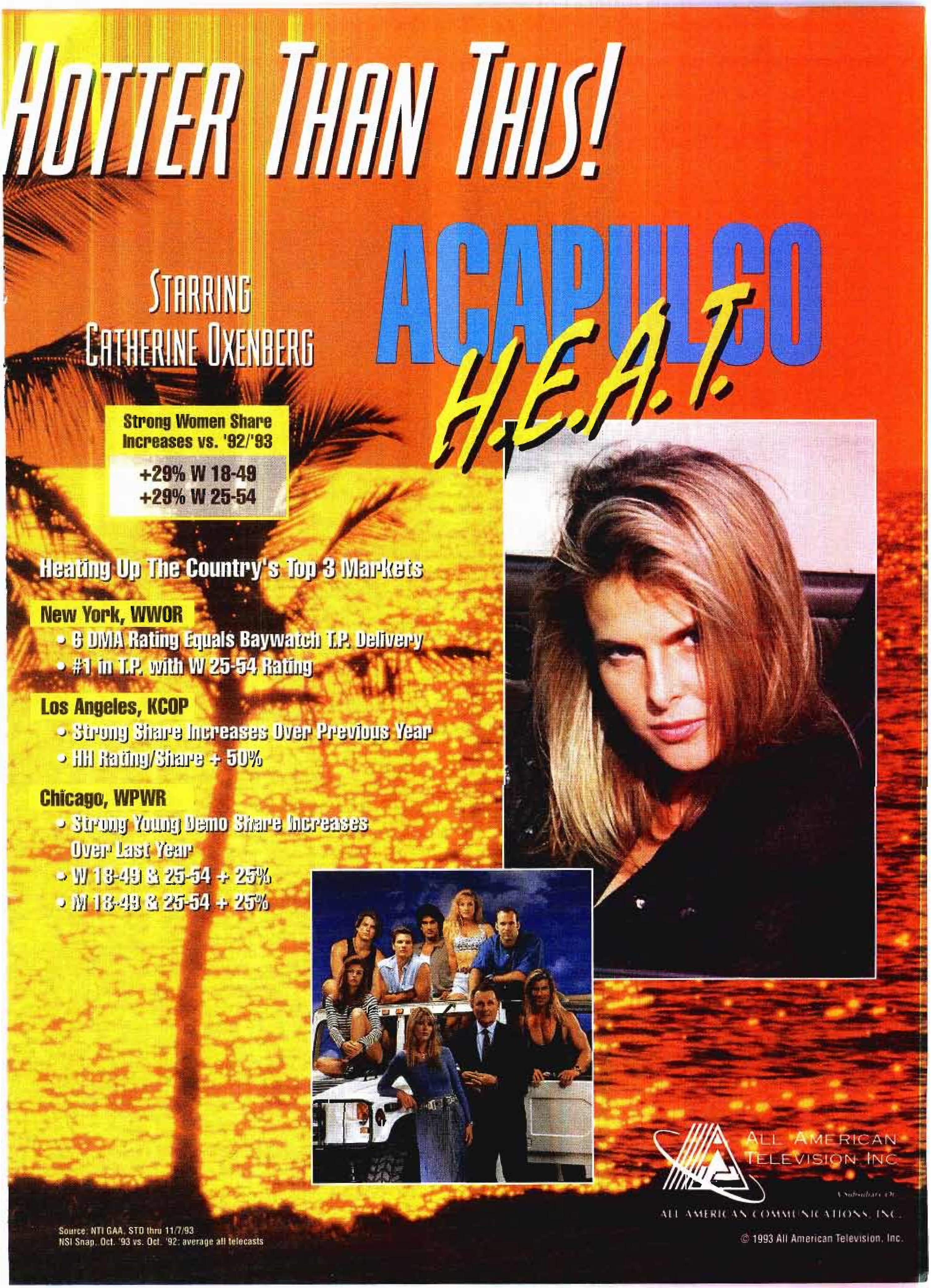
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NSI Snap, Oct. '93 vs. Oct. '92: average all telecasts
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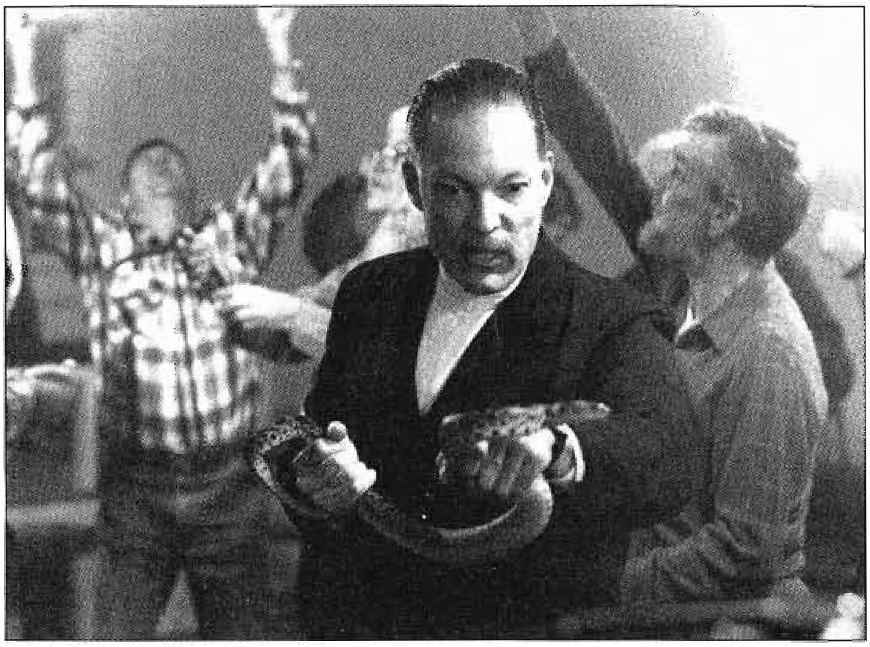
pendents are buying FilmLeader 2 for fall 1994 because of potential programing gaps in their schedules until the would-be affiliates have enough network programing to fill five nights of prime time.

"One has to keep in mind that the Paramount Network won't start for another year [fall 1994], and when it does, it will have only two nights [of network programing] for the first season or two," Weisser says. "We are essentially filling a need for the Paramount stations. [FilmLeader 2] doesn't lock stations into cash movie packages five to 10 years down the road, which is the kind of flexibility that is really important to stations that are going to affiliate with one of the new networks."

Another key selling point for FilmLeader 2, as well as with its predecessor, FilmLeader 1, is that neither package has prior home video, cable,



'Night of the Hunter,' starring Richard Chamberlain

INTERNATIONAL WIRE

Canal+ eyes the U.S.

Canal+, the successful French pay service, is planning the launch of a new American cable service that will appeal to European sensibilities. Dubbed "The Best of Europe," the service is expected to launch toward the end of next year in various large cities. According to Jean-Claude Paris, director of international affairs, discussions already are being held with various U.S. cable operators. Once launched, the service will give Canal+ further access to English-language programing, considered essential if Canal+ is to fulfill its global ambitions.

Damning UK dish figures

Rupert Murdoch's UK satellite pay TV network is suffering from a high churn rate of 13%, according to an independent survey released last week. According to monitoring bureau GfK, consumer satellite dish sales have slowed considerably during the year; average sales for the first nine months of 1993 were down 14% compared with the same period in 1992. Research also showed that 94,000 dishes were returned during the third quarter, compared with only 45,000 during the same period last year. Sky refused to comment on the figures, which were commissioned by the commercial network ITV.

Philips completes video sale

Dutch electronics giant Philips has concluded the sale of its U.S. video rental and music stores chain, Super Club Retail Entertainment Corp., to Blockbuster Entertainment. Super Club Retail, which operates 430 video/music retail stores in the U.S., was purchased for $150 million by Blockbuster through a 5.2 million share issue. Philips's 7.6% stake in Blockbuster is unaffected by the sale.

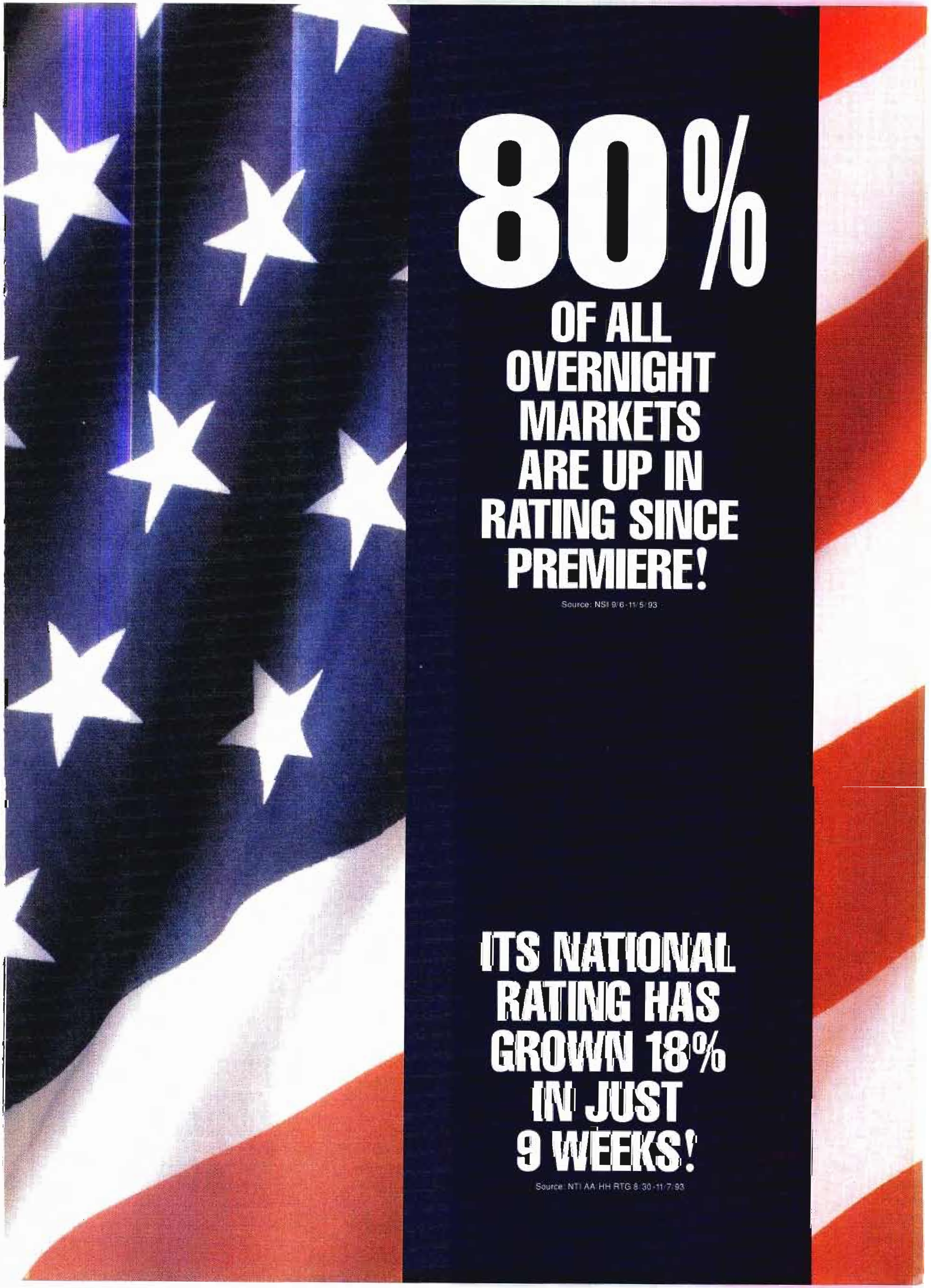
New radio licenses in Holland

A limited number of Dutch commercial radio stations will be offered permanent access to Holland's scarce terrestrial frequencies for the first time early next year. The Dutch government, which closed applications for two groups of regional FM radio frequency "bundles" on Nov. 26, will award the terrestrial licenses by Jan. 21.

The frequencies are highly sought after by private Dutch stations because each "bundle" could provide almost the same reach as a national terrestrial network. The nine main Dutch public broadcasters currently have a monopoly on all national terrestrial frequencies. At least one AM frequency, and possibly two, AM frequencies also are being made available.

PanAmSat on global fast track

In anticipation of the world's first dedicated broadcast, global satellite network PanAmSat has confirmed nearly $1 billion in pre-launch agreements. Six months before its spring launch of the Asia-Pacific region satellite PAS-2, PanAmSat has transponder bookings valued at $985 million from ESPN International, Turner Broadcasting, Televisa of Mexico, South African pay TV group M-Net and public broadcaster SABC, and commercial network ABS-CBN of the Philippines. PanAmSat now claims a potential revenue stream of $1.2 million for its next three satellites. If all launches go according to plan, the group's full network, which will boast a single uplink for global coverage, will be complete before the end of 1995. PAS-3 over the Atlantic region will launch by December 1994 and PAS-4, covering the Indian Ocean region, is set for April 1995. **—MA**


80%
OF ALL
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ARE UP IN
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Source: NSI 9/6-11/5/93
ITS NATIONAL
RATING HAS
GROWN 18%
IN JUST
9 WEEKS!
Source: NTI AA HH RTG 8/30-11/7/93

Geronimo!

TNT's *Geronimo* received a 6.6 rating in its debut last week, making it the highest-rated original movie the network has telecast and the second-highest original basic cable movie ever.

The three runs of the movie posted a gross rating of 12.4 and were seen by 17 million viewers.

view or broadcast network exhibition windows, all four of which traditionally are higher up in the food chain than broadcast syndication. By the time a station can air the movie locally, it may have had between 10 and 15 previous exposures via cable and the broadcast networks (not to mention home video).

That appears to be a motivating factor behind Paramount Stations Group President Anthony Cassara's decision to pick up the FilmLeader packages.

"Some of the theatricals are so beaten up by the time we get them that it really only makes sense for broadcasters to burn off overexposed titles in lower-rated weekend time periods," Cassara suggests. "There has definitely been an erosion in the theatrical releases by the time they get to syndication. I would estimate that the ratings for theatricals are down 25%-50% from the mid-1980s. It's one of the main motivating factors why so many of the independents want to get into the network business today."

Cassara revealed that the four Paramount-owned stations—WTXF-TV Philadelphia, WDCA-TV Washington, KTXA(TV) Dallas and KTXH(TV) Houston (all of which will be Paramount Network affiliates)—will air the FilmLeader 2 made-fors in prime time when the first titles are released in August 1994. (He also confirmed that the same four non-Fox-affiliated Paramount stations have acquired the two-hour Spelling Premiere Network block from Worldvision Enterprises for broadcast in prime time starting next summer.)

Potential WB Network affiliates picking up FilmLeader 2 are Tribune Broadcasting's WPIX-TV New York (which is splitting the package with WABC-TV there), WMCC-TV Indianapolis and WKCF-TV Orlando. Other top-10 market clearances come from KABC-TV Los Angeles, WGBO-TV Chicago, KTVU(TV) San Francisco and WFXT-TV Boston.

FilmLeader 2, featuring such recent telefilms as *Lethal Lolita—Amy Fisher: My Story* and *Hiroshima: Out of the Ashes*, is being offered on a 12-minute local and 12-minute national barter basis for the roughly two-hour feature-length titles. ■

Court rulings may weaken media protections

'Serious ramifications' said possible in New York State case

By Peter Viles

A pair of little-noticed state court rulings may spell trouble for broadcast journalists.

In one case, involving a Georgia newspaper that was sued for identifying a rape victim, the Georgia Supreme Court sided with the newspaper but appeared to leave open the possibility that other media outlets that name rape victims won't always be protected.

In the other ruling, the New York Court of Appeals refused to allow the state's shield law to protect an ABC-TV reporter from being questioned in another state about reporting that he had done.

That case involved stories that ABC aired in 1990 about a point-shaving scandal in North Carolina. New Jersey officials, suspecting that a New Jersey resident may have been behind the scandal, sought to compel the reporter, Armen Keteyian, to testify before a New Jersey grand jury investigating the case.

While ABC and the State of New Jersey fought over that issue, the suspect died and the case was dropped. Nevertheless, the New York Court of Appeals recently ruled that New Jersey could have forced Keteyian to testify.

> *"It's a terrible decision, and it has the potential to have serious ramifications for the news media in New York State."*
>
> **Jane Kirtley, executive director, Reporters Committee for Freedom of the Press**

"It's a terrible decision, and it has the potential to have serious ramifications for the news media in New York State," says Jane Kirtley, executive director of the Reporters Committee for Freedom of the Press.

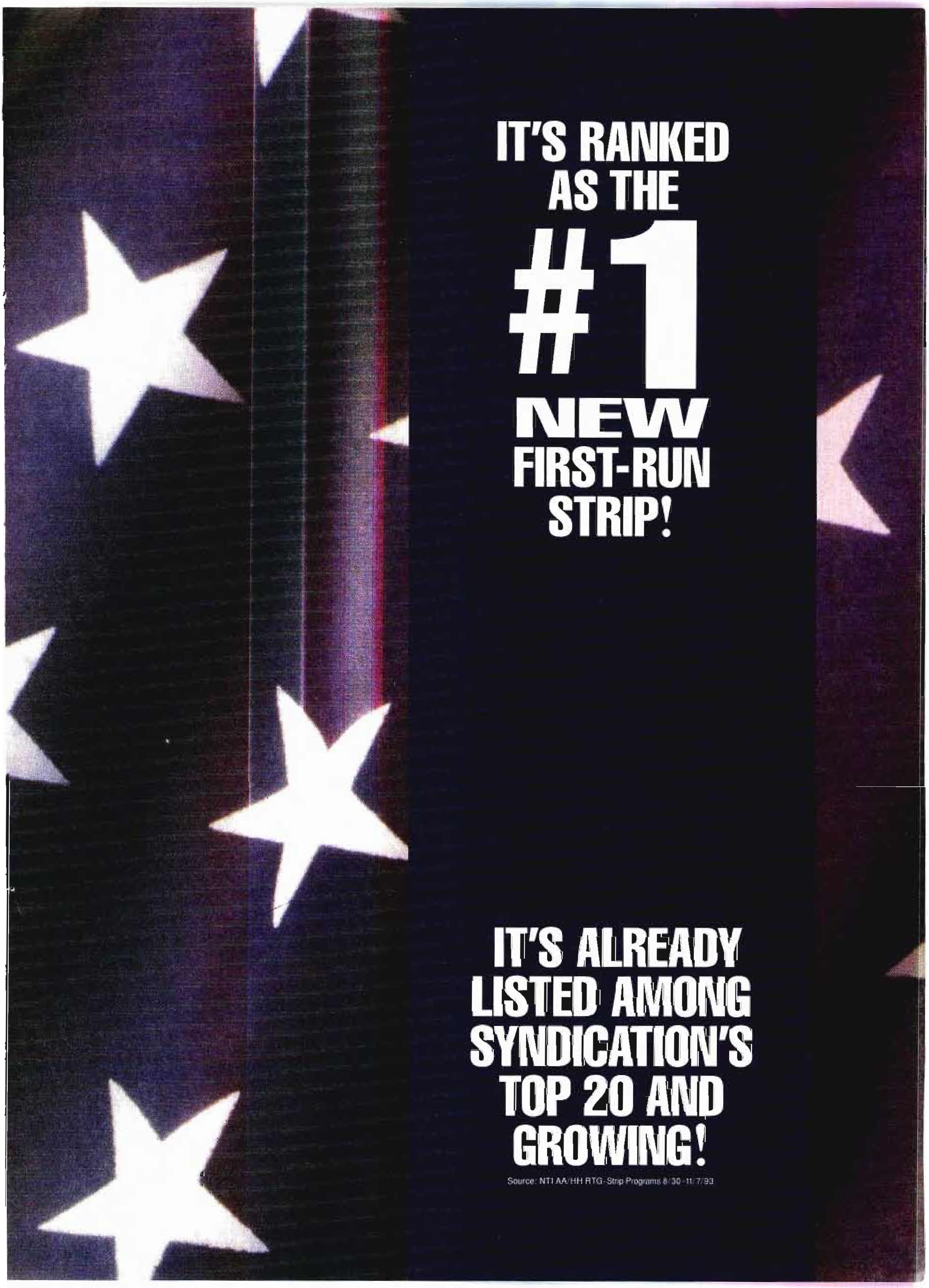
"The New York court basically has said that it has no obligation to consider New York's own laws protecting reporters. It's particularly troubling because so many journalists are based in New York," Kirtley says.

In the Georgia case, the Georgia Supreme Court threw out a $100,000 judgment against the *Macon Telegraph*, which had been sued for invasion of privacy after naming a rape victim. The circumstances were somewhat unique: The paper named the victim after the victim killed an intruder.

When the case was argued before the Georgia Supreme Court, lawyers for the newspaper pointed to a U.S. Supreme Court decision in the case of a Florida newspaper that had named a rape victim. That ruling held that a damage award against the paper violated the First Amendment.

But the Georgia court didn't quite agree. It ruled that the award against the *Telegraph* was barred only because the victim also was involved in another important news event, the homicide.

Lawyers familiar with the ruling told the *Wall Street Journal* that the ruling appeared to permit suits for invasion of privacy against news outlets that name rape victims, provided that those cases do not involve an additional news event such as the homicide. ■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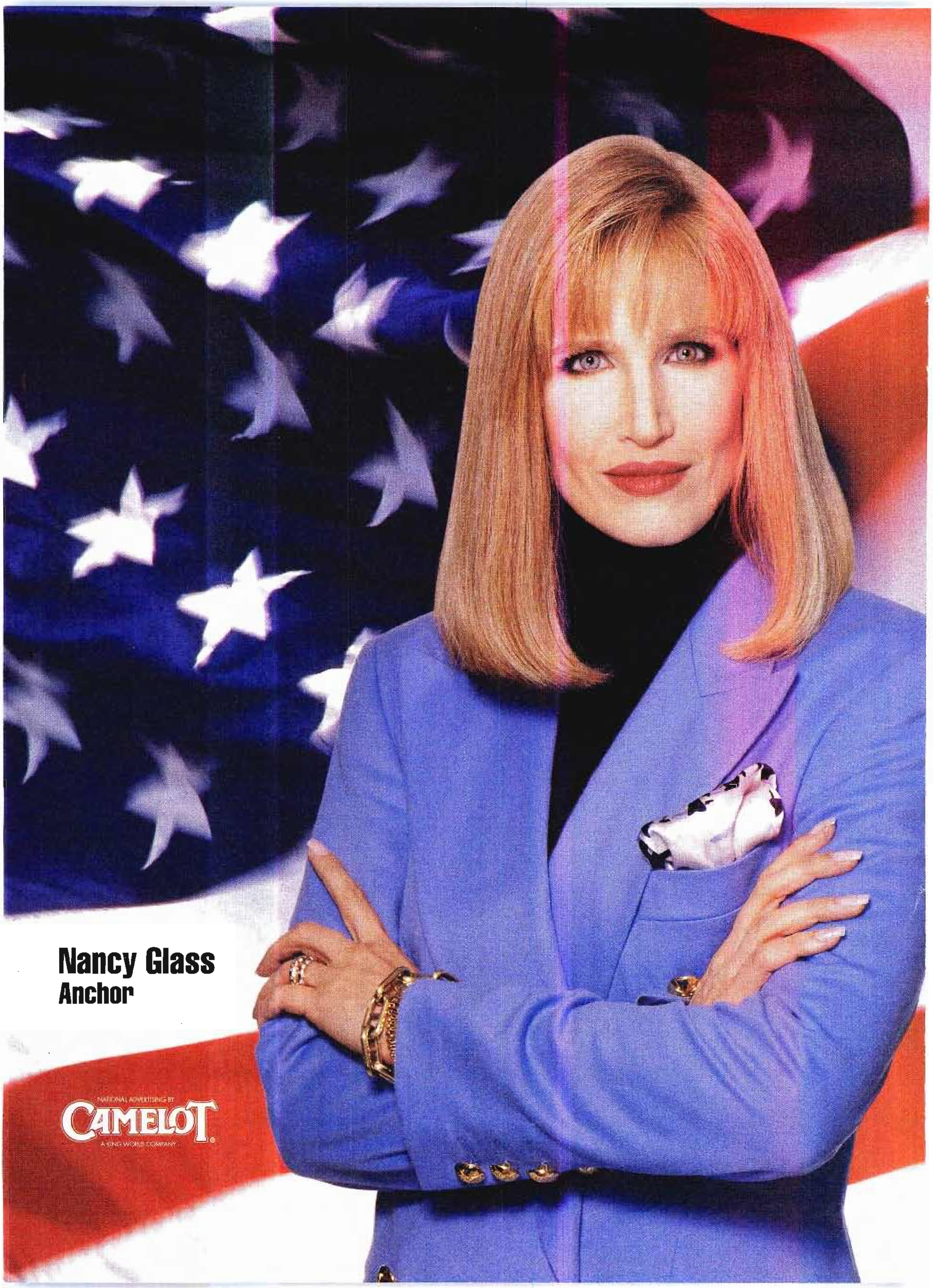
Nancy Glass
Anchor
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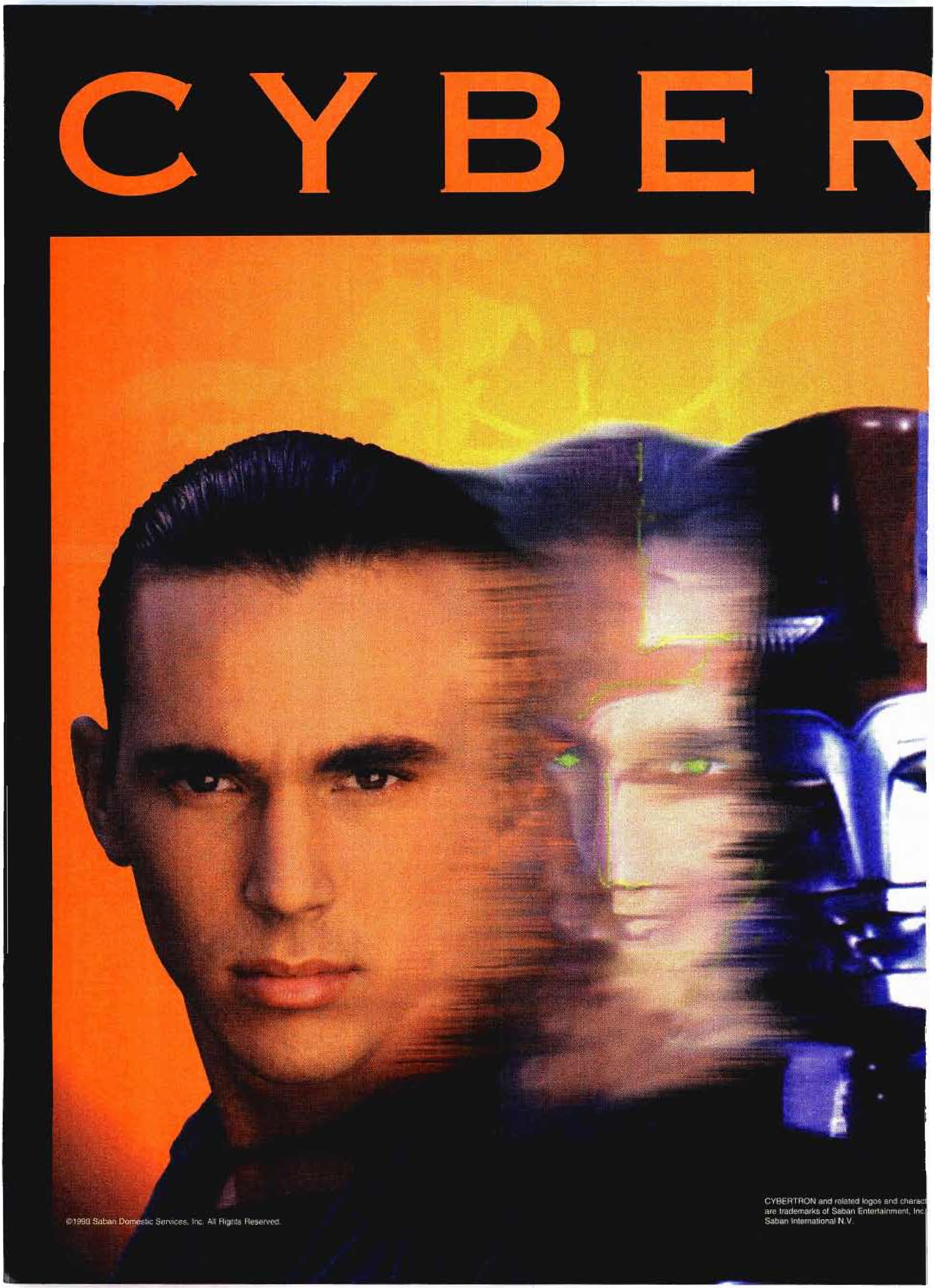
Broadcasting & Cable

Ratings Week *According to Nielsen, Nov 29-Dec 5*

	ABC	CBS	NBC	FOX
MONDAY	12.5/19	13.8/21	18.4/28	4.6/7
8:00	46. Day One 10.2/16	24. Evening Shade 13.5/21	13. Fresh Prince 16.1/25	87. Fox Night at the Movies—Barbarians at the Gate 4.6/7
8:30		21. Dave's World 14.0/20	12. Blossom 16.9/25	
9:00	28. NFL Monday Night Football—San Diego Chargers vs. Indianapolis Colts 12.9/20	14. Murphy Brown 15.4/22	5. NBC Monday Night Movies—Perry Mason: Case of the Killer Kiss 19.3/29	
9:30		26. One on One: Classic TV Interviews 13.3/21		
10:00				
10:30				
TUESDAY	15.2/24	14.4/22	11.5/18	5.2/8
8:00	15. Full House 15.1/23	18. Rescue: 911 14.3/22	38. NBC Movie of the Week—Doc Hollywood 11.2/17	84. Married w/Children 5.0/8
8:30	22. Phenom 13.9/21			89. Bakersfield, P.D. 3.4/5
9:00	4. Roseanne 19.4/29	16. CBS Tuesday Movie—Murder of Innocence 14.5/22		80. America's Most Wanted 6.1/9
9:30	10. Coach 17.4/26			
10:00	29. NYPD Blue 12.8/21		32. Dateline NBC 12.2/20	
10:30				
WEDNESDAY	15.2/24	9.4/15	12.3/20	10.5/16
8:00	9. Home Improvmt 18.0/28	56. Mickey's Christmas Carol 9.4/15	30. Unsolved Mysteries 12.7/20	41. Beverly Hills, 90210 11.1/17
8:30	23. Thea 13.6/21			
9:00	1. Home Improvmt 23.8/35	76. Brought to You by Santa 6.6/10	35. Now w/Tom and Katie 11.7/18	48. Melrose Place 9.9/15
9:30	6. Grace Undr Fire 18.8/29			
10:00	32. Moon Over Miami 8.4/14	32. 48 Hours 12.2/21	31. Law and Order 12.5/22	
10:30				
THURSDAY	11.5/18	10.9/18	14.1/23	7.4/12
8:00	51. Missing Persons 9.7/15	26. Rudolph the Red-Nosed Reindeer 13.3/21	34. Mad About You 12.0/19	60. The Simpsons 9.1/15
8:30			19. Wings 14.2/22	73. Sinbad Show 7.0/11
9:00	44. Matlock 10.5/16	51. Second Chances* 9.7/16	6. Seinfeld 18.8/29	74. In Living Color 6.9/11
9:30			10. Frasier 17.4/27	77. Herman's Head 6.4/10
10:00	17. Primetime Live 14.4/25		38. Laugh-In Past Christmas 11.2/20	
10:30				
FRIDAY	12.3/22	9.5/17	8.4/15	5.1/9
8:00	35. Family Matters 11.7/21	57. Diagnosis Murder 9.3/17	68. Town Santa Forgot 8.2/15	82. Brisco County, Jr. 5.2/9
8:30	42. Step by Step 10.9/19		72. 12 Days/Christms 7.6/13	
9:00	35. Step by Step 11.7/20	57. Shame on You 9.3/16	62. NBC Friday Night Mystery—Perry Mason: Case of the Defiant Daughter 8.7/15	84. The X Files 5.0/9
9:30	38. Hangin w/Mr. C 11.2/20			
10:00	20. 20/20 14.1/25	48. Picket Fences 9.9/18		
10:30				
SATURDAY	9.3/17	11.0/20	8.0/14	6.4/11
8:00	63. ABC Saturday Night Movie—To Grandmother's House We Go 8.6/15	25. Dr. Quinn Medicine Woman 13.4/24	75. Mommies 6.8/12	71. Cops 7.9/14
8:30			81. Cafe Americain 5.9/10	64. Cops 8.5/15
9:00		55. Harts of the West 9.5/17	61. Empty Nest 9.0/16	88. Front Page 4.5/8
9:30			59. Nurses 9.2/17	
10:00	43. The Commish 10.6/20	47. Walker, Texas Ranger 10.0/19	64. Hollywood's Leading Ladies 8.5/16	
10:30				
SUNDAY	9.8/15	20.8/31	9.0/14	7.1/11
7:00	50. ABC Movie Special—Hollyrock-A-Baby 9.8/15	3. 60 Minutes 21.2/33	78. I Witness Video 6.3/10	86. Tiny Toons Spec 4.9/8
7:30				82. Eek Xmas Spec 5.2/8
8:00		8. Murder, She Wrote 18.3/27	70. seaQuest DSV 8.0/12	69. Martin 8.1/12
8:30				64. Living Single 8.5/12
9:00	51. ABC Sunday Night Movie—The Allison Wilcox Story 9.7/15	2. CBS Sunday Movie—Dance with the White Dog 21.9/33	44. NBC Sunday Night Movie—The Hard Way 10.5/16	51. Married w/Childn 9.7/14
9:30				79. Daddy Dearest 6.2/9
10:00				
10:30				
WEEK'S AVGS	12.1/20	13.2/21	11.6/19	6.6/10
SSN. TO DATE	12.7/21	13.3/22	11.5/19	7.3/12

