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Broadcasting & Cable

The Newsweekly of Television and Radio

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FORECAST 1994

GETTING AHEAD OF THE FUTURE

PAGE 26

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"With 'ENT,' I considered the credentials of David Nuell and Av Westin, plus the success of Time Warner and knew that this one was worth acquiring for access..."

RUSTY DURANTE
VICE PRESIDENT, GENERAL MANAGER
KVVU-TV
Las Vegas



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"I've been doing this for 25 years and I'm not impressed with pilots. If a show has a pilot it's almost always different by the time it hits air anyway. And what pilot isn't the best episode that can ever be produced.

The thing that I consider the most important are the credentials of the people behind the show and the backing of the company that's bankrolling it. You have to ask what is the track record of the people who will be producing the program 52 weeks a year. And what's the concept. With ENT, I considered the credentials of David Nuell and Av Westin, plus the success of Time Warner and knew that this one was worth acquiring for access on KVVU."

RUSTY DURANTE

VICE PRESIDENT, GENERAL MANAGER
KVVU-TV
Las Vegas

ENT

ENTERTAINMENT NEWS TELEVISION

TIME-TELEPICTURES
Television



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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

1994 syndication menu What's new at NATPE? In strips, try *Entertainment News Television*, *Can We Shop?!*, *Boogie's Diner* or *3-2-1 Contact*. As for weeklies, look for *Secrets of the National Enquirer*, *News for Kids*, *Baby Huey* and *Lonesome Dove: The Series* among the many listings presented. / 6

Taking the pulse of buyers Nearly half of the broadcast TV general managers responding to a survey say they expect to shop for syndicated programs at the NATPE International convention. Among the hottest prospects cited in the survey are *Susan Powter*, *The New Price Is Right*, *Robocop* and *Thunder in Paradise*. / 6

Charting syndicated success Syndicated magazines *Hard Copy* and *A Current Affair* staged a comeback during the November sweeps. Among talkers, the best growth stories were *Jenny Jones*, *Ricki Lake* and *Montel Williams*. / 10

Pitching to older viewers While Fox's pitch to the NFL was that it could bring a younger audience to football, the network really is hoping that NFL will bring in older viewers. The network made a loss-leader deal to do so. / 14

CBS mourns NFL loss CBS and affiliate executives are in a major funk over the loss of the NFL. While CBS Sports will lay off employees, it's too early for affiliates to project the effect on their revenues. It depends on what the network comes up with as replacement programming, they say. Some affiliates also say they will consider syndication and local programming options. / 15

Price war As NBC and CBS entered the final round of negotiations with the NFL over four-year rights pacts, it looked as if the networks might win price cuts of 10% or more. Then Fox entered the game, with record-setting bids of \$300 million a year for the NFC and \$210 million a year for the AFC. / 18

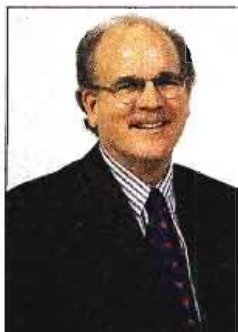


While CBS adjusts to the loss of NFC coverage, Fox intends to stake a claim as a major network player. / 14

COVER STORY

Getting ahead of the future

Dramatic events in telecommunications in 1993 forced all top media executives to become futurists—if only to assure themselves a continued place in the rapidly evolving business. BROADCASTING & CABLE talked to a dozen of them, including Robert Wright, president of NBC, Joseph Collins, chairman of Time Warner Cable, and Mel Karmazin, president of Infinity Broadcasting. / 26



NBC's Robert Wright weighs in with his prediction for 1994. / 26

PROGRAMMING

Watts replaces Brown

King World Productions will replace freshman talker *The Les Brown Show* with *Rolonda Watts* in many of *Brown's* time periods, effective Jan. 17. King World claims to have more than 75% of the country sold on *Rolonda*. / 42

FX launch delayed

Fox Inc.'s basic cable network, FX, again is pushing back its March 1 launch date—this time to June 1—as it continues to negotiate carriage agreements with cable operators. Meanwhile, FX says that it has acquired some 1,300 hours of off-network programming for the general entertainment channel. / 42

Count Zodiac out

Zodiac Entertainment is leaving the first-run production business. The company has been forced out by dominant studios, established syndicators and toy companies, says President Kevin Morrison. "Unless you have the power of a major studio behind you, or the kind of leverage that comes with toy-driven programs, the domestic market cannot give us the return we need on our production investment," he says. / 45

Games afoot at Paramount

Four of Paramount Station Group's seven owned independents have begun testing a new interactive game show. Viewers play along through their telephones with several popular video games during the half-hour strip. Each station localized the format with advertising co-sponsors. / 45

"1994 will be the year that at CBS the NFL stands for No Football Losses."

—Howard Stringer, president, CBS/Broadcast Group

JAN. 3, 1994

BET signs with Blockbuster, Baruch

Black Entertainment Television is furthering its ambitious expansion plans with separate partnership agreements with top video retailer Blockbuster Entertainment and syndicator Baruch Entertainment. The new venture will fund, produce and distribute low-cost family-oriented films for various venues. / 65

BUSINESS

New World for Ronald Perelman

A recent SEC filing shows what happened to Ronald Perelman's acquisition of New World and what he intends to do with his new conglomerate. / 46

DBS launches prices

Direct-broadcast satellite service in the U.S. initially will be marketed in eight to 10 markets, and typical subscription fees probably will be roughly \$30 per month. / 47

California MSOs seek buyers

ML Media and Western Communications, both with multiple systems in the Golden State, are considering looking for buyers. ML serves 133,000 California subscribers; Western has nearly 322,000. / 47

RADIO

Sosson buys NewMarket

In a deal that creates a new player in medium-market radio, George Sosson's Radio Equity Partners announced plans to buy all of NewMarket Media's 11 stations, including recently formed duopolies in New Orleans, Oklahoma City, and Memphis, Tenn. / 50



On the Cover:

Twelve views of the media world in 1994: "Customers are searching for full-service telecommunications providers"; "This year the phone companies will discover they know less about programing than they thought." / 26

Photo Illustration by Stock Imagery

Fritz selling Detroit AM-FMs

Fritz Broadcasting plans to sell Detroit stations WXYT(AM) to Infinity Broadcasting and WMXD-FM to Booth-Broadcast Alchemy for a combined \$45 million. Contracts are expected to be signed by the middle of this month. / 50

WASHINGTON

Full speed ahead on superhighway

Congress and the White House, led by Vice President Al Gore, are speeding up efforts to enact legislation aimed at stimulating the development of a modern telecommunications infrastructure. The administration wants to remove restrictions on the nation's telecommunications companies. / 51



Vice President Al Gore says superhighway details due soon. / 51

Commercials adding up

Broadcasters once again are at odds with consumer and public interest groups, this time over an FCC inquiry into whether the agency should reimpose commercial time limits on TV stations. / 52

ADVERTISING & MARKETING

Ratings loss expected with NFC move

Ad agency executives say a ratings fall is certain when the NFC moves to Fox, which will be reflected by lower prices for NFC inventory. With Fox's weaker station lineup, ratings could go down as much as 15%, one agency official says. / 54

Home Shopping goes international

The Home Shopping Network and TCI will unite for a joint venture in the international electronic-retailing arena. Home Shopping Network International will compete against QVC, which recently launched in the UK and Mexico. / 54

Country music sings PSA tune

The country music industry has launched a public service campaign to combat AIDS in rural communities. The campaign of television, radio and print PSAs features 46 stars and will cost \$200,000. / 55

Changing Hands	48
Closed Circuit	69
Datebook	65

Editorials	70
Fates & Fortunes	67
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For the Record	62
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Top of the Week

IT'S ALL TOGETHER NOW

The syndication menu for 1994

PROGRAM (Distributor) TERMS (nat./local barter split)

FIRST-RUN STRIPS

TALK SHOWS

Can We Shop?! (Tribune)	2/8 barter + revenue sharing
Gordon Elliott (Twentieth)	Cash + 3.5 min. barter
Jones & Jury (Group W)	Cash + 1.5 min. barter
Judge & Jury (Buena Vista)	Cash + 3 min. barter
Rolonda Watts (King World) *	Cash + 3 min. barter
Susan Powter (Multimedia)	3/3.5 barter
Dennis Prager (Multimedia) *	3/3.5 barter
Shirley Solomon (DLT Entertainment)	Cash + 1 min. barter
Suzanne Somers (MCA TV)	Cash + 3 min. barter
Mo Gaffney (Twentieth)	Cash + barter

REALITY-BASED

Entertainment News Television (Warner Bros.)	Cash + 1.5 min. barter
--	------------------------

GAME SHOWS

Here Comes the Bride (Promark) *	TBD
--	-----

PROGRAM (Distributor) TERMS (nat./local barter split)

The New Price Is Right (Paramount)	Cash + 1 min. barter
Trivial Pursuit (MTM)	Cash + 1 min. barter
Truth or Tabloid (Group W) *	Tentative, deal not set

COMEDY/VARIETY

Last Call (MCA TV)	3.5/3.5 barter
The Newz (CEI Partners) ...ChrisCraft/United TV group launch pac	
Boogie's Diner (MTM) *	3/3.5 barter

CHILDREN'S

2150: The New Explorers (Worldvision) *	TBD
3-2-1 Contact (All American)	2.5/3.5 barter
Aladdin (Buena Vista)	3/3 barter
Cybertron (Saban) *	2.5/3.5 2nd & 4th qtr., 3/3 1st & 3rd qtr.
Double Dragon (Bohbot)	2.5/3.5 barter
Exosquad (MCA)	2.5/3.5 barter
Mighty Max (Bohbot)	2.5/3.5 barter
Power Boy (All American) *	2.5/3.5 barter
Transformers Generation 2 (Claster) ..2/4 4th qtr., 3/3 1st-3rd qtr.	
Voltron (Summit)	2/4 4th qtr., 2.5/3.5 1st-3rd qtr.

Taking the pulse of buyers

By Steve McClellan
and Mike Freeman

The syndicated program buying season is here, and according to an exclusive survey conducted by BROADCASTING & CABLE, many stations expect to have their shopping done by the time the NATPE International convention starts on Jan. 24. The survey of general managers around the country reveals that 42% of those responding say their 1994 program shopping will be completed before NATPE.

The good news for syndicators selling shows on the NATPE exhibit floor is that 46% of the GM's responding say they *do* expect to shop at NATPE for 1994 programs.

Among the hottest prospects cited by GMs in the survey were *Susan Powter* and *Gordon Elliott* in the talk category; *The New Price Is Right* in

game shows, and *Robocop* and *Thunder in Paradise* in action-hours.

More than three dozen daily strip and weekly series projects have been rolled out into the marketplace during the past few months. Two genres, children's programming and action-adventure series, have shown the most ratings growth and account for much of the most recent development activity (see chart above).

At last count, there were 13 new weekly action-drama series being prepared for launch in 1994. Combined with a dozen incumbents, there may be as many as 25 first-run action hours (including six athletic competition programs) by next fall.

And more are on the way. Sources say Stephen J. Cannell Studios will soon announce two new syndicated dramas, *Hawkeye* and *Peepers*. The first is said to be a "frontier" action



hour based on writings by 19th-century author James Fenimore Cooper. The latter is reportedly an anthology.

New York-based Select Media is said to be in production on another action hour, *Blade Runner*.

The BROADCASTING & CABLE survey also indicates that the mix of station buyers attending the NATPE convention will be balanced among large, medium and small markets. Conventional wisdom says larger market stations make their buys before the convention. But half of the respondents to the survey from top-20 markets say

FIRST-RUN WEEKLIES

REALITY-BASED

24/Seven (Network Ventures) *	7/7 barter
The Computer Guy (Pandora Int'l) *	3.5/3.5 barter
Cool People, Hot Places (DCL Media) *	7/7 barter
Escape (Litton) *	TBD
The Extraordinary (MG/Perin) *	7/7 barter
Time 2 Generate [formerly Generation X] (MCA TV)	7/7 barter
Trauma Center (Twentieth Television) *	TBD
Haven (Saban)	3.5/3.5 barter
Secrets of the National Enquirer (CEI Partners)	TBD
Sports Styles (New Line Television) *	TBD

ACTION-ADVENTURE/DRAMA SERIES

Babylon 5 (Warner Bros./PTEN)	9/5 barter
BeachQuest (All American)	7/7 barter
Blade Warriors (Select Media) *	TBD
Forever Knight (Columbia) *	TBD
Hawkeye (Cannell) *	TBD
Heaven Help Us (Worldvision/SPN)	9/5 barter
Lonesome Dove: The Series (Rysher TPE)	9/5 barter
Peepers (Cannell) *	TBD, half-hour
Robin's Hoods (Worldvision/SPN)	9/5 barter
Robocop: The Series (Rysher TPE)	9/5 barter
Thunder in Paradise (Rysher TPE)	9/5 barter
Wild West Showdown (Samuel Goldwyn)	7/7 barter
World Martial Arts Federation (Summit) *	6/8 barter

PROGRAMING BLOCKS

The Disney Afternoon (Buena Vista)	3/3 barter
Family Network (MTM)	7/7 barter
Prime Time Entertainment Network (WB)	9/5 barter
Spelling Premiere Network (Worldvision)	9/5 barter
Universal Action Network (MCA TV)	14/10 barter

CHILDREN'S/TEEN SERIES

Baby Huey (Claster) *	2.5/2.5 barter
Battle Tech (Saban) *	2.5/3 barter
Camp Gladiators (Samuel Goldwyn) *	2/3 barter
Children's Plus Network (Multimedia)	Cash
Creepy Crawlers (Saban) *	2.5/3 barter
Erik the Viking (Bohbot) *	2.5/2.5 barter
Fantastic Four (Genesis) *	2.5/2.5 barter
Family Children's Network (New Line)	TBD
Highlander: The Animated Series (Bohbot)	2.5/2.5 barter
Ironman (Genesis) *	2.5/3 barter
King Arthur & The Knights of Justice (Bohbot) *	2.5/2.5 barter
The M3D-TV Show (Zodiac) *	2.5/2.5 barter
Monster Force (MCA TV) *	2.5/2.5 barter
Mutant League (Claster) *	2.5/2.5 barter
News for Kids (Mansfield Television) *	2.5/2.5 barter
Nubeluz (DCL Media/Post-Newsweek) *	6/6 barter
Phantom 2040 (Hearst) *	2/3 4th qtr., 2.5/2.5 1st-3rd qtr.
Sweet Valley High (Saban) *	3.5/3.5 barter
Toby Terrier & His Video Pals (Summit) *	2.5/2.5 barter
Voltron (Summit)	2.5/2.5 barter

FOOTNOTES: Asterisk (*) appearing after show listing denotes that program is late-breaking development within past two months (as of Dec. 30, 1993); TBD = barter terms or series launch to be determined later. Sources: *Selltel*, program suppliers, various sources.

Among new talk programs, Multimedia's 'Susan Powter' (l) was cited most often (20%) by general managers in a BROADCASTING & CABLE survey as a show they would consider purchasing. 'Gordon Elliott' was the second hottest talk prospect, with 17% reporting they might buy that show. Among game shows, Paramount's 'The New Price Is Right' (r) was cited most often as a possible purchase (34%). No other game show came close. Among new weeklies, Rysher's 'RoboCop' (far right) was cited most often as a possible purchase (16%). Runner-up was 'Thunder in Paradise' with 13%.



they will shop for programs at NATPE. But don't expect buyers to spend money like drunken sailors at this year's convention. More than 45% said that their program acquisition budgets are flat for 1994. Roughly 30% report budget increases, and 23% report budget declines for the year. For those reporting a budget increase, the average gain is roughly 10.5%. Among those with a budget decline, the average drop is approximately 12.5%. Meanwhile, children's program development is active for the second consecutive year. Last year's buzz-

word for the genre was "FCC friendly," and this year's development appears prompted in part by the low ratings and anticipated shakeout in that category. There now are at least 10 children's strips and 20 children's weekly series being developed for 1994 debut. Several distributors are trying to capture some of the ratings gold that producer Saban Entertainment hit with *Mighty Morphin Power Rangers* on the Fox Children's Network this fall. Saban has created a syndication spin-off called *Cybertron*. Two weeks

ago, All American Television and DIC Animation City announced their own live-action sci-fi entry, *Power Boy*. DCL Media, Dallas, and Post-Newsweek Stations have teamed up to launch a new music variety weekly called *Nubeluz*. Like *Xuxa*, *Nubeluz* is based on a South American series created five years ago in Lima, Peru. BROADCASTING & CABLE's station survey was sent to 1,100 TV station general managers. The findings are based on 230 usable responses. Additional survey results will follow in upcoming issues. ■



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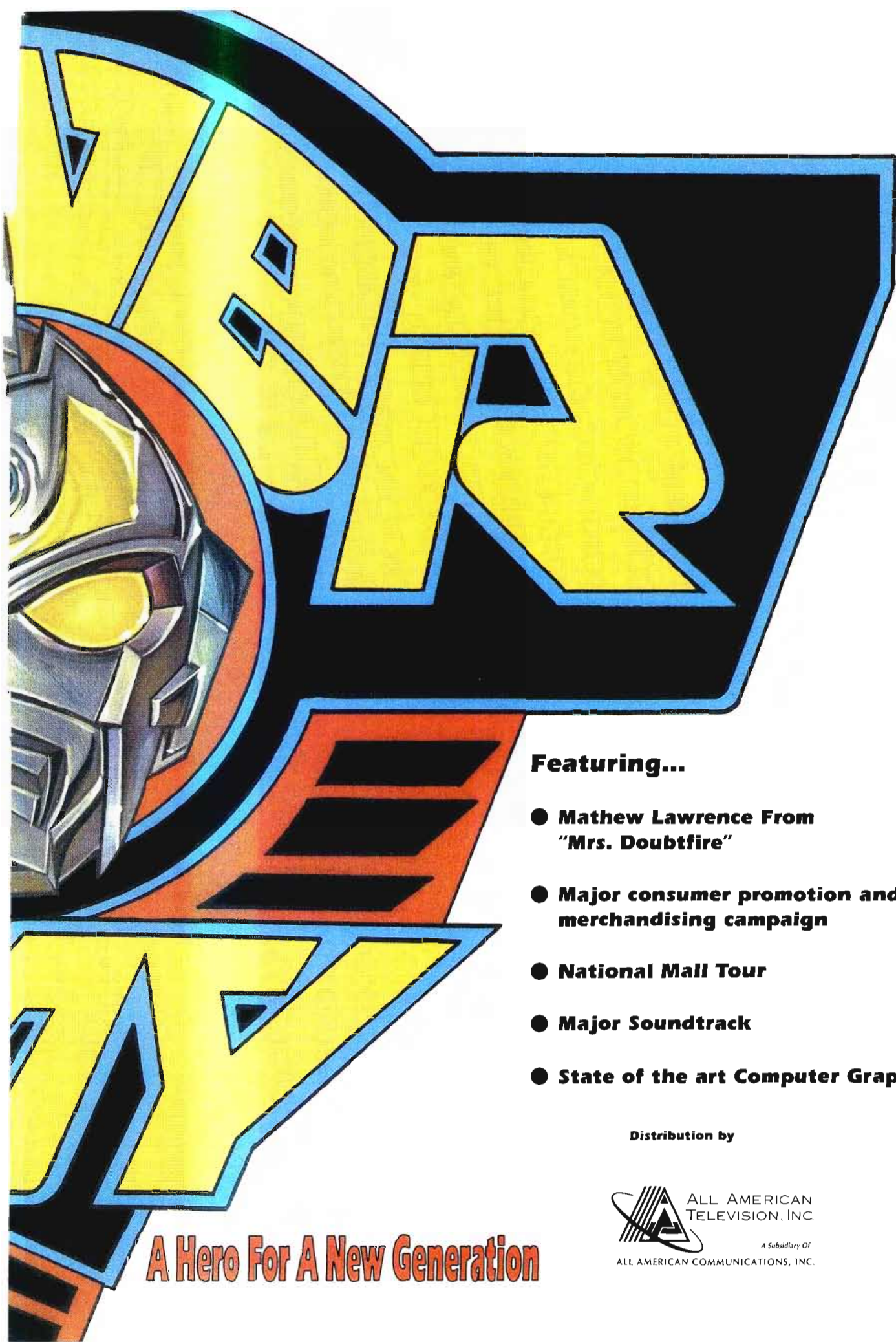
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A Hero For A New Generation

Charting syndicated success

Among winners in Petry survey of November sweeps are 'Roseanne,' 'Hard Copy,' 'Current Affair,' 'Cops'

By Steve McClellan

Syndicated magazines *Hard Copy* and *A Current Affair* staged a comeback during the November sweeps, when both shows turned in their best performance in months, according to a Petry Television analysis.

In the talk category, *Regis & Kathie Lee* led again in daytime, while *Oprah* continued to reign supreme in the afternoon. Among other talkers, Petry reports that *Jenny Jones*, *Ricki Lake* and *Montel Williams* had the best growth stories.

Among sitcoms in early fringe, *Roseanne* was top in households and showed growth across the board in key demographics. *Full House* was second, also showing strong growth, including first place among teens. *Married...with Children* was third, with growth in households and young men. In access, *Full House* was first and *Roseanne* second in household rankings, while *Family Matters* was third. *House* was again top with teens.

In recent sweeps periods, *Hard Copy* and *Current Affair* suffered ratings and share erosion, but both reversed that trend in November. In prime time access, *Hard Copy* displaced *Inside Edition* as the number-two magazine behind *Entertainment Tonight*. *Copy* was up a full rating point in the daypart, to an 8.6 rating/15 share, according to Petry's analysis (upon which all numbers in this report are based).

Inside Edition was third in access among magazines (but first in early fringe), dropping .8 of a rating point to an 8.4/17 and down in the key demos. *Current Affair* was only .1 behind, up slightly from a year ago and holding its own or gaining slightly in demos.

American Journal had a mixed first-sweeps outing, Petry reports. In access, it averaged a 6.5/11, but showed declines across the board compared with year-ago time periods.

Among other reality strips, Petry reports good books for both *Cops* and *Rescue 911*. In early fringe, *Cops* turned in the best performance among adults 18-34 and 25-54 of all the magazine and reality strips. *Rescue's* best

performance came in access, where it posted strong demo growth.

In daytime talk, *Regis* was basically flat from a year ago in households and down slightly among young women. But its two closest daytime competitors, *Sally Jessy Raphael* and *Dona-hue*, were down in households and in the key demos. *Jenny Jones* posted

gains across the board, with a 2.6 household rating, up .6. Petry reports *Jones* had the best demo performance among women 18-34, with a 2.3/15.

In early fringe, *Ricki* was the eighth-ranked talker in households but was number two in ratings among women 18-34, with an average 4.2, second only to *Oprah*. *Montel* also was up across the board in the daypart.

Among game shows, *Wheel* and *Jeopardy!* continue to dominate. Number-one access performer *Wheel* showed growth in households and held its key women demos. *Jeopardy!* was up two share points in households and flat in key women demos. ■

TeleMediaWatch

Oracle gets interactive—Oracle Systems Corp., Redwood Shores, Calif.-based software giant, is planning a series of announcements this month that it feels will put it at the forefront of the emerging interactive TV industry.

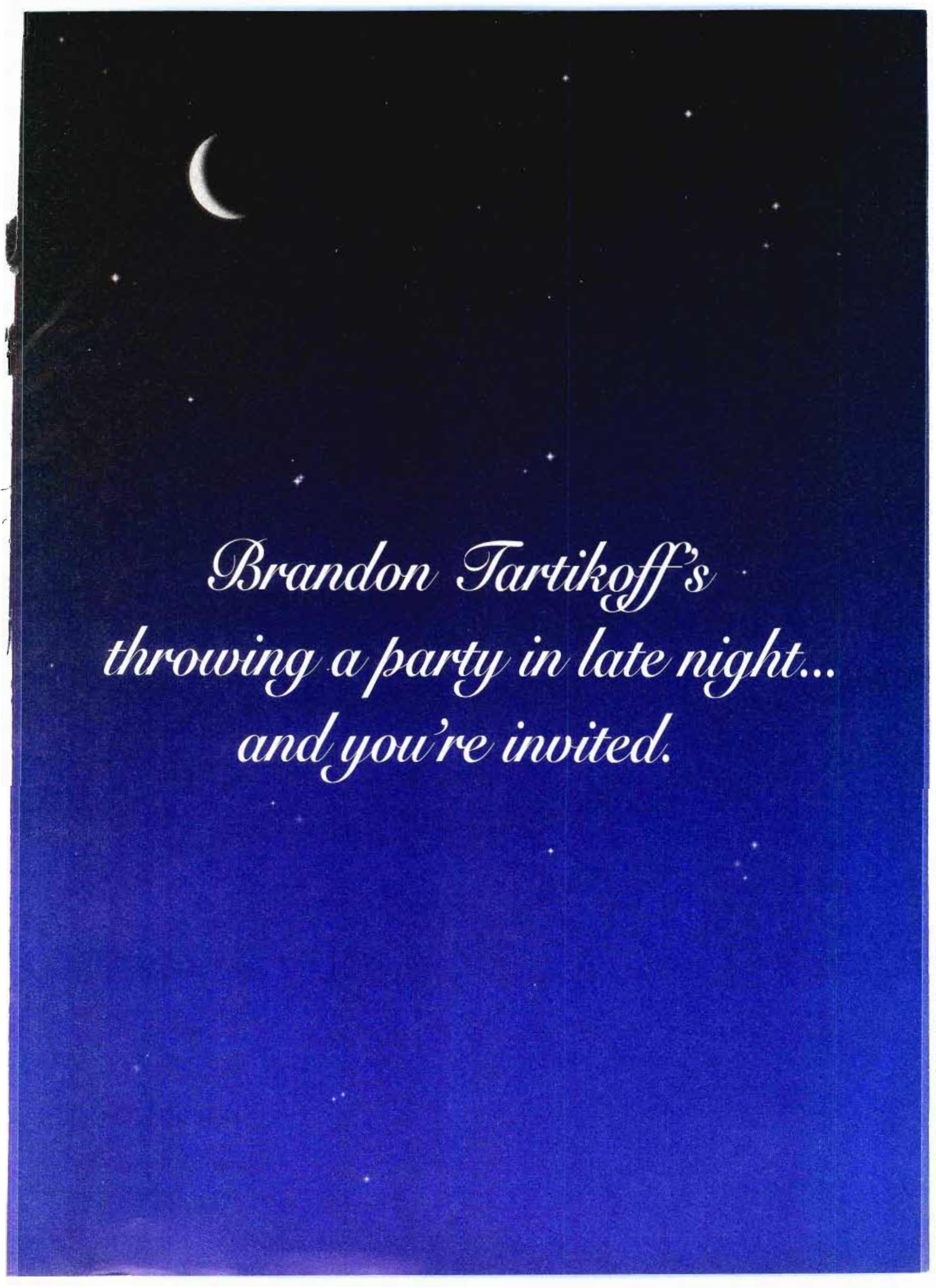
Oracle, which has grown into a \$1.6-billion-a-year company on the strength of its large database software, has developed a multimedia server and other components for interactive TV applications. Servers are databases filled with video, audio and text for easy access by homes and offices.

The announcements will culminate on Jan. 18 with a five-city satellite press conference originating in Los Angeles. An Oracle spokeswoman declined to provide details, saying only that the news involves sales, partnerships and joint ventures with other interactive TV players.

Pioneer spirit—Citing their contributions to developing PSC technology, the FCC, just before the Christmas holiday, awarded "pioneer preferences" to three companies, entitling them to PSC spectrum without having to outbid others in an auction. Recipients of the preferences (and their service areas): Cox (San Diego-Los Angeles); Omnipoint Communications Inc. (northern New Jersey-New York), and Washington Post Co.-backed American Personal Communications (Baltimore-Washington).

BellSouth takes Cable Act to court, again—BellSouth Corp. asked a federal court in Birmingham, Ala., on Dec. 21 to declare the Cable Communications Policy Act of 1984 unconstitutional, just one week after filing a similar suit in federal court in Nashville. The company is looking to begin offering video programming in the state in Vestavia Hills. A favorable court ruling in either case could give BellSouth a green light in the state in which each lawsuit is filed, as well as in the other states where BellSouth provides telephone service.

Bell Atlantic makes video-info software deal—FutureVision of America Corp., West Conshohocken, Pa., has signed a deal licensing its Enhanced Provisioning Interactive Communication (EPIC) software to Bell Atlantic. The software provides a foundation for handling video and information services over full-service and video dialtone networks, including on-demand purchasing of à la carte or multichannel packages. The deal enables Bell Atlantic to use and market the software to third parties.



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throwing a party in late night...
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Fox to pitch older viewers

By Joe Flint

While Fox's pitch to the NFL was that it could bring a younger audience to the game, the network really is hoping the NFL will bring older viewers to Fox.

Fox touts itself as the network of youth, but that is an image it would like to change. Fox Chairman Rupert Murdoch is betting \$1.58 billion that four years of NFL football will do the job.

Fox Broadcasting Chairman Lucie Salhany long has stressed the need to make Fox more mainstream. At last June's affiliates meeting, she said the network is at a pivotal juncture and no longer can rely solely on its young viewers. "We have reached the point where it is essential that we broaden our audience," Salhany told station executives.

Small price to pay?

Losses do not seem to concern Fox. It is willing to make a loss-leader deal as a sign to affiliates that it is committed to becoming a full-service network. Industry analysts have estimated that Fox could lose as much as \$600 million over the life of the contract. That might turn out to be a small price to pay if the NFC games build up Fox's prime time audience and broaden its demographics. The size of the investment also signals affiliates that Fox is

willing to spend to improve the prime time lineup.

"If we get the massive audience that watches NFL football, it will open up my station to viewers that have never seen us before. That is the positive. It's hard to get upset when some-

"It is essential that we broaden our audience."

Fox Chairman Lucie Salhany

body says, 'Instead of airing a 1953 movie, you have football,' " one Fox affiliate says.

Fox also will have to broaden its national reach to try to make the NFC games profitable, or at least not too big a money-loser. With that in mind, Fox is talking to CBS affiliates about carrying the NFC games in markets where there is no Fox affiliate. So far, roughly 40 CBS affiliates have called about making a deal for the games.

Fox is playing hardball. It has told CBS affiliates they can carry the games if they dump their current affiliation and sign on with Fox.

CBS affiliates' exile doubtful

A random sampling of CBS affiliates shows that although the NFC games will be missed, an exile from CBS by small-market affiliates is doubtful.

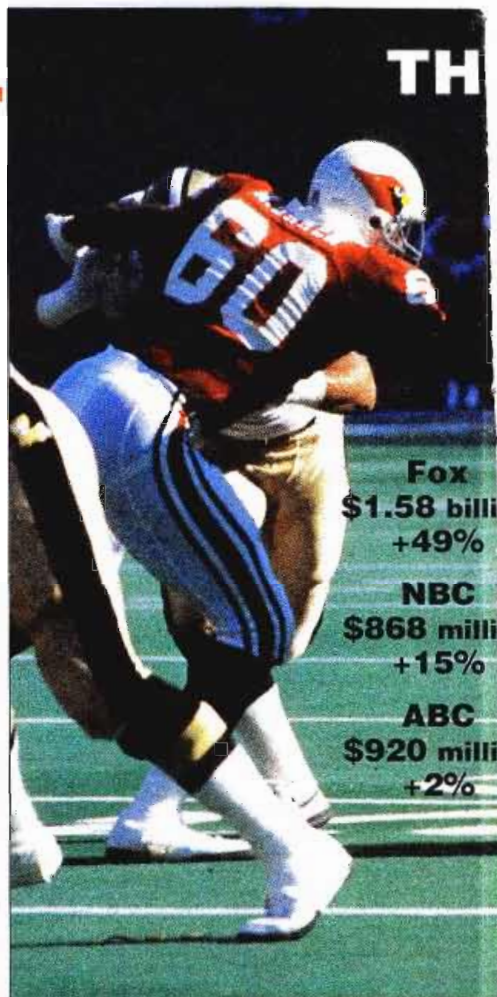
Fox picks its prince of pigskin



Fox has tapped another source within the Murdoch media empire for an executive to run its newly created sports division—British Sky Broadcasting. The executive is David Hill, most recently head of Sky Sports, a dedicated sports channel that is part of BSkyB's package of satellite channels. Hill, who has headed the channel since its 1991 launch, has been with News Corp. since 1988 and is credited with helping to launch the company's satellite TV venture, Sky Television. He also was involved in the launch of Eurosport, a Pan-European sports channel venture of Sky and the European Broadcast Union.

Before joining News Corp., Hill had worked in his native Australia as vice president, sports, of the Nine Network since 1977. He also served stints with the Australian Broadcasting Network and Australia's Channel 7 Network. Hill will be based in Los Angeles.

—SM



But that is only Fox's first offer. It may come back with smaller requests, such as carrying other Fox programming besides the NFL, or even cash from stations to carry the games.

"We have to set up an orderly process to determine which of the locally competitive stations want to establish a relationship with Fox," says Preston Padden, Fox executive vice president, affiliates.

"They will need stronger ratings for the games than what is being delivered currently; expect relaxed negotiations down the road," says Bruce Miller, vice president of CBS affiliate KDLH (TV) Duluth, Minn., adding that his station has "no interest in becoming a full-fledged Fox affiliate."

Some states, such as Montana, have no Fox broadcast affiliates and cable penetration is roughly 50%, meaning that half of the state never would see an NFL game. That could cause concern in Congress if Fox is unable to come to terms with TV stations that want to carry the games.

Negotiations will not be between just Fox and CBS affiliates. In most markets where Fox does not have a

Continues on page 22

NFL TV PLAYERS

How much—
and how much more—
the networks will pay

ESPN
\$524 million
+17%

TNT
\$496 million
+11%

Note: Percentages represent increases over what the networks paid for the same rights packages under previous 1990-93 deals. Overall, the new deals represent a 21% increase.

CBS mourns loss of NFL

Sports to lay off employees, stations looking at syndication

By Steve McClellan

Figure skating is more popular than ever. That's what you're telling yourself if you work at CBS Sports in the wake of the network's recent loss of the National Football Conference.

And if you're like a number of CBS affiliates, you're reminding yourself how syndication has come into its own in the last couple of years—especially the hour series and movie packages that are ideal for weekend play. The kicker: Syndication offers much more advertising inventory for the NFL than do the networks.

While CBS executives try to put the best face on the loss of the NFL, privately they admit to being in a major funk. "We had a 40-year relationship with the league and it's gone overnight," one network executive says. "Emotionally it's tough because people will be losing jobs, ties will be severed. And strategically it's a challenge because we've gone to great

lengths to link the NFL and CBS" in viewers' minds.

Neal Pilson, president of CBS Sports, confirmed that the division will lay off employees. The largest percentage of the CBS Sports production staff is devoted to covering the NFL, excluding extraordinary events such as the Olympics.

Affiliates also disappointed

Affiliates also say they are extremely disappointed at the loss of the NFL. From a revenue standpoint, the CBS-owned stations stand to lose the most, because the group has stations in six markets with NFC franchises—New York, Los Angeles, Chicago, Philadelphia, Minneapolis and Green Bay. Sources estimate that NFL-related revenue for those stations amounts to perhaps \$50 million annually.

But as CBS President Howard Stringer was quick to point out after CBS lost the franchise two weeks ago, when the network is losing \$100 mil-

lion a year on its NFL deal, a lot more than owned-station revenue would have to be at stake to offset the loss. "NFL stands for No Football Losses, and oddly enough, this network's profitability won't be held against us," Stringer quips.

CBS O&O general managers will huddle this week in New York with division head Johnathan Rodgers and top CBS brass to go over budget strategy and assess options.

Not all affiliates are affected as dramatically as the O&O's. "Personally, it's a disappointment, but from a business standpoint, for us, the implications are modest," says Ron Bergamo, president, KTSP(TV) Phoenix, home to the NFC's Cardinals. NFL-related advertising accounts for less than 5% of the station's annual revenue, he says.

'Not the end of the world'

"It's not like it's the end of the world, and we'll make some of it up no matter what we do," Bergamo says. "We love the Cardinals and wish them luck, but frankly, I'd rather have *Let-terman* helping my late news."

Affiliates around the country mourned the loss of the NFC, but said it is too early to predict how much revenue will be lost. That depends on what the network comes up with as replacement programming, they say. Perhaps more important will be the inventory allotted to affiliates and what it is worth in the marketplace.

Some affiliates contacted last week say they also would consider syndication and local programming options. CBS stations got roughly seven minutes of inventory per game, which usually run three hours. For syndicated programs, stations typically get seven minutes per hour in barter shows.

Alternatives hard to find

"Those of us in NFL-franchise cities have a much more difficult time finding alternatives," says Hank Yaggi, president and general manager, WUSA (TV) Washington. "The Washington Redskins are a very big part of this city, not unlike the Dallas Cowboys team is in that city," he says. "This station has built other ancillary programs linked to football that aren't nearly as relevant now."

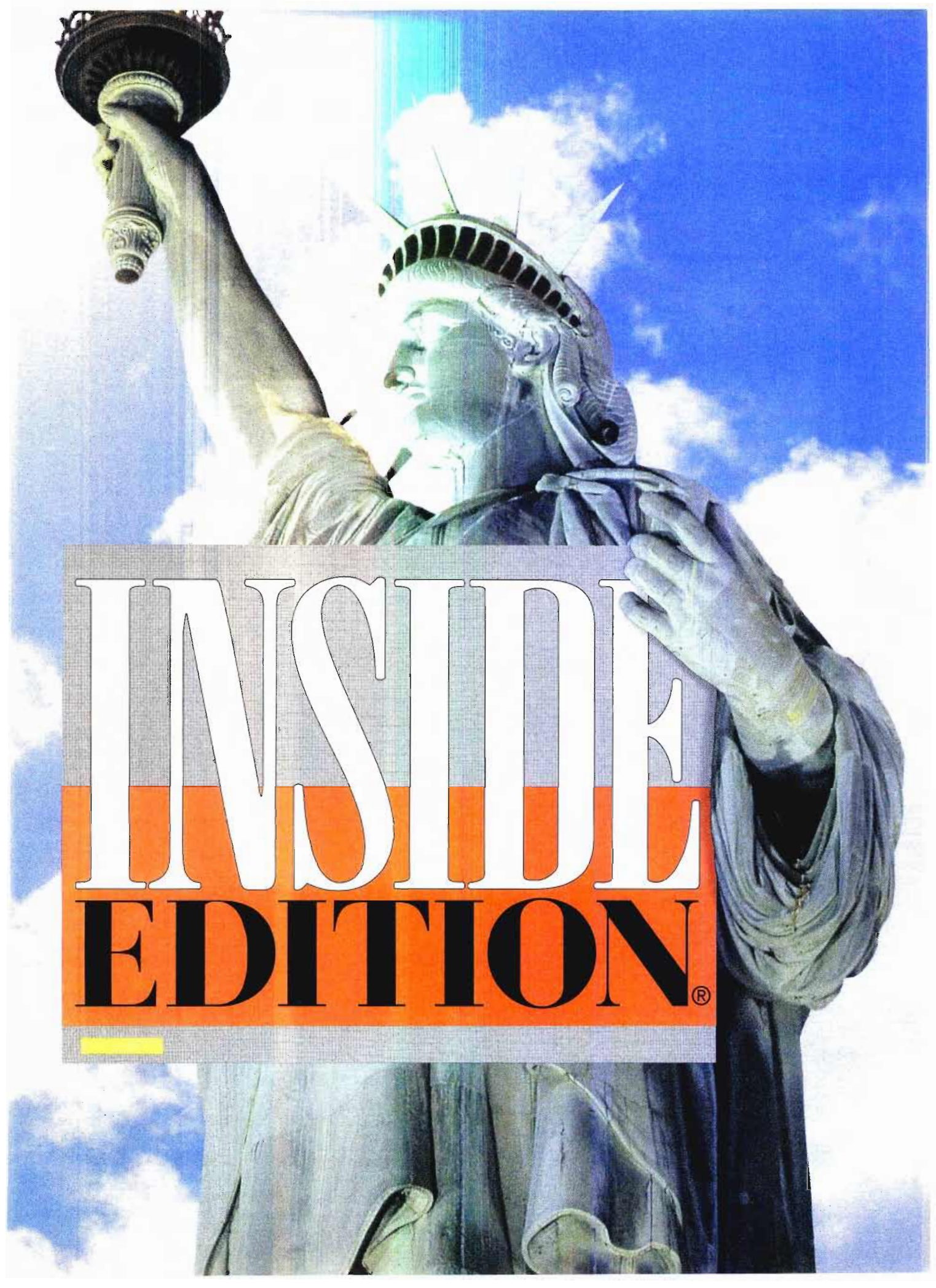
In Dallas, Jeff Rosser, vice president and general manager of KDFW-TV, takes a different view. Next sea-

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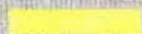
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son, KDFW-TV will continue to do two weekly Cowboys programs, including a coach's show with Jimmy Johnson and a separate program with team owner Jerry Jones, per an existing agreement with the team. "We will be trying to extend those agreements," he says.

Those shows aside, Rosser says the

"We love the Cardinals, but frankly, I'd rather have 'Letterman' helping my late news."

Ron Bergamo, KTSP(TV) Phoenix

loss of the NFL may have a "very negative impact" on the station's revenue picture. "It's now up to us to neutralize that impact, and it's just too early to say how it will all shake out."

Sunday alternative sought

Yaggi says he will give CBS a chance to come up with a viable alternative Sunday afternoon lineup. "Without the NFL expense, they free up \$250 million or \$300 million a year, which is a lot of money to be able to do something exciting with. We're most

anxious to see how that is reinvested," he says.

How, or whether, the loss of the NFL will hurt CBS's Sunday prime time performance remains to be seen. CBS counters speculation that *60 Minutes* may take a ratings hit by noting that in recent years the program has done well or better without a football lead-in.

As for the loss of program promotion opportunities, CBS Chairman Laurence Tisch says, in effect, forget about it. "Sometimes you learn the hard way," Tisch says, referring to the network's \$1 billion-plus payout for a four-year Major League Baseball package that cost the network \$500 million or so in losses.

As much as anything else, baseball was supposed to be a grand promotional platform. Not so, Tisch says. "That was a mistake. I made a mistake," in going after baseball at such a high price, he says.

Once CBS recovers from the shock of losing the NFL, some observers believe the network has an opportunity to put together an innovative fourth-quarter Sunday schedule that actually might make money. The new schedule may include additional golf, college basketball, figure skating and auto racing, according to Pilson. ■

Fox looking for football talent

Want to work on football broadcasts for Fox? See George Krieger.

The veteran Fox executive is working with the newly named Fox Sports President David Hill (see box, page 14) to assemble talent for the network's National Football Conference games starting next fall.

"The big job we have now is to get ready to get on the air," Krieger says. "We're making plans and our lists, but it's really too early to do or say anything."

The Fox lists probably include all the top CBS on-air talent, notably John Madden, Pat Summerall, Dick Stockton, Greg Gumbel and Terry Bradshaw. But to land any of them, Fox will probably have to outbid ABC and NBC, which renewed their own football packages. "Fox is not the only player in the NFL mix," said Bradshaw's agent David Gershenson.

Gershenson confirmed he began negotiations with Fox about Bradshaw shortly after the announcement the network had stripped CBS of the NFC rights. He said he has also spoken with NBC. "It's a slow process but one that we have to undertake," Gershenson said.

Stockton's agent Ed Hookstratten said he is in no rush to find a new home for his client. "We prefer to sit back and see what kind of team Fox puts together."

Madden's agent, Barry Frank, could not be reached for comment.

All expect Fox to lure some of the top talent. "I'd be stunned if they don't recognize the expertise they don't have that is required to produce the NFL," Gershenson said. "I have a lot of confidence in the Fox hierarchy."

—SC

Fox's NFL bid drove up prices, drove out CBS

By Steve McClellan

All last summer and into the fall, NBC and CBS loudly sounded the message they wouldn't stand for another cycle of steep losses on their NFL rights deals.

Going into December and the final round of negotiations with the league on new four-year pacts, it looked as if they just might win decreases of 10% or more.

But it all came to naught when Rupert Murdoch entered the game with an open checkbook and designs to elevate the status of his Fox network with the NFL imprimatur.

Fox made record-setting bids on the NFC and AFC packages, offering \$300 million per year for a four-year NFC deal (\$1.2 billion) or \$210 million a year for a four-year AFC deal (\$840 million).

The NFL informed CBS and NBC of Fox's interest on Dec. 10. "They told us we'd have to think strategically if we wanted to retain the NFL," said NBC Sports President Dick Ebersol.

Thinking strategically, NBC returned to the NFL negotiators on Dec. 16 with a new offer and came away with a handshake on a four-year renewal for \$868 million that included two Super Bowls (1996 and 1998). Despite NBC's paying more than \$100 million more than it paid for its money-losing 1990-93 package, NBC Sports President Dick Ebersol calls the renewal a "break-even deal."

Meanwhile, CBS passed on its first opportunity to match Fox's bid on the NFC to mull its options, including a strike at the AFC. The league, in turn, told Fox that the AFC no longer was available because NBC agreed to pay \$217 million per year for four years to renew.

On Friday, Dec. 17, Murdoch decided to attach a nearly \$400 million sweetener to Fox's already record NFC bid, bringing it to \$1.58 billion for four years. "It took us five minutes to figure out we wouldn't touch that one," said Peter Lund, executive vice president, CBS Broadcast Group.

Instead, CBS offered \$1 billion for

the AFC package, \$132 million more than NBC's bid. The league took the weekend and all day Monday, Dec. 20, to mull CBS's offer. Late that afternoon, the league decided to stick with NBC.

Shortly after the NFL decision, CBS Sports President Neal Pilson said he and his colleagues were "mystified, and don't understand the process where the league took a huge number

from Fox and then closed an arrangement with NBC that was below the marketplace."

ABC, ESPN and TNT renewed their packages, but it cost them more than what they are now paying. For *Monday Night Football*, two postseason playoff games each year and the 1995 Super Bowl, ABC will pay \$920 million, up 2%. ESPN and TNT will split a Sunday night football package,

paying \$524 million (up 17%) and \$496 million (up 11%), respectively.

"People come into this with different agendas," ABC Sports President Dennis Swanson said. "It's the third-place guy that buys the Olympics because they put a higher value on it," he said. "Because of the competition for these rights, we are never going to be a major source of profits for the corporation; there is just no way." ■

NFL's Jones: New networks and new markets in football's future

Dallas Cowboys owner Jerry Jones, who heads the National Football League's television committee, admits the league was "fortunate" that Fox entered the bidding when it did. But he also believes that Fox did first what other new networks will do in the future: create instant market share with big-ticket program rights.

Last week he talked with BROADCASTING & CABLE's Steve McClellan about the negotiations and the future of football on Fox.

There was a lot written about a group of NFL owners—including yourself—described as "hardliners," meaning that you basically didn't want to hear about the networks' financial problems. Do you feel vindicated that the networks ultimately agreed to pony up over 20% more for the new rights cycle?

If you go back about 18 months, the league was presented with a network proposal to reduce the rights fees for this season but extend the agreement through 1995. That recommendation was made by the league's front office, and there was a real minority of us who fundamentally opposed that. We felt the value of the NFL as a franchise, and as an asset for the affiliates and the networks—as well as a place to promote each network's own programming and selling—was not reflected when they put together their hard revenue-versus-expense projections.

So you felt there were a lot of intangible benefits not reflected in their analysis?

I don't call them intangible. I felt it was very tangible value, a position I kept throughout the talks. The incumbents tried to focus more on the dollars in/dollars out, and when Fox came in, it forced them to re-evaluate.

If Fox hadn't entered the picture, it seems pretty clear that the NFL, instead of getting a substantial increase, would



Jones's goal-line stand pays off

have struggled to come up with equal dollars for the new rights cycle and, in fact, might have come away with sharp declines. Do you agree?

Well, timing is important. History often has been dictated more by timing than by great ideas. But there was a lot more at work here. We reviewed many options, including the ability to network our own product. In the changing medium, with the increasing importance of cable and the entrance of the phone companies and all that, there is a different dynamic taking shape.

How does that affect football?