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES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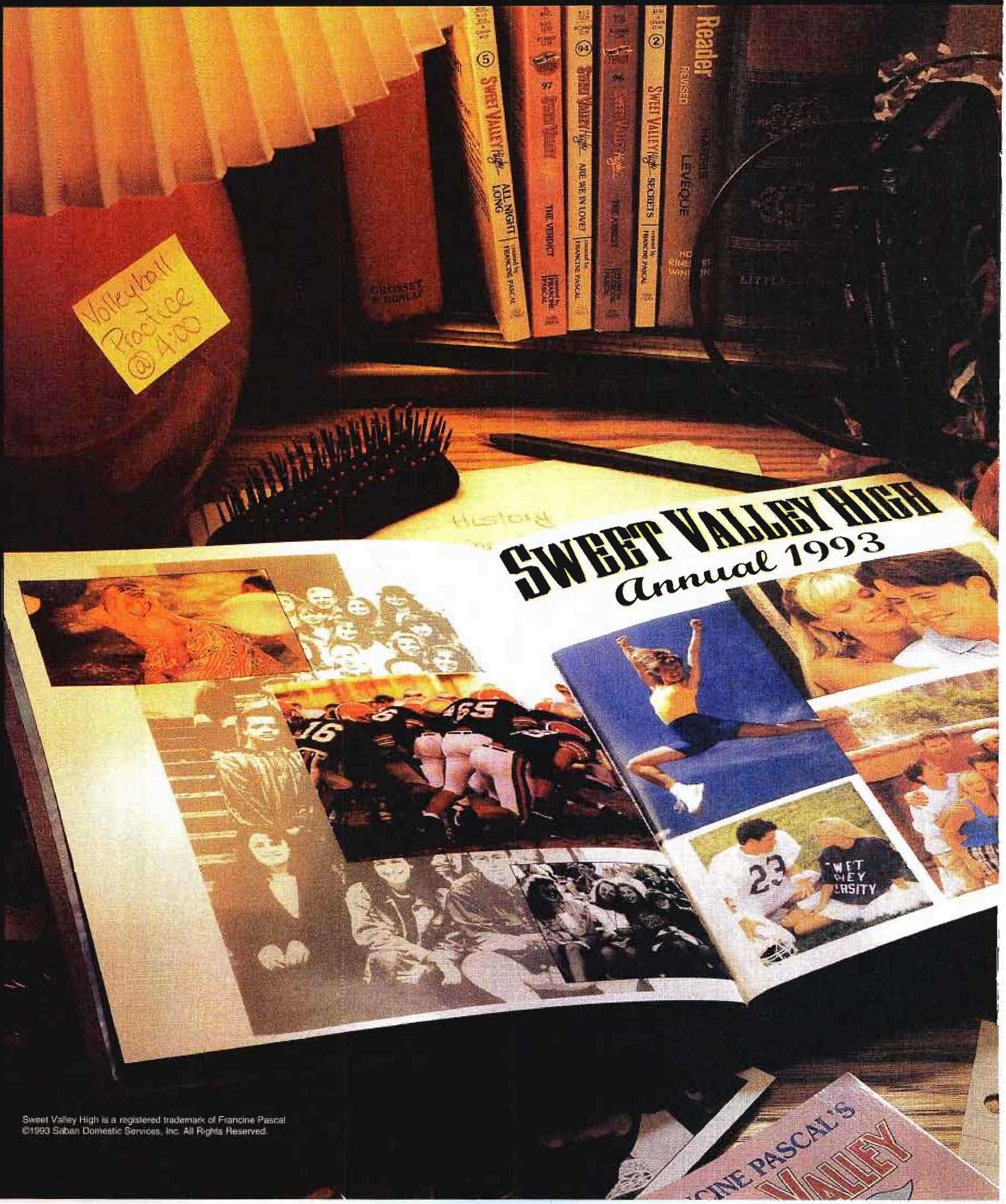
Volleyball Practice @ 4:00
SWEET VALLEY High ALL NIGHT LONG
SWEET VALLEY High ARE WE IN LOVE?
SWEET VALLEY High SECRETS
THE VERDICT
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History
SWEET VALLEY HIGH
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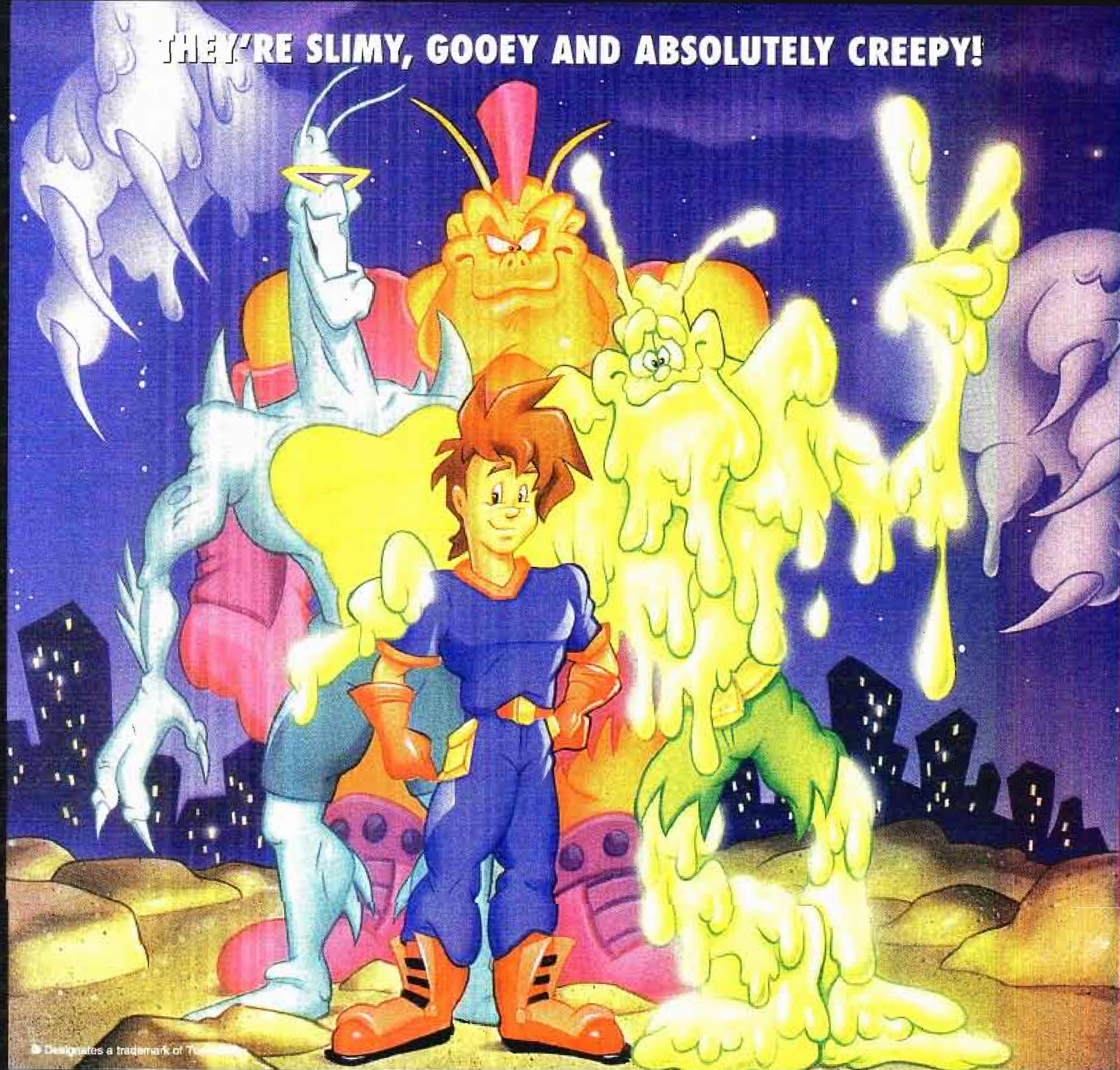

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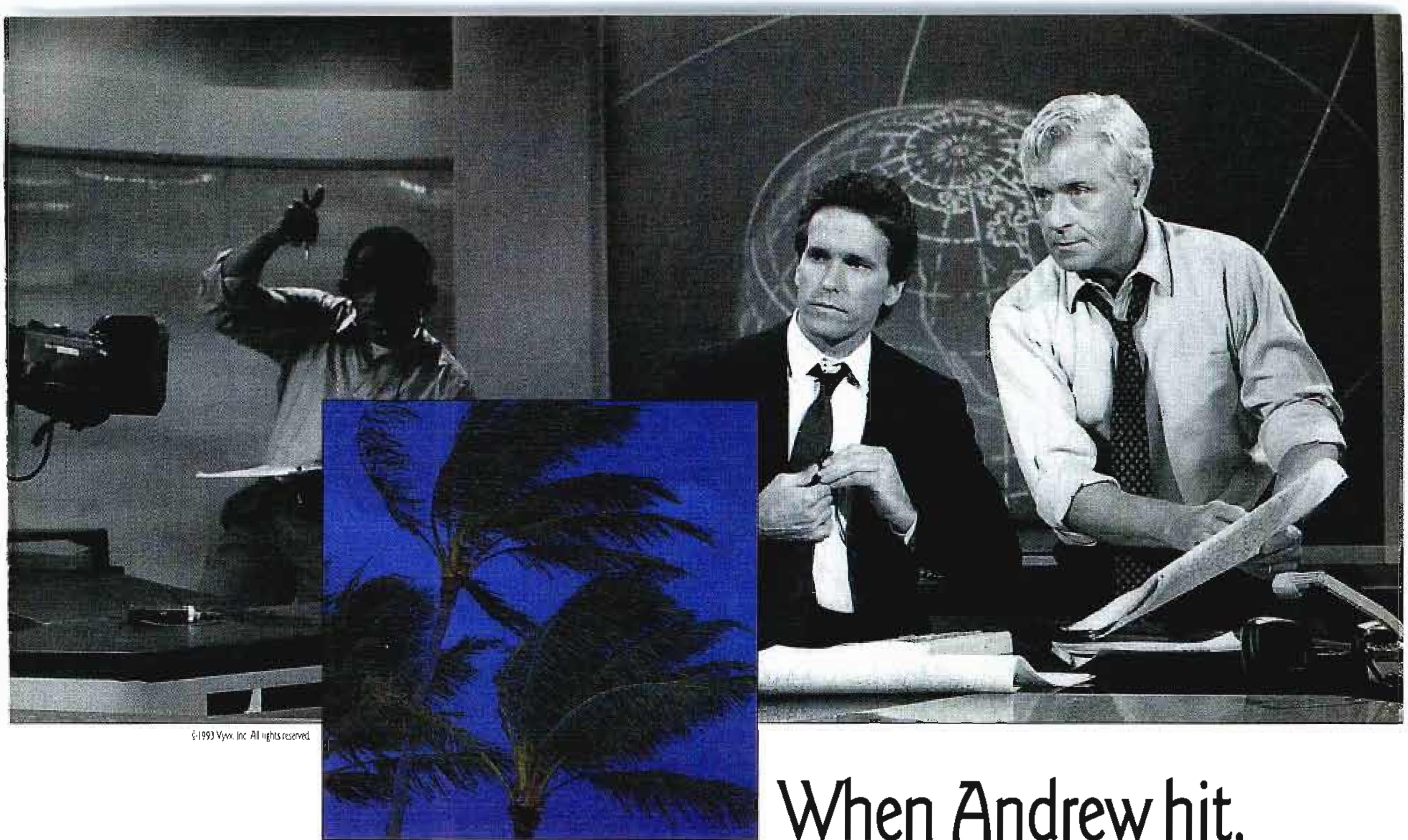
Special Report

Look who's talking now

Take a good look, because some of those faces may disappear in the Great Talk Show Shakeout predicted for the 1993-94 season (page 54). The popularity of syndicated talk has spurred similar efforts on the network front, to mixed results (page 68). In late night (page 78), some wonder who will follow Chevy Chase on the casualty list. Meanwhile, replacements are in the wings, with some shows taking a hybrid approach (page 80), while cable readies for three round-the-clock talk channels (page 76). Multimedia's Bob Turner (page 70) and multi-media talk host Larry King (page 81) talk to BROADCASTING & CABLE.

COVER STORY



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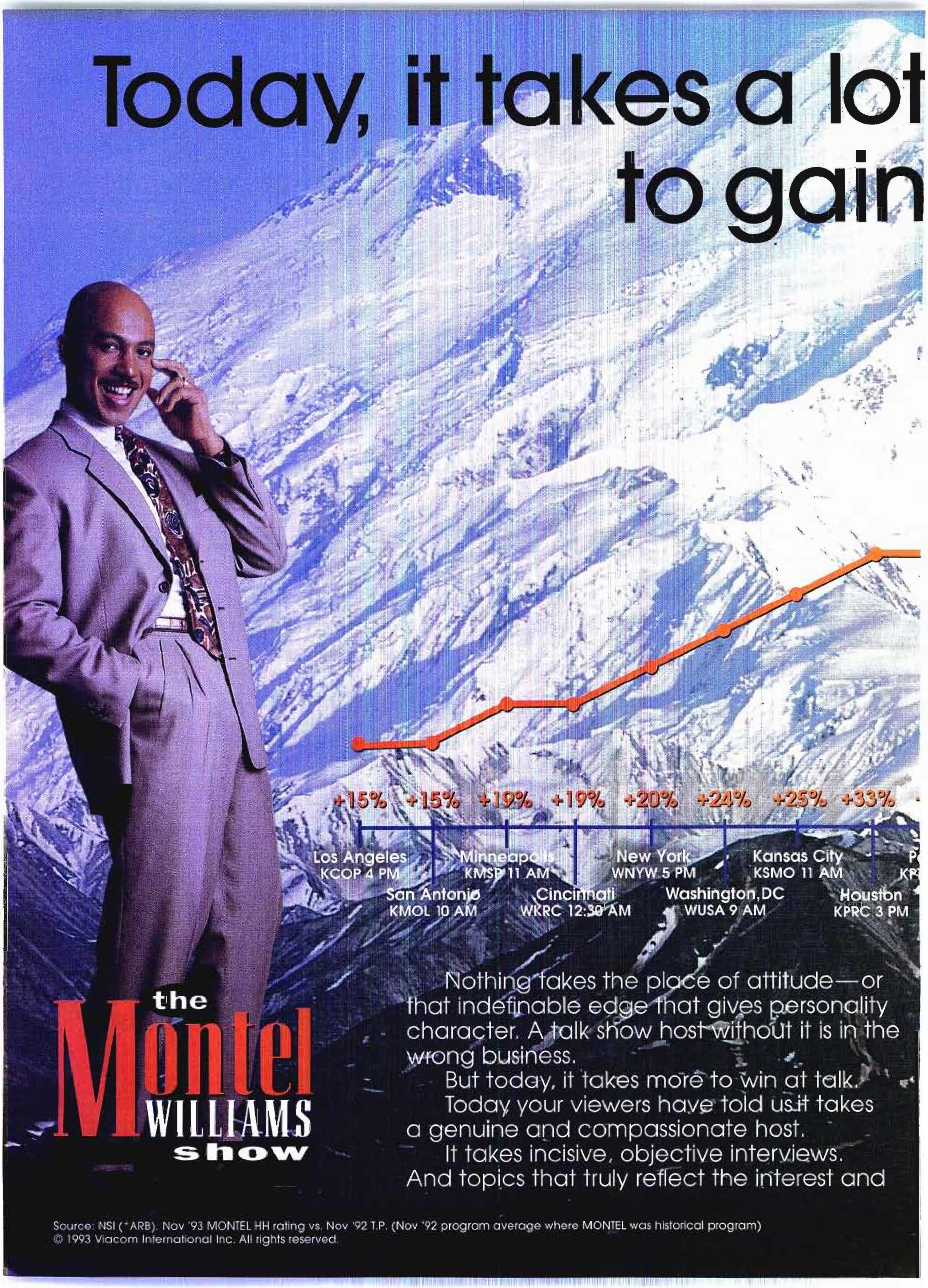
Today, it takes a lot
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And topics that truly reflect the interest and
Source: NSI (*ARB). Nov '93 MONTEL HH rating vs. Nov '92 T.P. (Nov '92 program average where MONTEL was historical program)
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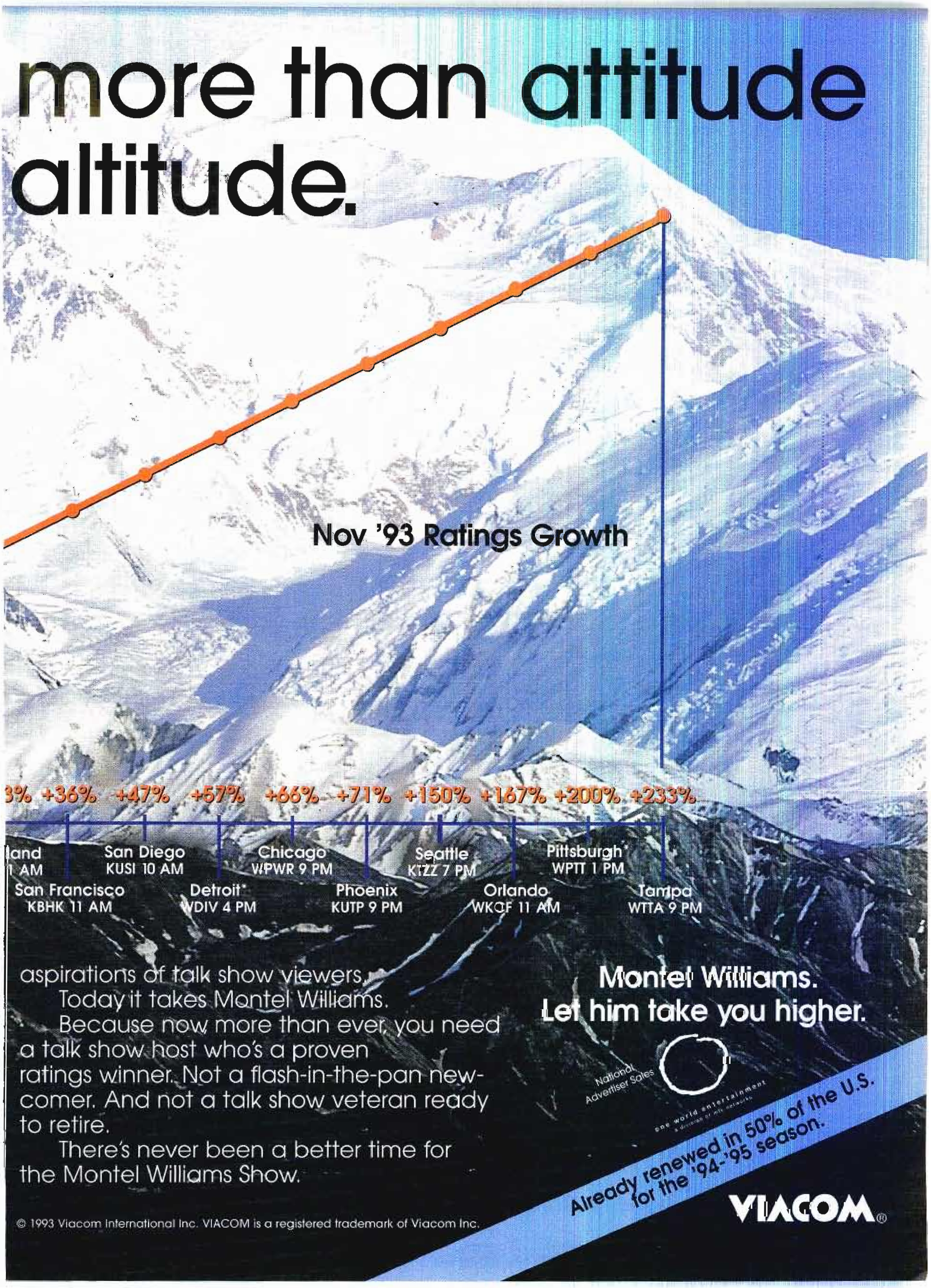

more than attitude
altitude.
Nov '93 Ratings Growth
3% +36% +47% +57% +66% +71% +150% +167% +200% +233%
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Surviving the shakeout in daytime talk

Stations and syndicators wait to see who will make it and who won't; replacements for the cancellations already are waiting in the wings

By Steve McClellan and Mike Freeman

The daytime talk genre finally has hit the wall—there are now more syndicated talk shows than stations have room for, and the anticipated shakeout has begun.

"This is going to be the year of churn in talk television," says Dick Kurlander, vice president and director of programing at Petry Television. "I think the audience is saying 'enough is enough with the Oprah wannabes.' "

Many others concur: "I don't think there is any more room for growth in the number of talk shows on the air in daytime or afternoon syndication," says Barry Thurston, president of Columbia Pictures Television Distribution. "It's now a question of what shows will fall by the wayside and which shows will replace them."

Two syndicated talkers already have bitten the dust this season—*Joan Rivers* and *Jane Whitney*. King World's *Les Brown* went on a "planned hiatus" last week, and the company is doing its best to counter industry speculation that the show's days are numbered. "Obviously, we know there are problems," says King World President Michael King. "But Les also has some terrific success stories, like New York. So we're just not prepared to make any decision without analyzing the November books. Right now we have enough shows to go through February."

Twentieth Television's *Bertice Berry* also is on the cancellation watch list of many industry executives, given its less-than-spectacular performance in the ratings so far. Executives at Twentieth are confronting the same perception problem with *Bertice* that King World has with *Les*.

"We are absolutely committed to Bertice, the show and the form for the long term," says Twentieth Executive Vice President Ken Solomon. "Initially, everybody sees the first few days' worth of numbers and a mood is set. It's not entirely rational, but we all do it. And then everybody sits back and begins to analyze the numbers more objectively. Almost no successful talk show on the air today started out with good numbers. They all had a long climb."

King agrees. "We all know these shows take time to build. It's not just talk either. People said we'd go out of production on *Inside Edition* after six weeks. That was five years ago."

But don't look for a decrease in the number of talk shows next season because of the failure of some weak links. For every show that will fall by the wayside, two more are ready to take its place. Joan Rivers, in fact, will find herself in the ironic position of replacing herself in a number of markets with a new program called *Can We Shop?!*, a Tribune-distributed home shopping talk show slated to bow in January.

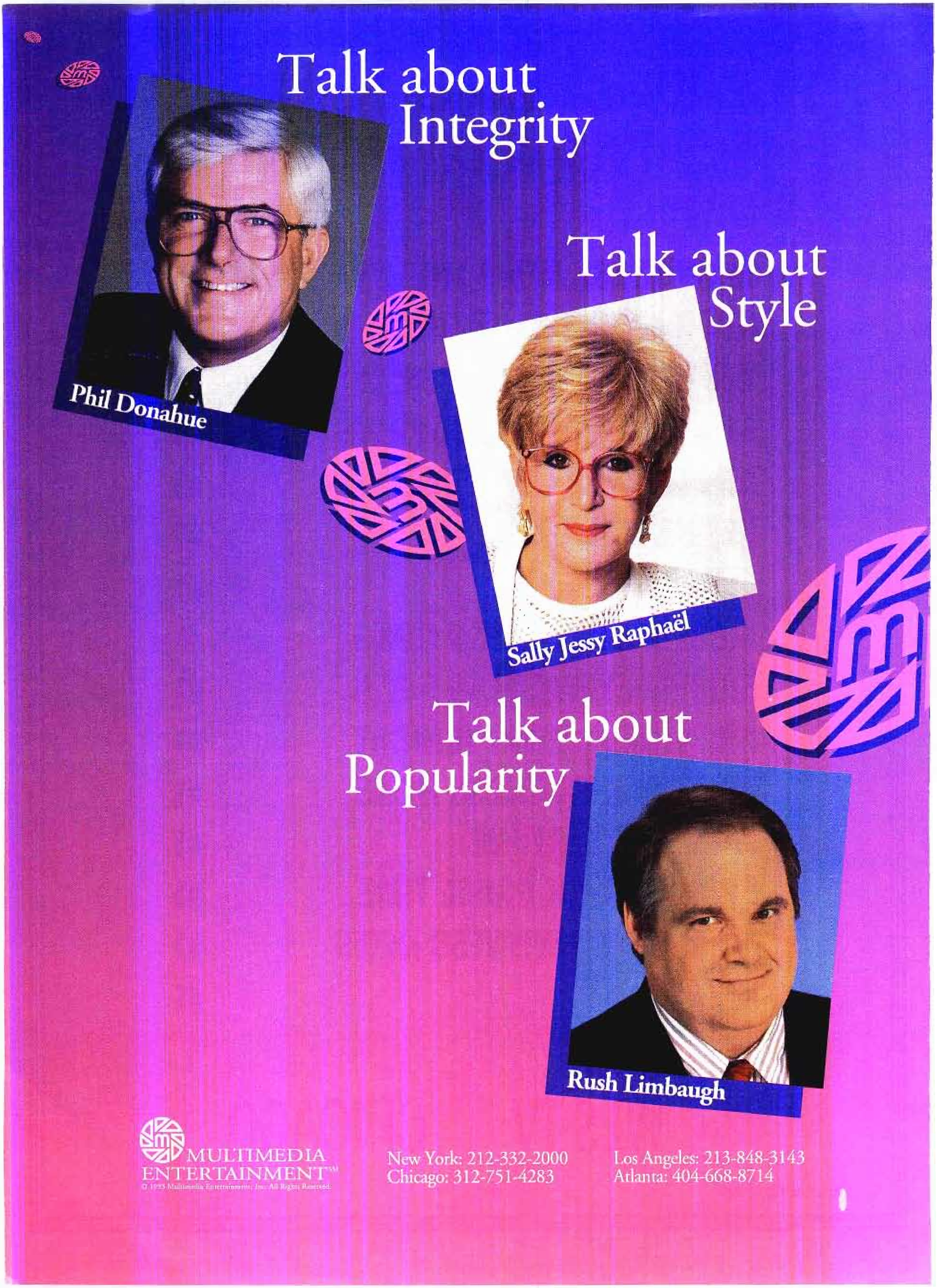
Jim Lutton, vice president, programing, Tribune Entertainment, reports that *Shop* is cleared in 70% of the country, with about half of that accounted for by incumbent *Joan Rivers* stations. "We're comfortable we'll be over 80% by [*Shop*'s] Jan. 17 debut date," says Lutton.

And Jane Whitney may get a reprieve on network daytime television. Warner Bros. is talking with NBC to put her there (see page 68).

Fox and King World have new talk show projects for next year, and both companies—and others—are scrambling to position their projects to fill lineup holes at stations that cancel underperforming talkers.

The three-year odyssey in syndication of *Jenny Jones* bears out what distribution executives frequently say about shows needing time to grow. The Time Telepictures Productions show started as a lighter, multi-topic program that rated poorly. Research showed, however, that the audience basically liked Jenny, the personality,

Of the freshman crop, Columbia Pictures Television's Ricki Lake (l) is a surprise hit, and rates high with young women. King World's Les Brown (center) and 20th Television's Bertice Berry have underperformed, raising questions about their futures.



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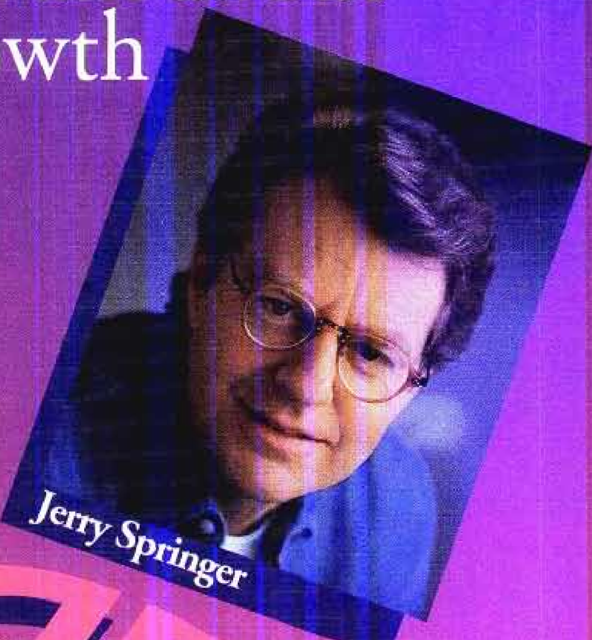
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That's what Gene McHugh, Vice President & General Manager for Fox 36 WATL in Atlanta, Georgia had to say about his newly appointed national sales force.

AND A VISION FOR THE FUTURE"

Fox acquired WATL to increase the station's presence in Atlanta. When seeking representation, McHugh wanted outstanding performance and a company that is well-positioned for the short and long term.

Representing WNYW New York, KTTV Los Angeles, WFLD Chicago, and KDAF Dallas, Petry is now the national representative for Fox 36 WATL Atlanta, Georgia.

PETRY
first in spot television.

but not her show. In year two, the format was revamped to resemble the successful single-topic, more serious-minded shows.

Initially, the ratings were disastrous—Jenny's initial core audience deserted her. But Time Warner, with its deep pockets, stayed the course and this season her season-to-date rating is up by almost half. "*Jenny* is one of the all-time turnaround stories in the talk show business," boasts Jim Peratore, president of Time Telepictures Productions. The bigger numbers have brought important upgrades, including a pick-up by Philadelphia's WPVI-TV for next season.

Viacom's *Montel Williams* also has benefited from the company's stick-to-itiveness. "We've nurtured the show through a slow rollout," says Rick Jacobs, president, domestic markets, Viacom Entertainment. "It's expensive, but it's paying off. We're now renewed in 50% of the country for 1994-95. Last year at this time we weren't anywhere near that level." Key upgrades this season include New York, Dallas, Philadelphia and Detroit, where the show is competing neck and neck with *Oprah*.

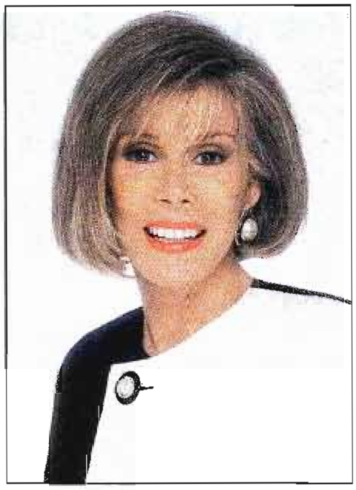
The talk show shakeout is providing upgrade opportunities for the stronger incumbents as well as *Ricki Lake*, the new season talker from Columbia that has by most accounts surpassed expectations. CPT launched the show late in last year's selling season and struggled to put together a respectable station lineup.

Among the three new talk shows, *Ricki* was deemed least likely to make a mark. But her household numbers are even with *Bertice* and better than *Les* with mostly independent stations, and she's been a big hit with her target demo—women 18-34.

In the past two weeks *Ricki* has picked up some key upgrades. Effective today (Dec. 13), she moves to 4 p.m. on KDKA-TV Pittsburgh, where she replaces *Les Brown*. In Orlando, she moves in January to 5 p.m. on WKCF-TV, replacing *Full House* and *Wonder Years*. That news followed word that WPVI-TV picked up the show for next season.

Meanwhile, a handful of new talkers are trying to establish a position in the market, including *Gordon Elliott* and *Mo Gaffney* from Twentieth, *Rolonda Watts* from King World, *Suzanne Somers* from MCA, *Shirley Solomon* from DLT Entertainment and *Susan Powter* from Multimedia (see question-and-answer story with Bob Turner, page 70.)

Jenny Jones struggled through her first season but has made a comeback in the third, with ratings up 43% over last year.



Joan Rivers is replacing her own talk show in January with a home shopping talk show, 'Can We Shop?!', in about half her markets.

Shirley Solomon's show, a Canadian import in her first season in the U.S., is hoping to roll out beyond Los Angeles, New York and Dallas.

Elliott, a Twentieth co-venture with CBS, has been in the marketplace since early November. It has clearance commitments from the Fox-owned stations as well as KING-TV Seattle; KRON-TV San Francisco; WMAR-TV Baltimore, KXTV(TV) Sacramento, Calif.; WFSB(TV) Hartford, Conn., and WLKY-TV Louisville, Ky. With 35% clearance now, the company's Solomon says that Twentieth will "walk into NATPE with 40% of the country."

Two talk shows being offered for next year already are on the air in a small number of markets. DLT Entertainment has CTV talk host Shirley Solomon on three stations, including WPIX-TV New York, KCAL-TV Los Angeles and KDFI(TV) Dallas. In November in New York the show averaged a lackluster 1.5 rating and a 5 share, ranking sixth in the time period (1-2 p.m.). In Los Angeles, where the results were more satisfying, it averaged between a 2 and a 3 rating at midnight, equaling or bettering *David Letterman* on occasion.

Twentieth's *Mo* has been airing on WNYW-TV New York for several months, and in November it did a 1.5/7 ranked last from 11 .am. to noon in the time period. Solomon declined to discuss specifics about the *Mo* marketing plan. "We're refining the show. We get feedback every day and we will be exploiting every potential opportunity [to roll the show out]."

King World is now spreading the word to stations on the availability of its proposed new talk show, *Rolonda Watts*. What the company has yet to decide is whether to launch the show in January or September 1994. "I would love to have *Les* and *Rolonda* on the air in January," says Michael King. "But if we can't get the market, I'm excited about getting her out there next fall."

Meanwhile, MCA has just finished putting together a marketing plan and pilot for its proposed new fall talk show with Suzanne Somers. "Obviously, it's a crowded market, but the real question is how many of them are working," says MCA TV President Shelly Schwab. "Not every show out there is working nationally, and when you have several shows doing a 2 rating or less, you know there are opportunities." ■

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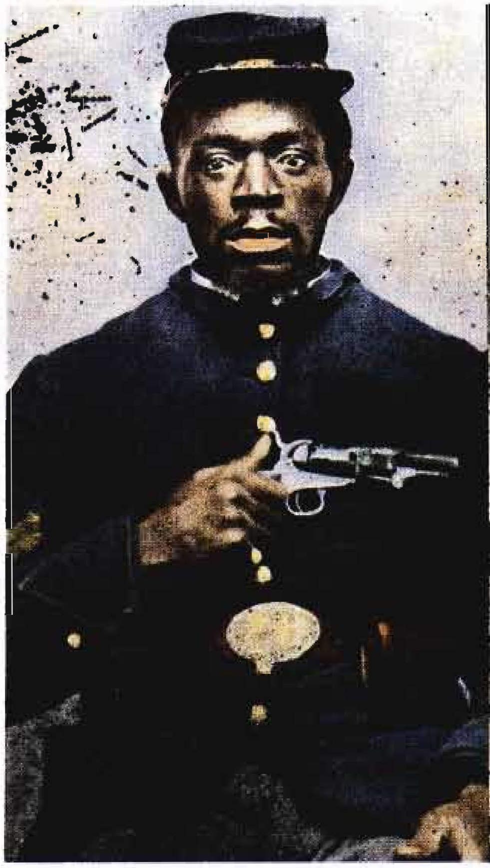

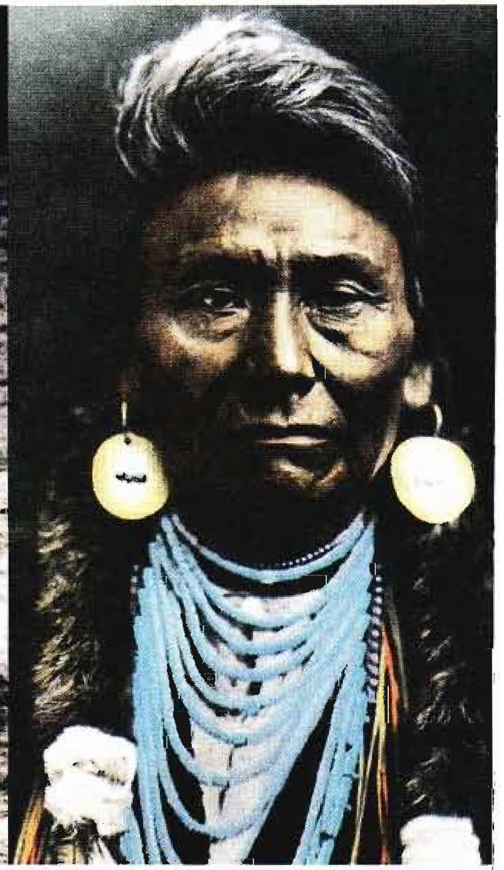

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New York • WPIX/I — 11:00 AM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86	11/85	11/84	11/83	11/82	11/81	11/80	11/79
13	9	12	10	7	8	6	3	6	6	7	5	1	0	0

Philadelphia • WTXF/F — 12:30 PM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86	11/85	11/84	11/83	11/82	11/81	11/80	11/79
10	8	5	6	6	7	9	4	8	6	8	8	9	3	2

Charlotte • WSOC/A — 12:30 AM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86	11/85	11/84	11/83	11/82	11/81	11/80	11/79
25	23	22	13	18	11	13	7	8	21	6	20	23	22	21

Best in 13 Years!

Orlando • WOFL/F — 1:00 PM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86	11/85	11/84	11/83	11/82	11/81	11/80	11/79
10	7	8	7	6	9	7	6	5	4	5	5	5	5	NR

Milwaukee • WCGV/F — 12:30 PM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86	11/85	11/84	11/83	11/82	11/81	11/80	11/79
13	10	10	8	6	5	5	6	10	7	7	0	2	0	Sign On

Best in 12 Years!

Dallas • KTXA/I — 12:00 M — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86	11/85	11/84	11/83	11/82	11/81	11/80
14	7	4	3	5	6	6	4	5	4	0	0	0	Sign On

Best in 11 Years!

Houston • KTXH/I — 11:30 PM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86	11/85	11/84	11/83	11/82	11/81
18	13	12	10	11	5	10	8	8	7	3	9	Sign On

Best in 9 Years!

Chicago • WGBO/I — 6:00 PM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86	11/85	11/84	11/83
5	3	4	3	2	2	3	2	4	3	NR

Best in 8 Years!

Seattle • KCPQ/F — 11:00 AM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86	11/85
11	8	10	4	4	6	7	3	9

Pittsburgh • WPTT/I** — 4:00 PM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86	11/85
6	4	0	0	2	3	2	4	5

Cincinnati • WSTR/I — 11:30 PM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86	11/85	11/84
10	6	7	3	4	0	0	0	0	NR

San Antonio • KRRT/I — 11:00 AM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86	11/85	11/84
6	4	0	3	0	0	0	1	0	Sign On

Best in 7 Years!

Cleveland • WOIO/F** — 11:00 AM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87	11/86
14	11	8	7	9	2	3	0

Best in 6 Years!

San Francisco • KOFY/I — 3:00 PM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88	11/87
7	5	6	6	4	5	5

Best in 4 Years!

Denver • KTVD/I — 11:00 PM — HH Share

HEAT Fall '93*	11/92	11/91	11/90	11/89	11/88
7	4	2	2	1	Sign On

Best in 3 Years!

Portland, OR • KGW/N — 11:00 AM — HH Share

HEAT Fall '93*	11/92	11/91	11/90
17	15	13	14

Best in 2 Years!

Phoenix • KPHO/I — 10:00 AM — HH Share

HEAT Fall '93*	11/92	11/91
11	3	6

Best in 1 Year!

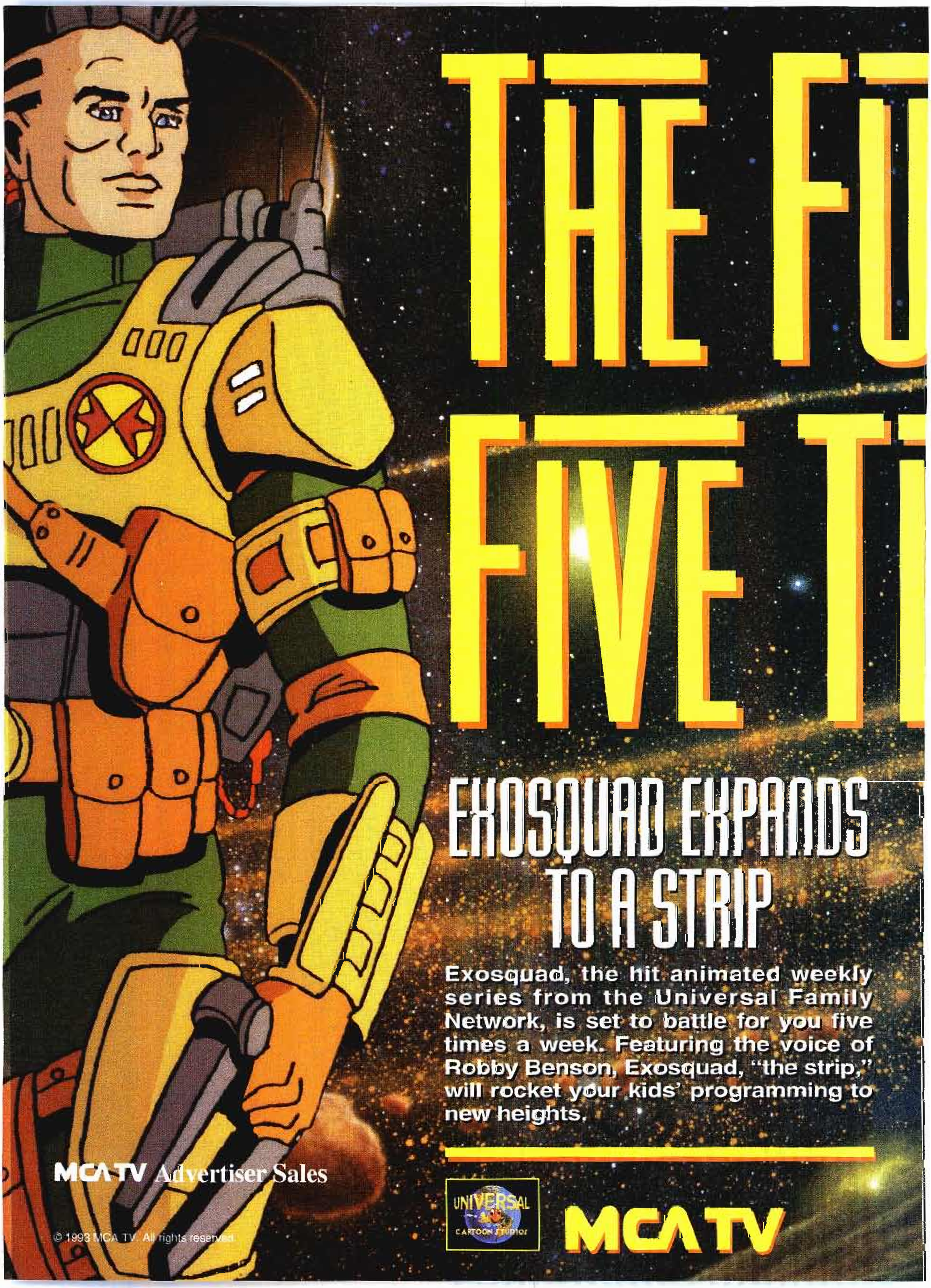
Washington, DC • WDCA/I — 11:00 PM — HH Share

HEAT Fall '93*	11/92
8	4

Boston • WFXT/F — 12:00 N — HH Share

HEAT Nov '93*	11/92
4	3

Source: NSI, **ARB as dated, *9-week average 9/20–11/21/93. November histories are pure program averages.
NR = Station below minimum reporting standards.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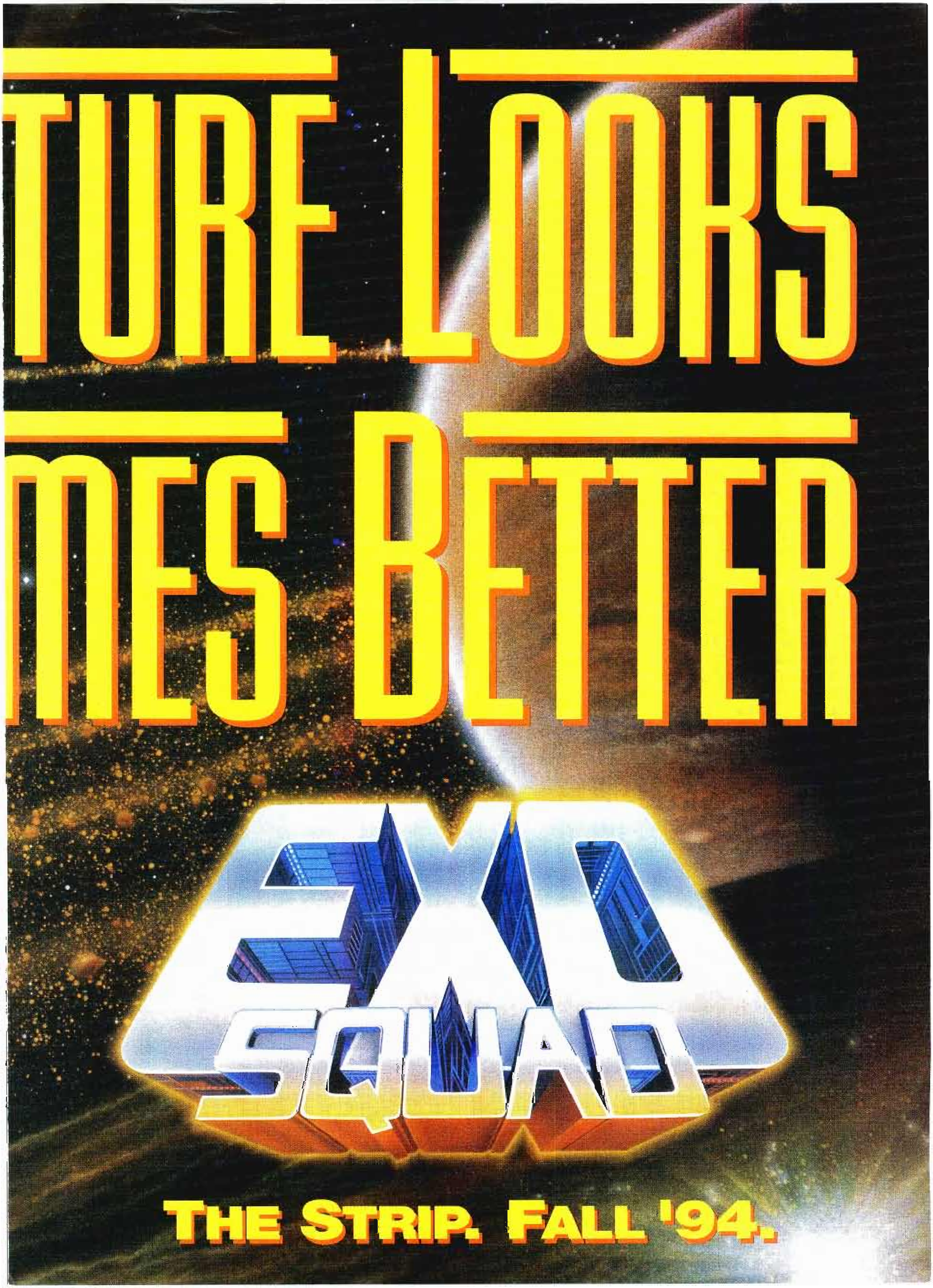
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THE STRIP. FALL '94.

Daytime network talk: 10 years too late?

By Steve McClellan

Network daytime schedulers are trying to capture some of the talk show magic that has largely been reserved for syndication, but with mixed results.

Earlier this year, NBC made a deal with Paramount for the *John and Leeza Show*, which had been headed for syndication. The network is committed to the show through next June, but so far the ratings have been anemic.

For the fourth quarter, through the first week of November, Nielsen's National Television Index showed *John & Leeza* in third place in network competition, in both the key women demographics and households. Among women 18-49 and 25-54 the show was averaging roughly a 1 rating. In households, the performance was only a little better—in the 1.8 to 1.9 range.

Sources say that NBC isn't too thrilled with the performance or the production quality of the show. The network is now talking with Paramount about revamping the show. The overhaul reportedly will do away with the dual-host format, with John Tesh leaving and Leeza Gibbons remaining as the sole anchor. "That's been the discussion, but it's not set yet," says a source.

But some say network obstacles to doing successful daytime talk are high. "The networks missed the talk boat," says one prominent talk show producer. "They should have been getting into it 10 years ago. Now they're faced with the tough challenge of coming up with something their affiliates can't get in syndication, where the station is going to get a better business deal."

The networks have embraced softer, lighter talk shows, such as *Home* on ABC and *John & Leeza*. But with just a few exceptions, they haven't worked as well as the single-topic shows, observers say.

But NBC daytime executives remain convinced that the talk format can help lift its lackluster schedule. "At this point, they don't have much to lose," quipped one network source. "Nothing else has worked."

At deadline last week, NBC officials were anticipating the completion of a deal that would bring syndication's *Jane Whitney* to the NBC daytime lineup. "She's been held up in business affairs hell," said one executive with knowledge of the talks.

Whitney hasn't set the world on fire with her ratings in syndication and Warner began telling stations two weeks ago that they planned to remove her from the market. "The problem with *Jane* is not the show, it's the lineup," says a Warner source. "We have a mix of daytime and late-night clearances, and it's very tough selling it to advertisers."

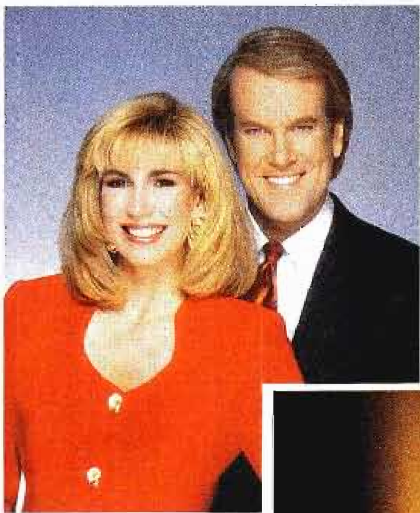
Two weeks ago ABC finally gave up on *The Home Show*, announcing that it will be replaced by the *Mike & Maty Show* in January. Last year, ABC canceled *Home* briefly, only to revive it when affiliates balked at the planned replacement, *Shirley*, which DLT Entertainment is now launching in syndication.

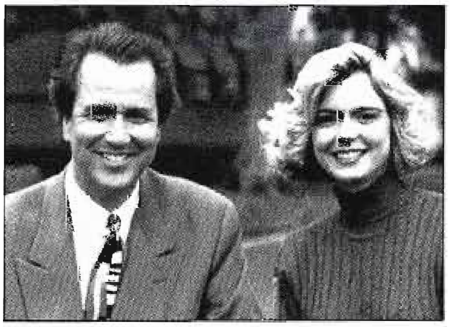
ABC Daytime President Pat Fili-Krushel describes *Mike & Maty* as a "younger, hipper, more humorous" *Regis & Kathie Lee*. She refused a request last week for an interview to clarify those comments or discuss the network's daytime talk show strategy.

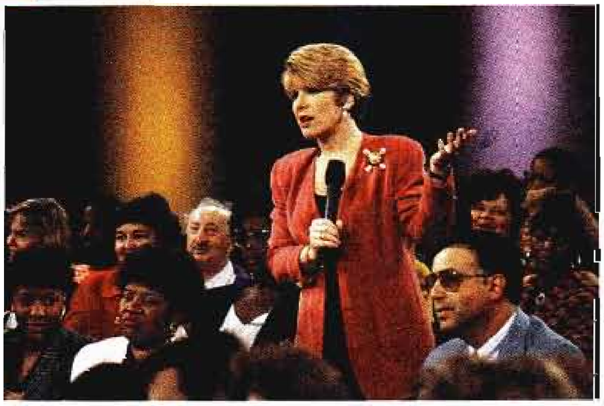
Even network daytime leader CBS was interested, for a time, in bringing talk to its lineup. Lucy Johnson, CBS daytime vice president, signed Gordon Elliott to a development deal three years ago. But the network's chance to launch a daytime show evaporated overnight with the corporate decision to give back the 10-11 a.m. time period to affiliates.

"If we did make a change, Gordon Elliott would have been the show," Johnson said last week. "But the opportunity disappeared."

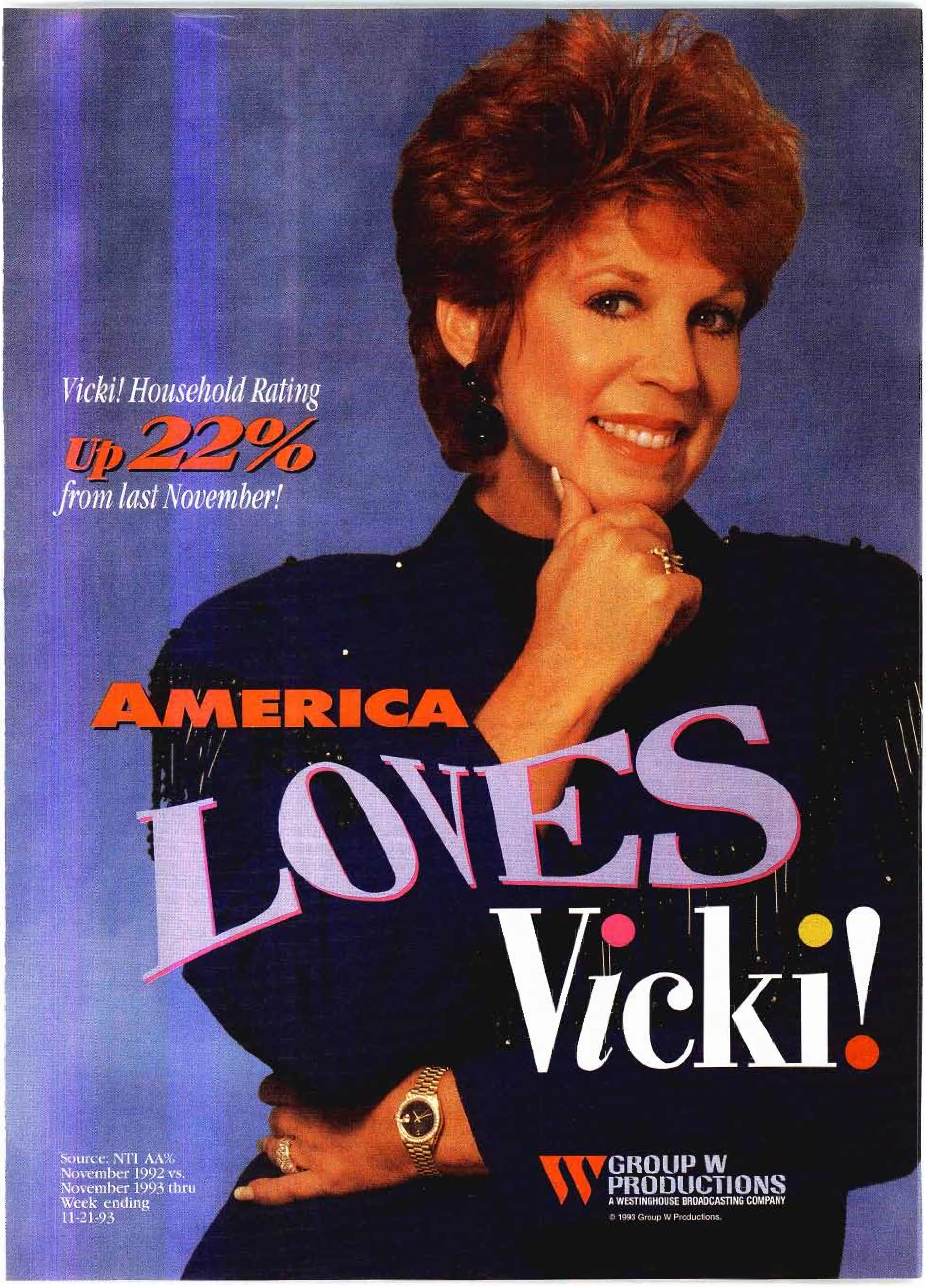
The good news was that the network entered the first-run business, in a venture with Twentieth Television, which is selling the show in syndication. ■







NBC is trying to make talk work in daytime with the introduction last summer of 'The John & Leeza Show' (l), but results have been mixed. The network is also close to a deal to bring syndication's Jane Whitney (below) to NBC. And ABC has a talk show on the horizon, 'Mike & Maty' (to left of Whitney), which will replace its 'The Home Show' in January.


Vicki! Household Rating
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Multimedia's Turner: What shakeout?


Robert Turner, Multimedia Entertainment president

Since joining Multimedia Entertainment three years ago, Bob Turner has doubled the company's talk shows from two to four, the most of any syndicator, and has plans for two more next season. Turner believes the popularity of the talk genre will continue to grow, as evidenced by Multimedia's development of a 24-hour cable talk channel, slated for fall 1994 debut. In the following interview, Turner discusses talk's hot streak, the growing competition, the company's hoped-for next big hit and how long Phil Donahue will stick around.

Talk is hot. How long will it last and what's driving the trend?

I think tastes change. Look at where soap operas were 12 years ago. About 14 of them were on the air. That genre has, to a large extent, been replaced with talk shows. What viewers got from soaps they are now getting from the talk shows, but it's real-life experience rather than fictional. [Talk shows] provide identity and a degree of vicariousness. Also, there is a range of talk shows from the more tabloidesque to the cerebral. The viewer has a good deal of choice every day. I think there is something for everyone. The genre seems to be holding its popularity, maybe even expanding it.

Do you wonder at all if or when the bubble is going to burst?

No, and I would point to the fact that we are starting a talk channel for cable [slated to start next fall].

Are there fundamental differences in the way you go about marketing talk shows to stations and viewers in such a crowded field?

There are many ways to market these shows. This company has taken a long-term approach. We have started with all our projects modestly, rolled them out, built a production team that suited the style of the host, perfected that style. There's a good deal of growth and experience that is needed as you go along. I think [*Jerry*] *Springer* is probably a good example of that.

***Les Brown* and *Bertice Berry*, two of the three new talk strips, are struggling. In fact, *Les* is on hiatus and the prospects aren't good for a return. Does that tell you anything about the current talk show environment?**

It's a tough time. King World did a very good job marketing *Les Brown*. *Les* had the best lineup and the most difficult competition going in. Fox did a fairly good job with *Bertice*, but the show doesn't seem to be cutting it either. Columbia had the weakest lineup with *Ricki Lake* and consequently had the easiest time showing time period improvement. Because it's barter and where it is, *Ricki* is this year's *Vicki* [the second-season talker from Group W]. You can get weak time periods and show growth. I've been wrong a lot, but that's not one I'm worried about. *Vicki* showed promise the first year and now has flattened out.

Does the trouble that King World and Fox, two heavy-hitter distributors, are having with their new talk shows tell us anything about the market, that maybe we're reaching a saturation level?

Well, more people are watching talk now than they were a year ago. There is more of it to go around, although shares have declined. In many cases where you used to be the only talk show in the time period, it's rare when you don't have at least one other talk show against you. We've had experiences where we've had four talk shows competing against us in a single time period. So, the viewers are a little more sophisticated, they do more channel switching and testing, and there's a greater burden on how well the programs have to be produced and how important the host is.

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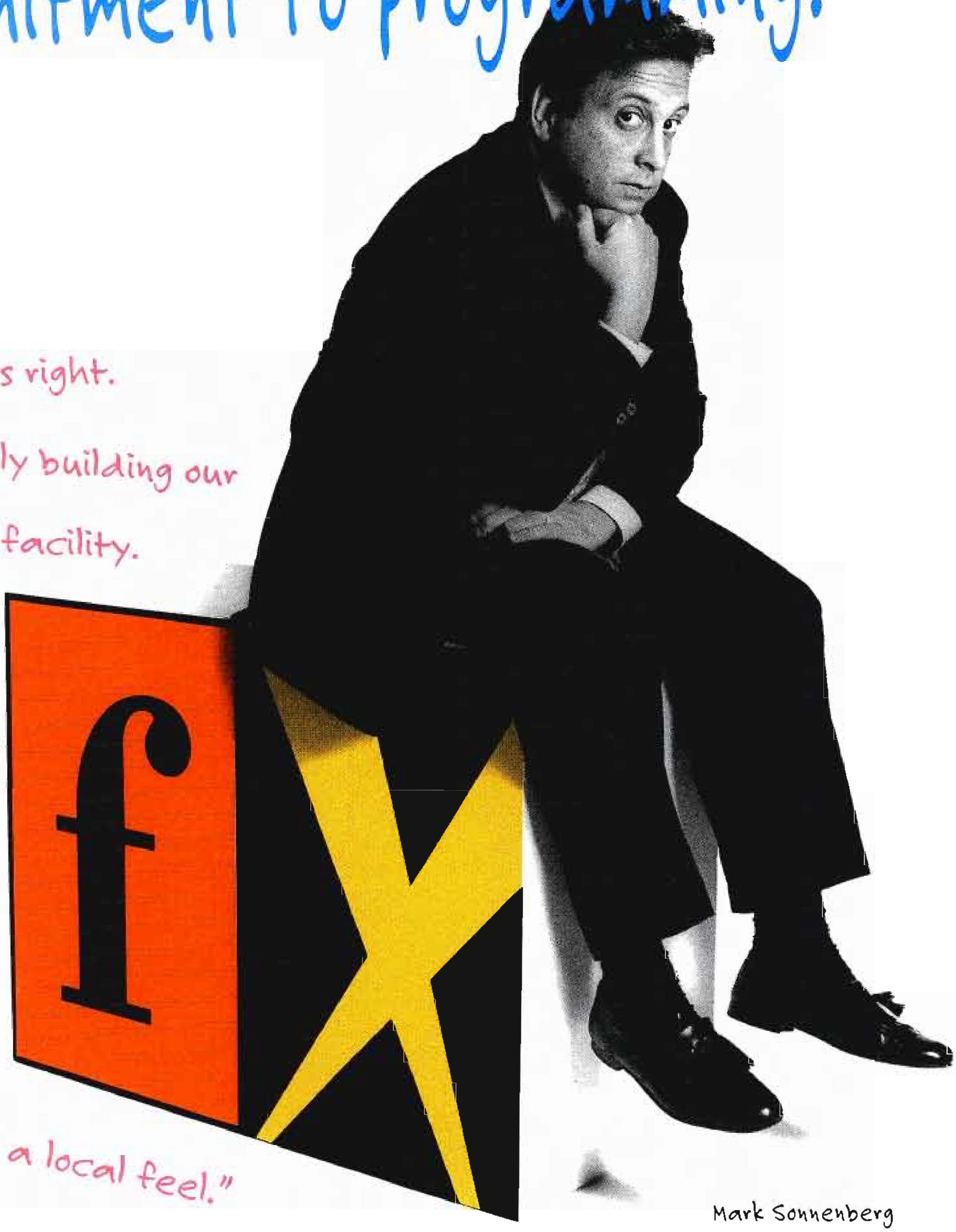

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The Lima News

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McALLEN, TX
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KFDM-TV (Channel 6) ABC

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WTVC-TV (Channel 9) ABC

MEDFORD, OR
KTVL-TV (Channel 10) CBS

PROVIDENCE, RI
WLNE-TV (Channel 6) CBS

ORANGE COUNTY, CA
Orange County
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MAGAZINES

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Talk shows "provide identity and a degree of vicariousness [and] range from the more tabloidesque to the cerebral. I think there is something for everyone."

How did you come to develop Susan Powter as a talk project?

I had heard about her through several sources, including Burt Dubrow [the company's head of program development]. While I was pondering this I was on vacation in the Cayman Islands, and my wife was flipping channels and Powter was on, and she said, 'That is really a top personality.' And my wife doesn't like a lot of what's on TV. So I thought, maybe we're onto something here. That's the real story.

Where do you stand with station clearances and commitments to the show?

In a lot of markets, we have several offers. And we have some interest just about everywhere. But the lineup won't come together until February, March or April. But based on interest so far, I am reasonably confident that we will have over 150 stations and more than 85% coverage in good time periods.

Have you done any deals yet?

A couple of dozen, where we have a station relationship and you just have to do it, and where you're just not going to improve on the time period.

Will you identify the stations?

I'd rather avoid that until NATPE.

Will you consider multiyear deals for *Powter*?

Not in year one. We'll look at the show after the first year to consider a major overhaul as an hour and cash-barter program.

You're developing another possible late-night talk entry for next season, with Los Angeles-based radio personality Dennis Prager. What's his story, and how's the project coming along?

I was familiar with a newsletter he publishes and have heard him on the radio, and I think his style and viewpoint are something that would work well, particularly in late night.

Is he a "companion" to *Rush Limbaugh*?

There will be very little back-to-back programing on those shows. I think the package will be easier to sell to advertisers, but there won't be much impact on *Rush* incumbents.