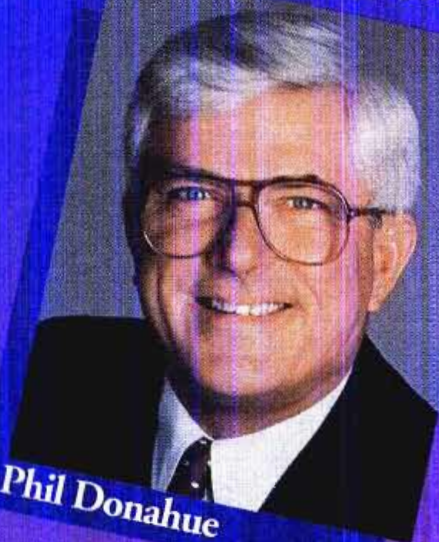
In all this change the programming is still the thing, and for the first time with a major sports franchise you saw

a network bidding, not just for the product alone, but to take that product and use it to position itself better with respect to existing and new competition. So I don't see it as a windfall for us but just as one example of how future negotiations for program rights will take shape.

When did you first hear from Fox?

From my perspective, when they made a run at it in 1989, they were serious and went pretty far in the process. They didn't get it, but they've matured a lot in the time since, and some of us felt 18 months ago that it made sense to wait.

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Integrity



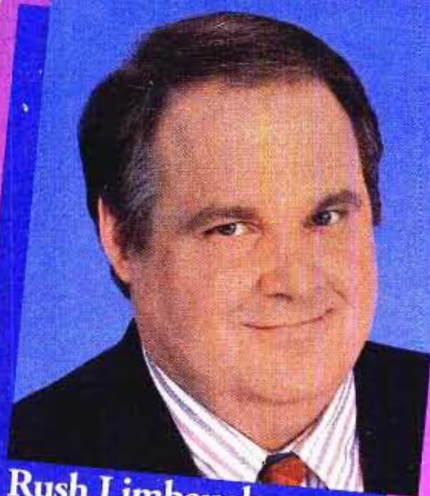
Phil Donahue

Talk about
Style



Sally Jessy Raphaël

Talk about
Popularity



Rush Limbaugh

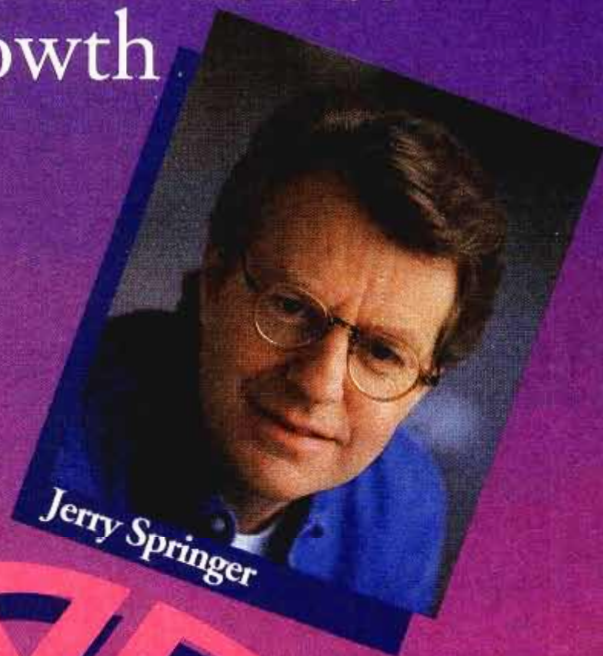


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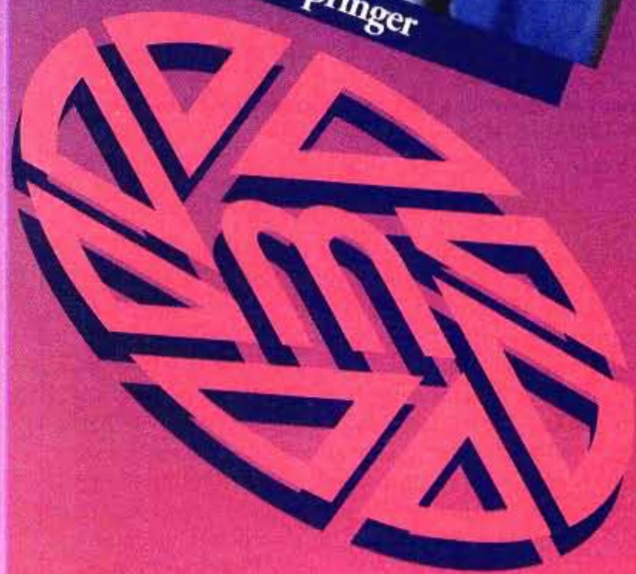
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NFL eyes satellite scrambling

The National Football League may scramble its satellite signals, starting with the 1994 season, to protect against signal theft by satellite dish owners. Signal encryption also would help NFL teams enforce the league's rule that requires TV blackouts in home markets of games that haven't sold out within 72 hours of kickoff. Sports bars and other establishments frequently illegally pirate the signals of games, and without encryption enforcement is difficult, an NFL spokesman said.

At the same time, the league, through its NFL Enterprises division headed by Ron Bernard, would offer

both commercial and private dish owners season packages for a subscription fee. A spokesman confirmed that scrambling and satellite subscription packages were being explored, possibly for the 1994 season, but no plans were set yet. The spokesman said that Bernard declined to comment until plans were further along. However, Dallas Cowboys owner Jerry Jones, who also heads the league's television committee, told BROADCASTING & CABLE that Fox and other NFL TV rightsholders would share in revenues from the satellite dish business when it is launched (see interview). **—SM**

Was national reach and the fact that some Fox affiliates are weaker a big issue?

Yes. It was something that was evaluated very carefully. It was an area where Fox is sub-par. But based on our own evaluation as well as representations from Fox, I am confident they will be on par with the other networks, through cable and other means.

What do you know about David Hill, the British Sky Broadcasting executive Rupert Murdoch has tapped to run Fox's new sports division?

Not that much, but in reviewing his background with [Fox parent company] News Corp. and their leadership and expertise all over the world in the media business and their aggressiveness in responding to what viewers want, we think he'll do a great job.

Will there be major differences in Fox's approach to covering the league versus the way the CBS has done it?

My sense is they will go after the best talent available in the business and complement that with an aggressive, innovative approach, probably introducing some things we haven't seen before.

Fox paid almost half-again what CBS paid the last time around. Besides getting in the door, does Fox get any more for its money, such as rights to distribute the games internationally or perhaps some prime time exposures?

It's the same package. They will share in some satellite dish revenues from a new service the NFL is creating to service restaurants, sports bars and that kind of thing. There also may be some foreign broadcast opportunities, but it hasn't

been worked out yet and would be separate from the NFC package.

CBS Sports President Neal Pilson was said to be "mystified" at the process by which you allowed Fox to outbid them with a far bigger offer but then refused to take his much higher offer of \$250 million a year for the American Football Conference. Is he justified in crying foul?

I don't want to comment about his comment. The process called for all incumbents to match all competing offers from the outside. CBS had a right to match Fox's bid for the NFC and did not do it. NBC had a right to match Fox's bid on the AFC. They came in with a higher number, and we made a passive commitment, subject to doing something with Fox [on the NFC]. The incumbents had no more rights to other packages than third parties.

There was a long weekend delay before the league confirmed the new deal with NBC. Was there disagreement over whether NBC was a done deal, given that the CBS offer was higher by about \$132 million?

No. I had to break for the weekend. We weren't under any time constraint on that and just gave ourselves the luxury to reflect on the deal. And after having slept on it, we agreed unanimously—as we did initially—that we had a deal with NBC.

Is pay per view a non-issue for now?

Yes.

There was speculation the NFL might experiment with it in a couple of years. True?

It's not likely. ■

Fox football

continued from page 14

broadcast affiliate, it has a deal with the cable operator to carry Fox's programming on what is known as Fox Net. Those deals are exclusive to the cable operator. Any effort by Fox to bring in a new carrier would have to have something for the cable operator.

Now that it has acquired NFL football—its first sports contract—Fox is expected to put pressure on its affiliates to air news, to make Fox more

like one of the big three networks.

Local news also would give Fox and its affiliates another promotion vehicle for sports as well as providing its affiliates with strong Sunday lead-in programming.

"If you go outside the top markets and don't have news to support NFL football, then it is just another program. But with news, you have tremendous promotional value," says one Fox affiliate.

But affiliates also are aware that none of the current rightsholders are making money on the NFL. "Some-

body will lose a lot of money on this, and it ain't gonna be me," says one Fox affiliate who adds, "otherwise, I'm delighted with the acquisition."

Fox has not said how it will split advertising time for the games. CBS affiliates average 10-14 spots per game; Fox also will likely need to use more prime time spots to promote the games.

The NFL deal also puts Fox on another level versus fifth networks proposed by Warner Bros. and Paramount. "This distances us from those two," one Fox executive says. ■

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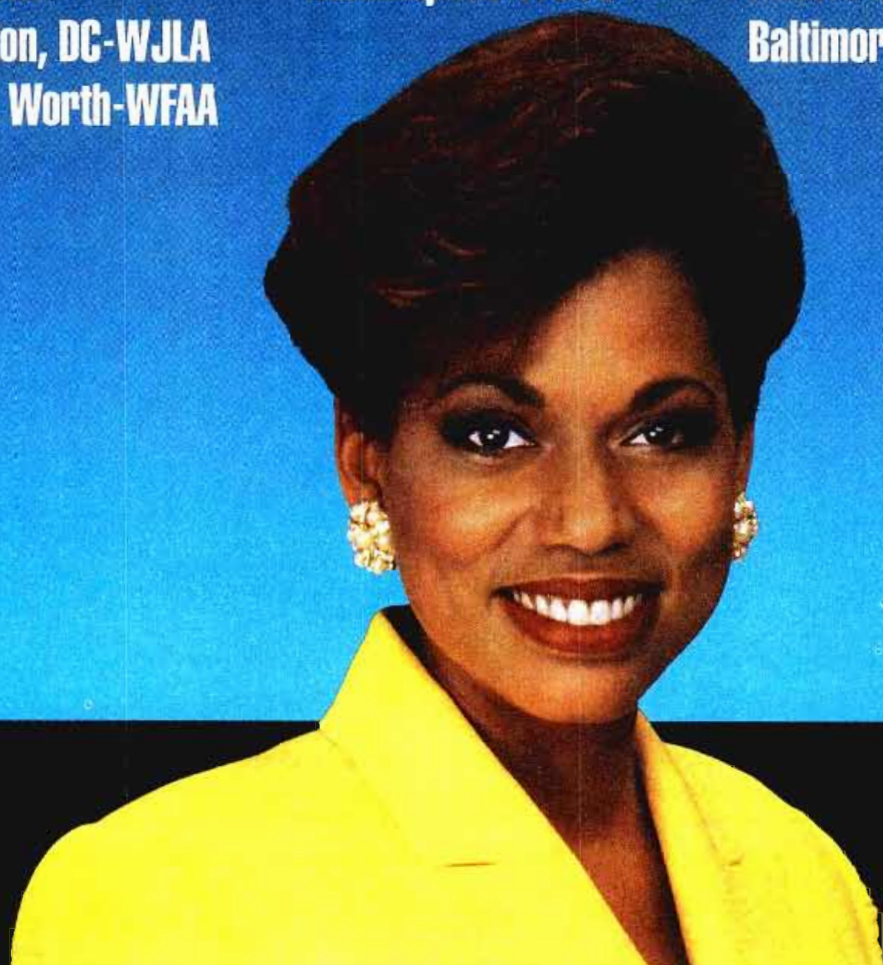
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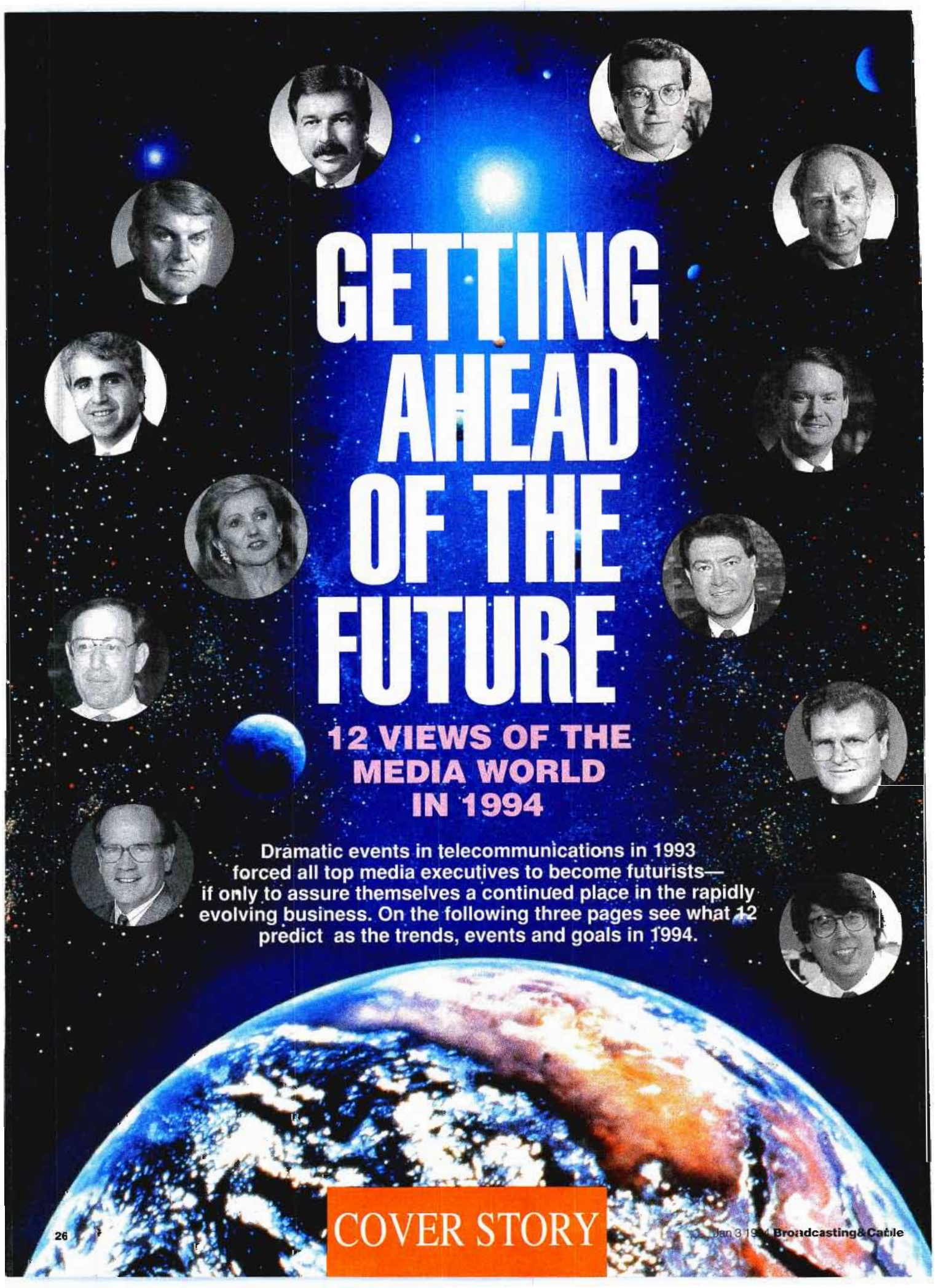
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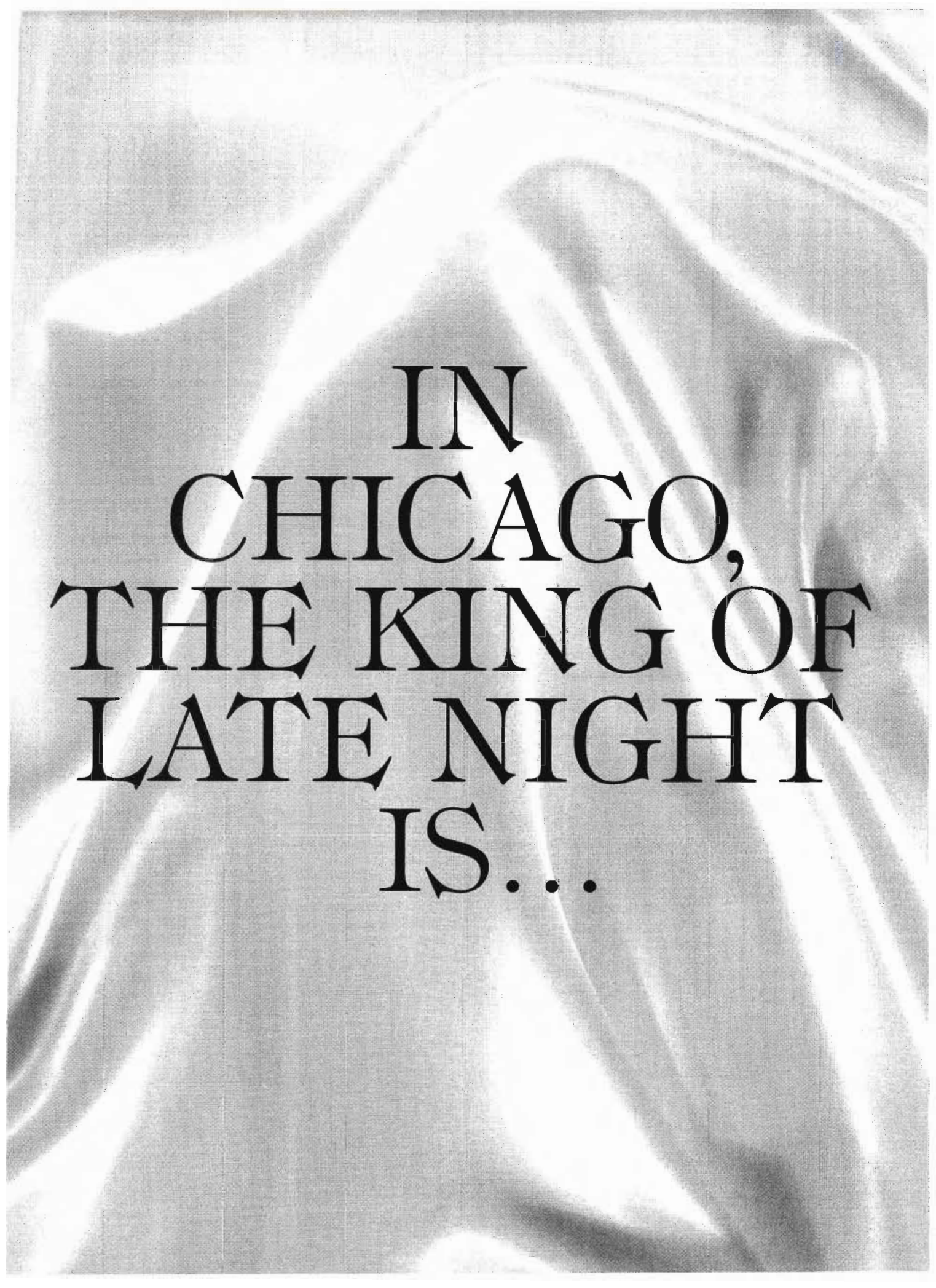


GETTING AHEAD OF THE FUTURE

**12 VIEWS OF THE
MEDIA WORLD
IN 1994**

Dramatic events in telecommunications in 1993 forced all top media executives to become futurists—if only to assure themselves a continued place in the rapidly evolving business. On the following three pages see what 12 predict as the trends, events and goals in 1994.

COVER STORY



IN
CHICAGO,
THE KING OF
LATE NIGHT
IS...



"If broadcasters play their cards correctly, digital broadcasting will create an industry renaissance."

John D. Abel,
Executive VP, NAB

"Direct-broadcast satellite will be watched closely to determine if there is a market niche for it, how it will affect cable, what the technical problems or issues are, how well consumers accept it, the impact on broadcast stations and networks, and how it is promoted, marketed and priced.

"Television broadcasters and technology companies will explore using the NTSC service for data broadcasting. Radio broadcasters will examine high-speed RBDS as a way of entering the data broadcasting business. The government will show more interest in using the Intelligent Vehicle Highway System technology to broadcast traffic and navigational data to automobiles.

"Toward the end of 1994, radio broadcasters will be eagerly awaiting the results of the NRSC's tests of in-band, on-channel DAB.

"Broadcasters will focus on plans for their role in the new information infrastructure and demonstrate that wireless digital broadcasting is the most efficient way to serve the mass audience. Industry and government will increase discussion about the role of wireless broadcasting and how the broadcast spectrum can be used for services not even contemplated today."



"People will get the kind of video they want, when they want it. It will be truly video on demand."

Joseph Collins,
Chairman, Time Warner Cable

"I think the most exciting thing that is going to happen in 1994 is the first con-

sumer application of the Full Service Network. We are going to have it up and running in Orlando [Fla.] in April. It's truly going to be quite extraordinary.... We are going to see enormous changes in how the American people live and work.

"People will get the kind of video they want, when they want it. It will be truly video on demand. It really will be just like the VCR. It's just like the video store except they never run out of [movies] and you don't have to stand in line.

"One of the applications will be news on demand. If you want sports but not financial news, then you choose that.

"We are seeing lots of the early products this technology is going to bring us. In many cases, they are products we already use. I don't see any question but that there will be a substantial market for that. With the kind of shopping that the Full Service Network will provide, you can call an item up, see it and buy it right there. We already know that home shopping is a real business.



"Local broadcasters... will have to learn to utilize that frequency allocation for more than just the transmission of a single television channel."

Jules Haimovitz,
President and CEO, ITC

"In 1994 there will be a continuation of the megamerge trend, with particular focus on those assets under Japanese corporate control. There will be continued significant advancement in PC and CD-ROM technology and household penetration, continuing the establishment of the base for interactive telecasting. There will be further investment in establishing a wide array of broadcasting and communication services in underserved regions of the world, specifically China, India and Eastern Europe.

"Local broadcasters, having been granted a very valuable piece of the radio spectrum, will have to learn to utilize that frequency allocation with more than just the transmission of a single television channel. They will have to focus much more on serving their local markets and will have to develop varied revenue streams emanating from the local economy rather than depending on national 'spot' sales."



"The dramatic thing is that people will start to realize we are fusing into a new industry that is yet unnamed."

Glenn Jones,

Chairman, Jones Intercable

"There will probably be something on the regulatory front, hopefully clearing out the underbrush. Allowing us into the telephone business would be a help. There will also be some more strategic alliances that will have repercussions, depending on who the companies are. If they are companies other than the telephone companies, it could be interesting. I don't want to say which companies we are talking to, but they are different companies than those we've been hearing about and they are from different countries. They are companies that are peripheral to the business or need access to the home.

"The dramatic thing is that people will start to realize we are fusing into a whole new industry that is yet unnamed. 'Cable' doesn't fit it and 'telephony' doesn't fit it. It's the extension of the human mind. You can get on a cable system on-ramp and go around the world. Companies will start developing global minds. It will be more obviously defined as a global market, even in 12 months. We're at the bottom of a new 'S' curve and a whole new range of opportunities is opening to this industry, whatever it will be called."



"Don't be surprised to see some very large companies not currently in the radio business diversify and expand into this sector to truly reach the consumer on the 'highway.'"