What are the factors at work there?

Well, for stations running *Rush* at 11 p.m., they aren't going to be putting a new show at 11:30 p.m. That's just a fact of life. But we have enough credibility to clear the program, and we'll be able to put together a lineup that will do better than a 2 rating out of the box and run it up from there. That's been our experience so far with *Rush*.

How do you describe Prager's style?

He is an ethicist, not a politician. He's a moralist. His basic message is a commonsense approach to morality. He can discuss morality in popular culture and interview and comment with a variety of people, from celebrities to authors to politicians, or just bozos, for that matter.

He sounds more cerebral than many. What does that say about his entertainment value?

More cerebral than the average viewer is used to, but it would be produced in a way to not overtax the brain.

I have to ask you about the squabble between two of your stars, Sally Jessy Raphael and Rush Limbaugh, which made headlines after Sally's less-than-friendly presentation of Rush's Radio Hall of Fame Award. How disruptive has it been to the company?

We truly respect each individual's First Amendment rights. Beyond that, all I would say is that this happened off company premises, and I'd just like to leave that one alone, thank you very much.

Are you concerned at all about Rush's October performance, which showed a slip?

Not at all. If you look at his season-to-date performance, based on the Nielsen NTIs [through Nov. 27], he's up more than a rating point, from a 2.9 to a 4 rating, up about 24%. This is a big hit. National shows are sold based on national ratings, so we're not concerned. We don't think he'll peak until his third or fourth year.

Let's turn to Multimedia's talk engine, Phil Donahue. He's been doing this for a long time and has signaled that he doesn't want to do it forever. What does that mean exactly?

His public statement on this is that it is something he does not want to do into his 60s. Currently he is 57. A very young 57, I might add.

Though he says that, does it deter you from trying to persuade him to stay on beyond three years?

Absolutely not.

Daytime–afternoon talk ratings

Rank	Program	STD/NTI HH rating	Year-1 ago STD	% chg
1	Oprah Winfrey	10.1	10.0	+1%
2	Sally Jessy	5.1	5.2	–2%
3	Donahue	4.9	5.6	–12.5%
4	Regis & Kathie Lee	4.3	4.0	+1.1%
5	Geraldo	3.8	4.3	–11.7%
6	Maury Povich	3.8	4.1	–7.4%
7	Montel Williams	2.8	2.4	+16.6%
8	Vicki!	2.5	2.0	+25%
9	Jenny Jones	2.3	1.6	+43.7%
10	Bertice Berry	2.2	—	—
11	Ricki Lake	2.2	—	—
12	Les Brown	2.1	—	—
13	Jerry Springer	2.0	1.6	+25%
14	Jane Whitney	1.8	—	NA
15	Joan Rivers	1.2	1.7	–29.5%

Source: Nielsen Syndication Service Ranking Report. Notes: Year-ago, season-to-date and percent-change numbers are not given for first-season shows. STD-season-to-date; HH-households; NTI-Nielsen Television Index. Numbers are for Aug. 30-Nov. 14 periods.

NEWS IN CHICAGO HASN'T BEEN THIS HOT SINCE THE FIRE

Chicago Tribune Friday, December 3, 1993

"...independent WPWR-TV, Ch.50 posted strong gains, topping WFLD-Ch.32's total audience Monday through Friday. As well, WPWR's "Roseanne" reruns at 10:30p.m. are neck-and-neck with David Letterman and Jay Leno..."

Crain's Chicago Business Monday, November 15, 1993

"The Paramount Network has picked off the most attractive independent station in Chicago..."

Details are in the book, but we're pleased to say that **Ricki Lake** is sizzlin', **Star Trek: The Next Generation** is still on fire, **Montel Williams** is smokin' and **Roseanne** is hotter than ever! In fact, WPWR-TV is the #1 independent in Chicago from 9pm to 1am Monday thru Friday.*

50

WPWR-TV

**Source: Arbitron Overnights Nov. 3-30, 1993*

Represented Nationally by MMT Sales.

He's committed to Multimedia through September 1995?

Right.

So sometime next year you'll sit down and talk in earnest about an extension?

Yes.

Donahue's ratings have showed some gradual erosion from year to year. Are you satisfied with his performance?

Yes. Not that we can't improve. We have close to a whole new production crew this year. Only three of the senior production people [including Executive Producer Pat McMillen] are still around and about seven are brand new. And I think the programs this season look better, with renewed energy and crispness in them.

That's a pretty dramatic overhaul.

Yes. Some of it was due to moves that just worked out, and parts of it were due to a more aggressive stance on the part of Pat and myself to put some new life into it.

How are negotiations going with MSOs and your proposed Talk Channel?

Pretty good, but they are far more complex than we had envisioned. We have been signing deals, although I really can't be specific right now. We expect to be making announcements in January.

What are the complicating factors?

The new cable regulations. A lot of the systems now are not certain of how they're going to tier and package their channels going into 1994 as a result of the regulations, as well as a result of rebuilds. That makes it a lot more complex.

What are the terms?

It's designed to be flexible. They can take it on an á la carte basis or a variety of other ways.

Are you still confident of the projection to reach between 6 million and 9 million subscribers the first year?

Yes. It may be at the lower end of the scale, because what we don't know is where we'll end up on different tiers.

Sounds like marketing a new service to cable is chaotic.

Yes. And the new regulations make it riskier. One of the many unintended results of the Cable Act is to make new services more difficult to put on.

Have you taken on any equity partners?

At this point, no. And as you know, that is not something we are particularly encouraging.

You have franchised some of your talk shows overseas. Are any results in yet?

No. But we're close. Deals and pilots have been done in Italy, Germany, France, Sweden, Turkey, Israel and the UK.

How critical is that area for the company?

We think it is a high-growth area for us and is becoming an increasingly higher percentage of our business. Even though it's not big right now, each year it grows. And we see a lot more growth ahead. ■

Cable plugging into talk format

Launch of three all-talk networks planned

By Christopher Stern

Talk television passed a cable milestone recently when Larry King scored a record-breaking 18.1 rating when Vice President Al Gore and Ross Perot appeared on his show to debate NAFTA.

Not only did the program break all previous records set by King, it was the highest-rated program for CNN outside its Persian Gulf War coverage. If it wasn't clear before, the debate over the North American Free Trade Agreement showed that talk on cable is a force to be reckoned with.

Many cable programers did not wait for the Gore-Perot debate to jump on the talk bandwagon. There is no better indication of the interest in talk cable than the plans announced by three separate groups to launch all-talk cable networks.

"I think cable in many ways is defined by talk, although it's not the first thing that comes to mind," says Saatchi & Saatchi's Erica Gruen.

She points to several cable networks that have several hours of talk programing daily, including CNN, C-SPAN, CNBC and even QVC. "QVC is first and foremost a talk channel. You take away the shopping and you are left with great personalities," Gruen says.

> *"I think cable in many ways is defined by talk."*
>
> ***Saatchi & Saatchi's Erica Gruen***

Gruen adds that talk on cable has been able to attract premium advertisers. And she should know: Saatchi & Saatchi produces three programs that appear on Lifetime—*What Every Baby Knows: An American Family Album*, *Your Baby & Child with Penelope Leach* and *Your Child 6 to 12* with Dr. Kyle Pruett. The three shows are targeted at women who are the parents of young children, which is the ideal audience for Procter & Gamble, the sponsor of all three programs.

The one channel that may be the most identified with talk programing is CNBC, which runs talk from 8:30 p.m.-2:30 a.m. ET every day.

The emphasis on talk has lifted the network's ratings more than 70%, according to Andy Friendly, CNBC's network executive producer and vice president of prime time programs and program development.

CNBC has been steadily increasing its talk presence by adding several big names in the past year, including Phil Donahue, Dick Cavett, Tom Snyder and Geraldo Rivera.

"We've staked our claim as the talk network at night," says Friendly, add-

ing, "Larry King is still the king, but we do it from 8:30 until 2:30 in the morning."

Friendly says CNBC decided to go with the talk format when it realized it was difficult to attract nighttime viewers with the business and consumer-oriented programing it runs during the day.

CNBC is enjoying success with its format, but there is still a question as to what will happen when its sister network, America's Talking, is launched.

Both networks are owned by NBC and share the same management under Roger Ailes.

Ailes refuses to discuss plans for America's Talking, but NBC executives have indicated that there may be some migration of programing from CNBC to America's Talking.

When NBC said that it would launch America's Talking and link it to retransmission-consent deals, America's Talking was described as a talk channel filled with "live and taped news coverage of the topics of the day." The premise of the new channel is that talk segments focus on the issues of the day.

The CNBC proposal appears to be similar to Multimedia's all-talk channel, The Talk Channel. Talk Channel President Paul FitzPatrick says that his network's programing will focus on "top-of-the-mind current events, news-based, if you will."

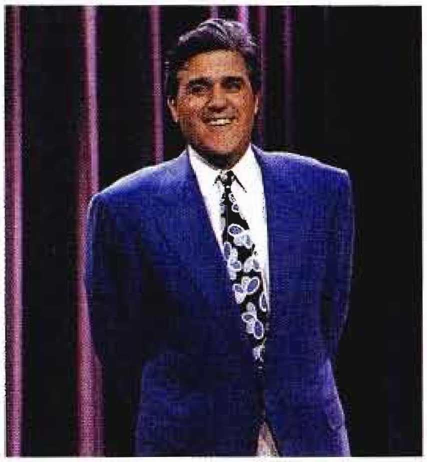
FitzPatrick had hoped to get an all-talk channel off the ground in the late 1980s but was defeated by a souring economy and ill-ease over pending cable reregulation. But now that the Cable Act is a known quantity and digital compression is expected to increase channel capacity, FitzPatrick believes that the time has come for an all-talk channel.

Ed Cooperstein also hopes that the time is ripe for an all-talk network. He has been working on his all-talk network for more than three years and has signed several radio personalities to operate from studios in Washington, New York and Los Angeles.

But his competition is stiff. Multimedia, the backer of The Talk Channel, is a successful syndicator, with shows starring Phil Donahue, Sally Jessy Raphael and Rush Limbaugh.

And while Cooperstein has invested $300,000 of his own money, he still is attempting to complete the funding. ■

Letterman is new late night ratings king.



Leno holds court at 11:30 p.m. on NBC.

Slugging it out over the late-night desks

CBS is hoping to make its dethroning of Leno by Letterman permanent; NBC says it's coming back; ABC remains strong with Koppel's 'Nightline'

By Steve Coe

In late night, whether at 11:30 p.m. or 12:30 a.m., *David Letterman* remains the top choice of night owls.

Nearly four months after moving to a new network and time period, David Letterman continues to be the most viewed late-night talk show host on television. Through the week of Nov. 21, *The Late Show with David Letterman* on CBS is leading NBC's *The Tonight Show with Jay Leno* by more than a rating point in season-to-date numbers.

Even with Letterman's immediate success at 11:30 and on a new network, perhaps the biggest surprise in the late-night talk show battle is the emergence and sustained performance of Multimedia's syndicated *Rush Limbaugh, The Television Show*.

Rush is averaging a 3.7 Nielsen rating season-to-date, less than half a rating point behind Leno. In a year-to-year comparison, the show's numbers are up 28% versus the same period last year. Limbaugh's ratings also have improved steadily this season. In fact, the show has seen more growth than any other late-night show, according to Multimedia. From September to October, the show jumped from a 3.0 rating to a 3.6. In November, its average increased to a 3.9.

Roger Ailes, executive producer, says that if the clearances for *Rush* were stronger in the top five markets, "we'd probably be doing sevens right now." He's quick to point out that "every place we were against Dave last year we beat him."

As for talk that the outspoken Limbaugh may be too controversial for advertisers, Ailes says that it's all a myth: "We're all sold-out and our spot rates are good. We've got some new mainstream advertisers in this year. Our advertising base is solid."

Limbaugh has eclipsed Arsenio Hall in ratings. *The Arsenio Hall Show* currently is averaging a 2.2 rating, down some 19% from the 2.7 the show was averaging last year at this point in the season. Even with the success of *Rush*, the real duel in late night continues to be between CBS and NBC. and NBC.

Some two weeks after *Letterman* debuted in September, NBC Entertainment Senior Vice President Rick Ludwin said: "We all predicted Dave's opening would be strong, and it was. We also said 'let's see what's happening in a month or two.' " It's now three-and-a-half months since the head-to-head competition began, and NBC executives still feel the battle has just begun.

"We've always maintained that it's a marathon and not a sprint," says Warren Littlefield, president, NBC Entertainment. "We're off only 4% from this November's sweeps versus last year's, With the major change in late night this year [the fact that] we're off only 4% is encouraging to us," he says.

Littlefield says that recent ratings of the two shows indicate a narrowing of the gap. "In the past month we've been averaging less than a point against *Letterman*. We're looking at a trend that *The Tonight Show* is narrowing the gap. We predict the trend will continue."

However, at CBS the consensus is that the die has been cast and the current order of popularity will continue for the future. "In a way, the battle's over," declares Rod Perth, vice president, late-night programing, CBS Entertainment. Perth reasons that *Letterman* continues to dominate *The Tonight Show* by more than a rating point in season-to-date averages, and yet *Late Night with David Letterman* still is not cleared live in many markets. "We started at 67% live and now we're at about 76% live, and Leno's at 99% live."

"Dave's last two weeks were his strongest since his debut," says David Poltrack, CBS senior vice president, research and planning. "So he isn't losing steam, and we have every indication that there's more upside because more stations will be coming on live in January," he says, citing Washington and Kansas City.

"When Dallas came on live in November, its ratings went from a 5.5/16 at midnight to an 8.1/18 at 11:30 p.m. So we expect more upside potential with those stations coming on," Poltrack says.

"There's really no evidence of Leno taking over Dave," says Tom DeCabia, senior vice president, Paul Schulman Co., "at least in the near future. I think each will get their own piece of the pie. If you want a young audience you go with Dave. Jay's audience is slightly older."

Somewhat quietly and effectively flourishing in late night, but outside all of the hoopla associated with the entertainment shows, is ABC's *Nightline*. The show, now in its 14th season, posts a strong second place to Letterman. In season-to-date ratings through Nov. 21, the show is averaging a 5.3 rating, less than half a point behind CBS.

Despite that success, don't expect ABC to launch a *Nightline* lead-out show soon. The reason, for the most part, is that ABC affiliates don't want one. Stations lost the 11:30-midnight half-hour when *Nightline* was born during the Iran hostage crisis and haven't gotten any time back.

At least for the short term, the focus of the late-night talk show battle will consist primarily of *Letterman* versus *Leno*. And will NBC be happy with the venerable *Tonight Show* finishing in second place week after week behind CBS? "It's our quest to be at parity level," says Littlefield. So second place won't be good enough? "Those are your words, not mine," answers Littlefield. ■

Is it a court show? A talk show?

Call it a hybrid—part talk, part something else

By Steve McClellan and Mike Freeman

1993 is the year of the shakeout in talk shows. As a result, 1994 is shaping up as the year of the "hybrid" talk show (part talk, part something else) as distributors look to separate their new projects from the talk pack.

So far, the hybrids include two shows with both court show and talk show elements, from Group W Productions and Buena Vista, and a home shopping talk show from Tribune Entertainment. Some consider *Susan Powter* to be a hybrid talk show with elements of a health and fitness program.

Group W has tapped former NBC legal correspondent Star Jones to host *Jones & Jury*, now cleared on roughly 40 stations, according to Group W Productions President Derk Zimmerman.

The program hears actual small-claims-court cases between two parties. Jones lays out the case at the top of the broadcast, and the studio audience serves as a "jury," rendering a legally binding decision at the end of the broadcast. In between, the parties are heard from, and Jones and jurors ask questions of the litigants.

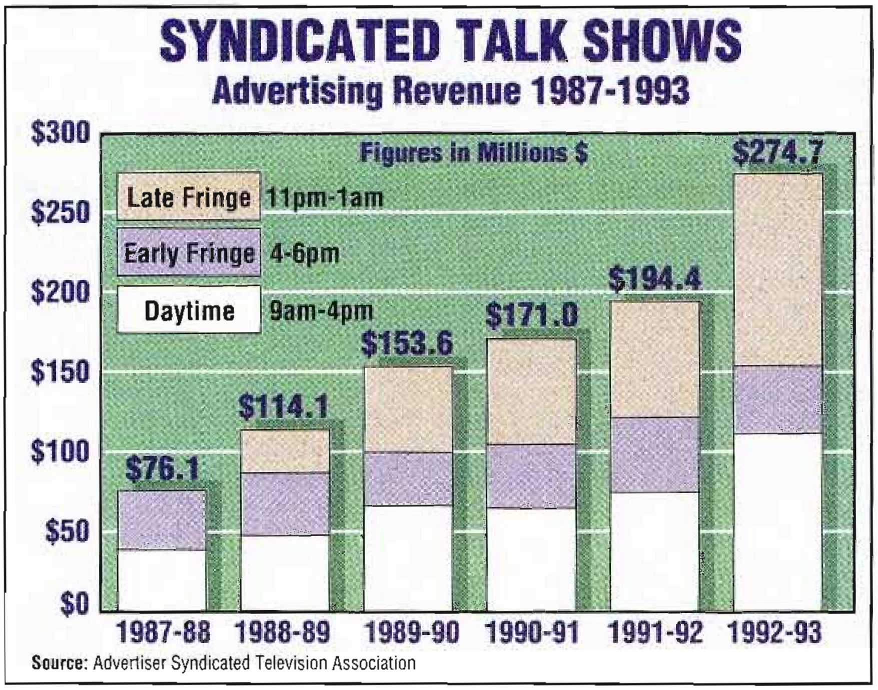
"The format is a good idea," Zimmerman says, "but getting Star Jones really made it something we could take to the marketplace. I was really blown away by the strength of her personality."

Zimmerman sees more court show than talk show in *Jones*. But Buena Vista Television President Bob Jacquemin compares his competing show, *Judge & Jury*, more to the field of existing talk shows. "*Judge & Jury* has to be either better than *Oprah* or totally different from the 15 or 16 talk shows out there," he says. "You have to be more distinctive."

Unlike *Jones*, *Judge* won't have binding resolutions at the end of each case. "Our show really focuses on larger issues and problems," Jacquemin says. "Probably 90% of the show will involve talking with the principals involved, talking to expert witnesses and then spending the last few minutes with edited jury deliberations," he says. And viewers get to vote via an 800 number.

Can We Shop?! with Joan Rivers also fits the interactive mode with its heavy dose of home shopping. The show is a joint venture of Barry Diller's QVC (where Rivers already has sold $70 million in merchandise in various specials); Regal Communications, the New York-based fulfillment house, and Tribune.

"We are going to be the first major home shopping syndicated show on a daily basis, and that's what makes this so different," says Tribune Programming Vice President Jim Lutton. The show is being offered to stations in exchange for two minutes of national barter time. Stations get eight minutes to sell locally as well as a percentage of net sales from merchandise sold through the program. ■



Development 1994

Those who would be Oprah. Or Phil. Or Sally, etc.

Program	*Distributor*	*Debut*	*Terms*
Can We Shop?!	Tribune	Jan. 94	barter (2/8)
Dennis Prager	Multimedia	fall 94	barter
Family Circle	Genesis	fall 94	barter (7/7)
Gordon Elliott	20th TV	fall 94	cash + 3.5
Jones & Jury	Group W	fall 94	cash + 1.5
Judge & Jury	Buena Vista TV	fall 94	cash + 3
Mo Gaffney	20th TV	currently	cash/barter **
Rolonda Watts	King World	January/fall 94	cash/barter
Shirley	DLT	currently	cash/barter**
Susan Powter	Multimedia	fall 94	barter (3/4)
Suzanne Somers	MCA	fall 94	cash/barter

*Source: BROADCASTING & CABLE research. *Terms for* Prager *are not set but will be similar to* Rush Limbaugh's *first-year 3/3.5 barter split. ***Mo and Shirley *are in slow-rollout mode, probably offered for cash until clearance reaches 70% and then available for cash-plus barter.*

LIVE with Larry King

Cable's highest-profile talk show host talks with BROADCASTING & CABLE *about life on the line.*

What was your reaction when you found out that the NAFTA debate between Vice President Gore and Ross Perot had an 18.1 rating, which not only set a record for your show but also set a record for CNN—outside of the Gulf War coverage?

I knew it would be terrific because it was a one-time-only event, given solely to us. It was the only way [they] had to debate—it was an extraordinary event. I knew we'd do really well. I had no idea we'd be 18, but I knew we'd do double figures.

Do you think it was a coming-of-age event for either cable or talk, or for yourself?

All three. I think it was a coming of age for talk shows. Now that talk has widened itself into so many areas, it is a major part of the culture. And while [our show] only [reaches] 60%-70% of America, [the show's influence] gets around. We have Clinton coming on, on Jan. 20—the exact one-year anniversary of his presidency. We'll take calls for an hour and a half. We're part of the culture, and I think it all started with Perot back in February of last year.

What's your response to critics who say a talk show isn't the proper forum for an important national debate?

I think that's baloney. First of all, it's not a forum; it changed NAFTA and refocused it completely. The impact is tremendous because it's not a debate; it's not a press conference; it's not Sunday morning *Meet the Press*. It's not a press conference where you go, I go, he goes. It's a person with one guest, two guests, and it gives the viewer a tremendous chance to know about the subject and lets the public get involved. All those things are unmatchable, so I think the criticism makes no sense. I love the whole broad aspect of the [show]. I think we're the best-informed public in the world, and the talk show plays a part. We're not the only part, but if you're going to watch Bill Clinton on Jan. 20

on *Larry King Live* taking calls for an hour and a half, you're going to know Bill Clinton a lot better.

It seems as though everybody and his brother is starting a talk show, and there are at least three companies talking about all-talk networks. We've seen some of that in syndication. Are we heading toward a glut of talk on cable?

Well, it's a copycat media; it's a copycat business. Once you pay your host well and the show is successful, you don't have to reach 80% of the audience. I'm not sure of this, but I'll wager CNN will net out as much in my hour as CBS will net out at the end of the year in the hour, even though I'll have a 4 and they'll have a 13. We don't change the sets. We don't have to pay production costs. We don't have to do *Dallas* every week. I'd rather be Ted Turner than the head of any other network.

The public watches daytime talk in place of soap operas because these people are real. Now you have nighttime talk. Twenty-four-hour talk is a plus. The problem is that the demand exceeds the supply of really good hosts. There aren't many good interviewers. I like the interview format. I'm not an anchor. I wouldn't like to sit behind a desk and read news to somebody. I'm not a good reader. I ask good questions. So you have to find talent that reaches that mode and we'll see more of it come along. Right now, of course, you do have a glut.

In preparing for this interview, we came across a story we did about a year ago where you said that you respect Howard Stern and he should defend his right to say whatever he wants to on the radio. You didn't think he would be a terrific talk show host necessarily. Have you seen his show on E!?

I've never seen his show on E! Howard Stern says all the things you're not supposed to say, but you wouldn't sit Howard Stern down with Vice President Gore for an hour. It would be laughable. I mean, what would he ask him?

Someone suggested to us that in a lot of ways, cable is defined by talk shows. There's your show, there's C-SPAN, there's CNBC, there's even QVC, which does a lot of talking.

HBO isn't talk. Showtime isn't talk. ESPN isn't a lot of talk. Cable today is what radio was 20 years ago. CNN is like an all-news radio station with good talk.

Are you ever tempted by syndication?

I had a great offer from CBS a couple of years ago and a wonderful offer from ABC to follow *Nightline*, but the best deal I ever made was re-signing with Ted Turner. I host the only worldwide live talk show. I take calls from all over the world. We've got 162 countries. That's incredible. I'm on prime time. Nobody has to worry about ratings. I can interview assorted people all over the world—Gorbachev, movie stars—and get to meet them and ask them questions. I wouldn't change places with anyone. I wouldn't want to be known as "that right-wing guy" or "that left-wing guy" or "that crazy guy, that guy who says all the dumb things." I love what I do. I've got a wonderful niche, it's special, I wouldn't trade it for anything.

There are always rumors that you might leave radio. Is there any possibility of that happening?

Well, my contracts are through next October. I've got a wonderful deal with CNN. I'm very well paid at Mutual; I have a long association with them. I don't need it anymore. Financially, I'm not looking to make $80 million. So I don't know what I'm going to do. I've made no decision.

Have you noticed a change in the callers over the years? Is there any real significant difference in the people who call you now?

The world's gotten so much closer since I started in 1978. Now everybody knows everything. Phoenix knows the mayor of New York; the mayor of New York knows what's going on in Seattle. There's right-wing talk and left-wing talk, health talk, advice talk, sports talk. Talk is in.

What about the future?

I think we're still on the horizon. Do you have cable?

Yes.

Do you ever travel?

Yes.

And get to a hotel that only has 11 stations? You get pissed. Hey, we have people who travel around the world who won't even go to a hotel unless it has CNN. And we're still in the growth part of it. It's unpredictable.

How do you watch TV? Do you flip through the channels or are you able to settle in?

I watch CNN when I get up. I watch the Weather Channel every day. I watch ESPN for sports. When I come home at night I watch a ballgame. I watch *Letterman*. I watch news. I watch movies if there's a good movie on. Most shows I like are political or there's a news aspect or they're entertainment-oriented or they're sports-oriented. And I'm all of the above. But I get to interview not only the vice president and Ross Perot, but I get Dick Van Dyke and Carl Reiner working out a new rendition of *The Dick Van Dyke Show*. I love it. ■

"I get to interview not only the vice president and Ross Perot, but I get Dick Van Dyke and Carl Reiner working out a new rendition of The Dick Van Dyke Show. I love it."

Superhighway planners bet on gambling

Gaming Network Channel setting precedent with lotteries, bingo

By Christopher Stern

The $340 billion gaming industry has caught the eye of the drivers of the electronic superhighway.

Bell Atlantic Chief Executive Officer Ray Smith two weeks ago said he plans to bring off-track betting and lotteries into the home. And Tele-Communications Inc. President John Malone, also at the Western Cable Show, said, "Games played for prizes on a real-time basis in five years will be the biggest business not yet here."

Bell Atlantic refuses to discuss its specific plans for gaming, other than to say it is one of five "killer applications" that will help fund the $15 billion cost of building networks for its planned interactive video services. The other applications are entertainment programing, video on demand, home shopping and direct-response advertising.

Basic cable service, video on demand and home shopping will be rolled out beginning next year, a Bell Atlantic spokesman says. Gaming and direct-response advertising are still two to three years away.

"We recognize gaming as a category, obviously. But our early focus will be the traditional forms of entertainment," the spokesman says.

Bell Atlantic not the first

While providing gaming services may be a new business for a telephone company, it did not originate with Bell Atlantic or TCI. The Gaming Network Channel plans to launch next year with gaming as its sole offering.

Nelson Goldberg, president/CEO of the Gaming Network Channel, believes he has devised a way to allow viewers to participate in betting games without violating state or federal laws. The games would include state lotteries, lotteries of other nations, and bingo games and lotteries conducted by Native American tribes.

The potential for gaming is enormous, Goldberg says. "What John Malone says is so true. The revenues would be larger than any present or future cable network," Goldberg says. There are 21 state-run lotteries, up from two 10 years ago.

But before Bell Atlantic or the Gaming Network Channel can begin extracting money from cable viewers, they must make sure they do not violate the FCC's rule against lotteries on the airwaves. The rules bar games of chance and prevent programers from requiring people to pay a fee for the right to play a game.

However, the FCC does allow off-track bets to be placed over the telephone because it has determined that wagering on horses is a game of skill rather than chance, according to the FCC's Chuck Kelly, chief of the enforcement division, mass media bureau. "Betting on most sports events is not considered a lottery," he says.

Jonathan Goodson, president/CEO of Mark Goodson Productions, says federal laws leave little room for programers to create interesting game shows that also award prizes to viewers. "The second you get away from question and answer, you get some aspect of lottery," he says.

Even games that offer multiple-choice questions could pose a problem because a person could rely on luck to correctly guess the answers, he notes. Goodson's company is one of the partners in The Game Show Channel, a planned network that will feature several interactive programs. ■

Place your bets

Money wagered in U.S. in 1992

Casino	$268.1 billion
Lottery	$24.4 billion
Horse racing	$14.1 billion
Greyhound racing	$3.3 billion
Legal bookmaking	$2.1 billion
Jai alai	.4 billion
Total	$312.4 billion

Other gaming for fun not in these totals includes video games, bingo and charitable games, which total $29.3 billion

Source: Paul Kagan Associates, Inc. and ChristiansenCummings Associates

Helms PAC men pursue TV station

Two associates of Senator Jesse Helms (R-N.C.) who mounted an unsuccessful proxy battle against CBS in the 1980s want to buy WKFT(TV) Fayetteville, N.C.

R.E. Carter Wrenn and Thomas F. Ellis are executive director and chairman, respectively, of the National Congressional Club, Helms's political action committee. In 1985, they formed Fairness in Media, which urged conservatives to buy shares of CBS to help change what they said was the network's "liberal bias in its news coverage of political events, personages and views."

This time, Wrenn and Ellis have been joined by Robert P. Holding III and former WGHP-TV High Point, N.C., President Gene H. Bohi as equal owners of Allied Communications. Allied recently filed with the FCC to purchase independent WKFT for $4.4 million from Delta Broadcasting, majority controlled by Elbert Boyd. Boyd bought the station in early 1991 out of bankruptcy.

Holding, president of Allied, is a Raleigh, N.C.-based real estate entrepreneur who also has worked for the National Congressional Club. According to Boyd, Allied would raise additional money to help fund station operations once the transaction goes through.

"Our goal is to make some money," Holding told the *News & Observer*, Raleigh. "We've been jealous of all those liberals owning television stations and making money."

The only news currently on WKFT is one-and-a-half minute segments, Boyd says. —GF

Curtain up on Act III

By Geoffrey Foisie

As Act III seeks to tap the public financing market, its prospectus details not only the company's finances but also some of its local marketing arrangements and other deals with stations in the same markets.

The eight-station group, all Fox affiliates, is 81% owned by Hollywood mogul Norman Lear. The $100 million of notes it seeks, through Donaldson, Lufkin & Jenrette, and Kidder Peabody & Co., will help replace higher-priced debt and retire some preferred stock and common stock.

For the nine months ending Sept. 30, cash flow was up 20%, to $20 million, on a 7% revenue increase to $58.2 million. Profits benefited from a $1.2 million accounting adjustment related to the new ASCAP music licensing agreement.

Among the consolidations Act III initiated was a controversial deal several years ago in Buffalo, N.Y. Act III bought WUTV(TV) for $47 million, meanwhile paying $14 million for the programing of co-located WNYB(TV), which then was sold to religious broadcasters. WNYB's owners also were sold some stock in Act III.

The deal seems to have worked out; WUTV now generates more than $9 million in cash flow annually.

In another deal, which may not prove quite as lucrative, WZTV(TV) Nashville paid $11 million and assumed $5 million of film contract obligations to purchase the programing of co-located independent WXMT(TV).

The arrangement expires in February, and with Paramount and Warner offering affiliation agreements to independents like WXMT, the station could be back competing against Act III. ■

Cast of Lear's Act III

1992 revenue in millions

WUTV Buffalo, N.Y.	**$22.3**
WZTV Nashville, Tenn.	**$13.7**
WRGT Dayton, Ohio	**$10.0**
WRLH Richmond, Va.	**$9.2**
WUHF Rochester, N.Y.	**$8.6**
WVAH Charleston, W. Va.	**$8.2**
WNRW Grnsbro, Wnstn-Slm, High Pt., N.C.	**$7.5**
WTAT Charleston, S.C.	**$4.6**

Changing Hands

This week's tabulation of station and system sales

WAPI-AM-FM Birmingham, Ala. □ Purchased by Dick Broadcasting Co. of Alabama (James A. Dick) from WAPI Inc., debtor-in-possession (Bernard S. Dittman) for $6.3 million. **Buyer** owns WIVK-AM-FM Knoxville, Tenn.; WKRR-FM Asheboro and WKZL-FM Winston-Salem, both North Carolina, and WJOX(AM)-WZRR-FM Birmingham, Ala. **Seller** owns WABB-AM-FM Mobile, Ala. WAPI(AM) is 50 kw daytimer with nostalgia/MOR format on 1070 khz. WAPI-FM has CHR format on 94.5 mhz with 100 kw and antenna 1,214 ft. Filed Nov. 22 (AM: BAL931122GN; FM: BALH931122GO).

WRXR-FM Aiken, S.C. and CP for WKBG-FM Martinez, Ga. (both Augusta, Ga.) □ Purchased by Multi-Market Radio of Augusta Inc. (Michael G. Ferrel) from J&L Broadcasting Inc. (Jeff Wilks) for $5 million. **Buyer** owns WPKX-FM Enfield, Conn.; WHMP-AM-FM Northampton, Mass., and WYAK-AM-FM Myrtle Beach, S.C. **Seller** has no other broadcast interests. WRXR-FM has classic rock format on 96.3 mhz with 15 kw and antenna 889 ft. WKBG-FM is on 96.3 mhz with 15 kw and antenna 889 ft. *Broker: Blackburn & Co.*

KRLR-TV Las Vegas □ Purchased by Las Vegas Channel 21 Inc. (Michael J. Lambert) from DRES Media Inc. (Frank E. Scott) for $4.875 million. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KRLR-TV is independent on ch. 21 with 400 kw visual, 40 kw aural and antenna 1,160 ft. Filed Nov. 23 (BALCT931123KP).

WDLP-TV Miami □ Purchased by Christian Network Inc. (Jim West) from New Miami Latino Broadcasting Corp. (William De La Pena) for $4.4 million. **Buyer** has interests in WHNZ(AM) Pinellas

Park, WHPT-FM Sarasota, WINZ(AM), WLVE-FM/WZTA-FM Miami Beach, WWNZ(AM) Orlando, WJRR-FM Cocoa Beach, WWZN(AM) Winter Park, WMGF-FM Mt. Dora, WZNZ(AM)/WNZS (AM)-WROO-FM Jacksonville and WAIA-FM Callahan, all Florida, and WFKB(AM) Colonial Heights, Tenn. **Seller** has no other broadcast interests. WDLP-TV is on channel 35 with 5,000 kw aural, 50 kw visual and antenna 1,174 ft. Filed Nov. 19 (BALCT931119-KE).

WBUF-FM Buffalo, N.Y. □ Purchased by Pyramid Broadcasting (Richard Balsbaugh) from the Lincoln Group Ltd. (Albert "Bud" Wertheimer) for $4 million. **Buyer** owns WHAM(AM)-WVOR-FM Rochester, N.Y., and has interests in WSOM(AM)-WQXK(FM) Salem, Ohio. **Buyer** owns WHTT-AM-FM Buffalo and WPXY-FM Rochester, both New York; WNUA-FM Chicago; WYXR-FM Philadelphia; WXKS-AM-FM Boston, and WAQS(AM)-WAQQ-FM /WRFX-FM Charlotte, N.C. WBUF-FM has adult contemporary format on 92.9 mhz with 93 kw and antenna 580 ft. *Broker: Media Venture Partners.*

WICD-TV Champaign, Ill. □ Purchased by Guy Gannett Publishing Co. (Jean G. Hawley) from Plains Television Partnership (Elenore Balaban) for $3.75 million. **Buyer** owns WGME-TV Portland, Me.; WICS-TV Springfield, Ill.; WGGB-TV Springfield, Mass., and KGAN-TV Cedar Rapids, Iowa. **Seller** has no other broadcast interests. WICD-TV is NBC affiliate on ch. 15 with 358 kw visual, 35 kw aural and antenna 1,300 ft. Filed Nov. 24 (BALCT931124KJ).

WTCX-FM Lakeville, Minn. □ Purchased by 105 Inc. (James R. Cargill II) from Southern Twin Cities Area Radio Inc. (J. Thomas Lijewski) for $2,677,074. **Buyer** and **seller** have no other broadcast interests. WTCX-FM has Hot Hits format on 105.1 mhz with 2.6 kw and antenna 499 ft. Filed Nov. 18 (BALH931118EA).

WBBO-FM Forest City, N.C. □ Purchased by AmCom Associates Inc. (George R. Francis Jr.) from Rutherford County Radio Co. (Stella Trapp) for $2.6 million. **Buyer** owns KRMD-AM-FM Shreveport, La. **Seller** has interests in WIFN-AM-FM Elkin, N.C. WBBO-FM has jazz/new age format on 93.3 mhz with 87.2 kw and antenna 2,030 ft. Filed Nov. 15 (BALH-931115GE). *Broker: Americom Radio Brokers Inc.*

WAQZ-FM Milford, Ohio □ Purchased by WAQZ Inc. (Charles Reynolds) from Richard L. Plessinger Sr. for $1.8 million. **Buyer** recently purchased WSAI(AM) Chicago. **Seller** owns WAXZ-FM Georgetown, Ohio; WOYS-FM Apalachicola, Fla., and WCVG(AM) Covington, Ky. WAQZ-FM has rock format on 107.1 mhz with 3 kw and antenna 299 ft. Filed Nov. 18 (BALH931118GK). *Broker: Ted Hepburn Co.*

KEEL(AM)-KITT-FM Shreveport, La. □ Purchased by Progressive United Corp. (William R. Fry) from Multimedia Radio Inc. (Pat Servodidio) for $1.65 million. **Buyer** owns KVKI-FM Shreveport and KLKL-FM Benton, both Louisiana. **Seller** owns WFBC-AM-FM Greenville and WORD(AM) Spartanburg, both South Carolina; WMAZ-AM-TV-WAYS(FM) Macon, Ga.; WKYC-TV Cleveland; WEZW(FM) Wauwatosa, Wis.; KSDK (TV) St. Louis, and WBIR-TV Knoxville, Tenn. KEEL has news/MOR/ sports talk format on 710 khz with 50 kw day, 5 kw night. KITT-FM has adult contemporary format on 93.7 mhz with 95 kw and antenna 1,010 ft. Filed Nov. 10 (AM: BAL931110EC; FM: BALH931110ED).

WZNS-FM Dillon (Fayetteville, N.C.), S.C. □ Purchased by Beasley Broadcasting (George G. Beasley) from Metropolitan Broadcasters Associates (Steve Garchik) for $1.5 million. **Buyer** owns WKML-FM Fayetteville, N.C.; WTEL (AM)-WXTV-FM Philadelphia; WWCN (AM)-WRXK-FM Fort Myers, WPOW-FM Miami and WJMH-FM Orlando, all Florida, and KAAY(AM) Little Rock, Ark. **Seller** owns WRCQ-FM Fayetteville, N.C. WZNS-FM has rock format on 92.9 mhz with 100 kw and antenna 1,801 ft. *Broker: Bergner & Co.*

WKAN(AM)-WLRT-FM Kankakee, Ill. □ Purchased by STARadio Corp. (Jack Whitley, Howard Doss and Derek Parrish) from Imagery Inc. (Suzanne S. Bergeron) for $1,314,800. **Buyer** owns WKON-AM-FM Great Falls, Mont.; WNXT-AM-FM Portsmouth, Ohio, and KGRC-FM Hannibal, Mo. **Seller** has no other broadcast interests. WKAN has adult contemporary format on 1320 khz with 1 kw day, 500 w night. WLRT-FM has Lite Rock format on 92.7 mhz with 3 kw and antenna 300 ft. *Broker: Crisler Capital Co.*

KRZQ-FM Tahoe City, Calif. □ Purchased by Red Dog Broadcasting (Richard Francis) from Mid-South Broadcasting Co. (F. Hall Webb) for $850,000. **Buyer** and **seller** have no other broadcast interests. KRZQ-FM has modern rock format on 96.5 mhz with 4 kw and antenna 2,966 ft. *Broker: Media Services Group.*

WBIV(AM) Natick, Mass. □ Purchased by Douglas Broadcasting Inc. (N. John Douglas) from Boston Satellite Radio Network Inc. (Michael B. Glinter) for $750,000. **Buyer** owns KOBO(AM) Yuba City, KBAX(FM) Fallbrook, KEST(AM) San Francisco, KAXX-FM Ventura, KWIZ-FM Santa Ana, and KMAX-FM Pasadena, all California; WVVX-FM Highland Park, Ill.; KGOL(AM) Humble, Tex.; WNDZ(AM) Portage, Ind., and WNJR(AM) Newark, N.J. **Seller** has no other broadcast interests. WBIV has religious/ethnic format on 1060 khz with 25 kw day, 2.5 kw night. Filed Sept. 17 (BAL930917ED). *Broker: Jorgenson Broadcast Brokerage.*

KDEZ-FM Jonesboro, Ark. □ Purchased by KDEZ Inc. (John J. Shields) from T.M. Jonesboro Inc. (Billy H. Thomas) for $672,000. **Buyer** owns KWEZ-FM Trumann, KDRS(AM)-KLQZ-FM Paragould and KCCB(AM)-KBKG-FM Corning, all Arkansas. **Seller** has no other broadcast interests. KDEZ-FM has CHR format on 100.3 mhz with 3 kw and antenna 230 ft. Filed Nov. 19 (BALH-931119GL).

KBCW(AM) Brooklyn Park, Minn. □ Purchased by 1470 Inc. (James R. Cargill II) from North Suburban Radio Co. (Bruce James) for $398,000. **Seller** has no other broadcast interests. KBCW has C&W format on 1470 khz with 5 kw. Filed Nov. 18 (BAL931118EB).

WJYO-FM Fort Myers, Fla. □ Purchased by Toccoa Falls College (Robert S. Biermann) from Radio Training Network Inc. (James L. Campbell) for $375,000. **Buyer** owns WRAF-FM Toccoa Falls, WFOM(AM) Marietta and WCOP(AM) Warner Robbins, all Georgia, and is selling WUOZ-FM Belvedere, S.C. (see below). **Seller** owns WLFJ-FM Greenville, S.C. and WJIS-FM Sarasota, Fla. WJYO-FM has religious format on 91.5 mhz with 3 kw and antenna 285 ft. Filed Nov. 24 (BALED931124GE).

WBWZ-FM New Paltz, N.Y. □ Purchased by William H. Walker III from New Paltz Broadcasting Inc. (Betty L. Walker) for $350,000. **Buyer** owns WRWD-FM Highland, WBGG(AM) Saratoga Springs, WRWD(AM) Cornwall, WBUG-FM Fort Plain, and WBUG(AM) Amsterdam, all New York. **Seller** has no other broadcast interests. WBWZ-FM has Z-rock format on 93.3 mhz with 350 w and antenna 1,328 ft. Filed Nov. 19 (BTCH-931119GG).

KVEL(AM)-KLCY-FM Vernal, Utah □ Purchased by Ashley Communications Inc. (James C. Davis) from KVEL Inc. (George C. Hatch) for $301,570. **Buyer** and **seller** have no other broadcast interests. KVEL has MOR format on 920 khz with 4.5 kw day, 1 kw night. KLCY-FM has modern country format on 105.9 mhz with 3 kw and antenna 430 ft. Filed Nov. 4 (AM: BAL931104EA; FM: BALH-931104EB).

WUOZ-FM Belvedere, S.C. □ Purchased by Radio Training Network Inc. (James L. Campbell) from Toccoa Falls College (Robert S. Biermann) for $291,000. **Buyer** owns WLFJ-FM Greenville, S.C. and WJIS-FM Sarasota, Fla. **Seller** owns WRAF-FM Toccoa Falls, WFOM(AM) Marietta and WCOP(AM) Warner Robbins, all Georgia, and is buying WJYO-FM Fort Myers, Fla. (see above). WUOZ-FM has religious format on 88.3 mhz with 4.5 kw and antenna 1,387 ft. Filed Nov. 24 (BAPED931124GF).

WUCO(AM) Marysville, Ohio □ Purchased by Jack L. Frost from Union Broadcasting Co. (Charles H. Chamberlain) for $190,000. **Buyer** and **seller** have no other broadcast interests. WUCO(AM) has oldies format on 1270 khz with 500 w. Filed Nov. 15 (BAL931115EF).

KNGV-FM Kingsville, Tex. □ Purchased by Ohio Broadcast Associates (Arnold, Audrey and Matthew Malkan) from Kingsville Radio Co. (Michelle S. Marti) for $175,000. **Buyer** owns KEYS(AM)-KZFM-FM Corpus Christi, Tex. **Seller** has no other broadcast interests. KNGV-FM has country format on 92.7 mhz with 3 kw and antenna 210 ft. Filed Nov. 17 (BALH931117GH).

WQIL-FM Chauncey, Ga. □ Purchased by GSW Inc. (George S. Walker III) from Chauncey Broadcasting Inc. (Terry Coleman) for $95,000. **Buyer** has interests in WMGC-FM Milan, Ga. **Seller** has no other broadcast interests. WQIL-FM is on 101.3 mhz with 50 kw and antenna 492 ft. Filed Nov. 22 (BAPH931122GM).

WDDT(AM) Greenville, Miss. □ Purchased by Willis Broadcasting Corp. (L.E. Willis Sr.) from Radio WDDT Inc. (Stephen Brisker) for $60,714. **Buyer** owns 14 AM's and 12 FM's. **Seller** owns WZAM(AM) Norfolk and WARN(AM) Falmouth, both Virginia; WCTG(AM) Columbia and WHYZ(AM) Greenville, both South Carolina, and KRKR(AM) Tucson Estates, Ariz. WDDT has contemporary country format on 900 khz with 1 kw day, 109 w night. Filed Nov. 12 (BAL931112EA).

WQDW-AM-FM Kinston, N.C. □ Purchased by Ronald W. Benfield from CSP Communications (J.D. Conner) for $29,000. **Buyer** is 49% owner of WZYH-FM Oriental, N.C. **Seller** owns WISP(AM) Kinston, N.C. WQDW(AM) is off air, licensed to 1230 khz with 1 kw. WQDW-FM is off air, licensed to 97.7 mhz with 3 kw and antenna 248 ft. Filed Nov. 15 (AM: BAL931115GH; FM: BALH-931115GI).

KPXF-FM Lacombe, La. □ CP purchased by The Radio Co. (Charles K. Winstanley) from North Lake Radio Inc., Debtor (Hugh Dillard) for $25,000. **Buyer** has interests in WPCF-AM-FM Panama City Beach, Fla. **Seller** has no other broadcast interests. KPXF-FM is off air, licensed to 94.7 mhz with 6 kw and antenna 328 ft. Filed Nov. 19 (BAPH-931119GF).

WPID(AM) Piedmont, Ala. □ Purchased by Jimmy Kennedy from David Morrison, both of Piedmont Radio Co., for $23,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WPID has adult contemporary/oldies format on 1280 khz with 1 kw day, 84 w night. Filed Nov. 10 (BAL-931110EA).

WAME(AM) Statesville, N.C. □ Purchased by Statesville Family Radio Corp. (George H. Buck Jr.) from Statesville Family Radio Corp. (Edward Echols & Thomas J. Gentry) for $334. **Buyer** owns WNAP(AM), Norristown, Pa.; WOLS (AM) Florence and WAVO(AM) Rock Hill, both South Carolina; WHVN(AM), Charlotte, N.C.; WEAM(AM) Columbus, Ga.; WYZE(AM) Atlanta; WMGY(AM) Montgomery, Ala. **Seller** has 50% interest in WZGO(AM)-WHYB(FM) Portage, Pa. WAME is 500 w daytimer with gospel, news/talk format on 550 khz. Filed Nov. 8 (BTC931108EA).

WFGL(AM) Fitchburg, Mass. □ Donated by Calvary Chapel of Costa Mesa Inc. (Chuck Smith) to Montachusett Broadcasting Inc. (Robin Martin). **Buyer** owns KWVE-FM San Clemente, Calif., and KRSS-FM Chubbuck, Idaho. **Seller** owns WXLO(FM) Fitchburg, Mass. WFGL has adult contemporary format on 960 khz with 2.5 kw day, 1 kw night. Filed Nov. 10 (BAL931110EB).

WCPH(AM) Etowah, Tenn. □ Purchased by Stonewood Communications Corp. (W. Jasper Woody) from Bvack Broadcasting Company Inc. (Vardaman W. White) for $12,500. **Buyer** owns WBIN-AM-FM Benton, Tenn. **Seller** has no other broadcast interests. WCPH is on 1220 khz with 1 kw daytimer and 108 w night. Filed Nov. 26 (BAL931126EE).

KBBM-FM Winterset, Iowa □ Purchased by Eternity Broadcasting, Inc. (Jeff Lyle) from Pro Radio Inc. (Steve Small) for $600,000. **Buyer** owns KQCS-FM Davenport, Iowa. **Seller** has no other broadcast interests. KBBM-FM is on 95.7 mhz with 6 kw and antenna 328 ft. Filed Nov. 23 (BALH931123GV).

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ **$1,422,048** □ **7**

FM's □ **$15,413,000** □ **13**

Combos □ **$14,595,370** □ **6**

TV's □ **$13,025,000** □ **3**

Total □ **$44,455,418** □ **29**

So far in 1993:

AM's □ **$69,919,792** □ **225**

FM's □ **$680,036,170** □ **384**

Combos □ **$743,797,494** □ **208**

TV's □ **$1,660,160,951** □ **96**

Total □ **$3,153,914,407** □ **913**

For 1992 total see Feb. 1, 1993 BROADCASTING.

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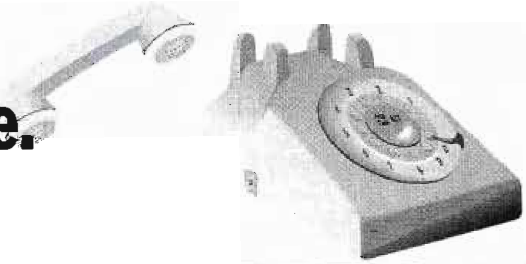

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Cutting Edge

Edited by Rich Brown

Darien, Conn.-based Quantel is offering a new digital editing system, Editbox, featuring true random-access disk storage that enables all edit decisions to be carried out and reviewed instantly. The unit, which provides an alternative to conventional tape-based systems, allows for rapid re-edits and can be upgraded to accomodate color correction, texture, matte drawing and Max 3D effects.

Seven international television programers—TVB International, Discovery Communications, ESPN Asia, HBO Pacific Partners, Home Box Office, Turner Broadcasting System and Viacom International—have signed agreements to lease 16 of the 26 C-band transponders carried on the Apstar-2 satellite, to be launched by early 1995. Five of the seven programers earlier agreed to lease nine transponders on the Apstar-1 satellite, which launches in mid-1994. Apstar-2's footprint extends from Japan across China and India to Eastern Europe, north to the former Soviet Union and south across Southeast Asia to Australia.

Newcomer cable network Americana Television has entered into a 10-year contract with Western Tele-Communications Inc., becoming the first tenant for facilities in Denver. As of Jan. 3, 1994, WTCI will handle playback, uplinking and post-production services for the network, which launches formally on Jan. 15, 1994. In other new network developments, National Empowerment Television, the cable network that launched Dec. 6 with a format billed as "C-SPAN with attitude," has contracted with Washington, D.C.-based Keystone Communications for full-time satellite transmission and monitoring services.

Digital Music Express (DMX), which offers 30 channels of digital audio programing via cable systems, is working with Scientific-Atlanta to provide DMX programing information on-screen. The service, "DMX on Screen," is expected to be available through Scientific-Atlanta's new 8600x cable converter by early 1994.

Three stations, two responses to rap

KACE, WBLS ban violent or offensive lyrics; KPWR opens dialogue with listeners

By Peter Viles

The increasing controversy surrounding rap music, with its rough-edged lyrics about sex and violence, has prompted two very different responses from black-oriented radio stations in New York and Los Angeles.

Two stations—WBLS(FM) New York and KACE(FM) Los Angeles—have announced that they won't play the roughest and most offensive songs. A third station, KPWR(FM), opted for a different route, saying it would lose credibility with its audience if it banned music that reflects the language of urban life.

"We've got to speak their language," said Doyle Rose, general manager of KPWR. "If the message of the record is, 'Don't call me a bitch,' we have got to allow the artist to get the message across. And sometimes it is necessary for the artists to use language that grabs people's attention."

In New York last week, Inner City Broadcasting, one of the largest black-owned broadcasting firms in the country, announced that its stations will not play music that is profane or advocates violence, particularly against women or homosexuals. The company refused to name any of the songs it has banned, but said that it would not air songs that use the terms "bitch" or "ho" to refer to women.

"What we are doing, as responsible broadcasters who are licensed to serve our listeners, is simply exercising our best judgment," said Pierre Sutton, chairman of Inner City, which runs WBLS. He added: "Very frankly, we haven't been playing the stuff anyway."

That move followed a similar decision made by KACE, also a black-owned station, which announced in early October that it would no longer play music that is sexually explicit, glorifies or promotes violence, drug use or alcohol abuse, or denigrates women.

KPWR, facing the threat of an advertiser boycott over the same issue, avoided taking such a stand. Although Rose said the station, owned by Emmis Broadcasting, has never played music that advocates violence, and won't air the word "nigger" in songs, he said that KPWR would risk its credibility with its audience if it adhered to a strict standard on other words or topics.

"We're doing a lot of good and positive things with these kids," Rose said, referring to the station's campaigns for safe sex, education and racial tolerance. "If we don't allow references to what's happening in the community to come out, the negative aspects of what's going on in those communities will just get swept under the rug."

> *"What we are doing...is simply exercising our best judgment."*
>
> **Inner City's Pierre Sutton**
>
> *"We've got to speak their language...to allow the artist to get the message across."*
>
> **KPWR's Doyle Rose**

Through a series of meetings, KPWR ended an attempted advertiser boycott organized by the "Stop the Violence, Increase the Peace Foundation," Rose said. Amid those talks, KPWR devoted a morning's programing to a discussion of the issue that included record executives, rap artists and sociologists.

In New York, Inner City's Sutton said that the company's new policy was not a response to any particular style of music—not, for example, so-called gangsta rap. He also said that the policy stemmed not from listener complaints or community pressure, but from a female executive who complained during a management meeting about lyrics she had heard on the station.

In announcing the policy at a news conference in New York last Tuesday (Dec. 7), Inner City officials repeatedly refused to identify a specific song that WBLS will not play. "What's the purpose of that?" Sutton asked.

The closest the company would come to naming names was when Vice President Frankie Crocker said WBLS will not play songs that "refer to women as female dogs and garden implements." He was referring to the use of "bitch" and "ho" (short for whore) to describe women.

Inner City also said that it had recently stopped editing records to eliminate the most offensive lyrics. Further, Inner City said it would not play "tame" versions if it found that the same artist's albums contain offensive versions of those songs. "We are not going to be duped into playing clean records on the air," said Crocker, adding: "We will not make a record safe."

Inner City's policy drew praise from the National Association of Black Owned Broadcasters and from the National Rainbow Coalition. "We salute Mr. Sutton for doing this," said the Rev. Al Sharpton of the Rainbow Coalition. "We intend to pressure other stations to do it."

But the decision also revealed the complexities of such actions and was greeted with skepticism from the industry. There was some speculation—denied by Inner City—that the ban fit neatly into a wider programing strategy to target older listeners on WBLS and effectively to sacrifice some younger listeners to the station's main competitor, WRKS-FM.

WRKS-FM already holds a substantial advantage over WBLS among young black listeners. Among black listeners 12-24, WRKS-FM has a 57.6 share and WBLS has a 20.1, according to the AccuRatings summer New York survey. ■

Minorities feeling duopoly squeeze

Small businesses seen at disadvantage in new ownership environment

By Peter Viles

Minority ownership holding steady

Number of stations/% of total

	1991	1992	1993
AM	**175/3.5%**	**179/3.6%**	**175/3.5%**
FM	**99/2.2%**	**98/2.1%**	**98/2.0%**
Total	**274/2.9%**	**277/2.9%**	**273/2.8%**

Source: National Telecommunications and Information Administration, U.S. Dept. of Commerce. Figures as of June 30, 1991; Aug. 31, 1992; Aug. 31, 1993.

When the FCC was considering relaxing its radio ownership rules to allow companies to own as many as four stations in a market, some of the strongest opposition came from minority broadcasters. Allowing duopolies, they said, would favor large companies at the expense of small broadcasters, including minority-owned companies.

It has been 16 months since the rules went into effect, and minority broadcasters, for the most part, are still wary of duopoly. But it's not clear whether those fears are based on perception or reality. During the first year of the new rules, there was no significant change in the level of minority ownership (see chart).

And it is possible that minority ownership will increase from this year to next. A single transaction awaiting FCC approval—Clear Channel's proposed divestiture of 11 stations to minority-controlled Snowden Broadcasting—would increase the number of black-owned or -controlled stations by 6%.

Further, several broadcasters (members of minorities and other races) say duopoly remains a relatively small issue for minority owners, whose main battle continues to be obtaining financing to buy stations.

While there is some disagreement on the central issue of whether duopolies work to the disadvantage of minority owners, most prominent minority broadcasters believe that the odds, already stacked against them, are getting worse.

They argue that any small business—and most minority owners fit that label—is at a disadvantage in the new environment. It is difficult enough for small companies to get the money to buy a radio station; it is even more difficult if those companies have to outbid larger veteran companies, they say.

"Duopoly is not going to benefit minorities," says Raoul Alarcon Jr., president of Spanish Broadcasting System, which owns stations in New York, Los Angeles and Miami and is one of the largest minority-owned companies in radio. "Quite the opposite, I would say. It will probably benefit mainstream operators who have the disposable cash to double up. And I don't think minorities are in that position. It's good for radio. But I think it's a barrier for minorities."

The National Association of Black Owned Broadcasters opposed the new rules from the start. "The LMAs and duopolies have been used primarily by the strongest stations in the markets, not the weakest," says Jim Winston, executive director and general counsel for NABOB.

"So the FCC's idea of helping weak stations has been corrupted. If you're a weak station, you've just been weakened more. If you were a small AM station trying to compete against an FM station, now you've got the FM stations combining against you, so you're worse off."

That is the case for WILD(AM) Boston, a daytime standalone owned by Nash Communications, a minority-owned firm. Bernadine Nash, president and chief executive officer, says she long hoped to buy an FM station in Boston. Those hopes were buoyed when station prices were depressed.

"But with duopoly, and with the large groups driving the prices up, that makes it much harder to find something," she says.

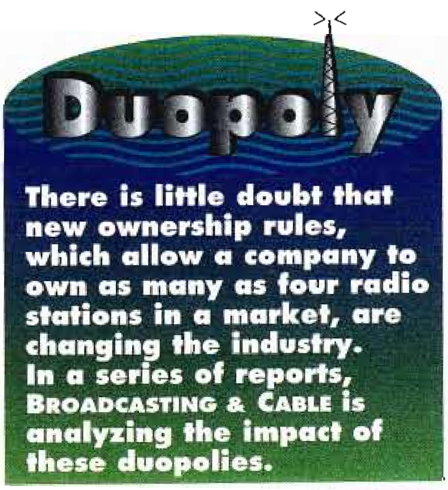
Says Monte Bowens, WILD's general manager: "At one point in time, there was an effort on the FCC's part to let more minority owners in. This, I think, goes against all those efforts. Whatever stations might have been available for us to buy are now gone, period."

But there is evidence to the contrary. Ragan Henry, chairman of US Radio and one of the most prominent black broadcasters, has said his company has benefited from duopoly.

Additionally, there is the "rising-tide-lifts-all-boats" theory, which holds that duopoly has strengthened the industry, and a stronger industry is good for all owners.

There is also the Clear Channel situation. The company, in its proposal to spin off 11 stations in order to stay under the ownership limit, would create the third-largest minority-controlled company in radio, according to Clear Channel President Lowry Mays.

That company, Snowden Broadcasting, would have a powerful duopoly in New Orleans, where its four stations would combine for an audience share of nearly 25%, according to the summer Arbitron survey. Clear Channel would own 80% of the company, but Snowden would have all the voting stock and 20% of the equity. ■



Time-limit violations attract FCC's largest fine

Paramount station exceeds limits 132 times

By Kim McAvoy

Keeping good its promise to strictly enforce commercial time limits during children's programing, the FCC has slapped its largest fine ever, $80,000, against Paramount's KTXH-TV Houston for violating those limits.

The commission says that it issued a harsh fine "because of the unusually large number of commercial overages, the length of the overages, the large number of program-length commercials and the extended period of time in which these violations occurred as well as the ineffective procedures for insuring compliance by the station with commission rules."

Other broadcasters have been fined for repeatedly violating the rules, which were established under the 1990 Children's Television Act. The rules require broadcasters to restrict the amount of advertising during children's programing to 12 minutes per hour on weekdays and 10½ minutes per hour on weekends.

This is the largest fine to date handed out by the commission. So far, the FCC has fined seven stations, with the highest fine $30,000.

FCC Commissioner James Quello wrote in a concurring statement: "This case represents the most serious violation to date." But Quello also expressed concern that the fine is too steep. "I believe that our public-interest goals would have been served to the same extent with a lower fine," he wrote.

The FCC's new chairman, Reed Hundt, did not participate in the decision.

Although the commission renewed the station's license, KTXH-TV must file quarterly reports demonstrating its compliance with the commercial limits.

KTXH-TV exceeded the limits 132 times last year. Seventy-three of the overages were considered program-length commercials, which in this case are children's programs that contain ads for an associated product.

"Most of the overages occurred because the station failed to communicate effectively to station staff the need for strict compliance with the commercial limits and failed to review adequately the station's performance in this area," the FCC says.

The station has 30 days to appeal the fine.

A Paramount spokesman says that the violations were of a "technical nature," and the station has "reorganized its compliance procedures and implemented additional safeguards to insure that violations are avoided in the future."

The National Association of Broadcasters is keeping an eye on commission fines. Says NAB President Eddie Fritts, "in general, we've expressed concern that the FCC not use forfeitures as a fundraising device." ■

The FCC's new general counsel, William E. Kennard, came on board last Wednesday. Kennard is a Washington communications lawyer and former assistant general counsel for NAB.

NAB fights warnings in beer, wine ads

By Kim McAvoy

The National Association of Broadcasters last week went on "red alert" to try to kill a bill by Senator Strom Thurmond that would require broadcasters to attach warnings to beer and wine ads.

"This has a huge impact on our stations," says National Association of Broadcasters President Eddie Fritts.

Thurmond (R-S.C.) told Fritts last week that he plans to bring up the measure for a vote at the first meeting of the Senate Commerce Committee. The Senate reconvenes on Jan. 25.

NAB wasted no time in asking its members to ask Commerce members to oppose Thurmond. "We've issued a full red alert," Fritts says.

Stopping the legislation may be an uphill battle. It has become an emotional issue for many senators who may support Thurmond, whose daughter was killed by a drunken driver earlier this year.

Local radio and TV stations receive well over $800 million a year from beer and wine ad revenues. Moreover, broadcasters fear that if the legislation becomes law, it could drive sports programing off their stations. A companion bill has been offered in the House by Representative Joe Kennedy (D-Mass.), but no action is pending.

Fritts says the NAB has been talking with Thurmond for months, trying to reach a compromise. "It may well be the most difficult fight we have on our plate right now," he says. ■

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U.S. DEPARTMENT OF COMMERCE
INTERNATIONAL TRADE ADMINISTRATION
Foreign Buyer Program

Washington Watch

Edited by Kim McAvoy

Broadcasters say the must-carry requirements in the 1992 Cable Act increase the "diversity of voices available to the public." In briefs filed last week with the U.S. Supreme Court by the National Association of Broadcasters and the Association of Independent Television Stations, broadcasters asked the high court to reaffirm a lower court ruling that upheld must carry as constitutional. The Justice Department and the FCC also filed, arguing that the act "does not punish, suppress or promote any particular programing based on its content." The Supreme Court will hear oral arguments on Jan. 12.

NAB says the must-carry law does not inhibit free speech. And the association maintains that Congress mandated must carry to protect those consumers without cable TV service. NAB says that giving must-carry protection to cable programers would "do nothing to further Congress's primary goal of protecting free television for the 40% of Americans who do not have cable." INTV warns that overturning the law would "hamstring government efforts to regulate anticompetitive practices" by the cable industry and other information providers.

Justice makes the same argument. It says that the must-carry rules are "narrowly tailored to accomplish significant government interests...in addressing unfair competition in the video communications market and in preserving the local broadcast industry."

As expected, President Clinton is calling for cooperation between the entertainment industry and government on TV violence (BROADCASTING & CABLE, Dec. 6). In a speech during a Hollywood fundraiser, Clinton urged moviemakers to "join in a partnership" with him. He did not mention a legislative solution to the issue. "What I ask you tonight is not to wear a hair shirt and say 'mea culpa.' " Rather, he asked Hollywood to recognize that "what may be one person's moment of entertainment, even exhilaration, that's taking your mind off the pressures of the day, can, when multiplied by 1,000, have a cumulative impact that, at the very least, does not help to bring a whole generation of people back from the brink."

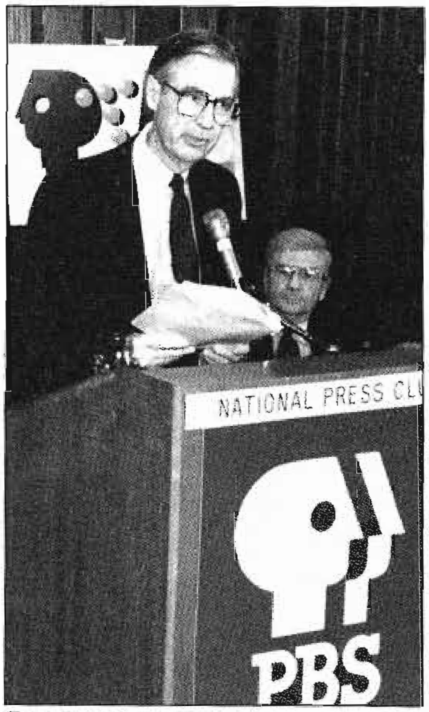
Clinton wants them "to examine what together you might do to simply face the reality that so many of our young people live with, and help us: as we seek to rebuild the frayed bonds of this community; as we seek to give children nonviolent ways to resolve their own frustrations; as we seek to restore some structure and some hope and some essential dignity and purpose to lives that have been dominated by chaos or worse."