Mel Karmazin,
President, Infinity Broadcasting

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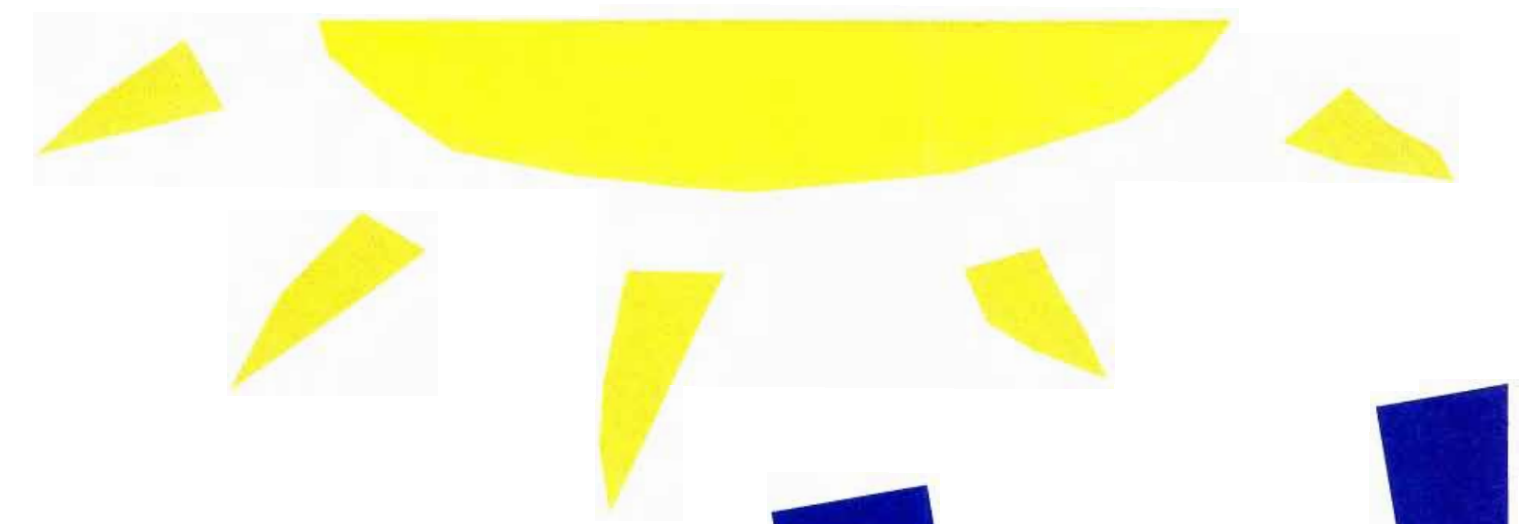


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Get the game over
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Trivial

Genus

- What talk show did Elizabeth Taylor appear on for the first and last time in February 1982?
- Who received a standing ovation for losing out as best actress for the 18th time at the Daytime Emmy show?
- What town did Beaver Cleaver live in?
- Who did Dick Van Dyke beat out for the role of Rob?
- What's 'metamover'?

Genus

- What television sitcom holds the record for the most Emmy Awards?
- Which three TV shows have had theme songs that made it to the top of the *Billboard* Chart?
- What is the longest running series in nighttime television?
- What year did *Bonanza* premiere?
- Which two actors hold the record for Emmy Awards?
- What do Al Molinaro and Pat Morita have in common?

Genus

- Fort Courage
- Head of the Family

Genus

- What was Burt Reynolds' occupation on *Gunslinger*?
- What was Leonard Nimoy's name on *Mission Impossible*?
- What is Captain James T. Kirk's middle name?
- What was the name of the fort on *F Troop*?
- What was the pilot for *The Dick Van Dyke Show* called?

Genus

- The Mary Tyler Moore Show
- SWAT, Welcome Back Kotter, Miami Vice
- The Tonight Show (42 seasons running '92-'93)
- Mary Tyler
- Each played the owner of Arnold's on *Happy Days*
- The Simpsons (1989)
- Catpeople, Cops, Maine
- Johnny Carson
- Masqued, USA
- Satan's Little
- Johnnie Carson

Genus

- What is the name of the hospital on *S*?
- What is the most Emmy nominated?
- Nationally, what demographic unit most people?
- The Green Hornet and Batman n
- Jefferson Junction and Gr

Genus

- St. Eligius
- Cheers
- Women 18-49
- One, on *Batman*
- Hooterville
- Cleavage the Cross-Eyed Lion

Genus

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- Lawrence Welk
- Coach
- 90210
- Scarlett O'Hara
- The

Who did kill Laura Palmer?

- Who did shoot J.R.?
- What band leader finally stopped making his "Ch...
- Music" for good in 1992?
- What did Entertainment Weekly dub "the sitcom version of Tuesday Night Football"?
- What, according to a hit TV series, is the ZIP code for Beverly Hills?
- What miniseries role did 410 women audition for in Atlanta?
- What sitcom ended its eight-season run with Theo prepping for his college commencement?

Genus

Genus

"Investment bankers specializing in telecommunications will receive their largest bonuses in 1994 as a result of strategic alliances, mergers, joint ventures and acquisitions that will take place.

"The investment community will further discount the cash flow generated by companies in the telecommunications industry due to the extraordinary capital needs during the next five to 10 years and will primarily focus on multiples of 'free cash flow,' which will be a tremendous disadvantage to this sector.

"Don't be surprised to see some very large companies not currently in the radio business diversify and expand into this sector to truly reach the consumer on the 'highway.' "



"We are part of this country's second-largest export industry, and I think there are great opportunities to increase our export dollars through international expansion."

Kay Koplovitz,

President, USA Networks

"It will not be business as usual for our industries in 1994. One of the key issues facing our industry in 1994 will be how the television, telephone and computer businesses continue on their path of convergence. The businesses will compete and cooperate. The industry at large will focus on how the converging businesses can provide more options into the home. With expected technological advances and the launch of new cable and broadcast networks, the competition for viewers will increase.

"As programmers, we must keep our focus on the consumer, the customer, the viewer. I'm a great advocate of broadening our businesses through technology, but we are competing for consumer dollars, and that is where our focus must remain.

"International expansion will be another significant issue. We are part of this country's second-largest export industry, and I think there are great opportunities to increase our export dollars through international expansion. In recent years we have witnessed the rapid

growth of the motion picture, television, software and video industries internationally, and I expect that growth to increase unabated. USA Networks will be part of that growth in 1994."



"By the end of 1994, the strongest radio companies will be seeking ownership opportunities in foreign broadcasting systems."

Don Mason,

President, Group W Radio

"Duopoly transactions will continue at a brisk pace. Broadcasters will come to the realization that the number of quality, available assets has diminished. While buyers will pay high premiums for solid, cash-flowing stations (if they can find them), stick values will continue to be in the low range, especially those that are out of the top three markets.

"By the end of 1994, the strongest radio companies will be seeking ownership opportunities in foreign broadcasting systems.

"In programming, new formats will redefine CHR, AOR and oldies, causing further fragmentation of the audience. Qualitative research that determines the buying characteristics of your audience will become more important, since quantitatively, most key stations in a top 10 market will have between a 3 and 4 share."



"Things aren't changing so dramatically that you have to run to catch the train before you know where it is going and where you want to go."

Alfred Sikes,

President, new media and technology, Hearst Corp.

"It's going to be hard to top '93 because there were some seismic shifts. 1994

will bring more of what happened in '93—telephone-cable combinations and a confirmation that there is this information superhighway and money can be made on it.

"The newspaper business is a very good business, and there is no reason why newspapers, if they are on their toes, can't quite successfully win readers back and use the digital capability to come up with a number of new products.

"In a sense, '93 was about hardware. You'll see '94 as the year of software development—software to improve the interface between the user and interactive programmers; software to make it easier to get in and search for what you want in this blur of information and new programming, new information and new entertainment.

"An awful lot of people are making the mistake of thinking things are going to happen more quickly than they are. Things aren't changing so dramatically that you have to run to catch the train before you know where it is going and where you want to go."



"Customers are searching for full-service telecommunications providers. The provider that offers full service, the greatest quality and the best price will be the winner."

Richard C. Notebaert,

President, Ameritech

"Whether an alliance or merger, 1993 saw unprecedented activity among various communications industries. But 1994 will be the year of the customer. Society has concluded it wants choices. Customers soon will vote with their wallets on who should provide their communications services. And frankly, it's time that happened. The focus on customers is paramount. If you do what customers want, they will choose you.

"Customers will look for choice, whether telephony or video or a combination thereof. Customers are searching for full-service telecommunications providers. The provider that offers full service, the greatest quality and the best price will be the winner. And cus-

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tomers will dictate who the winner will be.

"Hopefully, 1994 also will see regulatory barriers fall, so that the entrance and exit ramps to the information highway will be accessible to all Americans. Again, customers will vote with their wallets to choose providers that offer full service and easy access. To be successful, providers in this arena must revolve around customer views and opinions.

"In a society of ever merging and diverging industries, customers and regulatory changes will be the barometers for advancement. And as customers take control of an even more competitive marketplace, the company that is customer-focused will be the winner."



"This year the phone companies will discover they know less about programing than they thought, and what value is fiber optic if you don't have anything to put on it?"

Howard Stringer,

President,

CBS/Broadcast Group

"1994 will be the year that at CBS the NFL stands for No Football Losses and the year that, oddly enough, this network's profitability won't be held against us. My guess is that Barry Diller will be a dynamite competitor. I think this year the telephone companies will discover they know less about programing than they thought, and what value is fiber optic if you don't have anything to put on it?"

"The cable retransmission talks were a distraction for us in 1993, and this year CBS will be strategically very aggressive. We've shed our losses, we're streamlined and ready for an extraordinary year.

"The fin-syn battle is behind us, and with the two-year wait we're inching toward the inevitable. Increasingly, the networks are being liberated from regulation, and now that Fox has announced that it is truly a network, the logic is clear that Washington is going to have to unregulate us or regulate Fox.

"One thing to keep in mind regarding the information superhighway is that up

to now, people have been driving on it at about 5 or 6 miles an hour. I think [the industry's] enthusiasm to get on the superhighway is a lot greater than our ability to drive on it."



"Viewer dispersion will continue to plague the broadcast networks in their collective spiral of increasing program costs and declining share."

Tom Wolzien,

Research analyst, Sanford C.

Bernstein & Co.

"Hype starts to meet reality in 1994. A more certain picture of the future should emerge on three battlegrounds: wired competition, direct-broadcast satellite and channel expansion.

"Wired competition: Regulation and industry together will foster competition in '94. Enabling legislation is expected to put telco-cable combos in two-wire, head-to-head battles. When the Bell Atlantic-TCI deal is completed late in the year, Denver should become the first full city to begin to see telco-cable versus telco-cable competition. US West-Time Warner and TCI-Bell Atlantic are poised on both the video and telephony fronts. Chicago should see telco-cable versus telco competition as Bell Atlantic-TCI challenge Ameritech. And in the one-against-many category, this summer Bell Atlantic begins commercial video service over copper wires in the Washington, D.C., area, giving telcos a lesson on how to attack within their own territories without immediate massive investments. In Washington, Bell Atlantic (with or without TCI) will be challenging cable business of Jones-Bell Canada, Hauser-Southwestern Bell and Media General.

"High-power direct-broadcast satellite: Hughes-Hubbard's first bird is up, with USSB set to start service in the spring and Hughes in the fall after the second launch. By year's end we should begin to know whether high-power DBS can be a viable competitor for cable without national niche programing, or whether it is primarily a break-even backyard-dish-replacement business.

"Channel expansion: Viewer dispersion will continue to plague the broad-

cast networks in their collective spiral of increasing program costs and declining share. Like the broadcast networks before them, traditional cable networks will also begin to see early signs of audience dispersion as increased channel capacity gives viewers more options. More zapping around the channels will make the audience delivery more difficult for any individual cable network and increase the value of groups of networks with common sales, marketing and technical operations."



"It's critical that the administration, in its enthusiasm to deregulate telcos, not fail to address a number of regulations that broadcasters continue to labor under."

Robert C. Wright,

President, NBC

"We would expect to see a legislative package prepared by the administration [outlining its vision of the information superhighway] and submitted to the appropriate committees probably no later than February. It should trigger a significant amount of debate centering around telco deregulation, and I would hope that the broadcasting industry becomes very involved, because it is really about our futures. My fear is that the superhighway issue will become another fin-syn era, and we just can't afford to let that happen.

"Fin-syn was catastrophic in that relief came 10 years too late. As a company, we will strive to insure that if and when the telcos get deregulation—which we do not oppose—we will also be similarly deregulated. We want to be able to continue to secure programs and reach people's homes and not have to sell to consumers on a per-program basis.

"It's critical that the administration, in its enthusiasm to deregulate telcos, not fail to address a number of regulations that broadcasters continue to labor under, including restrictions on owning more than one network, station ownership and the selling of ad time. If these issues get left to subsequent Congresses or FCCs to look at, I think we really will leave ourselves open to repeating the fin-syn experience."

'Vicki!' hot

Group W's "Vicki!" had the biggest increase of any talker during the sweeps. The program jumped **27%**.

Daily Variety Dec. 16, 1993

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Watts upped after Brown out at KW

King World to replace struggling talker with new entry

By Mike Freeman

Confirming widely reported rumors (BROADCASTING & CABLE, Nov. 8, Dec. 6, 13), King World Productions has decided to pull freshman talker *The Les Brown Show* from syndication and insert *Rolonda Watts* in many of the former's time periods effective Jan. 17.

King World already claims to have more than 75% of the country sold on *Rolonda*, including all of the top-10 markets. Nine of the stations in those top 10 are *Les Brown* incumbents, led by ABC O&O's WABC-TV New York and WLS-TV Chicago, which are committing 10-11 a.m. and 11:30 p.m.-12:30 a.m. time periods, respectively, to the Watts talker.

The other major-market signings are from Disney Co.-owned independent KCAL(TV) (for 2-3 p.m.), Group W's



Rolonda Watts

KYW-TV Philadelphia (for 10-11 a.m.), KPIX-TV San Francisco and WBZ-TV Boston, WJLA-TV Washington, WXYZ-TV Detroit and KHOU-TV Houston. Dallas is the only market

where *Les* client KDFW-TV surrendered *Rolonda* to WFAA-TV.

According to several New York station rep sources, King World was able to convince many of the *Les Brown* incumbents to pick up *Rolonda* in either single-year January 1994-January 1995 or interim January 1994-September 1994 licensing deals.

In other cases, the rep sources said, some of the stations rolled over their original two-year cash/barter licensing agreements on *Les Brown* (which expire in September 1995) into the new deals.

One rep noted that most of the stations carrying *Les* had (rating) performance clauses tied to the February or May 1994 sweeps, but *Rolonda*'s entry may have pushed the time period reviews back to the May or July 1994 sweeps.

FX launch delayed to June

By Joe Flint

Fox Inc.'s basic cable network again is pushing back its March 1 launch date—this time to June 1—as it continues to negotiate carriage agreements with cable operators.

FX also said that it has acquired some 1,300 hours of off-network programming for the general entertainment channel.

At last year's National Cable Television Association convention, Fox Chairman Rupert Murdoch said the basic cable channel would not be "another niche or rerun channel."

For now, however, 70% of the 17 hours FX plans to program daily will be reruns, with another two hours going to Fox affiliates to program and the rest being sold to infomercial producers. Fox also will program seven hours with original shows, including a morning and evening show, an exercise show, a show about pets and a *Nightline*-type show, *Under Scrutiny*.

Fox is seeking 25 cents per subscriber from cable operators for FX. That price has proved to be a tough

sell with some major operators, including Time Warner, Continental and Comcast. Fox also has agreed to share some of that revenue with its affiliates. So far, FX has roughly 23 million subscribers.

Among the shows acquired by FX are Columbia's *Hart to Hart* and *Fantasy Island*; Paramount's *Mission Impossible*; Viacom's *Family Affair*, *Grizzly Adams* and *Rawhide*, and Fox's *Nanny & the Professor*, *Vegas*, *Swiss Family Robinson*, *Batman*, *The Green Hornet* and *Dynasty*.

Fox did not say what it spent on the programming acquisitions, but FX has a \$100 million budget for programming the first year.

Fox affiliates have been given the two-hour block of noon-2 p.m. to program. Although no announcements have been made, Fox affiliates have talked among themselves about teaming up to acquire movie packages for the time period and sharing the revenue. Originally, affiliates hoped to use the block for local programming, but the logistics of providing programming to several cable headends may prove too difficult.





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WECT		WILMINGTON

TRANSACTION COMPLETED 12/27/93

Ratings Week

According to Nielsen, Dec 13-19

	 ABC	 CBS	 NBC	 FOX
MONDAY	15.4/24	14.3/22	12.2/19	6.0/9
8:00	45. Day One 10.4/17	19. Evening Shade 13.7/21	33. Fresh Prince 12.0/19	88. Fox Night at the Movies—The Day My Parents Ran Away 6.0/9
8:30		21. Dave's World 13.3/20	28. Blossom 12.3/19	
9:00	6. NFL Monday Night Football—Pittsburgh Steelers vs. Miami Dolphins 17.8/29	9. Murphy Brown 16.2/24	29. NBC Monday Night Movies—Mercy Mission: The Rescue of Flight 771 12.2/19	
9:30		14. Love & War 14.2/22		
10:00		14. Northern Exposure 14.2/23		
10:30				
TUESDAY	15.9/26	12.5/20	8.3/13	4.9/8
8:00	21. Full House 13.3/22	24. Rescue: 911 13.1/21	72. Saved by the Bell 7.7/13	86. The X Files 6.1/10
8:30	27. Phenom 12.9/21		77. Getting By 6.9/11	93. Rolling Stone '93 3.7/6
9:00	2. Roseanne 20.6/32	29. CBS Tuesday Movie—Harmful Intent 12.2/20	69. J. Larroquette 7.9/12	
9:30	3. Coach 20.1/31		77. Second Half 6.9/11	
10:00	16. NYPD Blue 14.1/24		47. Dateline NBC 10.3/17	
10:30				
WEDNESDAY	13.7/22	8.1/13	14.2/23	9.9/15
8:00	54. Thea 9.6/16	72. Hearts Afire 7.7/13	11. Bob Hope's Christmas Memories 14.7/23	44. Beverly Hills, 90210 10.5/17
8:30	58. Joe's Life 8.9/14	62. Nanny 8.7/14		48. Melrose Place 9.3/14
9:00	1. Home Improvmt 22.0/33	86. Rescue: 911 6.1/9		
9:30	7. Grace Undr Fire 17.5/27	50. 48 Hours 10.1/17	23. Christmas in Washington 13.2/23	
10:00	29. ABC News Special: The Menendez Trial 12.2/21			
10:30				
THURSDAY	11.2/19	9.0/15	13.9/23	8.6/14
8:00	67. Missing Persons 8.3/14	47. In the Heat of the Night 10.3/17	42. Mad About You 10.7/18	35. The Simpsons 11.7/20
8:30			20. Wings 13.5/22	57. Sinbad Show 9.0/15
9:00	41. Matlock 10.8/17	58. Eye to Eye with Connie Chung 8.9/14	5. Seinfeld 18.4/29	75. In Living Color 7.4/12
9:30		71. Second Chances 7.8/13	8. Frasier 17.0/27	85. Herman's Head 6.2/10
10:00	12. Primetime Live 14.6/25		34. L.A. Law 11.8/20	
10:30				
FRIDAY	12.6/23	8.1/15	8.5/16	6.3/12
8:00	26. Family Matters 13.0/24	63. Diagnosis Murder 8.6/16	92. Against the Grain 5.2/10	89. Brisco County, Jr. 5.7/11
8:30	36. Boy Meets World 11.4/21			80. The X Files 6.8/12
9:00	37. Step By Step 11.2/20	76. Shame On You 7.1/13	49. NBC Friday Night Mystery—Perry Mason: Case of the Wicked Wives 10.2/19	
9:30	37. Hangin w/Mr. C 11.2/20	63. Picket Fences 8.6/16		
10:00	13. 20/20 14.4/26			
10:30				
SATURDAY	8.8/16	11.8/22	8.3/15	6.3/12
8:00	81. Flintstone Family 6.7/12	18. Dr. Quinn Medicine Woman 14.0/26	83. Mommies 6.5/12	81. Cops 6.7/12
8:30	77. Wish/Chgd Xmas 6.9/13		84. Cafe Americain 6.3/11	72. Cops 7.7/14
9:00	66. Musical Christmas at Disney World 8.5/15	42. CBS Special Movie—O Pioneers! 10.7/20	55. Empty Nest 9.3/17	91. Front Page 5.7/10
9:30			51. Nurses 9.9/18	
10:00	60. The Commish 11.1/21		61. Sisters 8.8/16	
10:30				
SUNDAY	10.8/17	15.9/26	9.7/15	7.4/12
7:00	37. Am Fun Hm Vid 11.2/19	4. 60 Minutes 19.7/33	90. Good Cop, Bad Kid? 5.5/9	94. Townsend Television 3.6/6
7:30	53. Am Fun People 9.8/16	10. Murder, She Wrote 15.8/25	68. seaQuest DSV 8.2/13	58. Martin 8.9/14
8:00	63. Lois & Clark 8.6/14			51. Living Single 9.9/15
8:30		16. CBS Sunday Movie—Scattered Dreams 14.1/22	24. NBC Sunday Night Movie—Back to the Future, Part 3 13.1/21	45. Married w/Chldn 10.4/16
9:00	32. ABC Sunday Night Movie—The Only Way Out 12.1/19			69. Martin 7.9/12
9:30				
10:00				
10:30				
WEEK'S AVGS	12.6/21	11.6/19	10.7/18	7.1/12
SSN. TO DATE	12.7/21	13.0/21	11.3/18	7.2/12

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

Zodiac exits first-run production

No room for niche kids player, says company president; Peter Keefe, Brian Lacey depart

By Mike Freeman

Zodiac Entertainment is getting out of the first-run production business. Forced out, according to company president Kevin Morrison, by the dominant studios, established syndicators and toy companies.

Also apparently forced out were Peter Keefe and Brian Lacey, the creative and financial forces behind the formation of Zodiac Entertainment five years ago. Both have left the independent children's program supply house, which will now concentrate on distribution and acquisition.

"When we began Zodiac five years ago, there was an opportunity for a niche player in the children's syndication business," Morrison said in a statement, "but the market became overcrowded and dominated by Disney, Fox and Warner [Bros.], as well as other established syndicators and toy companies. Unless you have the power of a major studio behind you,

or the kind of leverage that comes with toy-driven programs, the domestic market cannot give us the return we need on our production investment.

"The fact that *Widget* and *Mr. Bogus* have done so well is a tribute to Brian Lacey's marketing skills and the creative and production expertise of Peter Keefe," said Morrison.

Morrison, who was installed by UK-based parent Central Television in 1989, said that Keefe, director of production and strategic operations, and

Games afoot at Paramount

Four of the seven Paramount Stations Group's owned independents began a test trial last week of a new interactive game show, *Video Games Challenge*. The series format has been airing in Sweden and other European countries for the past two years. The half-hour strip, which aired on WTXF-TV Philadelphia, WDCA-TV Washington, KTXA(TV) Dallas and KTXH(TV) Houston, was produced locally in each of those markets to allow viewers to play along with several popular video games through their telephones.

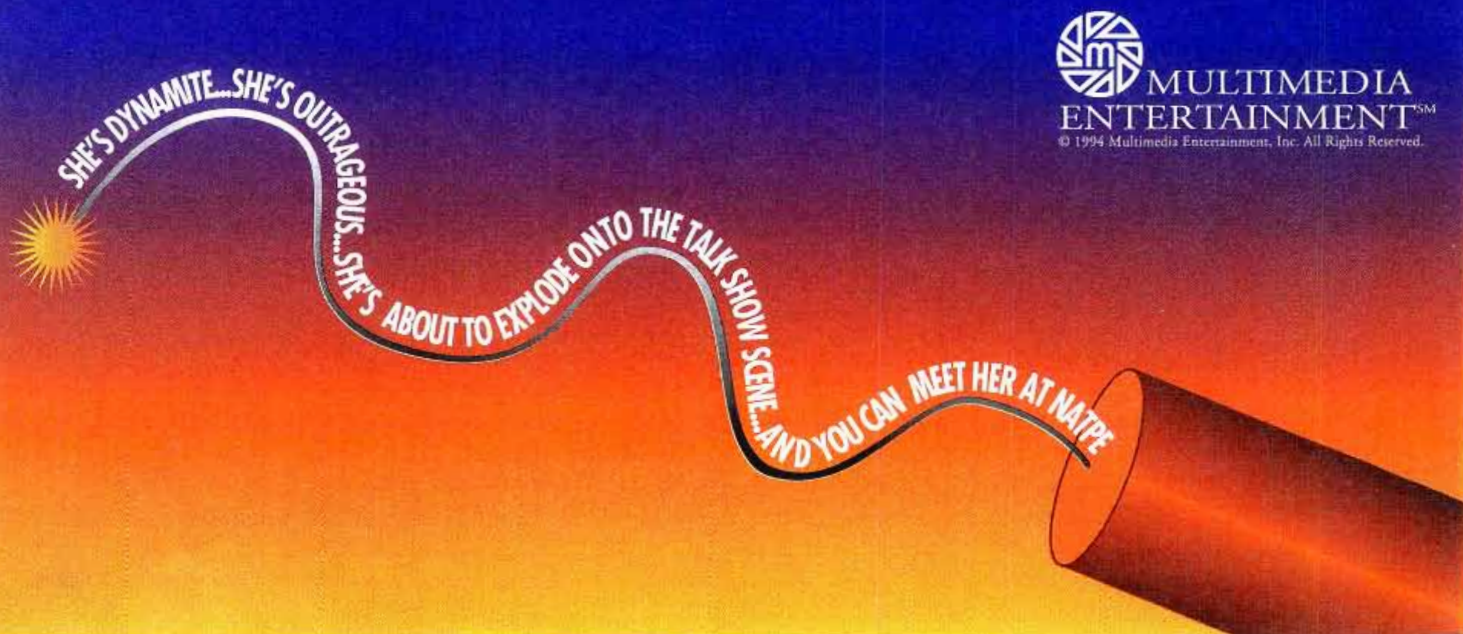
Format producers Los Angeles-based Invisible Cities and Big Band Productions of Sweden have licensed the video game technology from a variety of software companies, including Virgin (producers of "Cool-Spot"), Tradewest ("Battle Toads"), Hudsonsoft ("Bomberman") and Electronic Arts ("Soccer," "Hockey" and "Basketball"). Each of the Paramount stations "localized" the game-prize format with advertising co-sponsors. In Houston, KTXH linked with Blockbuster video for in-store promotion, while WDCA-TV teamed with Sportsland America stores in Washington. At deadline, KTXH Houston was the only market posting early first-day results for *Video Games Challenge*'s debut last Monday at 5-5:30 p.m., where it posted a 3.3 rating/7 share (NSI, Dec. 27). *Challenge* finished second among the independents in the market and only about a rating point off *Full House*'s November 1993 sweeps average in the time period.

—MF

Lacey, director of market development, left the Studio City, Calif., independent to "pursue new business ventures together."

Their departure came as something of a shock to the Hollywood and station communities, where Zodiac had developed a reputation as a high-gloss, maverick supplier of alternative animated programming. Although Zodiac-produced animated series *Widget*,

Continues on page 65



It's a New World for Ronald Perelman

Financier suffers programing losses; plans affiliate purchases

By Geoffrey Foisie

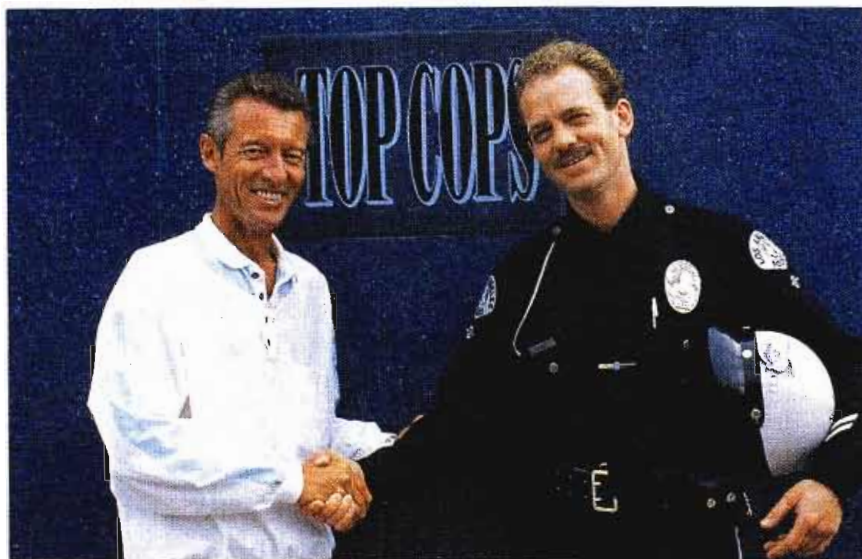
Ronald Perelman is creating a billion-dollar television company. He is also fallible. Both observations were detailed in a recent SEC filing that shows what happened to the financier's acquisition of New World Entertainment and what he intends to do with his new conglomerate.

Under the plan just filed, Perelman will contribute programing companies New World Entertainment and Four Star to group owner SCI Television in exchange for 25.4 million SCI shares valued at \$8.47 each, or \$230 million in stock. SCI will be renamed New World Communications.

\$100 million to be absorbed

Arguably, Perelman is getting only \$130 million for New World Entertainment, since he is absorbing \$100 million of its debt before contributing the programing company to the new conglomerate.

But contributing the programing companies could take Perelman, and his holding company MacAndrews & Forbes Holdings, off the hook for any further cash infusions into New World Entertainment. He bought it in June



'Top Cops,' in which police cases are dramatized, is one of at least three reality shows syndicated by SCI affiliate Genesis Entertainment. Genesis' experience syndicating reality shows might be used by SCI stations, current and future.

1989 for \$141 million and has put in at least another \$115 million.

Even allowing for possible asset shifting, the recent SCI filing suggests that television programing has not been especially good to Perelman. In both 1990 and 1991, the company said

New World's "operating environment deteriorated." As a result, Perelman wrote down the value of his acquisition to zero.

Although New World two years ago let go of its biggest cash consumer, its prime time network business, the

Chicago station owner expands to Denver

A bankruptcy judge this week is expected to approve a settlement between creditors of KTVD(TV) Denver and Channel 20 Inc.

Under the plan, Channel 20 Inc. would pay KTVD's creditors \$7.5 million, or roughly 25 cents on the dollar. It then would file with the FCC to obtain the license for the station, which last year had revenues of about \$5.6 million. Not included in the claims being satisfied are about \$3 million in cash program obligations.

Fred Eychaner, who owns Channel 20 Inc., says he was trying to build a station in Boulder, Colo., on channel 14. His inability to overcome zoning problems led him to seek out the KTVD opportunity. He reportedly was helped in the KTVD negotiations by WPWR-TV General Manager Al DeVaney.

Richard Miller, president of KTVD's current licensee, says that the independent's bankruptcy reorganization problems were exacerbated by a competing applica-

tion for its license. The applicant, Roberts Broadcasting, has agreed to drop its application and instead will buy Eychaner's permit, subject to FCC approval, for the Boulder frequency.

Eychaner says that he is negotiating to keep Terry C. Brown as KTVD's general manager.

Eychaner says the station just reported a 5 rating for the November Arbitron book, up from last year. Financials filed with the court show that 1992 station revenues are up 23% over the prior year, and first-quarter revenues are "pacing" well, Miller says.

He says the station's problems were due to a December 1988 sign-on that coincided with a downturn in the Denver market. The station could have used a "more understanding senior lender," Miller adds.

Says Eychaner, who also owns WPWR-TV Chicago, "The Denver market has a similar configuration to Chicago. We are excited about it."

—GF

company continued to "incur losses in 1992 as a result of the increasing costs of doing business without corresponding increases in revenues."

New World's 1992 year-end financial statement, part of the SCI filing, continues, "Even if New World is able to realize significant improvement in the results from its operations in 1993 and thereafter, for the foreseeable future, New World's consolidated interest costs and other fixed charges are unlikely to be covered by...consolidated earnings or cash flows."

Perelman plans to expand the launch pad already provided by SCI's seven stations. He anticipates acquiring as many as five more network-affiliated TV stations in the top 25 markets and is negotiating an \$80 million investment from stockholder Apollo Partners, a New York-based high-yield securities merchant bank.

Low-cost program strategy

Combined with SCI, New World may have access to at least some of the cash generated by the stations. The filing says New World also intends to use the stations to help launch shows developed by the company.

The filing says the strategy includes developing "relatively low-cost programs, such as game shows, reality programming and talk shows, that meet the needs of the stations and are suitable for syndication." Already being developed are a game show, *Family Circle*; a daytime talk show; a reality show; and a *Valley of the Dolls* series.

The strategy also calls for developing "animated programming especially in conjunction with [Perelman-controlled] Marvel Entertainment...for the domestic and international markets."

The fit with Genesis Entertainment seems quite evident. Perelman less than a year ago bought 50% of the syndicator for \$15 million and is on the verge of trading SCI stock for the remainder. Genesis has experience syndicating reality shows that might be used by the stations in access or late night.

Strategy for the rep firm calls for it to "directly contact potential national advertisers [and] structure advertising packages that are more closely customized to individual advertisers' needs." The in-house firm also will sell barter inventory generated by New World and Genesis. ■

Prices for DBS programming launched

Direct-broadcast satellite service in the U.S. initially will be marketed in eight to 10 markets, and typical monthly subscription fees probably will be about \$30 a month.

While DBS program provider DirecTV is keeping its pricing close to the vest, executives at competing DBS program provider United States Satellite Broadcasting are broadcasting the company's pricing strategy in the wake of GM Hughes's DBS satellite launch.

Consumers receiving programming from USSB will pay from \$7.95 to \$34.95 per month, according to Stanley E. Hubbard, president and chief operating officer. The \$7.95 price will buy a "six-pack" of programming including MTV, VH-1, Nickelodeon, Nick at Nite, Comedy Central, Lifetime and All News Channel. USSB's "premium plus" package will sell for

\$34.95 per month and will include those six networks plus multiplexed versions of five premium channels: HBO, Cinemax, Showtime, The Movie Channel and Flix. Viewers also may buy a standalone, multiplexed version of any of the pay TV services for \$10.95 per month.

Executives at DirecTV anticipate that the average consumer will spend \$25-\$30 per month for service, but the company has not determined its pricing, according to a spokeswoman. So far, the only confirmed pricing from DirecTV is the cost of its many pay-per-view offerings, which she says will be priced comparably to video stores, with old releases costing \$1 each and current releases selling for \$3.95.

DBS service initially will be marketed in eight to 10 lead markets when the satellite is turned on in April. However, DBS signal coverage will include the entire country, and anyone with receiving equipment will be able to get DBS program offerings. The markets have not yet been announced.

"We have to follow RCA," Hubbard says. "The reason for the regional rollout is they want to make sure there is an adequate supply of hardware. By June or July, there will be hardware available in all regions." —RB



Arianespace Flight 62 lifts off Dec. 17 with the DBS satellite aboard.

Calif. MSOs seek buyers

By Geoffrey Foisie

Two additional MSOs with multiple systems in California last week announced they are considering looking for buyers.

ML Media says it has retained two firms to "evaluate strategic alternatives" for its systems serving 133,000 California cable subscribers. And Chris Lammers, president of Western Communications with 321,925 subscribers, most in California, confirmed that the Chronicle Publishing-owned MSO was "exploring a sale."

Martin Pompadur, managing general partner of ML Media, says it was natural that after the seven years since the partnership was formed, some as-

sets would be sold to pay back investors. Bought for \$170 million, the California cable systems could return a substantial profit to ML if they fetch per-subscriber multiples in line with recent cable system transactions.

Potential buyers of the ML properties are MSOs with adjacent systems: Times Mirror, Comcast, Century, Continental, Viacom and Intermedia.

The *San Francisco Chronicle* reported that privately held Chronicle hopes to get \$700 million-\$800 million from its sale. Because taxes on any gains would be passed through to the family owners of Chronicle, any sale likely would be structured as a tax-free transaction. ■

Changing Hands

This week's tabulation of station and system sales

KRBK-TV Sacramento, Calif. □ Purchased by Pappas Telecasting of Sacramento (Harry J. Pappas) from Koplar Communications of California Inc. (Edward J. Koplar) for \$22 million. **Buyer** owns KPLR-TV St. Louis. **Seller** has no other broadcast interests. KRBK-TV is independent on ch. 31 with 5,000 kw visual, 500 kw aural and antenna 1,830 ft. Filed Dec. 7, 1993 (BALCT931207KE).

WJMN-FM Boston □ Purchased by Pyramid Broadcasting (Rich Balsbaugh) from Ardman Broadcasting Corp. (Myer Feldman) for \$22 million. **Buyer** owns WNUA-FM Chicago; WXKS-AM-FM Medford, Mass.; WPXY-AM-FM Rochester and WHTT-AM-FM Buffalo, both New York; WYXR-FM Philadelphia, and WRFK-FM Kannapolis, N.C. **Seller** owns WENZ-FM Cleveland; KKCJ-FM Kansas City, Kan.; WNWZ(AM)-WODZ-FM Memphis; WOVR-FM West Palm Beach and WIRA(AM) Fort Pierce, both Florida; WWSR-AM-FM Charleston, W. Va.; WCIB-FM Cape Cod, Mass., and KCKN(AM)-KBCQ-FM Roswell, N.M. WJMN-FM has contemporary hits format on 94.5 mhz with 11.5 kw and antenna 1,053 ft.

WFYV-FM Atlantic Beach, Fla. □ Purchased by Hirsch Holdings of Cleveland Inc. (Carl E. Hirsch) from Evergreen Media Corp. (Scott K. Ginsburg) for \$19.64 million (price includes WAPE-FM Jacksonville, Fla. ["Changing Hands," Dec. 20, 1993]). **Seller** owns KKB-TM Los Angeles; KMEL-FM San Francisco; KTRH(AM)-KLOL-FM Houston; WTOP(AM)-WASH-FM Washington; WLUP-AM-FM/WWBZ-FM Chicago, and WVCB-FM Miami. WFYV-FM has AOR format on 104.5 mhz with 100 kw and antenna 984 ft. Filed Nov. 29, 1993 (BAPLH931129GE).

KTVQ-TV Billings, Mont. □ Purchased by KTVQ Communications Inc. (Peter Manigault) from SJL of Montana Associates LP (George D. Lilly) for \$8.5 million. **Buyer** owns KXLF-TV Butte, KPAX-TV Missoula, KCTZ-TV Bozeman and KRTV-TV Great Falls, all Montana; KIVI-TV Nampa-Boise, Idaho; KOAA-TV Pueblo-Colorado Springs, Colo., and KVOA-TV Tucson, Ariz. **Seller** owns KSNW-TV Wichita, KSNG-TV Garden City, KSNC-TV Great Bend, and KSNT-TV Topeka, all Kansas; KSNK-TV McCook, Neb., and WJRT-TV Flint, Mich. KTVQ-TV is CBS affiliate on ch. 2 with 100 kw visual, 10.2 kw aural and antenna 670 ft. Filed Dec. 7, 1993

(BALCT931207KG).

WRMX-FM Murfreesboro, Tenn. □ Purchased by South Central Communications Corp. (John D. Engelbrecht) from Shores Broadcasting Co. and Nashville Partners LP (Richard E. Oppenheimer) for \$6 million. **Buyer** owns WEZK-AM-FM and WIMZ-FM Knoxville, WZEZ-FM Nashville, and WJPS(AM) and WIKY-FM Evansville, all Tennessee. **Seller** owns KIXL(AM) Del Valle and KFRQ(FM) Harlingen, both Texas, and KMBY-FM Seaside and KNZS(AM) Aptos-Capitola, Calif. WRMX-FM has oldies format on 96.3 mhz with 100 kw and antenna 827 ft. Filed Dec. 9, 1993 (BALH931209GG).

WWKB(AM)-WKSE-FM Buffalo, N.Y. □ Purchased by Keymarket Communications (Kerby Confer) from Price Communications Corp. (Robert Price) for \$5 million. **Buyer** recently announced the purchase of WBEN(AM)-WMJQ(FM) Buffalo from Algonquin Broadcasting Corp. for \$9.9 million. **Buyer** also owns WJCE(AM)-WRVR-FM Memphis; WWL(AM)-WLMG-FM New Orleans; WILK(AM)-WKRZ-FM/WGBI(AM)-WGGY-FM Wilkes-Barre, Pa., and pending FCC approval, KBLA(AM)-KNAC-FM Los Angeles. **Seller** owns WBZT(AM)-WIRK-FM West Palm Beach, Fla., and WOWO-AM-FM Fort Wayne, Ind. WWKB has business news/talk format on 1520 khz with 50 kw. WKSE-FM has CHR format on 98.5 mhz with 46 kw and antenna 420 ft. **Broker:** Gary Stevens & Co.

WAQS(AM)-WAQQ-FM Charlotte, N.C. □ Purchased by Pyramid East Corp. (Richard M. Balsbaugh) from Adams

Radio of Charlotte Inc. (Lee W. Shubert, receiver) for \$4 million. **Buyer** owns 3 AM's and 6 FM's (see WJMN-FM, above). **Seller** owns WLAV-AM-FM Grand Rapids, WGTU-TV Traverse City and WGTQ-TV Sault Ste. Marie, all Michigan; KISS-AM-FM San Antonio; KOOL-AM-FM Phoenix; KZOK-AM-FM Seattle; KHHH-FM Boulder, Colo.; KEZK(AM) Wood River, Ill.; KEZK-FM St. Louis; KCBQ-AM-FM San Diego; WWAY(TV) Wilmington, N.C., and WHBQ-TV Memphis. WAQS has oldies format on 610 khz with 5 kw day, 1 kw night. WAQQ-FM has top 40 format on 95.1 mhz with 100 kw and antenna 1,542 ft. Filed Dec. 1, 1993 (AM: BAL-931201EC; FM: BALH931201ED). **Broker:** Media Venture Partners.

WPRS(AM)-WACF-FM Paris, Ill. □ Purchased by P.R.S. Broadcasting Inc. (Terry E. Forcht) from Paris Broadcasting Corp. (Adlai C. Ferguson Jr.) for \$675,000. **Buyer** owns WAIN-AM-FM Columbia, WFTG(AM)-WWEL-FM London, WHIC-AM-FM Hardinsburg, WSP-AM-FM Paintsville, and WTCW(AM)-WKKQ-FM Whitesburg, all Kentucky; WDBL-AM-FM Springfield, Tenn.; WCVL-AM-FM Crawfordsville, Ind.; WVLN(AM)-WSEI-FM Olney and WIAI-FM Danville, both Illinois. **Seller** has no other broadcast interests. WACF-FM has MOR format on 98.5 mhz with 50 kw and antenna 500 ft. WPRS has C&W format on 1440 khz with 1 kw day, 250 w night. Filed Dec. 10, 1993 (AM: BAL931210GL; FM: BALH931210GK).

WKYD(AM)-WWSF-FM Andalusia, Ala. □ Purchased by Riggs Radio Corp. (Stephen Riggs) from MetroCities Communications Inc. (Henry Posner Jr.) for \$650,000. **Buyer** and **seller** have no other broadcast interests. WKYD has beautiful music/news/talk format on 920 khz with 5 kw day, 500 w night. WWSF-FM has CHR format on 98.1 mhz with 89 kw and antenna 1,023 ft. **Broker:** Media Ventures Partners.

KDWG-FM Hardin, Mont. □ Purchased by Harris Broadcasting Co. (Stephen R. Harris) from American Bank (Bruce A. Erickson) for \$450,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KDWG-FM has country format on 95.5 mhz with 100 kw and antenna 984 ft. Filed Dec. 9, 1993 (BALH931209GH).

KSKI-FM Sun Valley, Idaho □ Purchased by E-Da-Hoe Inc. (W. Clinton Stennett) from John E. McCaw Jr. for \$425,000. **Buyer** has no other broadcast interests. **Seller** has interests in KXAN-TV Austin and KXAS-TV Fort Worth, both Texas; WANE-TV Fort Wayne, Ind.; WAND-TV Decatur, Ill.; WAVY-TV Portsmouth, Va.; WISH-TV Indianapolis, and WOOD-TV Grand Rapids, Mich. KSKI-FM has adult contemporary format on 103.7

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ **\$370,000** □ **2**
FM's □ **\$30,270,000** □ **12**
Combos □ **\$11,175,000** □ **8**
TV's □ **\$30,500,000** □ **2**
Total □ **\$72,315,000** □ **24**

So far in 1993:

AM's □ **\$71,908,863** □ **231**
FM's □ **\$743,540,970** □ **402**
Combos □ **\$756,721,833** □ **219**
TV's □ **\$1,728,710,952** □ **101**
Total □ **\$3,300,882,618** □ **953**

For 1992 total see Feb. 1, 1993 BROADCASTING.

mhz with 51.8 w and antenna 1,905 ft. Filed Dec. 7, 1993 (BALH931207GO).

WATB-FM South Yarmouth, Mass. □ Purchased by Cape Cod Radio Inc. (Donald P. Moore) from Cape Cod Broadcasting Corp. (Edward F. Perry Jr.) for \$375,000. **Buyer** has no other broadcast interests. **Seller** owns WATO-FM Marshfield, Mass. WATB-FM has adult contemporary format on 103.9 mhz with 3 kw and antenna 315 ft. Filed Dec. 8, 1993 (BALH931208GL).

WGNN-FM Dresden, Tenn. □ Purchased by Thunderbolt Broadcasting Co. (Paul F. Tinkle) from Dresden Broadcasting Inc. (Ron Lane) for \$320,000. **Buyer** owns WCMT-AM-FM Martin, Tenn. **Seller** has interests in WFWL Camden, Tenn. WGNN-FM has southern gospel format on 95.1 mhz with 6 kw and antenna 328 ft. Filed Dec. 3, 1993 (BALH931203GJ).

WKZA-FM Stevenson, Ala. □ Purchased by KEA Radio Inc. (Ronald H. Livenood) from George Guess for \$300,000. **Buyer** and **seller** have no other broadcast interests. WKZA-FM has modern country format on 101.7 mhz with 940 w and antenna 490 ft. Filed Dec. 8, 1993 (BALH931208GG).

KSVC(AM)-KKWZ-FM Richfield, Utah □ Purchased by Mid-Utah Radio Inc. (Marianne M. Barton) from Sevier Valley Broadcasting Inc. (Kent L. Colby) for \$275,000. **Buyer** and **seller** have no other broadcast interests. KSVC has classic country format on 980 khz with 5 kw day, 1 kw night. KKWZ-FM has adult contemporary format on 93.7 mhz with 35.7 kw and antenna 3,014 ft. Filed Dec. 1, 1993 (AM: BAL931201GN; FM: BALH931201GO).

WQTL-FM Ottawa, Ohio □ Purchased by Marion Radio Co. from Robert J. Macchini, receiver for M.M. Group Inc., for \$225,000. **Buyer** owns WMRN-AM-FM Marion, Ohio. **Seller** owns WCSJ(AM)-WCFL-FM Morris, Ill. WQTL-FM has classic rock format on 106.3 mhz with 3 kw and antenna 297 ft. *Broker: Media Services Group Inc.*

KKRX-AM-FM Lawton, Okla. □ Purchased by Sovereign Broadcasting Inc. (Robert O. Magruder) from KKRX Inc. (Louise Hill Downing) for \$200,000. **Buyer** and **seller** have no other broadcast interests. KKRX(AM) is 250 w daytimer with news/talk/solid gold format on 1050 khz. KKRX-FM has classic rock format on 98.1 mhz with 100 kw and antenna 202 ft. Filed Dec. 2, 1993 (AM: BAL931202EA; FM: BALH931202EB). *Broker: George Moore & Associates Inc.*

WRRR(AM) Frederiksted, V.I. □ Purchased by Reef Broadcasting Inc. (Richard F. Blom) from Carlos A. Lopez-Lay for \$200,000. **Buyer** and **seller** have no other broadcast interests. WRRR

has Spanish/news format on 1290 khz with 500 w day, 250 w night. Filed Dec. 2, 1993 (BAL931202EC).

KMCD(AM)-KLIK-FM Fairfield, Iowa □ Purchased by Fairfield Media Group (Jay Mitchell) from Galesburg Broadcasting Co. (Prichard family) for \$200,000. **Buyer** has no other broadcast interests. **Seller** owns WGIL(AM)-WAAG-FM Galesburg, Iowa. KMCD has country format on 1570 khz with 250 w day, 108 w night. KLIK-FM has top 40 format on 95.9 mhz with 2.05 kw and antenna 400 ft. *Broker: Crisler Capital Co.*

WCCY(AM)-WOLF-FM Houghton, Mich. □ Purchased by Tu-Mar Broadcasting Inc. (Richard H. A. Tuisku) from The Greenfield Group, receiver (Al Greenfield), for \$175,000. **Buyer** and **seller** have no other broadcast interests. WCCY has country format on 1400 khz with 97.7 mhz. WOLF-FM has adult contemporary rock format on 97.7 mhz with 875 w and antenna 508 ft. Filed Dec. 3, 1993 (AM: BAL931203GE; FM: BALH931203GF).