The FCC rejected a request from the Caucus for Media Diversity to reconsider its decision granting Fox Television Stations a waiver of the commission's broadcast–newspaper crossownership rule. The FCC gave Fox a permanent waiver last summer, enabling Rupert Murdoch, who controls Fox, to keep WNYW(TV) New York and to purchase the *New York Post*. The commission says there is no merit to the group's allegations that Fox misrepresented facts in seeking a waiver from the FCC.

The National Cable Television Association last week appointed Neal Goldberg general counsel. Goldberg is a partner with the Washington office of Hopkins & Sutter. He has practiced communications law since 1973. Goldberg was legal adviser from 1978-81 to then-FCC Commissioner Tyrone Brown. At NCTA, he will report to Dan Brenner, vice president for law and regulatory policy.

A report released last week by the National Telecommunications and Information Administration concludes that the media plays a role in "disseminating messages of racism and bigotry or fostering an environment in which hate crimes can occur." NTIA's report adds there is "little empirical evidence of a causal relationship between telecommunications-based 'hate speech' and the occurrence of hate crimes." Moreover, NTIA says, government should respond to the problem not through censorship or regulation but through "more speech to educate the public and promote greater tolerance."

The Public Broadcasting Service last week unveiled an educational service aimed at kids ages 2 through 12. PBS's "Ready to Learn Service" will provide nine hours of programing daily to enhance children's academic and social skills. Part of the project's funding comes from Congress, which appropriated $7 million for "Ready to Learn" programs in a campaign spearheaded by senators Edward Kennedy (D-Mass.) and Thad Cochran (R-Miss.). Other funds for the service will come from the Corporation for Public Broadcasting and the EON Corp.



Fred Rogers of **Mister Rogers' Neighborhood** *speaks at the PBS press conference unveiling the 'Ready to Learn Service.'*

Local PBS stations will provide supplementary materials for children and parents who watch the shows. The service will incorporate current PBS shows, including *Barney and Friends* and *Mister Rogers' Neighborhood*, as well as three new shows that will be ready for the service's July 1994 kickoff. It will debut on 11 test stations: GPTV The Georgia Network; KCET(TV) Los Angeles; KCOS El Paso, Tex.; KTCA St. Paul, Minn.; KTLC Oklahoma City; WETA Washington; WGBH Boston; WGTE Toledo, Ohio; WNET New York; WPBA Atlanta, and WSIU Carbondale, Ill. ■

Reuters moves into interactive ad world

Investment in AdValue Media is first step in news agency's new media venture

By Jim Cooper

The Reuters news agency last week bought a $3 million stake in AdValue Media Technologies, a New York-based company that offers interactive advertising transaction services to ad agencies, reps and media outlets.

In announcing the investment, which will give it a minority share of AdValue, Reuters said the move is the first business development since the recent formation of Reuters NewMedia Inc., a U.S.-based multimedia information services company. AdValue Media Technologies is owned by Cambridge Technology Partners, Group W/Westinghouse Broadcasting and Radnor Venture Partners.

"This investment permits us to learn about the advertising industry," says Buford Smith, who will become president of Reuters NewMedia in January. "Reuters already has some knowledge of the ways in which technology helps create efficient markets. AdValue can draw on that knowledge to help make the media buying market more efficient."

"These guys [Reuters] have already done it" in financial services and news, says David Graves, president of AdValue, pointing to their worldwide operation. He adds: "They know the problems" of rolling out large electronic data exchanges like AdValue.

AdValue computerizes the ad buying and selling process. Other electronic media tracking systems recently launched or announced include systems by Katz and a joint venture between Donovan and Jefferson-Pilot Data Systems.

The growing interest in electronic media tracking stems from efforts to remove paper trails and outdated manual methods that are more prone to error. Immediate accountability is also a benefit of the new technology that advertisers and agencies increasingly are seeking.

"It is our belief that the international advertising marketplace will grow in a pattern similar to that of financial services, supported by increasingly sophisticated transaction and analysis networks," says Jonathan Klein, president, Group W Television.

Two ad agencies, Young & Rubicam and McCann-Erickson, are AdValue clients, and Westinghouse Broadcasting's five television stations also are involved in the service's rollout. AdValue executives report that six more stations and nine more agencies are testing the service. AdValue's annual subscription fee is about $100,000, with station fees determined on a per-market basis.

Graves says a number of the agencies testing AdValue will formally sign on by the first of the year.

In early September, Katz Television developed and tested its own media tracking system that could also speak electronically to agencies.

The Cabletelevision Advertising Bureau also announced in September that it had joined forces with the American Association of Advertising Agencies to form The Electronic Cable Committee (TECC). Much like rep firms and agencies in the broadcast spot business, TECC is looking at ways to streamline the paperwork associated with buying cable advertising.

Executives disagree over '94 ad outlook

McCann-Erickson Senior Vice President Robert Coen reported last Monday that he expects national and local broadcast advertising to climb 6.8% and 6.5%, respectively, next year.

Last year, Coen forecast a 5.7% growth rate for national advertising and a 7.8% rate for local advertising. Both estimates proved high, as national "broadcast" revenues, which also include cable and radio, will end the year up 3.4%, according to Coen. Local "broadcast" revenues will end the year up 5.3%. Coen blamed the shortfall on "faded post-election euphoria" and a "fizzled" economy.

The economy is improving gradually, Coen reports, but is too moderate to generate a high rate of ad growth: "For the first time in nearly five years, advertising growth appears to have moved back into line with nominal GDP [gross domestic product] growth."

Speaking at the PaineWebber Media Outlook conference in New York, he predicted a gain of 6.3% for all ad spending in 1994. If accurate, that would mean $146 billion be spent on all advertising.

John Perriss, chairman and chief executive officer of Zenith Media Worldwide, was less optimistic, saying that slow or flat growth in U.S. and Japanese markets still is slowing worldwide advertising growth prospects. —JC

Coen's 1994 advertising forecast

	% change over 1993	1994 ad revenue projection
National broadcast	**+6.8**	**$25,265,000,000**
Local broadcast	**+6.5**	**16,790,000,000**
National print	**+5.8**	**11,620,000,000**
Local newspapers	**+6.5**	**30,115,000,000**
Direct mail	**+7.0**	**29,345,000,000**

Source: McCann-Erickson Worldwide

Low-power TV speaks foreign languages

Advertisers dig for market share with ethnic broadcasts

By Jim Cooper

If you are from Bucharest and have soul, you can watch *Romanian Soul* in Chicago.

Fans of Polish cartoons, Spanish soaps and Chinese-language newscasts similarly have shows to watch.

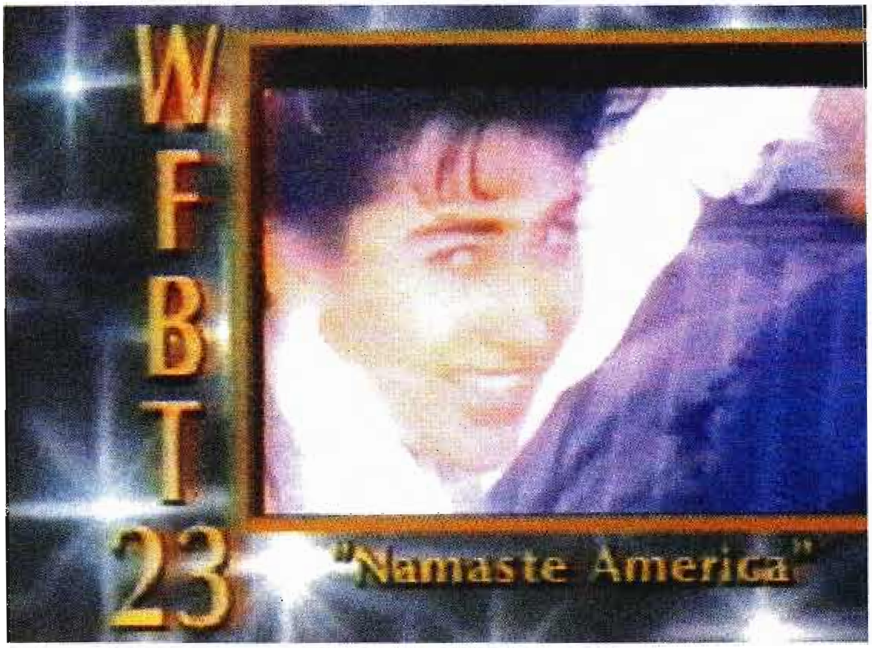
There are members of roughly 40 different ancestries in Chicago, some of whom can watch low-power television programing in their native tongue.

Chicago's WFBT(TV), the largest low-power station in the country, reports that it reaches an estimated 6.4 million viewers in an ADI of 8 million. WFBT narrowcasts to these tight ethnic niches, and big-budget advertisers are starting to buy ads.

Peter Zomaya, vice president and general sales manager with Weigel Broadcasting Co., which owns WFBT and several other low-power stations throughout the Midwest, says that MCI, Sprint, AT&T, Polish airline LOT and Korean Airlines are among the national advertisers who have bought time on low-power stations. Roughly 50% of all Fortune 500 companies have launched ethnic marketing campaigns, spending $500 million nationally on such advertising in 1992, Zomaya says.

Ethnic producers buy program blocs from Weigel and other low-power stations and also sell advertising time on those blocs.

Daypart prices for Weigel Broadcasting's low-power stations range from $300-$800 per hour for prime time slots. Programs in Spanish, Polish, Korean, Romanian and Vietnamese are among the 14 now on the air, Zomaya says.



Ethnic TV is hot property on Chicago's WFBT(TV).

For local ethnic advertisers, low-power television is an entry into broadcast advertising, which previously had been too expensive and inefficient for them to use. WFBT time is affordable because of its very low overhead expenses.

"At [channel] 23, we're only the landlord," says Howard Shapiro, president of Weigel. He runs the station with only two employes.

"There is nothing [on TV] tailored to those communities," he says. Those of Polish descent number more than 1 million in the Chicago area.

As the buying power of ethnic groups grows—Hispanics alone are expected to spend an estimated $200 billion annually (BROADCASTING & CABLE, Nov. 15)—advertisers are attempting to capture their dollars with expanded advertising campaigns, which have begun to include low-power television.

AT&T uses low-power broadcasts to advertise in 20 different languages. MCI International has identified 12 ethnic groups within the U.S. as heavy overseas callers and has been using low-power TV to reach them for the past three to four months.

"[The seven low-power stations on which MCI advertises] are the only vehicle we have," says Patty Deshaies, assistant media planner for MCI with Boston-based Ingalls, Quinn & Johnson.

Mass-market efforts to reach ethnic groups waste money, and low-power TV is less expensive—and more focused—than mainstream broadcast and cable outlets, Deshaies says. ■

Request invites more PPV viewers

Company continues aggressive effort since management switchover

By Christopher Stern

Request Television will launch its largest discounting campaign to date with a national direct-mail effort that will target both users and non-users of pay-per-view movies.

The campaign, which begins in March, is the latest in a series of monthly and bimonthly promotions since Tele-Communications Inc. and 20th Century Fox bought out Group W's interest in the pay-per-view venture.

A new staff and management team moved in this summer and launched an aggressive effort to build buy rates throughout Request's 11 million homes. Every 1% increase in buy rates means a $1 million increase in revenue, according to Request's Jeffrey Bernstein, vice president, programing and marketing.

There are roughly 22 million pay-per-view homes in the U.S. That number is increasing at 5% a year. The industry's goal is eventually to penetrate 40 million homes. There are 55 million cable subscribers in the U.S.

Since July, Request has inaugurated a new uplink center; has converted from an analog to a digital signal, and has launched three new channels.

The three additional channels offer what Bernstein calls "movies of the week." The two existing channels include action and adult-oriented pictures. There is a positive correlation between increased pay-per-view channels and increased buy rates, Bernstein says.

The campaign will offer viewers who have never bought a PPV event their first movie for 99 cents. Those who have bought movies in the past will be offered a third movie for $1.99 if they buy two others.

"Results from two of our prior campaigns have proven that discounting can be an extremely effective marketing tactic," Bernstein says. Movie studios have agreed to discount license fees for first-time users, but cable system operators must absorb the reduced cost of the three-movie deal, he says.

In addition to the direct-mail pieces, Request will provide TV and radio spots along with print ad slicks.

Bernstein expects that systems covering 2.5 million subscribers will sign up for the promotion. Cable systems will pay 12 cents for each direct-mail piece and will pay postage.

Cable operators will be provided with direct-mail material and customized schedules on request. Movies covered by the campaign include "In the Line of Fire," "Rookie of the Year," "Son-in-law," "Poetic Justice" and "The Program." ■

Classifieds

For rates and other information, see page 101 of classifieds

RADIO

HELP WANTED MANAGEMENT

GSM: Wanted upwardly mobile GSM with desire to advance and help expand AM/FM radio stations in Michigan's Upper Peninsula. We're looking for someone to not only help us expand our current markets, but also help us search out new markets. Must be "hands-on" manager with at least 3 years local and agency sales experience. Send resume, references and salary history to: Wallace D. Steinhoff, 309 S. Front St., Marquette, MI 49855. EOE.

General manager needed to manage Upper Peninsula of Michigan radio stations. Must be able to show past success in sales/promotion. Possible future equity position available to goal-oriented, self-motivated individual. Send resume in strictest confidence to: Personnel Director, Mid Pen Broadcasting, Inc., 309 S. Front St., Marquette, MI 49855. EOE.

Immediate opening for GSM/GM heavy on street sales ability, take charge. Equal opportunity employer. Send resume to Ray Lockhart, Box 509, Ogallala, NE 69153. 308-284-3633.

GSM: Midcontinent Media's WTSO/WZEE (Z-104) seeks GSM to manage the ten best salespeople in Madison, WI. People skills, passion and a documented success record are a must. CRMC is a plus. You will have the tools, support and products to ensure growth at stations that have extremely strong presence and heritage. Reply in confidence to: David Graupner, VP/GM, WTSO/WZEE, 5721 Tokay Blvd., Madison, WI 53719. EOE.

General Sales Manager: KHTX, Riverside/San Bernadino, is looking for a great general sales manager. Minimum 2 years management experience required. Henry Broadcasting is a great, expanding company with lots of upward potential for talented people. Send materials to Jeff Salgo, VP & GM, PO Box 50005, San Bernadino, CA 92412. 909-384-9750. EOE.

Excellent career opportunity for highly motivated radio sales professional who believes they can lead and teach. WSMB, New Orleans, is seeking a local sales manager. Minimum two years radio selling experience and proof of success selling news/talk/sports radio. Some management experience preferred. Responsibilities include personal sales production, coaching calls, conducting sales meetings, sales training, assisting in recruiting, and managing day to day activities of sales department. Only qualified candidates please. Resumes to Director of Sales, Keymarket Communications of New Orleans, 1450 Poydras St., Suite 440, New Orleans, LA 70112. References verified. EOE.

Manager of WRR-FM: The City of Dallas seeks an aggressive individual to serve as manager of WRR-FM with the Convention and Event Services Department. Responsibilities include managing the musical, sales, technical, and operational aspects of the City's classical radio station. This position offers a unique and challenging opportunity to continue the development of a classical music radio audience in a progressive and diverse community. Qualified applicants must have a Bachelor's Degree in Broadcasting, Public Administration, Business, Finance, or a related field. Must have a minimum of five years management level experience in broadcasting, as well as demonstrated success in selling and achieving goals in a large complex, customer service oriented organization. Must have a thorough knowledge of radio station operations, such as programing, sales, administration, and engineering. Base salary range from $42,700 to $56,400 commensurate with education and experience. Individuals interested in this position should submit a resume and/or application with a cover letter by Friday, December 31, 1993 to: Staffing Manager, Personnel Department, 1500 Marilla St., City Hall, Room 6AN, Dallas, TX 75201. Equal opportunity employer. M/F/H.

HELP WANTED SALES

Sales representative: Small market Wisconsin radio/cable TV station seeking applications from experienced sales representatives. Minimum 2 years experience. Demonstrated past success. Ability to grow into sales management. Resumes of application to Jeff Smith, WRPQ, Box 456, Baraboo, WI 53913. EOE.

Long Island, NY acct exec: Immediate opportunity for killer with experience in market or equivalent. $100,000+. Reply confidential. Box T-2. EOE.

WLIB, America's premier urban talk/music station is looking for the best experienced salespeople to call on N.Y. agencies. RUSH your resume to: Reginald Thomas, GSM, WLIB, 801 Second Avenue, New York, NY 10017. ICBC is an EOE M/F/H.

Wanted: Christian broadcaster of AM/FM combo looking for experienced sales manager to manage and motivate a 7-person seasoned sales department of aggressive Adult Contemporary Christian station. Incentive and benefit package. Send resume to: WWIB/WOGO, Attn: Terry Steward, 5558 Hallie Road, Chippewa Falls, WI 54729. EOE.

Is your resolution to make more $ in '94? Then pay attention!! Great New Year opportunity with Shamrock Communications' WEZX in Scranton/Wilkes Barre. This AOR market leader that promotes from within has an established account list with salary, commission and benefits for the right individual. Rush cover letter and resume to Shane Reeve, GSM, WEZX/WEJL, 149 Penn Avenue, Scranton, PA 18503. EOE.

Hot CHR-RockNRoll sales manager: Must be ambitious and willing to hit the street with the sales staff. Medium size market in warm Southwest. Great opportunity to step up to GM. Send resume to Box T-20. EOE.

Experienced AE, CRMC preferred: If your strong suit is getting results for local direct clients, fax your resume to 915-655-9675. AC KELI/San Angelo, TX, ranks #1 18-49 and 25-54 M-F, but numbers are meaningless if listeners don't buy. Money magazine ranks this market of 100,000 as one of the 40 best places to live in America. EOE.

Cool 105.9, Orlando's Powerhouse FM Oldies station, is searching for an aggressive, self-motivated, professional account executive to join our over-achieving sales staff and handle an existing list. A minimum of 2 years radio sales is required. Vendor experience is a plus. Send resume to: Mike Gonick, 2101 S.R. 434, Suite 305, Longwood, FL 32779. No phone calls please. EOE.

HELP WANTED ANNOUNCER

Announcer interested in working in small market. Congenial working conditions. Send resume and tape to WTTF, 185 South Washington St., Tiffin, OH 44883. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

92.7 WZZR, South Florida's fastest growing radio station is expanding again and is looking to fill the following positions. Promotions mgr., production director, sales assistant, and telemarketer. Send resume or letter to PO Box 0093, Pt. St. Lucie, FL 34985; Attention: Charlie Ditoro/GM. CRB of Florida (WZZR) is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Seeking general manager position in small market. Willing to relocate. Call Ted 914-357-9425 or 914-357-4861, 399 Rte. 202, Suffern, NY 10901.

Music licensing problems? Fees too high? Too much redtape? Call me for help, former BMI VP. I'll save you money, time and aggravation. Bob Warner, 609-395-7110.

SITUATIONS WANTED NEWS

No airhead. No news bunny: Major market anchor/reporter. Network reporter, assignment editor and producer. Management experience. Call 708-256-6337.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: WOWK-TV, CBS affiliate is looking for a manager and a leader. Build client/station relationships, sell beyond the ratings, motivate and direct a sales team for the future. Send resume with references to: John Fusco, General Sales Manager, WOWK-TV, 555 Fifth Avenue, Huntington, WV 25706-0013. EOE.

General manager, plus: Growing station group seeks savvy, hands-on broadcaster who has faced challenges and made the difference at stations. GM experience in diverse markets required. The right person could become part of our senior management team, with equity. Reply to Box T-4. EOE.

Mid-western, top-70, market-leading network affiliate seeking GSM with strong track record in national and local sales management. Must have ability to create and manage sales projects, inventory, traffic department and training program. Great opportunity with good benefits to be associated with a group-owned market development oriented station. Send complete resume to: General Manager, Box T-21. EOE.

General sales manager: Network affiliate located in Missouri is seeking aggressive, experienced GSM. Experience to include 3-5 years in national and local sales. Have knowledge of BMP or comparable software. Emphasis on new business, special events and sales promotions, strong leadership skills, creative ideas and positive attitude. Reply to Box T-22 in confidence. EOE.

Director of broadcast operations: Successful top 40 Fox affiliate, WXMI Fox 17 in Grand Rapids, Michigan, seeks top creative talent to oversee the broadcast operations department. Successful candidate will be responsible for station creative services, local programing, promotions, public affairs, public relations, and production. Candidate must possess exceptional creative talent, communications skills and management ability. If you have the ability to take a successful Fox station to the next level... respond to this ad! Send resumes to Human Resources Coordinator, WXMI Fox 17, 3117 Plaza Drive NE, Grand Rapids, MI 49505. No phone calls. EOE.

National sales manager: Gulf Coast Fox affiliate has immediate opening for a NSM. The ideal candidate will have solid media experience in local sales as well as national or rep experience. We are looking for a leader who wants to win! If this sounds like you, send a resume to Bill Parks, GSM, WPMI TV, PO Box 9038, Mobile, AL 36691 or fax to 205-602-1515. EOE.

WPTV 5 (NBC) in the nation's 45th television market is in search of a creative services director. Qualified candidates must have previous promotion experience and have the ability to manage and motivate a multi-division department of six people in promotion, public service, public affairs and local program production. You will also work closely with other department heads to achieve station goals. Please send resume and tape to: Wayne Cunningham, WPTV 5, 622 North Flagler Drive, West Palm Beach, FL 33401. No telephone calls. WPTV is an equal opportunity employer.

MIS manager: New TV advertising sales & marketing firm seeks MIS manager to admin LAN network (Novell), trouble-shoot hardware/software, train Word for Windows & Excel, install and purchase equipment. Knowledge of TV advertising sales business required. Resume to: R.Mazzo, New World, 625 Madison Ave., 11th Fl., New York City, NY 10022. EOE.

Business manager: KOIN-TV, the CBS affiliate in Portland, OR, is recruiting an individual to lead our financial and business operations. In addition to a broad array of financial and accounting skills, we expect the successful candidate to have 3-5 years experience in senior management at a successful station. This position reports to the VP/GM and is responsible for financial operations at both the station and our independent film/video production house. Portland is a great place to live, and KOIN is a great place to build your career. Send a resume and letter stating your qualifications to: Maris McKinley, Human Resources Coordinator, KOIN-TV, 222 SW Columbia, Portland, OR 97201. EOE.

HELP WANTED MARKETING

Director of marketing: CBS affiliate WTAJ-TV, Johnstown-Altoona, seeks talented #2 to move up and revitalize department. Need is for strong on-air and graphics background, writing skills, and sales promotion idea source. Also requires professional marketing sense, ability to interpret research, set strategy, and execute a multi-media marketing plan. Send resume to Rick Reeves, VP/GM, 5000 6th Avenue, Altoona, PA 16602. EOE

HELP WANTED SALES

Chicago TV account executives for full powered UHF. Ability to sale local advertising without ratings. Cable, radio or TV sales experience required. $3,000 per month draw, generous commission structure & benefits. PO Box 731, Tinley Park, IL 60477. An EEO employer.

Local account executive: Leading Southeast Fox affiliate is seeking an experienced local account executive with strong agency and retail sales skills, as well as cold call savvy, who will accept and appreciate the challenge and opportunity to grow. Candidates must not only possess a strong background in broadcast sales but also be well-versed in quantitative and qualitative research tools. Light travel and computer knowledge is required. Sales promotion experience is an asset. Send resume to: WHNS-TV, Attn: Matt Filla, Local Sales Manager, 21 Interstate Court, Greenville, SC 29615. M/F/H/EOE.

Account executive: WAVY television-Portsmouth/Norfolk/Virginia Beach market. 2 plus years broadcast experience required. College degree preferred. Successful candidate should be proficient with ratings, negotiating, and servicing accounts. Proven track record in new business development a must. Experience with marketing research a plus. Send resume to: Cheri Parsons, Local Sales Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. EOE.

HELP WANTED TECHNICAL

Assistant chief engineer: Top 50 Fox UHF. Opportunity for advancement in station group. Transmitter experience preferred. Competitive salary. Resume to: GM, Fox 38, 916 Oak St., Scranton, PA 18508. EOE.

HELP WANTED NEWS

Weather anchor: Rare opportunity with dominant #1 team. Network affiliate. Accu Weather. Beautiful four station, Mid-Atlantic market. Stable group ownership. Top salary. EOE/AA. Send resume and tape to Box T-9.

KOLD-TV, the CBS affiliate in Tucson, Arizona is looking for a photographer/editor. Minimum two years experience. Liveshot experience preferred. Versatility and aggressiveness a must. Tapes and resumes to Jaime Lopez, Chief Photographer, KOLD-TV, 115 W. Drachman, Tucson, AZ 85705. EOE.

Shooter to shine throughout Florida for national newsmagazines. Requires ability to combine look of network production with hustle of local news. Sound tech, Beta gear, good pay/great bonus opportunity. Fax resume, cover letter: 813-985-8766. EOE.

Anchor/reporter: Strong communicator wanted to complement veteran male anchor. Must have strong journalism background and live reporting experience. This is not an entry level position. Deadline for responses is December 17, 1993. Send non-returnable resume and tapes to Lloyd Winnecke, News Director, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE.

General assignment reporter: Need aggressive, resourceful reporter, with strong writing skills and experience a must. Resume and non-returnable tape to T. Hiebert, KTVA (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. Close: 12/17/93. EOE.

Two positions: Medium market network affiliate in Southeast needs producer for its 6 and 11 newscasts. Must have two years experience, excellent writing skills and know how to stack a fast-paced, attention-getting newscast. Reporter with three years experience covering stories with a creative, fresh approach. No beginners. Send resume and tape to Box T-11. EOE.

General assignment reporter: TV network affiliate seeks person with demonstrated reporting experience, initiative and ability. Weather background very helpful. No phone calls accepted. Tape/resume to PO Box 860, Erie, PA 16508, Attention News Director. EOE.

Meteorologist: Medium-market CBS affiliate in Southeast needs polished meteorologist with pleasing personality who is willing to make numerous public appearances. Should be familiar with Liveline computer systems and have a seal with at least two years broadcast experience. Send tape and resume to Box T-12. EOE.

TV news producer: University Extension, University of Missouri-Columbia seeks news producer with good shooting or editing skills. Experience with BVE-910, A51, BVW, and long format a plus. Small shop with science, health, and consumer stories to produce and place. Requires cooperation, lifting, travel, and a Bachelor's in an appropriate field. Three years full-time experience required. No calls. Affirmative action/equal opportunity employer. Send resume, non-returnable tape, and letter describing your role in each piece on the tape to: Frank Fillo, 9 Clark Hall, Columbia, MO 65211.

Sports reporter/anchor: Looking for a creative, hard worker to join our team. Must be willing to shoot and edit. Heavy emphasis on local sports. Overseas experience in a computerized newsroom. If you can provide the sizzle and steak, this is the job for you! Send 3/4" tape with resume to: News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. EOE.

Director/TD: If you love news. Love to call and switch your own newscasts. Love to push the limits on graphics. Have never seen a sportscast that was fast enough, and can't wait to do it again tomorrow, you may be the one. If you also have 3-5 years of experience in directing live newscasts, work with a GV-300 switcher, and use an Abekas DVE, you just improved your odds of working in one of *Fortune* Magazine's best places to be in the United States, home of WRAL-TV, one of the best news organizations in the country. If you are not as hyped-up as this ad buy know you deliver a better newscast than 99% of the directors out there, and you're willing to take control of the situation, you, too, should apply. Enthusiasm, while appreciated, cannot be substituted for solid performance. (How do you think we got to be one of the best news organizations in the country?) Please send resume and tape (very important) of a current newscast to Operations Manager, WRAL-TV, PO Box 12000, Raleigh, NC 27605. EOE m/f/h/v.

Anchors-reporters-producers-wanted for an exciting overseas opportunity in Hong Kong! We have launched the first English language cable television service in Hong Kong and are looking for high-calibre professionals to join our team. Knowledge of Chinese a definite plus but not essential. Rush tape and/or resume to Peter Maize, Wharf Cable/CNNI, 4th Floor, Wharf Cable Tower, 9 Hoi Shing Road, Tsuen Wan, Hong Kong. Phone 852-611-5649, or fax 852-493-1508 for more info. EOE.

Photojournalist/editor: Dominant NBC affiliate in 36th market has an immediate opening for a news photojournalist/editor. The ideal candidate has experience in Beta, ENG, and SNG. Please send tape, resume, and salary history to: Rick Gevers, News Director, WOOD-TV, 120 College St., Grand Rapids, MI 49503. WOOD-TV is an equal opportunity employer.

Sportscaster: Major broadcast group seeking a strong number two sportscaster for the news leader in a midwestern market. Duties would include weekend anchor, three-days sports reporting and main sports anchor back-up. Qualified applicants will have a degree in journalism or equivalent experience and at least three years anchoring television sports. Energetic, creative on-air presentation is a must. Please send resumes and tape to Box T-8. EOE.

Reporter/producer: WXXI, public television seeks highly motivated journalist for award winning news weekly. We do quality long form reports, investigations. Minimum two years professional experience. Must be able to tell a story, edit and have strong writing skills. Send resume, non-returnable tape and your news philosophy to WXXI Human Resources, PO Box 21, Rochester, NY 14601. Women, minorities, persons with disabilities and veterans are encouraged to apply. EOE.

Senior producer: #2 position in southeast newsroom. Person will oversee production of daily newscasts and have a major role in the research and production of series and other special projects. Resume and references only. M/F, EOE. Drug screen. Not an entry level position. Replies to Box T-24.

News director/anchor: Available December 13, 1993 at KLAX-TV. Must be able to train and motivate young aggressive news team, work within budget. Send tapes and resumes to 1811 England Drive, Alexandria, LA 71301. No phone calls please. EOE.

Statewide producer: Supervise and produce weekly news program at award winning statewide public TV network. Bachelor's with major in broadcast journalism, mass communications or related field with emphasis in radio, television or film production, plus four years experience in television production, to include writing, directing and producing, required; equivalency considered. Master's preferred. Must have demonstrated ability to create innovative television news programing. Excellent interpersonal/communication and negotiation skills necessary. Supervisory experience desirable. Computer skills helpful. $28,893 minimum annual salary plus excellent benefits. Submit cover letter of application and resume postmarked by January 4 to: Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. UNL is committed to EEO/AA and ADA. If you need assistance under the ADA, please contact the Personnel Coordinator.

Statewide producer/reporter: Assist producer in the production of weekly news program. Bachelor's with major in Broadcast Journalism, Mass Communications or related field with emphasis in radio, television or film plus three years production experience, to include reporting, writing, directing and producing required; equivalency considered. Master preferred. Excellent communication and research skills necessary. $26,267 minimum annual salary plus excellent benefits. Submit cover letter of application and resume postmarked by January 4 to: Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. UNL is committed to EEO/AA and ADA. If you need assistance under the ADA, please contact the Personnel Coordinator.

Anchor/reporter: Top-rated southeast station looking for a weekend anchor, 3-day-a-week reporter. Ideal candidate is a hard-nosed reporter who has a warm on-air personality. Minorities strongly encouraged to apply for a co-anchor position with a solid female anchor. Willing to consider strong reporters with limited anchoring experience. Send resume and salary history to BoxT-23. EOE.

Assistant news director: KSDK, #1 NBC St. Louis affiliate, #1 all news time periods. Looking for take-charge #2 person capable of directing day-to-day news coverage. Must be strong on content and leadership skills. Major market news management/experience preferred. Send resume: Human Resources, KSDK-TV5, 1000 Market, St. Louis, MO 63101. No calls. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program/operations manager: Primary accountability will be for evaluation, purchase and scheduling of programing; other responsibilities will include oversight of station's on-air look and development of community projects. Our station is a group-owned, NBC affiliate which is top-rated in every newscast in a market where an individual can still make an impact. Replies should include salary history or requirements and will be held in confidence. Mail to: Personnel Director, WFIE-TV, PO Box 1414, Evansville, IN 47701. Phone calls will not be accepted. An EEO employer.

Production manager: Uniquely operated independent station in top 20 ADI has opening for self motivated person experienced in: Traffic, technical direction, video F/X and editing. General knowledge of FCC rules and sales helpful. Send letter, resume and salary history to Box T-25. EOE.