KZZR(AM) Burns, Ore. □ Purchased by Stanley M. Swol from Warren D. Evans for \$170,000. **Buyer** and **seller** have no other broadcast interests. KZZR has C&W/news format on 1230 khz with 1 kw. Filed Dec. 1, 1993 (BAL931201EB).

WWAG-FM McKee, Ky. □ Purchased by Dandy Broadcasting Inc. (Daniel Brockman) from Wilderness Hills Inc. (Vernon R. Baldwin) for \$100,000. **Buyer** has no other broadcast interests. **Seller** owns WWXL-AM-FM Manchester, Ky., and WNLT-FM Harrison, WCNW(AM) Fairfield, and WRKG(AM)-WZLE-FM Lorain, all Ohio. WWAG-FM has gospel format on 107.9 mhz with 2 kw and antenna 400 ft. Filed Dec. 7, 1993 (BALH931207GF).

WPGT-FM Roanoke Rapids, N.C. □ Purchased by Appalachian Educational Communication Corp. (Kenneth C. Hill) from Roanoke Christian School (Clyde Alderman) for \$40,000. **Buyer** and **seller** have no other broadcast interests. WPGT-FM has religious format on 90.1 mhz with 1 kw and antenna 175 ft. Filed Dec. 9, 1993 (BALH931209GE).

WMXQ-FM Lynchburg, Va. □ Purchased by Moran Broadcasting Inc. (David H. Moran) from Friendship Broadcasting Inc. (Robert Goins, M.W. Thornhill and Howard Butler) for \$35,000. **Buyer** owns WKBA(AM) Vinton and WKPA(AM) Lynchburg, both Virginia; WMYT(AM) Carolina Beach, N.C., and is permittee of WARO(AM) Claremont, Va. **Seller** has interests in WVRL-FM Appomattox and WKRA(AM) Lynchburg, both Virginia, and WMYT(AM) Carolina Beach, Calif. WMXQ-FM has talk format on 105.9 mhz with 6 kw and antenna 300 ft. Filed Dec. 7, 1993 (BTCH931207GG).

SOLD!

KPGM-FM, Casper, Wyoming from Western Inspirational Broadcasters, Inc. to Mongo Broadcast Group, Inc., Charles Owen Wilson, Principal.

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Sosson buys NewMarket for \$100 million

Radio Equity Group to have 15 stations, duopolies in three markets

By Peter Viles

In a deal that creates a new player in medium-market radio, George Sosson's Radio Equity Partners last week announced plans to buy all of NewMarket Media's 11 stations, including recently formed duopolies in New Orleans, Memphis and Oklahoma City.

The price was put at close to \$100 million. The acquisition was surprising in that NewMarket has been an aggressive buyer recently and had not given serious thought to selling until early December, according to NewMarket Chairman Steve Robertson.

"Our goal was to be only a buyer," Robertson said. "I told folks we weren't for sale but that if anybody ever made a pre-emptive bid, we would have to consider it."

As recently as early December, Robertson said, "we were in the process of completing a favorable refinancing package. But [REP] came in in a very pre-emptive way. In a matter of weeks they had convinced us."

Sosson, a former CBS Radio execu-

tive who announced plans to build a station group in mid-1992, originally had looked for stations in major markets. But as prices in those markets climbed to unforeseen heights amid duopoly deal-making, he adjusted the company's strategy.

"We're not going to pay 10 and 11 times cash flow," Sosson said. "These are medium-sized markets, but they're wonderful markets. And we're more interested in the quality of the stations than we are in the size of the markets."

The 11 stations include two that NewMarket has not yet closed on: KGTR-FM New Orleans and KOQL-FM Oklahoma City. The others: WSJS(AM)-WTQR-FM Greensboro/Winston-Salem, N.C.; WREC(AM)-WEGR-FM/WRXQ-FM Memphis; WNOE-AM-FM New Orleans, and KXXY-AM-FM Oklahoma City.

Neither NewMarket nor REP would release estimates of the group's total revenues or cash flow, but Anderson said cash flow for the original group of NewMarket stations, excluding recent duopoly purchases in three markets,

exceeded \$10 million per year.

Sosson said financing had not yet been arranged for the \$100 million purchase but that negotiations with several banks were nearing final stages.

REP previously bought stations in Providence, R.I. (WWDB-FM), Springfield, Mass. (WHYN-AM-FM), and Fort Myers, Fla. (WCKT-FM).

Sosson said he had no immediate plans for changes at the NewMarket stations. The deal was brokered by Dick Foreman for Radio Equity Partners and Hartstone & Dickstein for NewMarket.

As for NewMarket, Anderson said the group would spend the next few months trying to insure a smooth transition of the stations. After that, he said, the company, or its recently formed sister company, Vision Media, might go shopping for stations again.

"I think probably that's very likely," Anderson said.

"Most people who know us think that would be a very logical conclusion to draw."

Errata

A chart on in-flight radio services in the Dec. 20, 1993, issue did not fully list USA Today Sky Radio's various services. The company has three in-flight live audio channels: USA Today Sports Radio, which broadcasts live sporting events provided by CBS Radio and Mutual Broadcasting and is the exclusive in-flight provider of live local and national Major League Baseball broadcasts; USA Today Sky Radio, a 24-hour news service that is the exclusive in-flight affiliate of CNN, and Viewpoints, available only on United flights, an opinion channel that includes CBS Radio's Charles Osgood, *The Larry King Show* and other talk and opinion shows.

Fritz selling its Detroit AM-FM

By Julie A. Zier and Peter Viles

It looks certain that Fritz Broadcasting is selling Detroit stations WXYT(AM) to Infinity Broadcasting and WMXD-FM to Booth-Broadcast Alchemy for a combined \$45 million.

Negotiations still are under way, sources say, and contracts are expected to be signed by mid-January. A source within Booth-Broadcast Alchemy confirmed the WMXD-FM deal, but Infinity executives refused to comment on the WXYT sale. The deals would give Booth-Broadcast Alchemy a duopoly in Detroit and Infinity an AM-FM combo there.

Jock Fritz, president of Fritz Broadcasting, did not return phone calls by presstime.

WMXD-FM's urban contemporary format is a good match for Booth-Broadcast Alchemy's other Detroit property, WJLB-FM, which also targets a black adult audience.

WJLB-FM had a 6.4 share in the Arbitron summer ratings [total week, AQH, listeners 12-plus], while WMXD-FM had a 4.9.

Infinity could make sizable inroads in the market. Its oldies station, WOMC-FM, had a 3.5 summer share, while WXYT, with a news/talk format, pulled in a 5.1.

Infinity's WOMC-FM billed an estimated \$8.1 million in ad revenues in 1992, according to *Duncan's Radio Market Guide*, while WXYT billed roughly \$5.3 million.

Full speed ahead on superhighway

Congress, administration press plans to encourage competition

By Kim McAvoy

Congress and the White House are speeding up efforts to enact legislation aimed at stimulating the development of a modern telecommunications infrastructure.

In the House, Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is promising quick action on pending telecommunications bills. Markey hopes to kick off a series of hearings the week Congress returns (Jan. 25) and plans to mark up legislation late next month. The subcommittee will consider two major pieces of legislation:

- One measure, called the Markey-Fields bill after its sponsors, Markey



Vice President Al Gore says the administration will support removal, "over time, under appropriate conditions, of judicial and legislative restrictions on all types of telecommunications companies."

Congressional proposals at a glance

The Brooks-Dingell bill (H.R. 3626) would:

- Lift modified final judgment restrictions prohibiting regional Bell operating company (RBOC) delivery of long-distance phone service, out of region, after five years. RBOCs would have to apply to the Department of Justice and the FCC to enter the long-distance telephone business.

- Permit RBOCs to petition the Justice Department and the FCC to utilize their own networks to provide in-region long-distance service.

- Allow RBOCs to provide long-distance services "incidental" to other services such as cable and personal communications services.

- Permit RBOC manufacturing of telecommunications equipment in the U.S., with Justice Department approval.

- Require RBOCs to provide other electronic publishers with equal access to their networks at nondiscriminatory prices.

- Require RBOCs entering electronic publishing to do so through separate subsidiaries for six years.

The Markey-Fields bill (H.R. 3636) would:

- Repeal cable-telco crossownership prohibition so that telcos could offer cable services in their service territory.

- Pre-empt state laws that prevent competition in local telephone markets.

- Prohibit telco buyouts of cable systems in their

service area except in "very limited circumstances." Certain joint ventures would be permitted.

- Allow telcos to offer video services through a separate subsidiary.

- Require that telco provision of video programming be offered on "video dialtone basis," with telcos providing carriage as a common carrier. The FCC would study whether cable should offer video on a common-carrier basis.

- Establish a federal-state board to require all providers to contribute to "preservation and expansion of universal service."

- Require local phone companies to provide equal access and interconnection to their network.

The Danforth-Inouye bill (S. 1086) would:

- Permit all telcos to offer cable service within their service area under certain conditions.

- Remove state and local barriers that prevent cable companies from entering the local telephone business.

- Prohibit telco buyouts of cable systems in their service area except in rural areas and outside their telephone service territory.

- Require telcos to provide cable services through a separate subsidiary.

- Lift some of the long-distance restrictions on RBOCs to facilitate their providing cellular and cable services.

- Impose safeguards on RBOC delivery of information services.

and Jack Fields (R-Tex.), would open cable and telephone markets to competition.

■ The other bill, named for Jack Brooks (D-Tex.) and John Dingell (D-Mich.), would pave the way for regional Bell operating companies (RBOCs) to eventually offer long-distance telephone service and to manufacture telecommunications equipment. It also would establish certain ground rules for RBOC delivery of information services.

Judiciary Committee Chairman Jack Brooks (D-Tex.) is convening a hearing Jan. 26 on the Brooks-Dingell bill. Last month, Vice President Al Gore said the administration will present a legislative package on telecommunications to Congress early this year.

In a speech at the National Press Club, Gore said the administration will support removal, "over time, un-

der appropriate conditions, of judicial and legislative restrictions on all types of telecommunications companies: cable, telephone, utilities, television and satellite."

However, Gore made clear, "We cannot relax restrictions from legislation and judicial decisions without strong commitments and safeguards that there will be a 'public right-of-way' on the information highway." The administration's legislation will contain "strong safeguards" against anticompetitive behavior such as what has occurred in cable, "where cable company owners have used their monopoly of their networks to exclude programming that competes with their own."

In naming the key components of a super information highway, Gore included local broadcasters, marking the first time the administration has ac-

knowledgeed that broadcasters will be players on the information highway.

More details are expected when Gore appears next Tuesday in Los Angeles at a "Superhighway Summit" sponsored by the Academy of Television Arts and Sciences.

The Senate last year held several hearings on a telecommunications bill authored by John Danforth (R-Mo.) and Daniel Inouye (D-Hawaii), Communications Subcommittee chairman. Like the House measures, the bill would open both the local cable and the telephone markets to competition.

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) also is expected to produce a telecommunications bill. Just what the legislation will include is uncertain. However, Hollings has expressed concerns about permitting RBOCs into the long-distance telephone business. ■

Commercials adding up, groups say

FCC considers reimposing strict limits; consumers file in favor

By Kim McAvoy

Broadcasters once again are at odds with consumer and public-interest groups, this time over an FCC inquiry into whether the agency should reimpose commercial time limits on TV stations.

The Center for the Study of Commercialism, the Center for Media Education, the Consumer Federation of America and the United Church of Christ say the commission must reestablish limits and other rules to protect the public from too many commercials. The FCC's rationale for eliminating the limits in 1984 has not proved correct, the groups say. Stations were limited to 16 minutes per hour of commercials; 12 minutes during prime time.

Broadcasters, on the other hand, argue strongly against reviving such restrictions. The National Association of Broadcasters says that "singling out commercial speech" on television violates the First Amendment. And, NAB says, the limits would give cable TV competitors an unfair advantage over broadcasters, since cable operators have no commercial time restraints.

The FCC is revisiting its 1984 decision and asking whether it should

adopt a strict rule setting specific limits on commercials. The inquiry is in response to congressional disfavor with the FCC's decision to give home shopping stations must-carry status under the 1992 Cable Act.

New commercial limits could result in home shopping stations losing their must-carry status or even their license renewal. Critics charge that home shopping stations do not serve the public interest because they are virtually all commercial.

Study of practices urged

In their comments to the FCC, filed last month, the public-interest and consumer groups also say they want the FCC to study stations' commercial practices. They add that broadcasters should be required to maintain and make available to the public records on the types of commercials they air.

"Broadcasters should be serving the public interest by airing material which helps create an informed electorate, presents a diversity of perspectives, responds to the needs of the local community and educates children. The excessive amount of commercial material which is currently being broadcast takes away time which

could be spent on these important goals," the groups maintain.

The Association of Independent Television Stations makes similar arguments. To regulate broadcasters' "only source of revenue would be adding a further burden to an industry that is already at an obvious disadvantage," it says.

The Home Shopping Network also opposes ad limits. HSN says viewers watch home shopping programming first for entertainment and secondarily for information. Says HSN: "As entertainment programming, home shopping is entitled to the highest possible degree of First Amendment protection. The commission's traditional reluctance to become involved in program content regulation is therefore clearly appropriate in this proceeding."

The National Infomercial Marketing Association also protested any move to revive ad limits. The association says infomercials provide a valuable revenue source, an estimated \$240 million, for free over-the-air broadcasters. The group also says such restrictions would affect the "innovation in commercial programming that has been one of the significant benefits of the commission's 1984 decision." ■

The FCC soon may rewrite the criteria it uses to award licenses for new broadcast stations. The Court of Appeals in Washington left it little choice. In a Dec. 17 ruling, the court gutted its current criteria based on the preference for applicants who promise to own and locally manage the station, the so-called integration credit.

FCC General Counsel Bill Kennard says that the agency is weighing its options, including appeals and a rewrite of the criteria. Should the commission opt for a rewrite, the agency can get a fast start on it. After an earlier court ruling challenged the integration credit, the FCC opened, but never concluded, a rulemaking to revamp the criteria.

In the latest decision, the court says the integration preference is "peculiarly without foundation. While the commission makes it a central focus of allocation, the commission takes no interest whatsoever in the matter when it comes to transfers or even in the continuing conduct of the original licensee." The purported benefits of the policy prove "an illusion," the 24-page opinion says.

The ruling throws into question pending licensing hearings, which invariably involve applicants claiming the integration credit. No decisions have been made about how the policy should be applied in current cases, Kennard says. However, he adds, if he were an applicant losing a licensing hearing because of integration, he would argue the credit is no longer valid. "I think you would have a pretty good case," he says.

The integration credit was challenged by Susan M. Bechtel after she lost an FCC hearing for a new FM station in Selbyville, Del., to Anchor Broadcasting because of integration. The court instructs the FCC to revisit the case and weigh the Bechtel and Anchor applications—and possibly others—"under standards free" of integration.

FCC Commissioner James Quello dismisses talk he may soon step down, but allows he may not serve until the end of his term in June 1996. "If I leave early, it will be with only a few months to go," he says. And his resignation will not necessarily mean retirement, he says, citing a long-standing interest in a chair at his alma mater, Michigan State.

Talk that the 79-year-old Quello may take an early-out intensified after his 10-month stint as interim chairman ended with the swearing in of Chairman Reed Hundt on Nov. 29. Quello also is losing his two key advisers, Bob Corn-Revere and Brian Fontes. Both are looking for jobs in the private sector. Quello also has nominated his confidential assistant, Ginger Clark, to become the FCC secretary. But Quello says he is ready to rebuild his staff and looks forward to working with Hundt. "He seems like a good, reasonable, people-conscious person," he says. "That helps a lot."

The arrival of new FCC Chairman Reed Hundt has had the collateral effect of holding up a batch of TV license renewals cited for equal employment opportunity violations. The renewal applications had been stalled because the three other commissioners had been unable to agree on appropriate EEO sanctions. But right before Thanksgiving, they compromised and it looked like the FCC would be able to act on the applications.

Unfortunately for those stations waiting for the renewals, Hundt wants to review the sanctions but has yet to do so because of more pressing business, notably cable regulations.

An aide last week said Hundt probably will get to the issue in the next week or so.

Veteran FCC official Richard Shiben retires this month, after more than 30 years at the commission.

Shiben is the former chief of what used to be the Broadcast Bureau, and currently heads the Land Mobile and Microwave division of the FCC's Private Radio Bureau. Also leaving is Jeffrey Hoagg, special adviser to FCC Commissioner Andrew Barrett. Hoagg joined the commission in June 1993 from the New York Public Service Commission, which he will rejoin this month.

House Telecommunications Subcommittee Chairman Ed Markey

(D-Mass.) is concerned about Bell Canada's plans to acquire a 30% stake in Jones Intercable. Markey previously tried to get legislation passed that would restrict foreign ownership of U.S. cable companies. In a letter to Jones Intercable Chairman Glenn Jones, Markey asks for details on the proposed deal. The congressman points out that foreign ownership of telephone and broadcasting properties is limited to 20% or 25%.

"The control of the means of mass communication to the American public is not a commodity such as soybeans or software," Markey says. "Public policy must reflect this reality, even if commerce does not." Markey is seeking specific information about the deal as well as plans for other collaborations between the two companies.

The Wireless Cable Association International says the FCC should establish new rules that would grant consumers access to in-home cable wiring for the delivery of complementary and competing services. The association, in comments to the FCC, says it supports the idea of "applying the telephone inside wiring model to regulate ownership and use of inside wiring used to deliver cable television services."

The National Association of Broadcasters' annual winter board meeting convenes Jan. 17 at the La Costa Resort and Spa, Carlsbad, Calif. NAB also is hosting a legislative forum and "futures summit" at the resort Jan. 15-16. Representatives from the telephone industry, advertising community and Wall Street have been invited.

Much of the discussion is expected to focus on the Clinton administration's plans for an information superhighway and the role broadcasters will play as information providers and television programmers. NAB board members also are expected to discuss how the growing convergence between the telephone and cable industries might impact the TV business.

At the board meeting, the Clinton administration will unveil its telecommunications package (see story, page 51). It has promised to promote a deregulatory agenda for all telecommunications companies.



Ratings loss expected with NFC move

At least one ad agency expects move could mean 15% drop, lower unit prices

By Christopher Stern

Advertising agencies expect the National Football Conference to lose some viewers when the games go to Fox, which will be reflected by lower prices for NFC inventory.

Agency executives say that a fall in ratings is certain. Buyers also expect a drop in unit prices. A 30-second commercial for a Sunday NFC game on CBS now costs roughly \$100,000. "Even if the CPMs [cost per thousands] stay the same, unit pricing will have to go down because you will not reach as many people," says Bob Calandruccio, president, Vitt Media International Inc., an independent media buying company based in New York.

The average household CPM for a CBS NFC game is about \$11. The average CPM for men 25-54 is about \$13.

Fox has a weaker station lineup than does CBS, which could push ratings down as much as 15%, according to Joel Segal, executive vice president, director of national broadcast, McCann-Erickson. Advertising agencies also are concerned that 120 of the 139 Fox stations are UHF, whose signals generally do not cover as much area as those of VHF's.

Several advertising executives and media buyers, including Segal, say that Fox's acquisition of NFC rights is a good move if Fox is serious about broadening its audience, which tends to be younger than that of the big three networks.

"They get to sell another demographic they didn't get to sell before," says Howard Nass, senior vice president, corporate director, spot broadcast, Foote, Cone & Belding. The NFC will give the network the ability to sell weaker parts of its programming through packaging with its new sports programming, Nass says.

Advertising agency executives expect Fox to maintain the same straightforward style CBS established during the past three decades. "We just hope they don't try anything radically different that will drive people away

from Fox," says Aaron Cohn, director of national broadcast and programming, N.W. Ayer Inc. Several agency buyers say they would like to see Fox retain CBS's on-air talent, including John Madden and Pat Summerall.

When the time comes to negotiate, media buyers say they will look at not

only who will be in the Fox broadcast booth, but at what the network plans to do in terms of promotion. The football programming is expected to give Fox the power to attract stronger stations to its lineup, which now covers 95% of the country, compared with 99% for each of the big three. ■

HSN goes international with help of TCI

By Christopher Stern

The Home Shopping Network and Tele-Communications Inc. have signed a letter of intent for a joint venture in the international electronic retailing arena.

Home Shopping Network International will be headed by Michael W.D. McMullen, a former Coca-Cola marketing consultant with experience introducing U.S. products in foreign countries. TCI spin-off Liberty Media Inc. owns 71% of HSN's voting stock.

McMullen would not say which countries the network will target for launch of the new service. Cable penetration of homes is just beginning to take off in many countries, and McMullen says that much of HSN's distribution will come through direct-to-home satellites. Programmers in other countries now see home shopping services as necessary to their offerings, according to McMullen. HSN faces several obstacles to branching out internationally, including competition from QVC, which recently launched in the UK and Mexico.

Despite QVC's head start on the international scene, McMullen says that HSN may end up competing in some of the same countries. "Our strategy is to look for those markets that will return the biggest amount of money for our investment; possibly in some countries we will compete di-



rectly with QVC."

The two largest problems faced by any home shopping network in foreign countries are fulfillment and method of payment. "We will be looking at development of distribution methods on a country-by-country basis," says McMullen. He points out that HSN will not have to meet expectations of speedy delivery in many countries where consumers are used to waiting weeks for mail to reach its destination.

HSN will have to choose its target countries carefully because creating a home shopping channel in a foreign country can be expensive. Setting up distribution and credit channels is more like setting up a retail operation than producing television programming.

HSN also will seek local partners to acquire product and complete order fulfillment, says McMullen. TCI recently agreed to distance itself from QVC if the shopping network acquires Paramount. In November, HSN and QVC ended discussions of a merger of the two networks. ■

Country music launches AIDS PSA campaign in rural areas

Nashville takes notice that rate of rural infection is twice as high as urban

By Jim Cooper

AIDS cases in rural communities are increasing twice as fast as in urban areas, according to the U.S. Centers for Disease Control, and the country music industry has taken up the cause.

In an effort to prevent the disease from spreading so quickly in those areas, the group has launched a public service campaign, "Country AIDS Awareness." The campaign of PSAs on television, radio and in print, featuring 46 country music stars, will cost \$200,000 and will target rural areas. The theme is "Break the Silence."

The television spots cost roughly \$100,000 to produce; the radio spots, \$25,000. The campaign was organized by a coalition of the country music industry and Nashville advertising professionals and was initiated by MCA recording artist Mark Chestnut.

"[AIDS] is affecting rural areas all over the country, and these are places that country music can speak to directly," Chestnut says.

The National Association of Broadcasters has thrown in its support, as have the American Advertising Federation, the American National Red Cross and the Centers for Disease Control.

"The original impetus was to make using condoms cool with the country audience," says Country AIDS Awareness spokeswoman Ellie Noel, but it evolved to reach out to families.

The television and radio spots were shot during the Country Radio Seminar in Nashville last March when many of the industry's major artists were together. "We went in and fished them out," says Noel.

The six 15-second and two 30-second television spots were filmed in Opryland Studios and are modeled after MTV's Rock the Vote Campaign. The spots feature approximately 10 artists each and were filmed in color in a seamless studio setting with grainy black-and-white footage added to illustrate points about the spread and



A frame from one of the AIDS PSAs, for which 46 country music stars were recruited. The spots, featuring approximately 10 artists per spot, were filmed at Opryland Studios.

prevention of the HIV virus.

"The spots are geared to appeal to young people. We didn't want them to be bored to death by some talking head," says Noel.

Noel says the cost of the campaign was completely underwritten by companies such as Kodak, Deaton Flanigan Productions, Opryland Studios, Elite Post Productions, 615 Productions and Audio Productions. The campaign also was supported by Arista Records, Atlantic Records, BNA Entertainment, *Country America Magazine*, MCA Nashville, RCA Records, Sony Music and Warner Bros. Records.

"The mere fact that the artists are involved makes the campaign very relatable," says Paul Lovelace, president of Nashville-based CDX music distributors. Lovelace's company sends out CDs of recently released country music once a month to about 2,400 nonreporting country music radio stations across the country. The CDX CDs will feature the campaign's fifteen 30-second radio spots.

The PSAs will begin airing the first week in January on about 3,000 coun-

try music and 1,500 other formatted radio stations. About 500 broadcast stations will also run the PSAs; national schedules are in the works.

"I'm sure we will get network play," says Noel, who adds that her group has met with networks that have expressed interest in running the announcements. "We are contacting major cable networks and the response has been favorable," says Noel, adding that TNN and CMT have been strong supporters of the campaign.

The National Association of Broadcasters plans to uplink spots on its satellite feed, and Cable Positive, a cable industry organization formed to raise AIDS awareness and money for AIDS research, also will air the spots on its USA satellite network feed, says Marsha Greenberg, chairwoman for PSAs for Cable Positive.

The campaign, which is expected to have a potential audience of 50 million, will be formally launched by President Clinton's AIDS policy coordinator, Kristine Gebbie, at a news conference in Washington on Thursday, Jan. 13. The PSAs will run for one year. ■

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

International syndication of radio programming: Major entertainment company seeks an experienced international sales and marketing pro. We're looking for someone with (1) a proven ability to develop and implement detailed marketing plans; and (2) a solid track record in international sales. Knowledge of foreign markets and experience negotiating cash and/or barter deals is invaluable. Foreign languages a plus. 25% international travel. Base, commission and excellent benefits. EOE. Resume and cover letter to Box A-3.

General manager: Strong Mid-Western group seeking general manager for AM/FM plus LMA combo. Comprehensive benefit package, including 401K and Flexible Spending Plan offered; drug screening required. EOE. Send resume and salary requirements to Box A-4.

General manager: Central Minnesota small market. Growing group broadcaster seeks selling GM or aggressive sales manager looking to move up. Only the truly motivated need apply. Tremendous growth opportunity. Reply in confidence with resume and salary requirements to Box A-1. EOE.

General sales manager: Westchester radio legend. We are looking for the brightest of the bright to manage and develop an outstanding sales team. In return we are offering a learning environment, strong marketing and a great staff. The market offers a high quality of life and the right candidate should view this as a long term career move. Proper candidate should be a strong leader, motivator, goal setter and achiever. He/she should be organized, disciplined and driven to the highest standards of excellence. If you are chosen you will have an excellent income, stability, and community respect in this market of seven hundred and fifty thousand. Stations are group owned. Your response is guaranteed confidential and even if your current situation has presented you with a level of contentment we urge you to reply. Resume to Box A-2. EOE.

Local sales manager: WALK FM/AM, Long Island's AC Powerhouse, seeking extraordinary leader/motivator with record of exceptional success in broadcast sales management. Immediate opportunity to join strong, growing group at it's flagship station on Long Island (Nassau/Suffolk), the nation's 14th largest metro. Exceptional opportunity offering great lifestyle, growth potential and excellent income. Sell us! Write to General Sales Manager, WALK FM/AM, PO Box 230, Long Island, NY 11772. All inquiries held strictly confidential. EOE M/F.

HELP WANTED SALES

Account executive opening: Two years radio sales experience including agency and retail. Must be a radio pro with polished sales skills. Resume to: John Squires, KNAC, 100 Oceangate, Suite P-280, Long Beach, CA 90802. EOE.

Radio One needs creative sellers. We are four formats sold as a unit. There is an opportunity to sell our network of 7 stations as well. CRMC a bonus. Cover letter and resume to R.R. LeCompte CRMC, Vice President, 400 N. Broadway, Urbana, IL 61801. EOE.

Director of sales & marketing: AM/FM combo in sunbelt market. Minimum 3 yrs experience as general sales manager in mid-size market. Working knowledge of inventory management and traffic systems. Reply to Box A-5. EOE M/F.

HELP WANTED TECHNICAL

Assistant chief engineer: Immediate opening for Benchmark Communications stations WTAR/WLTY/WKOC in Norfolk-Virginia Beach. If you have at least 2 years experience maintaining high power AM and FM transmitters and studio equipment, are computer literate, love radio more than chocolate, and are driven to be the very best in the industry, send your resume, references, and salary requirements to Dan Case, Chief Engineer, WTAR/WLTY/WKOC, 168 Business Park Drive, Suite 201, Virginia Beach, VA 23462, or fax to 804-671-1010. No phone calls. EOE.

Electronics engineer: National Public Radio has openings in the engineering services unit of the audio engineering division for electronics engineers. You will be responsible for designing, constructing, installing, testing, maintaining and repairing NPR's technical equipment. Candidates must have demonstrated ability to trouble-shoot to the component level, at least 3 years broadcast and/or recording studio equipment maintenance experience and working knowledge of drawing, word processing and spreadsheet applications. The position will require shift work. To apply send cover letter and resume to: National Public Radio, Personnel Dept. #52, 2025 M Street, NW Washington, DC 20036. NPR is an equal opportunity employer.

Nationwide Communications Inc's newly acquired WCOL-FM, Columbus, OH, has an opening for a chief engineer. Experience is necessary in high power FM, studio maintenance, and remotes, applicant must be familiar with PC based computer network systems. Management skills are necessary and SBE certification, a plus. Reply to Robert Reymont, Director of Radio Engineering, PO Box 5159, Mesa, AZ 85211-0500, 602-964-4000 for more details. EOE.

HELP WANTED NEWS

Still looking: News/air personality, very picky Country FM near Phoenix. Excellent entry level showcase. Please no sports nuts. Some sales, females greatly encouraged. 602-425-NEWS. EOE.

Full-time local news. Scenic northern California. News/Talk format. 35 years commitment to format. EOE. Send tape and resume to Hugo Papstein, General Manager, KINS Radio, 1101 Marsh Road, Eureka, CA 95501.

Assistant news director for national award-winning public radio station with strong news commitment, serving Rockford, IL, market. Anchors drive-time local segments of NPR newsmagazines, produces in-depth reports/features. Participates in fundraising and promotions. Requires BA or equivalent plus two years experience, demonstrated journalism, announcing, production skills. \$23,424 excellent benefits. Non-smoking workplace. Letter, resume, references, audition tape and transcripts received by January 14th. Applications without all the above not considered. Michael Lazar, GM, WNIJ/WNIU, Northern Illinois University, DeKalb, IL 60115. AA/EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Christian ministry seeks writer/producer for national financial radio program. Must be well read, knowledgeable of current events and economic issues. Will write scripts, research topics and guests. Please send resume and writing samples to: Christian Financial Concepts, Steve Moore, 601 Broad St. SE, Gainesville, GA 30501. EOE.

SITUATIONS WANTED MANAGEMENT

Seeking part ownership: Radio, Central or SE PA., NJ, or suburban NYC or DC. Write JLC, Box 2733, Reading, PA 19609.

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.

Triple threat general manager, 30 yrs experience. Prime time talent, sales leader, motivator, sales promotion ideas for better monthly base, programmer. Former owner, looking for strong AM/FM & possible equity position. Prefer Intermountain area, but will consider location & future. Call 1-303-356-7186.

Excellent GM/GSM. 18 years in radio. All size markets. Superb people skills. Proven sales record. Bottom line oriented. Searching for a people oriented owner or organization in small or medium size market. All opportunities considered. Harry Dyer 417-466-7999.

SITUATIONS WANTED ANNOUNCER

Promos, breakers, ID's, spots, by pro (Boston, Philly, NYC, D.C.) Write JLC, Box 2733, Reading, PA 19609 (Low cost).

SITUATIONS WANTED NEWS

Hard-core news pro. 17-year veteran. Major market reporter, network correspondent wants to join/lead serious news operation. 916-455-5909.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Highly popular two man morning team seeking greater opportunity nationwide in any market. First person 20+ years as GM, GSM, PGM director. Second, 8 years news/public affairs director. Both experienced in sales, production, announcing. Will consider immediate posn. T&R 800-707-4848.

MISCELLANEOUS

Quality computer program designed specifically for basketball broadcasts. Automatically displays statistics while entering plays. Simple, fast, affordable, thorough stats. Free brochure. 1-800-628-STAT.

TELEVISION

HELP WANTED MANAGEMENT

Business manager for small television group in the Southwest. Must have accounting degree and a minimum of one year of experience. Send resume and references to Box T-33. EOE.

National sales manager: WHTM-TV, Harrisburg, PA ABC affiliate, seeks sales professional with a minimum of 5 years station or rep experience to co-ordinate the activities of all rep offices. College degree preferred. Send resume and qualifications to Frank Ratermann, Sales Manager, PO Box 5860, Harrisburg, PA 17110. EOE.

General sales manager: Fast-growing independent Tampa, Florida television station is looking for aggressive sales-oriented manager. Local management and national experience essential. Rep experience preferred. Send resume and references to 2000 W. 41st Street, Baltimore, MD 21211, Attention: Robert Smith. No phone calls, please.

CLASSIFIEDS

EOE.

Promotion manager: Smashing promotion makes our growing group a top performer! Sensational opportunity to use all your talents to their utmost. Great team makes us the most promotion oriented company in the business. If you have a solid record or performance as a promotion manager call Carol Callahan at 305-568-2000 for the challenge of learning and achieving greatness. Two years of proven achievement is required. Reply to Box A-6. EOE.

WSFA-TV in Montgomery, Ala., is seeking a general sales manager with a solid track record in both local and national sales. Duties include supervision of and evaluation of the performance of the national sales manager, account executives and local and national sales assistants. Send letter and resume to Harold Culver, Vice President and General Manager, WSFA-TV, PO Box 250251. Phone: 205-281-2900. EOE.

National sales manager: WKEF-TV the NBC affiliate in Dayton, Ohio has immediate opening for a national sales manager. Ideal candidate will have a minimum of three years national or rep experience. "Kids" business very important. Duties will include working closely with the general sales manager on rates, inventory control and research information. Send resume to Bob Vaughan, Business Manager, WKEF, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please. Closing date 1/30/94. EEO/M/F.

HELP WANTED SALES

Major television rep firm seeking qualified account executive in the Philadelphia area. Light to medium weight television sales experience a necessity. Send resume and references to Box A-7. EOE.

Local account executive: College degree, minimum 2 years media sales, self starter, computer literate. Resume before January 15, 1994 to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. EOE/M/F/H/V.

Experienced account executive position at Paramount Stations Group TV station in 7th market. Need aggressive sales person, hungry to sell sports and develop new clients while juggling demands of an established list. High priority on sales promotion experience. Knowledge of NSI, NAR, BAR and Scarborough a plus. Send or fax resume, cover letter, salary history to LSM, WDCA-TV, PO Box 9662, Washington, DC 20016. Fax 301-654-5209. Equal opportunity employer.

Director, national ad sales: Ground breaking international interactive music video network seeks ad sales dynamo to direct national sales operation in the northeast region. Key contacts at agency and client are nice IF you are willing to throw out the book, re-write the rules, and re-define the network-advertiser relationship. Everyone's talking about the information superhighway, but we're already in the passing lane, roaring toward a hypermedia sales effort involving cable, broadcast, satellite and telephony. 3-5 years in national ad sales/management OK, if you can unlearn bad habits and adjust to the new realities of the information age. Send detailed resume with salary expectations to: Director, National Ad Sales, 12000 Biscayne Blvd., Suite 600, Miami, FL 33181, fax 305-892-3600. EOE.

Assistant director of non-traditional sales. Unusual title? You bet! It's a brand new sales concept with television. We want someone to take on a challenge and blaze new trails in television sales. Broadcast sales experience is not essential; but style, attitude, and long-term tenacity are! Unlimited income potential. Call 703-528-0051. EOE M/F.

National sales manager: Strong network affiliate in top 50 market seeks qualified professional with

previous rep or station background. Strictly confidential. Send resume to Box A-9. EOE.

HELP WANTED TECHNICAL

Assistant chief engineer: Minimum 4 years component level broadcast experience including high power transmitters, low power translators and microwave systems. Reno to Mountain work required. Contact Walter Butler, C.E. at 702-856-2121 KAME-TV 21. EOE.

Chief engineer: Top 50 market needs chief engineer. Person to supervise, monitor technical facility, also make recommendations and plans for budget and capital expenditures. Requires experience as chief engineer with expertise in all areas. Engineering degree or equivalent. Send resume to KFOR-TV, Box 14068, Oklahoma City, OK 73113. Attn: A. Evick. EOE. No phone calls.

WTMW-TV, Washington, DC has opening for assistant chief engineer. Applicants must have ten years experience in progressively more responsible positions; at least five years maintaining UHF transmitters. SBE Certification necessary. Fax resume to 703-528-2956 or write: Chief Engineer c/o WTMW-TV, 3565 N. Lee Highway, Arlington, VA 22207. No phone calls please. EOE.

Production photographer/editor: Job responsibilities include field photography, writing commercials, studio camera, and performing editing in off-line edit suite. College degree preferred, experience required. All qualified applicants send resume and tape to: Steve Headrick, Production Manager, WTVN-TV, PO Box 1150, Chattanooga, TN 37401. No phone calls please. EOE.

General maintenance technician. Min. 5yrs hands-on experience. New studio facilities, Sat & MW truck. Resume, salary required to: Jerrell Kautz, CE, WCBI-TV-4, Box 271, Columbus, MS 39701-0271. EOE.

HELP WANTED RESEARCH

WPXI-TV (NBC), Cox Broadcasting Pittsburgh (17) is looking for a research director. The successful candidate must have full and working knowledge of ratings and qualitative research. Candidate will work closely with the local sales staff, national rep, station promotions and programming departments. Must have strong computer skills including experience with BMP, STAR, Market Manager, WordPerfect, Excel, Harvard Graphics and Atlas Mapping or similar systems. Broadcast experience required. Send resume and salary history to: Howard Zeiden, Director of Sales & Marketing, 11 Television Hill, Pittsburgh, PA 15214. EOE-M/F.

HELP WANTED MARKETING

Director of marketing and creative services: KRON-TV has an immediate opening for an experienced manager to run the station's marketing and promotion efforts. Successful applicant must have a proven track record overseeing every aspect of marketing innovative broadcast properties. We are looking for a strategic thinker, strong communicator and effective manager to work with all departments to help us execute our competitive vision. 5 or more years marketing/promotion management experience, strong production and writing skills, knowledge of media buying and station positioning strategy are a must. Program acquisition experience helpful. Please send a copy of your resume to Jan van der Voort, VP Human Resources, KRON-TV, 1001 Van Ness Avenue, San Francisco, CA 94109. KRON-TV is an equal opportunity employer.

HELP WANTED NEWS

News director: Northwest PA television station. Candidate must possess proven news and management skills, coupled with leadership ability and at least 5 years television news experience.

College degree helpful but not required. Send complete resume, salary history with letter to WICU TV, Box 860, Erie, PA 16508. EOE.

Anchor/health reporter: Minimum one year TV reporting experience. Creative writing, production skills, videotape editing, basic computer knowledge. Ability to produce, write and voice news stories. Send non-returnable tape and resume to Jim Church, WTVN, PO Box 1150, Chattanooga, TN 37401. EOE.

News editor/photographer: Seeking to fill position for an editor/photographer with 3-5 years experience. Live truck, SNG and computer editing experience a must. Candidate should possess good people skills, be creative and a good team player. Send tape and resume to: Tom Racette, Chief Photographer, WPXI-TV, 11 TV Hill, Pittsburgh, PA 15214. EOE.

Executive sports producer: Qualified applicant must be organized; a good, creative writer, solid producer and reporter, good anchor. Responsible for coordinating coverage, writing and producing daily sportscast. Five years medium to major market TV experience. College degree preferred. Send resume and non-returnable tape by January 14th to: WAVE-TV, Personnel, PO Box 32970, Louisville, KY 40232. EOE.

Small market, CBS affiliate, is seeking two positions for its computerized newsroom: Reporter and anchor/reporter. Reporter must be able to gather, write and edit three-quarter inch video tape for broadcast. Anchor/reporter requires fluent Spanish and responsibilities include 50% anchoring for a daily mid-day newscast and 50% reporting. Degree and experience preferred for both positions. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Meteorologist: KETV, Omaha has an immediate opening for a meteorologist to do morning weather. Qualified candidate will have a degree in meteorology or equivalent experience. Must have AMS seal or ability to obtain it within six months. Three years television weathercasting required. Send tapes to Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, NE 68131. EOE.

KTVN-TV has an immediate opening for the position of news anchor. Position requires previous anchoring experience, 3-5 years preferred. Reporting and live field skills a must. Send resumes and non-returnable tapes to Nancy Cope, News Director, PO Box 7220, Reno, NV 89510. No phone calls. KTVN-TV is an equal opportunity employer.

Seeking qualified persons for potential openings as news producers, reporters, photojournalists and photographers. BA degree and 1 year experience required. Send non-returnable tapes and resumes to: KJCT-TV, 8 Foresight Circle, Grand Junction, CO 81505. No calls please, EOE.

News writer: Major market East Coast station seeks experienced news writer. Ideal candidate must have extensive experience writing news, cutting reporter packages, VO's and SOT's. Familiarity with NewStar computer system a plus. Send resume and writing sample to Bart Feder, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

General assignment reporter: Top market station seeks an experienced general assignment reporter. Live newsroom experience a must. Send resume and tape to: Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an equal opportunity employer.

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 orient-

ed and be able to edit video. Send resume, reel, and references ASAP to: Director of Production, JTN, 9021 Melrose Avenue, #309, Los Angeles, CA 90069. EOE.

Reporter: Good writer/must edit. Washington Capital Bureau. Minimum 1 year experience. Tape and resume immediately to CMS, 4002 155th Avenue NE, Ham Lake, MN 55304. EOE.

The WNDU Stations (the NBC-TV affiliate, plus AM and FM) are looking for an experienced, creative weathercaster to expand the market's leading weather team. You will present the weather segments on WNDU-TV's top rated, primary weekday newscasts, and do live shots and community involvement. We're looking for someone to develop and manage a winning team already equipped with excellent equipment. Meteorologist preferred. Send non-returnable tape and resume to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. EOE.

Editor: WYFF, Pulitzer Broadcasting in South Carolina, has an opening for a night shift editor with ACE and ADO experience. Applicants should also have the experience and ability to shoot in the field to support our EFP operations. Send resume to Human Resources Manager, WYFF-TV, PO Box 788, Greenville, SC 29602. Deadline for resumes January 15, 1994. EOE.

Startup Fox newsroom looking for creative persons to help design newscast! **Producer:** Help design format and produce newscast. At least 3 years experience and college degree preferred. Familiar with newsroom computer systems. **Graphic artist:** Design graphics for daily newscasts. Assist with other station graphics as needed. Print a plus. 2-3 years news paintbox experience. Knowledge of Quantel Paintbox and Macintosh preferred. Send producer resumes to Mary Cox, News Director or artist tape/resumes to: Carolyn McBurney, Promotion Manager, 4625 S. 33rd Pl., Phoenix, AZ 85040. Equal opportunity employer.

Consumer reporter: KRON-TV is looking for a consumer reporter. Position includes every aspect of consumer-oriented coverage; research of leads, story set-up, production and follow-up of consumer questions and requests. Proven, superior on-air (3-5 years on-air experience preferably as a consumer reporter) skills and understanding of contemporary production techniques a must. College degree or equivalent in communications is preferred. Please send a copy of your resume and tape to Jan van der Voort, VP Human Resources, KRON-TV, 1001 Van Ness Avenue, San Francisco, CA 94109. KRON-TV is an equal opportunity employer.

Shooter/editor: Oklahoma State University is seeking an experienced shooter and editor for a daily PBS agricultural news show. Live directing and equipment care and maintenance skills a plus. Deadline: January 31. Resume, names of three references, and resume tape to: TV Producer/Director Search, 103 PIO, Oklahoma State University, Stillwater, OK 74078/0222. OSU is an AA/EEO employer committed to multicultural diversity.

Executive producer: 13 Real News is looking for a talented, innovative, producer to take creative charge of LA's most innovative TV news broadcast. Candidate must have significant news/news magazine production experience. Broadcast is hi-tech, with state of the art graphics and equipment. Strong people skills essential. Send resume and salary history to KCOP-TV, 915 N. La Brea Ave., Los Angeles, CA 90038. Attn: Human Resources Department. No telephone calls please. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

Great commercials sell air time. If you agree and can produce unique and captivating spots that jam the competition's signal, a job awaits you at WPTZ-TV. Send reel and resume to Jim Gratton, 5 TV Drive, Plattsburgh, NY 12901. No phone calls please. 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.

Promotion manager: Our corporate mission statement is "only the best people." Our station focus is news. We are looking for only the best promotion manager to produce creative and compelling news promotions. WRIC-TV is the ABC affiliate in Richmond, Virginia. Our staff is creative and talented and our facility is state of the art. If you have a great tape and a resume that includes at least three years in television promotion, send them to Personnel, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236-3464. Excellent benefits. No phone calls please. An equal opportunity employer; women and minorities encouraged to apply.

Producer/director: Oklahoma State University is seeking an experienced videographer and editor with live directing skills and a knowledge and aptitude for the care and maintenance of equipment. Position will work primarily on a daily PBS agriculture news show, along with limited responsibilities shooting and editing for educational videotapes and satellite videoconferences. Bachelors degree and minimum 3 years experience, or equivalent combination. January 31 deadline. Resumes, names of three references, and resume tape to: TV Producer/Director Search, 103 PIO, Oklahoma State University, Stillwater, OK 74078-0222. OSU is an AA/EEO employer committed to multicultural diversity.

Promotion director: Midwest medium market affiliate seeking a self-starting promotion director with ideas and at least 18 months of experience in news promotion. If you are creative and organized and looking to move up immediately write Box A-8. M/F, EEO.

CBS O&O. Promotion writer/producer. Writing, audio, video and graphics wizard. Heavy news emphasis. Send tape & resume to Gayle Allen, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls. EOE.

CBS O&O. Design director. Hands-on experience w/Paintbox, Harriet and 3-D. Prior management experience preferred. Looking for breakthrough design and get-it-done type. Heavy news emphasis. Send tape & resume to Gayle Allen, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. No phone calls. EOE

SITUATIONS WANTED TECHICAL

Maint. Tech., IKE, BVH, BVW, Betacart, MII. Tim 614-898-9120.

MISCELLANEOUS

NBC Chimes. Less than 50 original 1940's NBC Chimes discovered! Used for networks 60th anniversary. 4"x6" \$135 each; only six 8"x13" \$325 each. S/H \$7.50 each. Checks to: KING, Suite 1314, 220 Park Ave. So., New York City, NY 10003.

ALLIED FIELDS

HELP WANTED MANAGEMENT

Sales managers/sales reps/franchise owners: Fast growing direct mail division of Cox Enterprises, Inc. has openings for sales managers, sales reps and/or franchise owners in various markets. 25 year old national company. Send resume and letter indicating interest to: Joe Bourdow, Exec. VP, Val-Pak Direct Marketing Systems, Inc., 8605 Largo Lakes Drive, Largo, FL 34643. Offering of franchises is made by prospectus only. EOE.

HELP WANTED INSTRUCTION

Graduate assistants (9), Miami University, in Mass Communication Master's degree program. The following assistantships are available: (1) work for WMUB FM, full time 30kw NPR affiliate, Big Band-Jazz-News format - 2 positions in news, 1 position in operations, 1 position in marketing. (2) 4 positions as teaching & research assistants. (3) 1 position as video production assistant for educational access cable channel. Stipends for 1994-95 academic year approximately \$7,000, plus fee waiver. 3.0 GPA required. Send letter of inquiry immediately to Dr. David Sholle, Williams Hall, Miami University, Oxford, OH 45056. AA/EOE.

Brigham Young University has a tenure track position available in broadcast electronic media beginning September 1994. Qualifications: Ph.D. or equivalent. Experience with new technologies and/or policy creation/regulation. First-hand experience in broadcast media. Teaching experience. Evidence of creative/scholarly productivity. Application deadline: February 15, 1994. Women and minorities are especially encouraged to apply. Adherence to high standards of Christian/ethical conduct and to rules of behavior of our sponsoring institution, The Church of Jesus Christ of Latter-day Saints, required. Send vitae, resume to: Dennis Martin, Chair, Search Committee, Brigham Young University, Department of Communications, Provo, UT 84602. Or phone 801-378-2997. EOE.