Public Information Specialist II: Develops, writes, edits, performs narrative and produces training, informational and promotional video productions and programing for departments and City Cable Television. In addition, coordinates with departments the development of information for release to the public in the form of press releases, public service announcements, bill inserts, newsletters, and the like. Requires equivalent to graduation from an accredited four-year college or university with a Bachelor's Degree in Journalism or related field and two years of experience in news reporting (preferably broadcasting), promotion or related field. Must possess a valid Virginia driver's license. Complete position description is accessible to all applicants in the Department of Human Resources. Salary $26,939-$42,822/yr. (eff. 12/01/93). Apply using position #9383 by December 17, 1993 to City of Norfolk, Dept. of Human Resources, 100 City Hall Bldg., Norfolk, VA 23501. EOE.

Producer/anchor/reporter: For a nationally syndicated weekly news program that takes an in-depth look at the Jewish world, a broad knowledge of Jewish affairs including Israel and the Middle-East is essential. You must be aggressive, detail oriented and be able to edit video. Send resume, reel, and references ASAP to: Director of Production, JTN, 9021 Melrose Avenue, Los Angeles, CA 90069. EOE.

Production manager: We are looking for that "one" exceptional person with hands on experience in production, master control, editing and camera work. Must be fluent in speaking and writing (English/Spanish) growing Central California Hispanic station. Send your resume and a tape of your work to: Box T-26. EOE.

Assistant promotion manager: KSDK, NBC St. Louis affiliate, #1 all news time periods is looking for experienced producer to work late into the night and come back the next morning looking for more. Spots must sing! Writing must sizzle! We want the best of the best. Degreed. If that's you, send tape and resume to Human Resources, KSDK-TV5, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

The Travel Channel, a 24 hr. national cable network reaching over 20-million homes, is expanding original programing. Now seeking... **Manager of current programing**. Responsible for shaping high quality documentary and magazine shows. Creative oversight of in/out-of-house production units including supervising rundowns, scripts, and fine cuts. Extensive long-form producing/writing experience mandatory. Journalistic ethics, maintaining series quality, ability to work with pictures and scripts should all be second nature. Position will be located in Atlanta, Georgia. Send resume and salary history in confidence to: Director of Current Programing, The Travel Channel, 2690 Cumberland Parkway, Atlanta,GA 30339. Fax 404-801-2441. (Please, no phone calls.) EOE.

Assistant design director: KSDK, top rated NBC St. Louis affiliate has an opening for an experienced television graphic designer. You will work with two other designers on a wide variety of projects in different media. Video paint graphics for newscasts will be part of the primary responsibilities. Qualified applicants should have strong design and creative abilities, traditional layout and paste-up production skills, television experience especially with news graphics and B.A. in Graphic Design. Send letter and resume to Human Resources, KSDK-TV5, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

Technical news director: Eastern Shore beach affiliate seeks person with 1 year's experience in directing TV newscasts. Will direct all personnel involved in six & eleven newscasts. Requires leadership skills and knowledge of Ampex 4100 switcher, ESS-3 Still Storer, Abekas A51, studio cameras, Basys teleprompter, Yamaha audio board, Chyron-RGU2 character generator. Benefits include paid insurance package, year-end bonus. Tape & resume to John Cannon, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

Assistant production editor: Editor with creative flair to assist in editing and/or shooting local commercials, industrials and on-air program campaigns. One year's experience editing TV commercial production. Need working knowledge of Ampex Vista & 4100 switchers, field and studio cameras, 3/4" VTR, Ampex ACE 1" editor, ESS-3 Still Store and Abekas A51. Send resume and tape to John Cannon, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

Promotions director: Creative writer and editor wanted by small-market affiliate. Create, shoot and edit news, weather, sports & station on-air promos using state-of-the-art equipment. Coordinate multimedia campaign. See production editor ad for list of equipment. Resume and tape with salary history to John Cannon, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

SITUATIONS WANTED SALES

A gal who can spin gold out of hay-high level sales trouble-shooter. Excellent reputation stations/cable. Reply to Box T-27.

SITUATIONS WANTED NEWS

Experienced field producer, assignment editor, writer. Major market, syndication and network. Also management experience. Call 708-256-6337.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Complete production team- with reporters seek freelance assignments, infomercials, commercials etc. From concept to completion. Network level exp. 718-356-7700.

MISCELLANEOUS

Christmas & nature footage: Seasonal stock footage, excellent prices., BetaCam SP quality, no per use fees, yours to keep. PRAISE Stock Footage Division 703-430-7313. Fax 703-494-5969.

Career Videos: Our professionals prepare your personalized resume tape. Unique format, excellent rates, job search assistance. Our clients get jobs! 708-272-2917.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Executive director, National Association of Hispanic Journalists: Candidates should possess strong organizational, management, fundraising and bilingual proficiency skills. Qualified applicants should send resume and a vision paper to Begonia Abrams, 1193 National Press Building, Washington, DC 20045. 202-662-7143. EOE.

HELP WANTED INSTRUCTION

The Department of Communications, Loyola University, New Orleans, invites nominations and applications for the Loyola Chair for Environmental Communications, which is endowed by a gift from Freeport-McMoRan, Inc. Duties include teaching graduate and undergraduate courses, research that will focus on environmental communications, and service to the communications needs of private industry, state government and the public at large. The ideal candidate will be an eminent scholar who has training and research and teaching experience in communications, especially environmental communications, a knowledge and understanding of scientific method, and an appreciation of environmental philosophy and environmental policy. The individual should meet the qualifications for tenure. Appointment will be made at the professor level. Review of applications begins January 7, 1994. Letter of applications, complete curriculum vitae and at least three letters of reference should be sent to: Dr. Larry Lorenz, Loyola Chair Search Committee, Box 104, Loyola University, New Orleans, LA 70118. EOE.

HELP WANTED ADMINISTRATION

Director: School of Journalism and Mass Communication. Kent State University seeks applications and nominations for the position of director of the School of Journalism and Mass Communication, appointment to be effective July 1, 1994. In this professionally oriented AEJMC accredited school, a full-time faculty of 19 serves more than 1,000 undergraduate students in newspaper, magazine, and broadcast news; radio and television production, corporate video, media sales and management; advertising, public relations, and photography. There are 60 master's degree students in media management and reporting and editing programs. Qualifications: The selection process will focus upon candidates demonstrating the most advantageous mix of the following: proven management/administrative leadership, professional/academic experience, and successful teaching experience/demonstrated interest in journalism and mass communication education. Responsibilities: As executive administrator of the school, the director will report to the Dean of The College of Fine and Professional Arts in the performance of educational and administrative responsibilities including: Financial and personnel management; academic program development and evaluation; leadership in research and professional development; generation of outside funding and maintenance of a strong professional presence beyond the campus. Salary: Commensurate with credentials and experience. Nominations of and applications by women and minorities are especially encouraged. A completed application for this position will include a letter of interest, resume, and names, addresses, and telephone numbers of three to five references. The letter of interest should include a summary of the candidate's vision of a professional school of journalism and mass communication, especially in the areas of teaching and research/creative activity. The search committee will begin reviewing applications on February 15, 1994. The search will remain open until the position is filled. Send to: Chair, JMC Director Search, College of Fine and Professional Arts, Kent State University, PO Box 5190, Kent, OH 44242-0001. Equal opportunity/affirmative action employer.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer, associate: Review scripts & film concepts, hire actors & cinematographers, coordinate film production & assist producer in production of films, commercials, television shows & video for the Japanese media industry. Must be fluent in Japanese. MA in Film/Video. No experience necessary. Must be willing to train. 9am-5pm. 40 hrs/wk. $35,000/yr. Send letter or resume in dupl to GH #711, Room 501, One Main Street, Brooklyn, NY 11201. EOE.

Associate producer-audio/video: First class university production facility seeks a creative, energetic associate producer-audio/video. The University Television Center at Mississippi State University has complete, broadcast quality production studios with Betacam SP field and A/B roll editing systems, Ampex ADO, satellite uplinks, and Chyron, Wavefront and Aurora graphics systems. We are looking for a creative individual who has good organizational skills and is able to make independent decisions relating to location television production requirements for audio and video. A B.S. degree is required with an emphasis in television or film production, or closely related field, with at least 2 yrs experience. Interested applicants should send resume, and the names and addresses of three references to: Search Committee Chair-Associate Producer-A/V, PO Box 6101, Mississippi State, MS 39762. Deadline is January 14, 1994 or until an acceptable candidate is found. MSU is an AA/EOE.

FINANCIAL SERVICES

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

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

Lease purchase option: Refinance existing equipment, lease purchase new equipment, no down payment, user friendly. Carpenter & Associates, 800-760-4020.

EMPLOYMENT SERVICES

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

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

WANTED TO BUY EQUIPMENT

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

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 Eckhert, ESP.

FOR SALE EQUIPMENT

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

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

ERI 200 AC, 6 Bay FM antenna 97.3, 1100' 4 1/8" dielectric coax, 1800' 3 1/8" Prodlin line. All line complete with hangers. 305-653-5800.

Sony BVH-3000 1" VTR $18,000; CMX-3500 editing system $6,500; GVG-1600 switcher $3,500; Graham Patten 612 audio mixer $7,000. Pacific Rim Video: 805-485-9930 ask for Bob.

Helicopter: 1979 Bell JetRanger III, fully equipped for ENG. Excellent condition, $365,000. Contact: Kidd, KCRA-TV 3 Television Circle, Sacramento, CA 95814. 916-325-3287.

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 AMC, GCC & Mann theatres is seeking energetic, experienced advertising sales account executive to sell local and regional advertising for the exciting On-Screen Entertainment program in the VA Beach, Phoenix & LA 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.

Account executive needed for full-service video production company. Growth opportunity for motivated individual with proven sales experience and long-term perspective. Send letter and resume to: Media General Cable of Fairfax, 14650 Old Lee Road, Chantilly, VA 22021 or fax to 703-378-3498. EOE.

EARLY DEADLINE NOTICE

There will be no December 27, 1993 issue due to the Christmas Holiday. The closing date for the January 3, 1994 issue is Monday, December 20, 1993 at noon.

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.

TELEVISION

SITUATIONS WANTED NEWS

HIRE A POLK WINNER

Proven Excellence in Investigative Reporting and Series/Documentary Production

A can do . . . team player. Interest in investigations and special projects production. Can have an immediate impact on your market and make a quality difference to your product.

Reply to Box T-17

HELP WANTED NEWS

REPORTER/PHOTOGRAPHER

Responsibilities include all phases of story production including enterprising photography, tape editing and script writing. Will operate alone in the field as a "one person" unit. Must exercise good news judgement in collecting story information and demonstrate creativity in visual story telling. Requires 3 years experience in photography/editing and television news reporting.

No phone calls please. Send non-returnable tape and resume to:

WFTX-TV
Mark Pierce
Station Manager
621 SW Pine Island Road
Cape Coral, FL 33991

Equal Opportunity Employer

HELP WANTED PROGRAMING PROMOTION & OTHERS

Producer

First Union National Bank of North Carolina has an immediate opening for a highly creative Producer looking for an exciting challenge. We are seeking a seasoned professional to develop training and information programs for our new private Business Television Network. The successful incumbent will have 2–4 years of live broadcast experience, a familiarity with state-of-the-art production and editing equipment, solid camera skills, and a knowledge of satellite technology. Strong visualization and computer skills required. Excellent written and verbal communication skills a must.

First Union offers a competitive salary and benefits package. Interested, qualified candidates should send resume and salary requirement to: *First Union National Bank of North Carolina, 1400 One First Union Center (EAS), Charlotte, NC 28288-0953.* First Union utilizes drug testing as a condition of employment.

FIRST UNION®

First Union National Bank of North Carolina

An Equal Opportunity Employer M/F/D/V

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OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 84.) FCC actions on ownership change filings with file numbers and action dates follow:

Granted

WKAT(AM) North Miami, Fla. (BTC930909EB)—Action Nov. 29.

KSD-AM-FM St. Louis (AM: BAL931004EE; FM: BALH931004EF)—Action Nov. 29.

WBES-FM Dunbar, WV (BAPLH930112GP)—Action Nov. 29.

KKPR-AM-FM Kearney, NE (AM: BAL931015EB; FM: BALH931015EC)—Action Nov. 30.

KGOL(AM) Humble, TX (BAL930917EB)—Action Nov. 30.

WBHA-FM Hot Springs, VA (BAPH921228HS)—Action Nov. 23.

WCOL-AM-FM Columbus, OH (AM: BAL930929-GJ; FM: BALH930929GK)—Action Nov. 24.

NEW STATIONS

Applications

■ **Bentonville, AR** (BPH931012MA)—Cherokee Broadcasting Co. seeks 95.7 mhz; 6 kw; ant. 100 ft.

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.

Address: 602 Maria St., Springdale, AR 72762. Applicant is headed by Mitchell K. Johnson and has no other broadcast interests.

■ **Clovis, NM** (BPH931123MA)—Thelese Broadcast International seeks 101.5 mhz; 60 kw; ant. 54 ft. Address: P.O. Box 1208, Austin, TX 78767. Applicant is headed by David Worley Jr. and has interests in KLEA-AM-FM Lovington, NM.

■ **Newberg, OR** (BP931122AB)—Ron & Beth Erickson seek 830 khz; .250 kw. Address: 20085 S.W. Wright St., Aloha, OR 97007. Applicant has no other broadcast interests.

Actions

■ **Arvin, CA** (BPH930614MD)—Dismissed app. of Albert Ray Perez for 92.5 mhz; 0.14 kw; ant. 581 ft. Address: 16638 Karen Rd., Madera, CA 93638. Applicant has no other broadcast interests. Action Nov. 23.

■ **Bismarck, ND** (BPH930601ME)—Dismissed app. of Bismarck Radio Partners for 98.7 mhz; 100 kw; ant. 301 ft. Address: 1801 N. Quinn St. #204, Arlington, VA 22209. Applicant is headed by Sam W. Primm and has no other broadcast interests. Action Nov. 23.

■ **Brighton, NY** (BPH930527MI)—Dismissed app. of Auburn Cablevision Inc. for 94.1 mhz; 3.2 kw; ant. 139 ft. Address: 32 Owasco St., Auburn, NY 13021. Applicant is headed by Frederik Osborne and has no other broadcast interests. Action Nov. 23.

■ **Ashland, OR** (BPH930203ME)—Dismissed app. of Jeffrey Rochlis for 107.5 mhz; 5.5 kw; ant. 429 ft. Address: 10601 Wilshire Blvd., Suite 1604, Los Angeles, CA 90024. Applicant has interests in permittee of KVYZ-FM Thousand Palms, CA. Action Nov. 23.

FACILITIES CHANGES

Applications

■ **Carmel, CA** New 95.5 mhz—J & M Broadcasting Company seeks mod. of CP (BPH-880211MM) to make changes; change: ERP: 1.65 kw; ant. 195 m.

■ **Pueblo, CO** KTSC(TV) ch. 8—University of Southern Colorado seeks CP to change ERP: 240.9 kw; ant. 715 m.; TL: atop Cheyenne Mountain.

■ **Zebulon, GA** WEKS(FM) 92.5 mhz—Spalding Broadcasting LP seeks mod. of CP (BPH-900417MU) to make changes; change: TL: on Rawlins Rd., 2.8 km SE of Zebulin, in Pike Co., GA.

■ **Terre Haute, IN** WBFX(AM) 1230 khz—Contemporary Media Inc. seeks CP to correct coordinates to: 39 29 21 - 87 25 11.

■ **Westport, IN** WYHB(FM) 91.5 mhz—Good Shepherd Radio Inc. seeks mod. of CP (BPED-880804MB) to make changes; change: ERP 6.3 kw; ant. 107 m.; TL: on Country Rd. 1100 So., 2.8 km

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Service	Total
Commercial AM	4,948
Commercial FM	4,945
Educational FM	1,650
Total Radio	**11,543**
Commercial VHF TV	558
Commercial UHF TV	595
Educational VHF TV	123
Educational UHF TV	240
Total TV	**1,516**
VHF LPTV	498
UHF LPTV	906
Total LPTV	**1,404**
FM translators	2,070
VHF translators	2,371
UHF translators	2,435
Total Translators	**6,876**

CABLE

Total subscribers	55,030,380
Homes passed	98%
Total systems	11,385
Household penetration*	62.4%

*Penetration percentages are of TV household universe of 92.1 million. **Source:** Nielsen, NCTA and BROADCASTING & CABLE's own research.

SE of Uniontown exit on I-65, in Jennings Co., IN. Change city of license from Westport, IN, to Seymour, IN.

■ **Oak Grove, LA** KWCL-FM 96.7 mhz—KWCL-FM Broadcasting Company Inc. seeks CP to make changes; change: ERP: 6 kw; ant. 100 m.; TL: S of intersection of Philly Ln. and Louisiana Hwy #2, 3 km E of Oak Grove, West Carroll Parish, LA.

■ **Oakland, NJ** WVNJ(AM) 1160 khz—Universal Broadcasting of New York Inc. seeks MP (BP8II2O4AB) to correct coordinates to: 41 03 23 74 14 58.

■ **Clarion, PA** WCUC-FM 91.7 mhz—Clarion State College seeks CP to make changes; change: ERP: 3.3 kw.

■ **Caguas, PR** WLII(TV) ch. 11—Estrella Brillante Ltd. Copartnership seeks MP (BPCT-930421KE) to change. ant. 355 m.

Actions

■ **Jonesboro, AR** KDEZ(FM) 100.5 mhz—Granted app. of TM Jonesboro Inc. for CP to make changes: ERP: 50 kw; ant. 123 m.: TL: Craighead Co., AR, .1 mile S of New Haven Rd., .55 mile W of Thomas Green Rd., frequency changed from 100.3 mhz to 100.5 mhz and class changed from A to C2 (per MM docket 92-87). Action Nov. 24.

■ **Long Beach, MS** WJZD(FM) 94.5 mhz—Granted app. of Beach Broadcasting Ltd. Partnership for mod. of CP (BPH-870730ML) to make changes: change ERP 6 kw; TL: SE corner of intersection of 39th Ave. and 34th St.; Gulfport City, Harrison Co., MS. Action Nov. 24.

■ **Cottonwood, AZ** KZGL(FM) 95.9 mhz—Granted app. of Park Lane Regency Radio Inc. for CP to change ERP: 9 kw, and ant. 760 m. Action Nov. 19.

■ **Pueblo, CO** KCCY(FM) 96.9 mhz—Granted app. of McCoy Broadcasting Co. for CP to make changes: ERP: 58.3 kw, ant. 695 m., TL: atop Cheyenne Mountain, 6.3 km W of Fort Carson, CO, at 270 degrees true. Action Nov. 4.

■ **Pella, IA** KFMG(FM) 103.3 mhz—Granted app. of Intergalactic Communications Inc. for mod. of license (BLH-850718KL) to reclassify station to class C1. Action Nov. 19.

■ **Herrin, IL** WVZA(FM) 92.7 mhz—Granted app. of Wayne E. Tate for mod. of CP (BPH-89O405ME) to make changes: ERP: 3.3 kw; ant. 132 m.; TL: North City Limits of Marion, IL, West side of Hwy 37. Action Nov. 22.

■ **Belle Plaine, KS** KOUY(FM) 92.7 mhz—Granted app. of Daniel D. Smith for mod. of CP (BPH-920304MA) to make changes; ERP: 12.2 kw; ant. 143 m. Action Nov. 19.

■ **Wilmore, KY** WVYI(FM) 96.3 mhz—Granted app. of Marianne Warnock for mod. of CP (BPH-880727NE) to make changes; change: TL: 1.2 mi. N of State Road 152. Action Nov. 8.

■ **Minneapolis** KVBM-TV ch. 45—Granted app. of KVBM Television Inc. for MP (BPCT-840725KH) to change TL: Telefarm South Tower, Minneapolis-St.Paul, Hennepin-Ramsey, MN; ERP: 5000 kw; ant. 375 m. Action Nov. 19.

■ **Thief River Falls, MN** KKDQ(FM) 99.3 mhz—Returned app. of Ault Marketing Inc. for CP to make changes; change: ERP: 6.5 kw; ant. 51.4 m.; change class to C3 (per MM docket 90-544). Action Nov. 23.

■ **Lumberton, MS** WLUN(FM) 95.3 mhz—Granted app. of Stone-Lamar Broadcast Services Corp. for CP to make changes, ERP: 100 kw , ant. 299 m., TL: 0.8 km N of E McHenry Rd., 4.9 km E of McHenry, Stone Co., MS, antenna supporting-structure height and to change class: to C1 (per MM docket 92-211). Action Nov. 22.

■ **Burlington, NC** WZZU(FM) 93.9 mhz—Dismissed app. of Prism Radio Partners LP for CP to make changes: ant. 473 m.; modify directional antenna system. Action Nov. 22.

■ **Omaha, NE** KKCD(FM) 105.9 mhz—Granted app. of Vantage Communications Inc. for CP to make changes; change: ERP: 20 kw ; ant. 111 m.; change class to C3 (per MM docket 89-595). Action Nov. 22.

■ **Dover, NH** WOKQ(FM) 97.5 mhz—Granted app. of Fuller-Jeffrey Broadcasting Corp. of New England for CP to change antenna system from directional to nondirectional. Action Nov. 22.

■ **Jewett, NY** New 97.9 mhz—Granted app. of Carmine M. Iannace for CP for new FM on frequency 97.9 mhz; ERP 1.45 kw ; ant. 205 m. Action Oct. 29.

■ **Voorheesville, NY** WCDA(FM) 96.3 mhz—Granted app. of Kriscott Broadcasting Inc. for mod. of license to increase ERP: 0.5 (per MM docket 88-375). Action Nov. 22.

■ **Yellow Springs, OH** WYSO(FM) 91.3 mhz—Dismissed app. of Antioch University for CP to make changes: ERP: 37 kw, change class from B1 to B. Action Nov. 22.

■ **McMinnville, OR** KLYC(AM) 1260 khz—Granted app. of Bohnsack Strategies Inc. for CP to change TL to: 4-1/2 km ENE of McMinnville city limits on Warmington Rd., McMinnville, OR. Action Nov. 18.

■ **McKinnon, TN** WTWL(FM) 101.5 mhz—Granted app. of WJZM Inc. for CP to make changes. change ERP: 1.58 kw as amended 9/8/92. Action Nov. 8.

■ **Llano, TX** KLKM(FM) 104.7 mhz—Granted app. of Maxagrid Broadcasting Corp. for CP to make changes; to delete directional antenna. Action Nov. 22.

■ **Orange, TX** KKMY(FM) 104.5 mhz—Granted app. of Uno Broadcasting Corp. for mod. of CP (BPH-870302NV) to make changes; ant. 335 m. TL: 21.1 km NW of Orange, TX, at 283 degrees true. Action Nov. 10.

■ **Sunderland, VT** WJAN(FM) 95.1 mhz—Granted app. of Radio New England Ltd. for CP to make changes; change ERP: .096 kw. Action Nov. 22.

■ **Green Bay, WI** WORQ(FM) 90.1 mhz—Granted app. of Lakeshore Communications Inc. for mod. of CP (BPED-880406MK) to make changes; ERP: 1.81 kw; ant. 172 m.; TL: Town 22 N, range 21 E, Township of Glenmore, Co. of Brown, WI; antenna supporting-structure height. Action Nov. 19.

■ **Matewan, WV** WVKM(FM) 106.7 mhz—Granted app. of Three States Broadcasting Co. Inc. for mod. of CP (BPH-900614IC as mod.) to make changes; change: ERP: 4.3 kw; ant. 229 m.; TL: 1.9 km W SW of Buskirk, KY. Action Nov. 15.

Open Mike

Not dead yet

EDITOR: In response to the Sept. 13 letter from Thomas E. McKinney, president of the Cabletelevision Advertising Bureau, it appears that Mr. McKinney was misinformed as to the contents of the Veronis, Suhler & Associates *Communications Industry Forecast* as well as our position with respect to the cable industry.

Mr. McKinney erroneously claims that the VS&A *Forecast* projects cable advertising to grow at a 4% annual rate during the next five years and compares that figure with the 14% increase forecast for 1993 by Paul Kagan Associates. In fact, *Forecast* projects cable advertising to grow by 13.9% in 1993, led by an 18.1% increase in local and regional advertising. Over the five-year forecast period (1993-1997), we project cable advertising to increase at an 11.7% compound annual rate: 10.8% for network cable advertising, 14.6% for local. The 5% figure cited by Mr. McKinney includes our 2.9% growth forecast for the much larger cable subscription component. Our forecast for cable subscriptions incorporates the impact of the FCC-mandated rate rollback that recently took effect as well as the impact of future rate regulation.

As to our view that the network prime time audience share will stabilize, here are the facts. Between 1980 and 1985 (calendar years), the network prime time audience share fell from 85 to 74, a drop of 11 points. From 1985-90, the networks' share (including Fox in 1990 prorated for the number of prime time broadcast hours) fell an additional 9 points to 65%. Between 1990 and 1993, however, the four-network share fell only an additional point to 64%. Thus, by any measure, the rate of audience erosion for the broadcast networks has moderated in the 1990s.

In addition to the recent trend, which certainly suggests a bottoming out of audience erosion for the broadcast networks, our forecast of future audience share is based on two straightforward analytical points: one, the April FCC ruling freed Fox from the financial interest/syndication rule constraints. Thus, even while fin-syn remains in effect Fox will be able to increase its hours of broadcasting, making the networks as a group more competitive; two, ratings for the leading cable services in their universes have not grown in the last five years. Growth in overall cable ratings has come principally from the wiring of new households and the introduction of new cable services. Cable currently passes 98% of U.S. TV households, and there are few non-cabled areas left to wire. Thus, cable will be hard pressed to generate significant penetration gains and will have lost its main engine of ratings growth.

Our citation of the success of the Fox network simply reflects the fact that given the ability to finance the production of original high-budget series programing on a regular basis, Fox was able to achieve an 8 rating in just a few years. By contrast, the USA network, more than 10 years old and the most popular cable network, is viewed by less than 2% of total TV households. USA can finance only a limited number of original programs and has achieved its success by programing popular network reruns.

Mr. McKinney's point about Fox's recent decline in younger demographics is a non sequitur. In the last season, NBC shifted its programing to specifically target younger viewers and to compete more directly with Fox, accounting for Fox's decline in that demo. NBC, in the process, also lost audience. Consequently, both networks are now looking to broaden their audience base. Of course, many of the most successful cable networks, including CNN, USA, A&E, ESPN, TBS and Discovery, do not specifically target younger viewers either. In the business of television advertising, the size of the total audience delivered is of primary importance even when the advertiser is looking for specific demographic targets.

We agree with Mr. McKinney that viewers are attracted to the best programing, regardless of delivery. We also believe that cable will remain a vibrant, healthy and growing industry as indicated by our robust forecasts for cable advertising growth. We do not believe, however, that the broadcast-network business is dying. On the contrary, it will flourish. The success of the Fox network, and talk by several major entertainment companies of starting a fifth network, indicates that we are not alone in our view that broadcast television remains an attractive business.—*David Wilkofsky, managing partner, Wilkofsky Gruen Associates, New York.*

Expanding on Keystone

EDITOR: The investment made by France Telecom in Keystone Communications ("Cutting Edge," Nov. 29) will enable the U.S.-based satellite-transmission company to expand our domestic and international services to broadcasters. Keystone has studio, play-out and uplink facilities on the east and west coasts plus domestic satellite capacity and two Intelsat transponders in the Pacific region. Our clients include the U.S. networks and CNN, syndicators, including Paramount, the major broadcasters in Japan and other Asian countries and the EBU in Europe.

Keystone was created in 1988 through the merger of World Communications and Bonneville Satellite. David F. Simmons, Keystone chairman/CEO, described the investment by France Telecom (through its subsidiary France Cable and Radio) as "a significant minority shareholding—less than 50% but more than 20%.—*Peter Marshall, president, Keystone Communications, Washington.*

Subscriber reaction

EDITOR: As you acknowledge in your editorial ("After the Storm," Oct. 11), there may be long-term costs to the cable industry following the retransmission-consent/must-carry battles.

However, in your analysis of the participants, you have ignored one of the future foes of the cable industry—the subscribers who have been caught in the middle of the public relations wars, who have seen their cable bills increase yet again (mine just went up $1.07 a month) and who can't wait for competitors to break the monopolistic hold of the large cable companies.—*John Weispfenning, assistant professor, University of Maine, Orono, Me.*

Doesn't like agenda

EDITOR: I read with interest your Oct. 4 "Top of the Week" story "Dan Rather blasts TV news." Rather wants to stop the "Hollywoodization" of TV news, yet what does he want in its place?

Does he want to deliver the news with integrity, accuracy and in an equitable manner? Does he want to see to it that all sides of an issue are covered? Hardly! What he wants is the liberal political correctness that permeates network newsrooms.

By his own admission what is really important is not the quality or the precision of the news but making sure we have the proper mix of African Americans, Arab Americans, Latinos, gays and lesbians on camera. (And how are we to know what the sexual preference of a news reporter is? If Dan were really honest, doesn't he mean that he wants more people on the air who are pushing a particular agenda?)

Rather doesn't seem to understand that much of America has had its fill of the mediocre, slanted news that he and his network colleagues continually put on the air. He criticized his own network for airing an entertainment special about the discovery of Noah's Ark because he said it "turns out to be a 100% hoax." While that is a matter of debate (why should he care?, he said it was an "entertainment" special), why isn't Rather upset by hoaxes such as the one CBS news pulled on March 26, 1991, which columnist Brent Bozell pointed out. The Food Research and Action Center claimed that 6 million children under the age of 12 went hungry at least once during 1991. But on March 26 of that year Rather started his newscast with: "A startling number of American children are in danger of starving...." Hardly a night goes by that such a distortion of the news on the TV networks doesn't occur.

Programs such as *A Current Affair* might indeed be "Hollywoodization" of the news. They might even be an insult to one's intelligence, but at least you don't come away from such a program feeling as if you have someone else's "socialist, politically correct agenda" shoved down your throat!—*J. Thomas Lamprecht, president, Atlantic Coast Communications, Greenville, N.C.*

Remembering Don Lee

EDITOR: I'm sure your Willet Brown obituary (Oct. 25) meant to say "one of the largest regional radio networks," not "regional network radio stations," in referring to the Mutual Don Lee Broadcasting System, which, on its own regional broadcasts, was identified simply as the Don Lee Broadcasting System.

The network, named for California's pioneer Cadillac dealer and distributor and group broadcaster, had earlier enabled William Paley to bring his newly acquired Columbia Broadcasting System to the Pacific time zone with but one signature.

Paley benefited further when CBS was able to purchase Don Lee's KTSL ch. 2, now KCBS-TV. As W6XAO, it began, not in 1939, as reported, but in 1931. It was the first television station with a publicly announced schedule of daily broadcasting. And all electronic! One couldn't just go out and buy a set then, of course, but if you weren't able to build one from scratch or assemble a kit, you still could see TV reception on a well-maintained, publicly displayed set at a Cadillac showroom.

By 1939, when scheduled daily telecasting arrived in New York, Los Angeles had a second station, W6XYZ, not KTLA ch. 5, and W6XAO had moved from its original studio-transmitter site atop the old Don Lee Cadillac building at 7th and Bixel, downtown to Mount Lee, where its now-former tower and building still stand above the "Hollywood" sign.

KCAL-TV, related only through Don Lee's radio successor, General Tire, is on channel 9 and began in 1948 as KFI-TV, owned by Lee's longtime automotive and broadcasting rival, Packard dealer and distributor Earl C. Anthony.

The confusion may have come from the fact that its call sign under General was KHJ-TV, after the Don Lee Los Angeles radio stations, now KHHJ and KRTH.

Brown's KGB was also once a Don Lee-owned station, though it was not acquired by General due to the company's nationwide focus and the old seven-station ownership limit. KGB-FM was founded by an interim owner. KRTH is California's oldest FM station.—*Thomas D. Bratter, Los Angeles.*

Datebook

DECEMBER

Dec. 14—"Delivery of Video Over Existing Phone Lines," forum in telecommunications practice sponsored by ***Center for Advanced Technology in Telecommunications.*** Polytechnic University, Brooklyn, N.Y. Contact: Ameena Mustafa, (718) 260-3050.

Dec. 15—***International Radio and Television Society*** Christmas benefit. Waldorf Astoria, New York. Contact: Marilyn Ellis, (212) 867-6650.

Dec. 16—***New York Women in Film & Television*** gala holiday luncheon. Marriott Marquis, New York. Contact: (212) 838-6033.

JANUARY 1994

Jan. 6-8—***Showbiz Expo East.*** New York Hilton and Towers, New York. Contact: (213) 668-1811.

Jan. 10—Deadline for entries for the ***Ohio State Awards.*** Contact: Phyllis Madry, (614) 292-0185.

• **Jan. 14**—Deadline for entries for 1993 ***Peabody Awards.*** Contact: (706) 542-3787.

• **Jan. 14**—Deadline for entries for 1994 Green Eyeshade Awards sponsored by ***Society of Professional Journalists, Atlanta professional chapter.*** Contact: (404) 496-9957.

• **Jan. 14-20**—***National Association of Broadcasters*** winter board meeting. Carlsbad, Calif. Contact: (202) 429-5300.

Jan. 14—***New York Festivals*** international television programing awards presentation. Sheraton New York and Towers, New York. Contact: Anne White, (914) 238-4481.

Jan. 15-18—***MILIA '94*** international multimedia content market. Cannes, France. Contact: Barney Bernhard, (212) 689-4220.

Jan. 21—Deadline for entries for the ***National Academy of Television Arts and Sciences*** 1993-1994 Daytime Emmy Awards. Contact: Trudy Wilson, (212) 586-8424.

• **Jan. 23-24**—***Association of Independent Television Stations.*** Miami. Contact: (202) 887-1970.

• **Jan. 24-27**—***NATPE International.*** Miami Beach. Contact: (310) 453-4440.

Jan. 25-26—***South Carolina Cable Television Association*** convention. Columbia Marriott Hotel, Columbia, S.C. Contact: Nancy Horne, (404) 252-4371.

• **Jan. 29- Feb. 1**—***National Religious Broadcasters.*** Washington. Contact: (703) 549-6990.

Jan. 30- Feb. 1—***North American National Broacasters Association*** annual meeting. Maria Isabella Sheraton Hotel, Mexico City. Contact: Kate Normandeau, (613) 738-6553.

FEB—MAY 1994

Feb. 4-5—***Society of Motion Picture and Television Engineers*** advanced television and electronic imaging conference. Chicago. Contact: Carol King, (914) 761-1100.

Feb. 7—***Nebraska Broadcasters Association*** annual state legislative meeting and hall of fame banquet. Cornhusker Hotel, Lincoln, Neb. Contact: Richard Palmquist, (402) 333-3034.

• **Feb. 7-11**—***34th Monte Carlo Television Festival.*** Monte Carlo. Contact: (33) 93-30-49-44.

Feb. 8-9—***Cable Television of Georgia*** annual convention. Westin Peachtree Plaza Hotel, Atlanta. Contact: Nancy Horne, (404) 252-4371.

Feb. 9-12—Satellite XIII, sponsored by ***Philips Business Information.*** Sheraton Crystal City, Arlington, Va. Contact: (301) 424-3338.

Feb. 10-12—***Satellite Broadcasting and Communications Assn.*** Anaheim, Calif. Contact: (703) 549-6990.

Feb. 23-25—***1994 Texas Show.*** San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

March 18-21—***Broadcast Education Association*** Las Vegas. Contact: (202) 429-5354.

• **March 21-24**—***National Association of Broadcasters.*** Las Vegas. Contact: (202) 429-5300.

April 10-12—***Cableadvertising Bureau.*** New York. Contact: (212) 751-7770.

• **April 15-20**—***MIP-TV.*** Cannes, France. Contact: (212) 689-4220.

• **May 22-25**—***National Cable Television Association.*** New Orleans. Contact: (202) 775-3669.

• **Major Meetings**

Fifth Estater

Jonathan Michael Goodson

As Jonathan Goodson will tell you, it can be difficult growing up in the shadow of a talented and successful father. In this case the father is Mark Goodson, the legendary game show producer.

The younger Goodson, now 48, became chief executive of the company that bears his father's name in March, four months after the death of the man who created such game show staples as *To Tell the Truth, What's My Line?* and *The Price Is Right*.

"He was a really tough employer and triply tough on me," Goodson recalls. "On projects that I developed, he was doubly judgmental, even ornery at times."

Jonathan Goodson joined the family company in 1973 after three years of practicing entertainment law in Los Angeles. It was far from clear then—and for many years—whether Goodson would assume a leadership role.

The elder Goodson wanted to insure that if his son did follow in his footsteps, he would have the skills to do so, but the succession question remained unanswered for almost two decades. "I never really knew, and I think my father wanted to keep me guessing. In the last year or two, I heard he told some [confidants] he thought I would succeed him. It probably wasn't clear in his own mind," Goodson says.

It was an issue the elder Goodson had no problem deferring. "He never thought he would die," or didn't care to think about it, Goodson suggests. "And if he did, then it would be someone else's problem."

Mark Goodson directly influenced his son's career. As a child growing up in New York, Jonathan Goodson recalls going to live game show tapings as well as behind-the-scenes strategy sessions at Goodson-Todman Productions. "I recall the very first telecast of *To Tell the Truth*," he says. "I believe that was the best show my father ever created."

Will Goodson revive it for cable or syndication? "I'd like to find a way to update it and bring it back," he says. The company's agreement with Paramount to produce an updated version of *The Price Is Right* for syndication for fall 1994 also calls for the company to develop a companion program for the following season.

Attending live tapings of game shows as a boy in the '50s was what Goodson calls the "glamorous side" of growing up with a producer-father. "But the most satisfying part was going to strategy meetings and watching the creative sparks fly. Often they would have these meetings at midnight after a taping to fine-tune a format or work on the creative elements. As a kid I was very impressed by that."

President/CEO, Mark Goodson Productions, Los Angeles; b. Aug. 20, 1945, New York; BA, philosophy/psychology, Stanford University, Stanford,Calif., 1967; LLD, Yale University Law School, New Haven, Conn., 1970; lawyer, Mitchell, Silberberg & Knupp, Los Angeles, 1970-73; Mark Goodson Productions, 1973-present; current position since March; m. Nancy Bennett, Nov. 20, 1988; children: Caroline, 16; Alex, 14; Lauren, 13 (from previous marriage); and Stephanie, 2.

Goodson recalls that one of his father's "largest gripes" was that game show producers didn't get the same respect as others who put their creative talents to the test in the entertainment business. "He felt it was unfairly devalued as a form of entertainment. When you do it well, it looks easy, and there's a perception that it's not as hard to do. But it's incredibly difficult to develop an entertaining game show format that is sustainable over time."

At one point, Goodson wanted to be a psychologist. He was accepted for a doctoral program at Harvard in 1967 when his father intervened. "He persuaded me that that was not the life for me. He really twisted my arm on that one," Goodson says. Instead, he went to Yale Law School.

It didn't take Goodson long to find out that lawyering wasn't for him, either. In 1973, he accepted an offer from his father to join the company's business affairs department. But he joined knowing that he wanted to develop and produce programs. "I had to fight for the opportunity to develop program ideas. My father's philosophy was to get the best out of people by making them strive for his approval."

Goodson's first successful game show project, which he co-created and produced, was *Double Dare*. Hosted by Alex Trebek, it debuted on CBS-TV in 1976. His first shot at executive producer came in 1978 with *Card Sharks* on NBC-TV. In the 1980s, he produced network and syndicated game shows, including *Child's Play, Trivia Trap, Card Sharks* and *Now You See It*.

As chief executive of Mark Goodson Productions, Goodson wants to expand the company's base of activities. He already has taken steps to do that, including entering a partnership with Sony Pictures Entertainment and United Video to create a game show channel for cable. The company also is talking to various states about creating TV shows for their lottery programs. A deal is now in place with the Illinois State Lottery. The company also is developing a number of reality programs for syndication and network.

While it expands, the company will play to its strength. Goodson sees the game show channel for cable as a laboratory for developing interactive elements, which he believes will be key to the new generation of game shows.

Goodson believes the performance of *The New Price Is Right* will be a bellwether for future game shows in syndication. "If it doesn't do well, we'll all pay a price," he says. ■

Fates & Fortunes

BROADCAST TV

Helen Mossler, VP, talent, casting, Paramount Network Television, Hollywood, named senior VP.

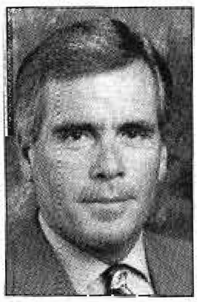
Appointments at Samuel Goldwyn Television, Los Angeles: **Susan Mahmalji,** manager, advertising, promotion, Columbia Pictures Television Distribution, Los Angeles, joins as director, television marketing; **Greg Muller,** account executive, Muller Media Inc., New York, joins as East Coast sales account executive, New York sales office; **Edward Staak,** founder, Pexus System, Grand Rapids, Mich., joins as midwestern sales account executive, Portage, Mich.

Appointments at NBC-TV's *Days of Our Lives*, Los Angeles: **Jeanne Haney,** coordinating producer, named senior coordinating producer; **Janet Spellman-Rider,** associate producer, named coordinating producer.

Sam Cue, VP/controller, Group W Productions, Los Angeles, named senior VP.

Appointments at research department, MCA-TV, Universal City, Calif.: **Jeff Dellin,** research manager, named director, research; **Jay Rowland,** senior research analyst, Paramount Pictures Corporation, Los Angeles, joins as associate director, research; **Jenny Gelbard,** sales assistant, Petry Television, Los Angeles, joins as research analyst; **Heather Solomon,** research assistant, named data coordinator.

Michael Vertz, manager, national broadcast buying, Twentieth Century Fox Film Corporation, Los Angeles, joins Western International Media there as account supervisor.



Kane

Thomas Kane, GSM, WABC-TV New York, named president/GM, WPVI-TV Philadelphia.

Edwin Samuels, VP, management information systems, Sony Music Entertainment Inc., New York, joins Katz Corp. there as VP, information systems.

Bill Vassar, director, marketing, Unitel Video, New York, named VP, marketing, Unitel, New York, and Windsor Digital division, there.

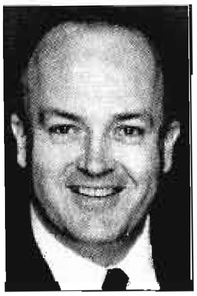
Michael (Moe) Ginsberg, VP, creative services, Steve Sohmer Inc., Los Angeles, joins Electric Ideas, Santa Monica, Calif., as creative director.

Peter Kranzler, national sales manager, NY1, New York, joins Katz National Television there as sales executive.

Virg Jacques, sports anchor/reporter, Chicagoland Television News, Chicago, joins WBAL-TV Baltimore as general assignment reporter.

Denise Dador, co-anchor/South Valley bureau chief, KMPH-TV Fresno, Calif., joins WXYZ-TV Detroit as health reporter.

RADIO



Peterson

Appointments at KHMX-FM Houston: **Donald (Don) Peterson,** GM, KLUC-FM Las Vegas, joins in same capacity; **John Brejot,** national sales manager, named GSM; **Pat Paxton,** program director, WOMX-FM, joins in same capacity.

Mark Gray, VP/sales manager, Katz Radio, New York, assumes similar responsibilities at Katz Radio, Los Angeles.

Rotha Maddox, senior account executive, Christal Radio, New York, named sales manager, Christal Radio, Philadelphia.

Nina Mauro, senior account executive, Katz Radio, Philadelphia, named sales manager.

William Tichenor, account executive, Christal Radio, Dallas, named sales manager.

Ken Ossen, account executive, Katz Radio, New York, assumes similar responsibilities at Katz Radio, Los Angeles.

Deborah Bevilacqua, local sales manager, WMXV-FM New York, named GSM.

Susan Stephens, operations manager, WVLK-AM-FM Lexington, Ky., joins Broadcast Programming, Seattle, as regional sales manager.

Dave Van Stone, program director, KHMX-FM Houston, joins WCOL-FM Columbus, Ohio, as GM.

Mike Love, air personality, WBLS-FM New York, joins WPGC-FM Washington as afternoon personality.

Jim Modelski, executive producer, *Coppock on Sports*, WLUP-FM Chicago, joins WMVP(AM) there as sports director.

Patty Martin, music director, KLOL-FM Houston, joins WXRT-FM Chicago in same capacity.

Ron Harris, director, broadcast operations, KCBI-FM Arlington, Tex., named GM.

Ron Aaron, afternoon drive talk host, WOAI(AM) San Antonio, Tex., joins KZXS-AM there as morning drive talk host.

Appointments at WLIF-FM Towson, Md.: **Peter Clough,** national sales manager, WHFS-FM Annapolis, Md., joins in same capacity; **Khristine Hayes,** technical production assistant, WBFF-TV Baltimore, joins as assistant promotions director.

CABLE

Tom Freston, chairman/CEO, MTV Networks, New York, to receive T.J. Martell Foundation 1994 Humanitarian Award.

Appointments at American Movie Classics, Woodbury, N.Y.: **Mary Murano,** VP, sales, affiliates, named senior VP; **Noreen O'Loughlin,** VP, marketing, named senior VP; **Sandra Shapiro,** director, production, named VP, program development, production; **Nancy La-Perla,** director, marketing, named VP.

Appointments at La Cadena Deportiva Prime Ticket, Los Angeles: **Jon Dubin,** director, sales network integrated programs, Telemundo, there, joins as advertising sales manager; **Juan Navarro,** account executive, KMEX-TV Los Angeles, joins in same capacity.

Appointments at ESPN, Bristol, Conn.: **Diane Cafiero,** supervisor/ sales coordinator, named manager, sales services; **Nanette Moss,** supervisor, national sales, Chicago office, named account service executive, there; **Amy Staniszewski,** sales assistant II, New York office, named account service executive, there; **Janis Rusek,** sales assistant, named associate account executive, southeast; **Karen O'Bernier,** sale editing, billing analyst, named senior affiliate revenue analyst; **Thomas Picard,** senior affiliate revenue analyst, named staff accountant; **Suzanne Heintz,** electronic graphic designer I, named electronic graphic designer II; **Ronald Huff,** senior electronic graphic operator, named graphics manager; **Russell Lipkin,** electronic graphic operator I, named electronic graphic operator II; **Carlton Pitts,** electronic graphic operator II, named senior electronic graphic operator.

Ron Fischmann, senior VP, local advertising, Cabletelevision Advertising Bureau, New York, leaves at end of the year.

TECHNOLOGY

Appointments at Avid Technology, Tewksbury, Mass.: **Paul Basson,** VP, European operations, named VP, worldwide field operations; **Paul Madden,** director, engineering, professional products, named VP, engineering.

Mark Olingy, operations manager, WCIV-TV Mount Pleasant, S.C., joins Harris Allied, Florence, Ky., as studio systems sales engineer.

ADVERTISING

Denise Kalfayan, VP, DDB Needham Worldwide, Chicago, named management representative.

Joel Fineman, senior VP/group account director, Burkhardt & Christy, New York, named executive VP, account services.

Stan Samples, senior account executive, Bigleow & Eigel Inc., Atlanta, named account supervisor.

Appointments at Temerlin McClain, Dallas: **Ellen Dedman,** junior art director, named art director; **Mary Cloutier,** media director, Levenson & Hill, Dallas, joins as group media director; **Denise Cumberland,** media supervisor, Long, Haymes, Carr & Lintas, Winston-Salem, N.C., joins as associate media director; **Andrea Bender,** media planner, Western International Media, Los Angeles, joins in same capacity.

Appointments at Ward Communications Inc., Dallas: **Lydia Cocergine,** media buyer, BloomFCA!, Dallas, joins as senior media buyer; **Karen Hansen,** media buyer, Temerlin McClain, Dallas, joins in same capacity; **Wendy Sinzinger,** sales assistant, Katz Television, Dallas, joins as media assistant.

Troy Blewett, manager, marketing services, Trane Company, LaCrosse, Wis., joins Bader Rutter & Associates Inc., Brookfield, Wis., as senior writer.

INTERNATIONAL

Tony Skinner, executive producer, *Sale of the Century* and *Wheel of Fortune*, Grundy Entertainment, New Zealand, named VP, production, Grundy Entertainment, Asia.

DEATHS


Ameche

Don Ameche, 85, Oscar-winning actor, died Dec. 6 of cancer at his son's home in Scottsdale, Ariz. In a career that spanned six decades, Ameche got his start in Chicago radio in the early 1930s in such series as *Betty and Bo* and *Grand Hotel* and as Mr. First Nighter on *The Little Theatre of Times Square*. He and Frances Langford portrayed squabbling husband and wife in "The Bickersons," a skit on the *Charlie McCarthy Show*. In 1946 NBC turned the skit into a series on its Sunday night lineup. The show moved to CBS for Old Gold in 1947. Ameche made the transition to film in 1936. He is best known for his starring role in "The Story of Alexander Graham Bell." In 1983 his second film career began with a role in "Trading Places." His role in "Cocoon" earned him an Academy Award in 1985. Ameche's TV credits included *Take a Chance* (NBC), 1950; *Startime* (Dumont), 1950-51; *Holiday Hotel* (ABC), 1950-51; *Don Ameche Playhouse* (ABC), 1951; *The Frances Langford-Don Ameche Show* (ABC), 1951-52; *High Button Shoes* (NBC), 1956 and *International Showtime* (NBC), 1961-65. Survivors include his wife, Honore, four sons and two daughters.

Bernard Windon, 53, senior VP, corporate communications, Ameritech, Chicago, died Dec. 8 after collapsing in his office there. He was named to his Ameritech postion in March of this year. Previously, he had been VP, corporate communications, for General Instrument Corporation. Survivors include his wife, Holly, a son and a daughter.

J. William Knodel, 89, former chairman/CEO, Avery-Knodel, New York, died Dec. 2 of leukemia at North Pueblo Hospice, Scottsdale, Ariz. Knodel co-founded the TV station rep firm in 1945. Prior to that, he was VP of Free & Peters, Chicago. He retired as chairman/CEO of Avery-Knodel in 1984. Survivors include his wife, Edith, and one daughter.

William Irving (Irv) Sharp, 78, veteran Roanoke, Va., broadcaster, died Nov. 25 from complications of pneumonia at Friendship Manor Nursing Home there. Known as "Cousin Irv," he began his career on WDBJ(AM) Roanoke, Va. He gained national attention when a fledgling soft drink company, Dr. Pepper, picked up Sharp's program and aired it on 100 stations in the mid-1940s. In 1955 he moved to WDBJ-TV, where he hosted *Top o' the Mornin'* (later named *Mornin'*). Sharp retired in 1983 but continued to host the program until treatment for a heart condition forced him to stop. Survivors include his wife, Mary Lee, a son and six daughters.

Errata

BROADCASTING & CABLE's announcement (Nov. 1) that it would be the official producer of the 1994 NAB convention's in-hotel and convention center TV program incorrectly used the title "NAB TV News." The correct title will be "NAB Today." We regret any confusion this may have caused.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 28. Numbers represent aggregate rating average/stations/% coverage)

1.	Wheel Of Fortune	13.8/220/96
2.	Jeopardy!	12.1/206/96
3.	Star Trek	11.9/246/99
4.	Oprah Winfrey Show	10.1/227/98
5.	Star Trek: DS9	9.4/237/99
6.	Wheel of Fortune-wknd	8.5/179/79
7.	Entertainment Tonight	8.4/176/94
8.	Portfolio XV	7.5/197/97
9.	Inside Edition	7.4/160/90
10.	Roseanne	7.2/177/96
11.	Baywatch	7.0/193/95
12.	Married...with Children	6.9/182/95
13.	ET-Thanksgiving	6.3/163/91
13.	Hard Copy	6.3/158/91
15.	Hard Copy Spc	5.6/145/87

Radio revenue: still climbing

Radio station revenues grew 5% in October compared with 1992 levels, continuing a surprisingly strong growth pattern in 1993 that has year-to-date revenues pacing 8% ahead of 1992. For the first 10 months of 1992, local revenue is up 9%, and national spot is up 7%, according to the monthly revenue report issued by the Radio Advertising Bureau.

For October, national revenue exceeded 1992 levels by 6%, and local revenue was up 5%. Industry observers had expected growth to slow a bit in October because spending in October 1992 was buoyed by political campaigns. **—PV**

Genesis Entertainment is expanding its kids programing lineup for next year. It will launch a weekly one-hour cartoon block of *Fantastic Four* and *Iron Man* from co-owned Marvel Productions. Last year, Marvel created Fox's *X-Men*, which emerged as the season's big kids hit. Genesis also said that *Biker Mice from Mars* would go to strip in the fall of 1994.

News Corp. Chairman **Rupert Murdoch met with Vice President Al Gore** last week to discuss broadcasters' place on the information superhighway. Gore, who is spearheading government efforts to promote the highway, has been meeting with a range of business leaders. Murdoch is believed to have made the point that if telcos and cable are given any competitive breaks, broadcasters also should be free of regulatory constraint.

The Cable Telecommunications Association (CATA) urged Congress to be patient in waiting for many of the changes expected to result from the Cable Act of 1992. Responding to a letter written recently by Senator Ernest Hollings and 34 other senators admonishing the FCC and cable companies, CATA President Steve Effros says the rules are still being written and rewritten. "We will all have to await clarifications, reviews and, hopefully, simplifications," he says, "before we can expect the full results of this all-encompassing reregulation to have its intended effects without injuring consumers."

When Infinity Broadcasting's agreement to run both Westwood One and Unistar Radio Networks was announced, **Infinity President Mel Karmazin** said he had no plans to combine the operations of the two networks. But he told a group of Wall Street analysts last week that there are numerous areas for potential consolidation, such as combining affiliate relations departments. Asked if he had changed his plans for the networks, Karmazin said no, and that the consolidation plans were drawn up only as a backup plan in the event that cost cutting is required at the networks.

FCC Chairman Reed Hundt promised Senate Commerce Committee Chairman Ernest Hollings that he will "accelerate enforcement efforts" of the agency's new cable regulations. Hundt, in a letter to Hollings, also says he'll devote much of his time over the next two months to "ensuring that the regulations which we will be issuing will make whatever changes are necessary to ensure that consumers benefit from the 1992 Cable Act." Hundt is responding to an earlier letter from Hollings and 34 other senators asking the FCC to further reduce cable rates and step up enforcement of its regulations. Hundt also told Hollings that he's asked FCC staff to provide a detailed response to the "specific concerns" raised in the senator's letter.

Boston University Communications, owner of nonaffiliated commercial independent WABU-TV Boston (ch. 68), **is acquiring dark stations WCVX-TV** (ch. 58) Vineyard Haven-Cape Cod **and WNHT** (ch. 21) Concord, both Massachussetts, as satellites. The purchase, for an undisclosed price, allows the WABU-TV to "achieve signal coverage parity with our competition," according to station president/GM Robert Gordon.

Not even the Pentagon, it seems, can stop Rush Limbaugh. U.S. Armed Forces Radio, after initially saying its listeners had little interest in hearing Limbaugh's daily radio

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show, reversed field last week. Beginning Jan. 3, the military radio network will air one hour per day of Limbaugh's three-hour show. U.S. Representative Robert Dornan (R-Calif.), who sometimes fills in for Limbaugh, led a campaign to get him on the Armed Forces network.

The latest on the long-running effort to get cameras in federal courts: The Judicial Conference Committee on Court Administration and Case Management last week **recommended that the U.S. Judicial Conference extend through 1994 the ongoing experiment permitting TV coverage of federal civil proceedings.** Steven Brill, president and editor in chief of Court TV, said he was generally encouraged by the extension. "I think what they're going to do—and I hope what they're going to do—is look more at the positive benefits that came out of this, and in effect, gather more evidence to turn the experiment into a nationwide effort to have cameras in the court."

Direct-broadcast satellite service **DirecTv has signed a deal with Encore** enabling the company to offer Encore's six new thematic multiplex movie channels when the channels launch in 1994.

Distribution for USA Networks' **Sci-Fi Channel has just passed the 15 million subscriber count,** according to A.C. Nielsen data supplied by the network. The channel launched 15 months ago with 10 million households on Sept. 24, 1992.

Ed Frazier has been promoted from president/CEO of Affiliated Regional Communications to **president of Liberty Sports,** a company with investments in 13 regional sports networks and national programing service Prime Sports Channel Networks.

Errata: There were several errors in a story about GM Hughes Electronics unit DirecTv in the Dec. 6 issue. James Ramo is a senior vice president. Senior Vice President L. William Butterworth was omitted from a list of executives. The advertising is being handled by Lintas Campbell-Ewald. DirecTv will control 27 transponders with compression ratios of 4-1 and 8-1.

Hollywood hugs back

Several members of the Hollywood community were reacting positively last week to President Clinton's speech on media responsibility (see "Washington Watch"), something of a switch from the usual reaction to the topic of violence as broached by Washington.

"I thought he did a sensational job," said NBC Entertainment President Warren Littlefield. "There was no finger-waving or admonishing. He did a wonderful job of telling us we are privileged in our job of entertaining. But he noted that there are a lot of people out there without a value system, and we should keep in mind what messages we're giving them."

"It sounded like a subject that he had given a lot of thought to," said Brad Grey, co-chairman, Brillstein-Grey Entertainment. "I found what he had to say to be accurate and succinct. His message was that we all have a responsibility to at least examine content and weigh what our responsibilities are." Grey said Clinton's remarks were welcomed by the group, which has at times felt it was being attacked as the source of many of the country's ills. "It's been difficult, because many people really have their antennas up and feel they're being targeted," he said.

Littlefield agreed, saying that the President's remarks differed from the recent rhetoric coming from Congress and Attorney General Janet Reno's office. "Most of the creative community has been talked down to and admonished. He embraced us," he said. **—SC**

DALLAS

Fox tackles football

NFL negotiations apparently have a new player. Fox made a pitch for rights to the National Football League games last week in Dallas. Ongoing negotiations for rights involving CBS and NBC have been contentious, with networks looking to pay less, given the track record of the package over the past several seasons.

HOLLYWOOD

Stern talk

The latest rumor out of Hollywood regarding the future of Howard Stern is that the controversial radio host is being pursued by Paramount Pictures to sign an overall motion picture and television deal. According to sources, the pact would include a television talk show.

CHARLESTON

What price news?

Curious about what money changes hands when an affiliate TV station produces a newscast for a co-located independent? A recent prospectus filed by Norman Lear's Act III shows that its independent, WTAT(TV) Charleston, S.C., buys a half-hour newscast from co-located CBS affiliate WCSC(TV) for $8,333 per month plus 40% of the "net cash flow" derived from the program.

NEW YORK

Red lining 'Redbook'

Hearst is rethinking plans to bring a new program to market based on *Redbook* Magazine. The company was talking with ABC-TV about the show, but the network went with *Mike & Maty*. Alternatively, Hearst executives told some station officials they might bring it to syndication for 1994, but last week a Hearst spokeswoman said the show was not in development for a 1994 syndication launch.

Drawn for BROADCASTING & CABLE by Jack Schmidt

"The launch is a bust. The solar panels got gummed up by all the hairspray up there."

Why it's called presidential

The President was a guest at Hollywood's house a weekend ago, speaking to a group of movers and shakers at a fundraiser. As such, we did not expect him to harangue his hosts. Still, with Attorney General Janet Reno's threats of content regulation ringing in our ears, we were prepared to man the battlements against an attack on the media, however subtle.

Refreshingly, the President identified himself as an unabashed television lover, and not only of the public affairs and cultural programing that is the concession of the cultural elitist. Clinton spoke to his audience not of what television has done *to* the country, but of what it has done *for* it. "You have clearly, many of you, reinforced the awareness of our obligations to our environment, and we have begun to change in fundamental ways. You've helped to battle world hunger and make people more realistic, as well as caring, about AIDS." Given that power to change behavior, said the President, "What I ask you to do is to join a partnership with me, not to stop entertaining or even titillating, not to stop frightening or thrilling the American public, but to examine what together you might do to simply face the reality that so many of our young people live with, and help us as we seek to rebuild the frayed bonds of this community."

The appeal of the President's message came in his treatment of television and movies, not as the old problem but as part of a new solution. He did not suggest that irresponsible television was to blame for the troubles in society. He suggested instead that a troubled society could be rebuilt with the help of responsible television, and in fact could not be rebuilt without that help.

While we remain wary of any joint government/media efforts, we find no fault with the President's call for a re-evaluation of TV's priorities as undertaken by TV executives themselves. No responsible broadcaster or cablecaster—or citizen, for that matter—can avoid the ugly truth of violence in society. The industry has responded to the needs of the national community before, emphasizing safe-sex storylines and de-emphasizing depictions of drug use and smoking, and not because it was the law of the land—it wasn't—but because it was the responsible thing to do.

We need your help, said the President eloqently, without appearing to lay blame or threaten to regulate his audience into submission. On those terms, his is a request worth considering.

Knockdown

A panel of judges for the U.S. Court of Appeals, eighth circuit, is the latest to take a sledgehammer to the scarcity rationale (there should be nothing left but rubble by now). The court upheld a lower court and threw out a challenge by the Arkansas AFL-CIO to the FCC's repeal of the fairness doctrine. The RTNDA and NAB were hailing the victory, and with reason, given the court's language. "There is something about a government order compelling someone to utter or repeat speech that rings legal alarm bells," concluded the court. That bell should be tolling the death of the doctrine.

Mr. Watson, come here. I want to bet on the fifth.

We confess to some dismay over Ray Smith's enthusiastic announcement that Bell Atlantic plans to put off-track betting and lotteries into every American home. That on the heels of John Malone's cheerleading for the cash that will flow from real-time video gaming for prizes.

It's long been asked what the telephone companies would bring to the party. The dice, it would appear.

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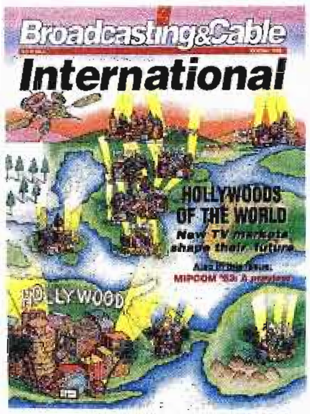

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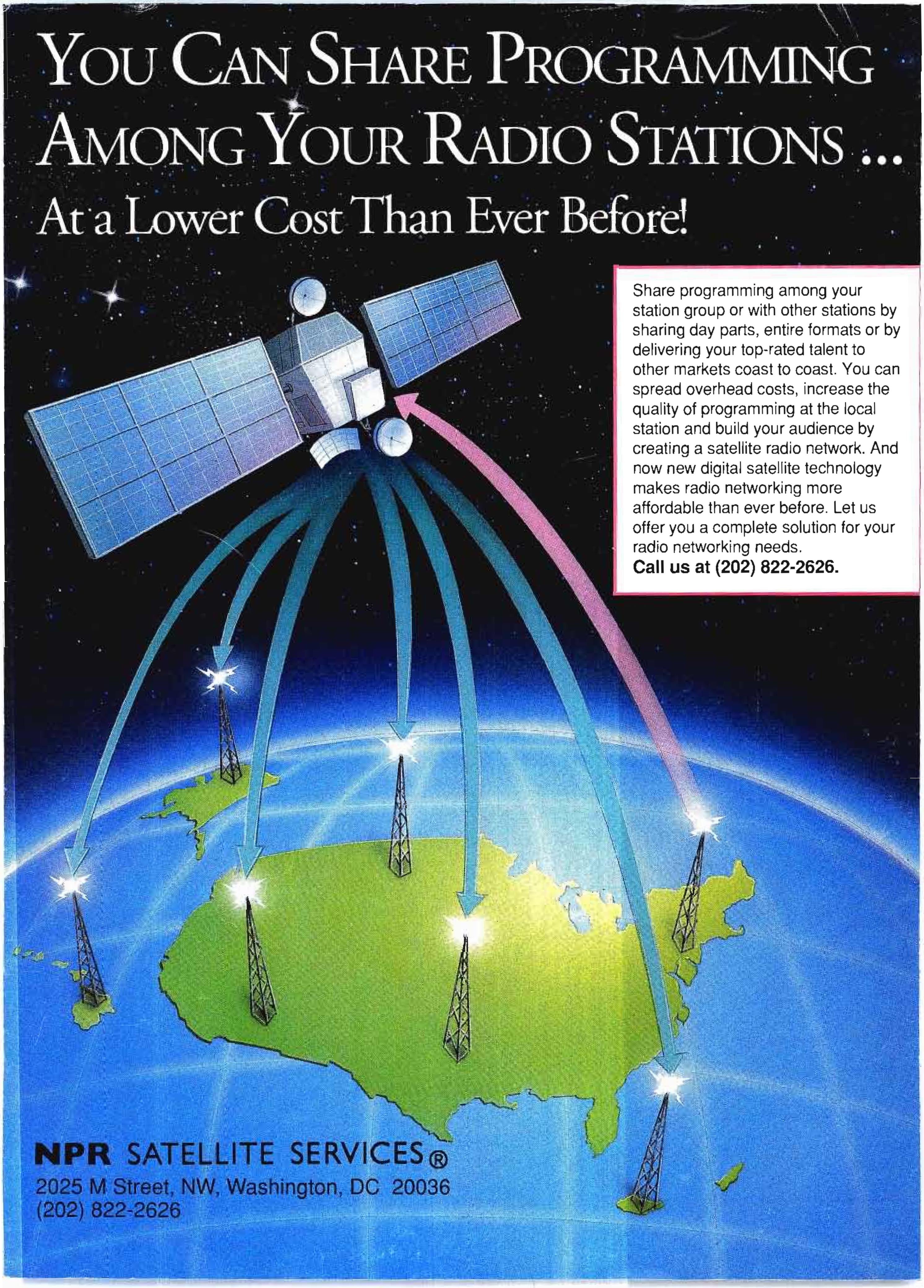
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