Journalism—Two positions in broadcast journalism at the Ass't/Associate level, depending on experience, to teach radio and TV news writing and production courses, including practicums for on-air programs. At least 3 to 5 years significant professional experience. Master's required, Ph.D. preferred. Starting date August 1994, possibly one position in Spring 1994. Application deadline January 15. Send letter of application, vita and names, addresses and phone numbers of 3 references to: Prof. Ted White, Chair, Dept of Mass Comm., Southern University, PO Box 9769, Baton Rouge, LA 70821. EOE.

Mass Communications: Ph.D. with at least 5 years newspaper or broadcast news experience to head dynamic new graduate program and teach 2 courses a semester. Start Fall 1994. Deadline January 15. Send vita and reference list to Prof. Ted White, Dept. of Mass Communications, Southern University, Baton Rouge, LA 70813. Southern is an EO/AA employer.

PROFESSIONAL OPPORTUNITY

Minority journalists/students: Win an expenses-paid trip to investigative reporting conference in St. Louis. To apply, call Investigative Reporters and Editors. 314-882-2042.

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.

Venture capital wanted—American Financial Network is seeking funds for our unique programs. 801-272-2113.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

EMPLOYMENT SERVICES

Grads/reporters/anchors: Hire a former news director/anchor/15-yr. broadcast veteran to personally critique your tape! Improve your marketability. Send non-returnable 3/4" VHS tape, resume, and \$50 to News Managers Consultants, 7913 Potter Plaza, Omaha, NE 68122.

Monthly TV radio on-air job updates. (Low cost) Write JLC, Box 2733, Reading, PA 19609. all markets listed by pro!

Entry-level only weekly list of television on-air and production positions. Never a cold lead! \$5.50/1 week, \$19.95/4 weeks. Check payable to MCS, Box 502. Santa Ysabel, CA 92070.

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

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

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

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

Account executive for Western PA turnkey. Experience in cable preferred but not mandatory.

Over 70,000 subs. Great opportunity for established cable ad sales person or a radio person who is ready to "move up." Call voice mail 24 hours a day 814-949-6011. EOE.

HELP WANTED SALES

Research Analyst—Bethesda-based Discovery Networks seeks a detail-oriented research analyst to help maintain ratings estimates in computerized databases. Applicants should have strong communication, mathematical and computer skills, as well as hands-on experience with audience ratings. Other requirements are 1-2 years experience in a broadcast or cable research department or audience research supplier. Send cover letter and salary requirements to Discovery Networks, c/o Ted Hawthorne, Research Department, 7700 Wisconsin Ave., Bethesda, MD 20814. No phone calls accepted. EOE.

SATELLITE

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Programing associate desired for a Connecticut healthcare communications company to work with program vice president of a satellite television station that is broadcast to healthcare professionals. Applicant must be computer literate (MAC & PC) with experience in video production. Familiarity with hospital environment is a plus. Bachelaurate degree is required along with excellent oral and written communications skills. Please submit resume and writing samples to Pamela Conrad, VP Programing & Production, Leadership Channel, Lambert Communications, Inc. PO Box 305, Brookfield, CT 06804. EOE.

TELEVISION

HELP WANTED TECHNICAL

QUALITY ASSURANCE FORMATTING SPECIALISTS

DirectV, Inc., a unit of GM Hughes Electronics, will soon launch North America's first high-powered, direct-to-home satellite service, offering up to 150 channels of premium entertainment programming via a small 18-inch satellite dish in homes throughout the U.S. and Canada. This represents excellent opportunities for broadcast professionals in the following disciplines:

Supervisor Ensure accurate analysis, rapid communication and problem resolution of program impairments. Serve as liaison between QA/Formatting Editors/Operators and Operations/Management. Requires 6+ years operating variety of TV broadcast/production/post-production equipment, 5 years dealing with technical issues and supervising personnel. SBE certification a plus. Must also have experience remedying digital/analog technical impairments. Ability to handle multiple tasks in fast-paced environment essential.

Editor Perform corrective and creative videotape editing in support of QA/Formatting, Programing and Operations. Requires 5+ years experience editing with mid-high end automated on-line systems, ability to learn new systems, excellent customer service skills, thorough technical knowledge of digital and analog tape formats, NTSC video, and digital/analog video/audio. SBE certification a plus. Must also have excellent vision/hearing and ability to deliver highest quality product within demanding time frames.

Operator Identify and report portions of submitted program material that fail to meet technical requirements. Perform corrective editing and dubbing. Requires 5+ years operating analog and digital broadcast VTR's and monitoring equipment and ability to quantify analog and digital impairments. LMS experience desired. Must also have excellent vision/hearing ability.

All positions require willingness to work all shifts. In return for your professional abilities, we offer an attractive salary and an outstanding flexible benefits package. For immediate consideration, please send or fax your resume (indicating position of interest) to: DirectV, Inc., Attn: Employment-DK, 5454 Garton Rd., Castle Rock, CO 80104. Fax: (303) 660-7199. Proof of legal right to work in U.S. is required.

We are an Affirmative Action/Equal Opportunity Employer.

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PUBLIC NOTICES

The Public Broadcasting Service National Program Policy Committee will meet in executive session at 10:00 a.m. on January 13, 1994 and at 9:00 a.m. on January 14, 1994 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia, to discuss PBS's National Program Service activities and evaluation.

The Public Broadcasting Service Subcommittee on Budget, Finance and Audit will meet in executive session at 1:00 p.m. on January 21, 1994, at the Westin LaPaloma Hotel in Tucson, Arizona. The tentative agenda includes FY 1995 Program and General Assessment budgets, stations on deferred payment schedules, and reports from officers.

The Board of Directors of Public Broadcasting Service will meet at 9:00 a.m. on January 22 and 23, 1994 at the Westin LaPaloma Hotel in Tucson, Arizona. Tentative agenda includes conflicts of interest policy for PBS Directors; FY 1995 Program and General Assessment budgets; reports from PBS officers and Board committees on satellite replacement, programing, education services, finance, equal employment opportunity, nominating; and other business.

HELP WANTED NEWS

GENERAL ASSIGNMENT REPORTER

Successful Gulf Coast Fox affiliate in Ft. Myers/Naples seeks General Assignment Reporter. 3 years experience, college degree preferred, minorities are encouraged to apply. No telephone calls, please. Send non-returnable tape and resume to: **Mark Pierce, Station Manager, 621 Pine Island Rd., Cape Coral, Florida 33991.**

We are an equal opportunity employer.

SITUATIONS WANTED NEWS

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EARLY DEADLINE NOTICE

Due to the celebration of Dr. Martin Luther King Jr.'s birthday, the Jan. 24 issue will close early. The deadline for classified advertising is Jan. 14, 1994 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.

FOR SALE STATIONS

SURPLUS PROPERTY SALES

U.S. Information Agency, Office of Contracts, M/KC, Room 1611, 330 C Street, SW,
Washington, DC 20547

DISPOSAL OF THE VOICE OF AMERICA'S (VOA) MEDIUM WAVE RADIO STATION BROADCASTING FACILITIES AND PERSONAL PROPERTY LOCATED IN PUNTA GORDA, BELIZE, CENTRAL AMERICA
POC Contracting Officer: James W. Durham; FAX 202-205-5466. Medium Wave Radio Station - The USIA Bureau of Broadcasting's Voice of America (VOA) intends to sell or lease the Voice of America's (VOA) installed radio broadcasting facilities and personal property located in Punta Gorda, Belize (CA). The Belize Radio Station is located at Orange Point on the Gulf of Honduras immediately to the southwest of Punta Gorda, Belize. It transmits programs to Honduras and Guatemala. The station, occupying approximately 240 acres leased from the Government of Belize, is equipped with two 100 kiloWatt Harris medium wave (amplitude modulation), transmitters, two directional antenna arrays; an on-site diesel power plant consisting of five 225 kiloWatt Caterpillar generator sets, satellite terminal equipment, ancillary control and monitoring equipment, five support vehicles, tools, and spare parts. Leasehold improvements consist of radio transmitters, antennas and ancillary equipment, buildings and fences, power generating and distribution systems, water systems, telephone exchange, test equipment and spare parts. Unless otherwise identified by USIA, all property presently on site is offered. Offerors are advised that this offer does not include the land itself nor any right or license to broadcast radio signals from this site. A successor agreement must be concluded between the Government of Belize and a new occupant for land lease, broadcasting license, frequency authorizations, etc. USIA intends to issue a solicitation document for this proposed disposal action by January 1994 with a proposal response date 30 days thereafter. Qualified offerors may request a copy of the forthcoming solicitation by submitting a written request to the USIA Contracting Officer at the above-listed address. All responsible sources may submit an offer which will be considered. (337)

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Serious & Qualified Buyers Only
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CA	Class B Upgrade	\$500K Cash
CA	Class B1 Combo	\$600K/Terms
CA	Class C1 Upgrade	\$425K/Terms

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HELP WANTED SALES

Advertising Sales Representative

Broadcasting & Cable Magazine is looking for an experienced sales representative to sell one of our fastest growing segments of advertising: technology and equipment advertising. This position is an excellent opportunity for a motivated individual who has what it takes to build new business while managing an existing account list. Applicant should have 3-5 years of sales experience, strong selling and organizational skills and a working knowledge of the television business. Send resumes to:

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Broadcasting & Cable
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Equal opportunity employer

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For the Record

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

OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 48.) FCC actions on ownership change filings with file numbers and action dates follow:

Grants

WHMA-AM-FM Anniston, AL (AM: BTC921008GJ; FM: BTCH921008GK)—Action Dec. 8.

WPOM(AM) Riviera Beach, FL (BAL931008EB)—Action Dec. 8.

KRTI-FM Grinnell, IA (BAPLH930830GG)—Action Dec. 6.

WKQM-FM Churubusco, IN (BAPH930820GE)—Action Dec. 6.

WLLV(AM) Louisville, KY (BAL931020EB)—Action Dec. 8.

WPME-FM Topsham, ME (BAPH930709GE)—Action Dec. 6.

WKDJ-FM Clarksdale, MS (BALH930928GK)—Action Dec. 3.

WQLJ-FM Oxford, MS (BTCH930922GQ)—Action Dec. 6.

WCKZ-FM Gastonia, NC (BALH930701GE)—Action Dec. 3.

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.

tion Dec. 3.

WAJA(AM) Franklin, NC (BTC931027EA)—Action Dec. 9.

KIZS-FM Carson City, NV (BTCH921008GL)—Action Dec. 8.

WCGR(AM)-WLKA-FM Canandaigua, NY (AM: BAPL930301GF; FM: BALH930301GG)—Action Dec. 6.

WGVA(AM) Geneva, NY (BTC930929EB)—Action Dec. 6.

KZUE(AM) El Reno, OK (BAL931025EA)—Action Dec. 8.

WYBM-FM Minor Hill, TN (BALH931007GE)—Action Dec. 2.

WJFC(AM) Jefferson City, TN (BAL931029EB)—Action Dec. 13.

KCTI(AM) Gonzales, TX (BAL930823ED)—Action Dec. 9.

WNLR(AM) Churchville, VA (BAL931013ED)—Action Dec. 8.

WBLU(AM) Moneta, VA (BAL931015ED)—Action Dec. 13.

WAYB(AM) Waynesboro, VA (BAL920902ED)—Action Dec. 6.

Dismissed

WRIL(FM) Pineville, KY (BALH930915GK)—Action Dec. 9.

KNGV-FM Kingsville, TX (BALH930920GE)—Action Dec. 6.

NEW STATIONS

■ **Palmer, AK** (BPH930204MA)—Granted app. of American Radio Brokers Inc. for 95.5 mhz; 51 kw; ant. -34 ft. Address: 1255 Post St., Suite 625, San Francisco, CA 94109. Applicant is headed by Chester P. Coleman and owns KABN(AM) Long Island, Ak., and KWUN(AM) Concord, Calif. Action Dec. 10.

■ **Indianola, IA** (BPED930112ME)—Granted app. of Simpson College for 88.9 mhz; 0.1 kw; ant. 38 ft. Address: 701 North C, Indianola, IA 50125. Applicant is headed by Jim Thorius and has no other broadcast interests. Action Dec. 6.

■ **Winston-Salem, NC** (BPED910227MD)—Grant-

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SUMMARY OF NUMBERS

BROADCASTING

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.

ed app. of Triad Family Network Inc. for 89.3 mhz; 6.92 kw; ant. 41 ft. Address: 1249 Trade St., Winston-Salem, N.C. 27101. Applicant is headed by Philip T. Watson and has no other broadcast interests. Action Dec. 8.

FACILITIES CHANGES

Applications

AM's

■ **Sweet Home, OR** KFIR(AM) 1370 khz—Galaxy Broadcasting Corp. seeks CP to change freq to 720 khz; add night service with .250 kw and make changes in antenna system; appl. amended 11/30/93; reducing night power to .184 kw.

■ **Las Vegas** KENO(AM) 1460 khz—Lotus Broadcasting Corp. seeks MP (BP920618AC) to reduce power to 2 kw; change daytime and nighttime pattern and change tower configuration.

■ **Fairmont, WV** WMMN(AM) 920 khz—Fantasia Broadcasting Inc. seeks CP to reduce night power to 200 w and make changes in antenna system (this application previously went on public notice under call letters WMMM; this corrects that PN).

FM's

■ **Lenwood, CA** KQEH(FM) 107.3 mhz—Turquoise Broadcasting Inc. seeks CP to make changes; change: ant. 144 m.

■ **Pacific Grove, CA** KAZU(FM) 90.3 mhz—Monte-rey Bay Public Broadcasting Fndt Inc. seeks CP to

make changes; change antenna site coordinates: 36 33 09 121 47 17.

■ **San Joaquin, CA** KVPC(FM) 105.5 mhz—Susan Lundborg seeks mod. of CP (BPH-850712TE as mod.) to make changes: ERP: 6 kw; ant. 54 m.

■ **Pearl City, HI** KUPU(FM) 105.9 mhz—Paul Yang seeks MP (BPH-850531NX) to change antenna supporting structure height.

■ **Mattoon, IL** WMCI(FM) 101.3 mhz—The Cromwell Group Inc. of Illinois seeks CP to make changes: ERP: 14.5 kw; ant. 132 m.; TL: 1.9 km NW of Toledo in Cumberland Co., IL near Muddy Creek, antenna-supporting structure height and to change class: B1.

■ **Richmond, KY** WMCQ-FM 101.7 mhz—W.C.B.R. Radio Inc. seeks one-step application to change channel to 268C3.

■ **Ashley, MI** WJSZ(FM) 92.5 mhz—Owosso Broadcasting Co. Inc. seeks mod. of CP (BPH-901226MD) to change: TL: W of Ransom Rd., 0.68 km N of M-57, 1.48 km E of Ashley Gratiot Co., MI.

■ **Ispeming, MI** WMQT-FM 107.5 mhz—Taconite Broadcasting Inc. seeks one-step to change channel to 299C1.

■ **Jackson, NH** WZJN(FM) 99.5 mhz—Jackson Radio Partnership seeks mod. of CP (BPH-871029MF as ext.) to make changes: ERP: 0.55 kw, ant. 235 m. and to change antenna supporting-structure height.

■ **Plattsburgh, NY** WAEE(FM) 105.1 mhz—John T. Ryan seeks mod. of CP (BPH-871106MB) to make changes; change: ERP: 15.5 kw; ant. 127 m.; TL: approximately 0.7 km E of intersection of Hall-lock Hill Rd. and Union near Keeseville, Clinton Co., NY.

■ **New Philadelphia, OH** WKRJ(FM) 91.5 mhz—Kent State University seeks mod. of CP (BPED-901018MB) to make changes; change: ERP: 2 kw; change from directional to non-directional.

■ **Minor Hill, TN** WYBM(FM) 92.1 mhz—Hometown Broadcasting Inc. seeks CP to make changes; change: ERP: 2 kw; ant. 146 m.

■ **Smyrna, TN** WRLG(FM) 94.1 mhz—Tuned In Broadcasting Inc. seeks mod. of CP (BPH-880511MB) to make changes; change: ERP: 3.851 kw; ant. 72 m.

■ **Big Spring, TX** KBTS(FM) 94.3 mhz—David W. Wrinkle seeks mod. of CP (BPH-921013MB) to make changes; change: ERP: 15.4 kw; ant. 128 m.; TL: atop South Mountain, 4.52 km on bearing 136.80 t from Big Spring, Howard Co., TX; change class to C3 (per MM docket 90-614 & 91-312).

■ **Waco, TX** KCKR(FM) 95.5 mhz—Broadcasting Unlimited Inc. seeks CP to make changes: ERP: 100 kw, ant. 326 m. and to replace existing directional antenna.

■ **Dublin, VA** WPIN(FM) 91.5 mhz—Positive Alternative Radio Inc. seeks MP (BPED-880505OI) to change antenna supporting structure height, ant. 20 m.; antenna location 37 01 29 80 44 46 modify directional pattern.

TV's

■ **Duluth, MN** KRBR(TV) ch. 21—Robin C. Brandt seeks MP (BPCT-860430KFBPCT-910708KE) to change ant. 180 m; ERP vis: 45.36 kw.

Actions

AM's

■ **El Dorado, AR** KELD(AM) 1400 khz—Granted app. of Noalmark Broadcasting Corp. for CP to correct coordinates to 33 14 14 - 92 39 54. Action Dec. 10.

FM's

■ **Danbury, CT** WXCI(FM) 91.7 mhz—Granted app. of Western Connecticut State University for CP to make changes: change ERP 25 kw; ant. 76 m.; class B1; install directional antenna. Action Dec. 8.

■ **Gainesville, FL** WYKS(FM) 105.5 mhz—Granted app. of Gillen Broadcasting Corp. for CP to make changes; change: ERP: 6 kw; frequency 105.3 mhz (pursuant to MM docket 90-164). Action Dec. 7.

■ **High Springs, FL** WYOC(FM) 104.9 mhz—Granted app. of Santa Fe Wireless Inc. for CP to make changes; change: ERP: 3.2 kw. Action Dec. 7.

■ **Indiantown, FL** WOKC-FM 103.1 mhz—Granted app. of Okeechobee Broadcasters Inc. for mod. of CP (BPH-920527IH as mod.) to make changes; change: ant. 147 m.; TL: 610 SE Bridge Rd. Hobe Sound, Martin Co., FL; change main studio location and community license (per MM docket 92-203). Action Dec. 8.

■ **Harlem, GA** WCHZ(FM) 95.1 mhz—Granted app. of GMR Broadcasting Inc. for mod. of CP (BPH-900522ML) to make changes; change: ERP: 5.7 kw; ant. 164 m.; TL: Lewiston Rd. (State Rte 221), 3.8 km N of Grovetown (near exit 61, Interstate 20), Columbia Co., GA; change class to C3 (per MM docket 92-278). Action Dec. 7.

■ **Ringgold, GA** WSGC-FM 101.9 mhz—Granted app. of Battlefield Broadcasting for CP to make changes: ERP: 1.32 kw, processing under 73.215 requested with respect to WJSO(FM) Athens, TN. Action Dec. 8.

■ **Rome, GA** WOTU(FM) 102.3 mhz—Granted app. of McDougald Broadcasting Corp. for mod. of CP (BPH-920109IG) to make changes; change antenna from directional to non-directional. Action Dec. 8.

■ **Honolulu** KCCN-FM 100.3 mhz—Granted app. of Honolulu Broadcasting Corp. for CP to make changes; change: antenna supporting-structure height. Action Dec. 3.

■ **Ketchum, ID** KRMR(FM) 104.7 mhz—Granted app. of Idaho Broadcasting Consortium Inc. for mod. of CP (BPH-900731MC) to make changes; change: ERP 100 kw; ant. 512 m.; TL: 6.1 km S of the intersection of U.S. Rte 20 and Thompson Creek, Blaine Co., ID, class C (per MM docket 92-300). Action Dec. 8.

■ **Streator, IL** WSTQ(FM) 97.7 mhz—Dismissed app. of Streator Broadcasting Corp. for CP to make changes; change: ERP: 6 kw. Action Dec. 3.

■ **Louisville, KY** WTFX(FM) 100.5 mhz—Granted app. of Prism Radio Partners LP for mod. of CP (BPH-880126NZ) to make changes; ant. 169 m.; ERP: 37.4 kw, TL: off Tucker Station Rd, 2.2 mi E Jeffersonton, KY. Action Dec. 2.

■ **St. James, MO** KZYQ(FM) 99.7 mhz—Granted app. of KTTR-KZNN Inc. for mod. of CP (BPH-910612IB) change: ERP: 12 kw; ant. 144 ft.; antenna supporting-structure. Action Dec. 7.

■ **Billings, MT** KRKX(FM) 94.1 mhz—Granted app. of Sunbrook Communications LP for CP to change ant. 180 m., TL: 4.7 km SE of Post Office, Sacrifice Cliff, Billings, Yellowstone Co., MT and to change class: C1. Action Dec. 8.

■ **McAllen, TX** KQXX(FM) 98.5 mhz—Granted app. of Bravo Broadcasting Co. for CP to make changes; change: ERP 100 kw; ant. 304 m.; TL: on Hwy 506, 1.2 km S of La Feria, TX.

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Zodiac

Continued from page 45

Mr. Bogus and *Twinkle, The Dream Being* received praise for their production values and educational content, none seemed to reach critical ratings mass or translate into all-important revenue-generating toy merchandising successes, as measured by Central.

The hard reality of the children's broadcast marketplace, Morrison conceded, is that many of the early fringe time periods on independent and Fox-affiliated stations are devoted to the syndicated Disney Afternoon and Warner Bros.-supplied Fox Children's Network programing blocks (which typically run in 3-5 p.m. broadcast patterns). As a result, Zodiac's *Widget* and *Bogus* strips were largely relegated to lower kids PUT level (people using television) morning time periods, which usually resulted in sub-2 national rating averages for both shows.

"One of interesting aspects about Zodiac was the freedom that Peter [Keefe] and Brian [Lacey] had to create esoterically appealing programing for a segment of the kids audience, but

this is still an 'as many eyeballs as you can get in front of the television set' medium," said one New York station rep.

New York station rep and Hollywood syndication sources were unsure whether Zodiac, which remains a privately held company domestically, had incurred any debt in the production and distribution of its programing. However, Central Television is in the midst of widely rumored merger talks with UK-based Carlton Communications and reportedly is seeking to streamline its operations on these shores and in Britain.

A spokesman for Zodiac said that Morrison now will oversee all operations of the company, while Andy Spitzer, director of U.S. distribution, will both assume Lacey's marketing duties and continue to oversee station sales out of Zodiac's New York offices. The spokesman added that Zodiac will continue with the back-end distribution of *Widget*, *Mr. Bogus* and *Twinkle* as well as move forward with the previously announced distribution of *M3D—Music in Three-Dimensional Motion*, a fall 1994 weekly half-hour that will showcase computer-generated animation. ■

BET signs deals with Blockbuster and Baruch

By Rich Brown

Black Entertainment Television is furthering its ambitious expansion plans with separate partnership agreements with top video retailer Blockbuster Entertainment and minority syndicator Baruch Entertainment.

BET's new joint venture with Blockbuster Entertainment, BET Pictures, will fund, produce and distribute low-cost family-oriented films about African Americans for various venues, including broadcast and cable television. BET will serve as managing partner and will identify film projects and oversee their financing and production.

BET will market and distribute the titles through its BET Action Pay Per View division; Blockbuster will handle domestic home video distribution through its more than 3,300 video

stores and other outlets. Together, the companies will explore broadcast TV and other outlets. Titles are expected to be budgeted at \$1.5 million-\$3 million.

BET's deal with Washington-based Baruch Entertainment calls for the joint syndication of minority-oriented programing through a new venture, Baruch/BET Entertainment. Baruch has more than 35 hours of black and Hispanic programing on the air and under contract for 1994, including a January project for Hearst Broadcasting, *Martin Luther King Jr.: The March to Freedom*, and a February project for Warner Bros., *Tribute to Alex Haley*. In the past year, BET has shown a number of Baruch programs also offered in national syndication, including *African-American Men of Courage* and *Miss Collegiate African-American Pageant*. ■

Datebook

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. 18—"Copyright for Communications Lawyers,"** seminar sponsored by **Federal Communications Bar Association.** Washington Marriott, Washington. Contact: (202) 833-2684.
- 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) 330-7000.
- Jan. 30-Feb. 1—North American National Broadcasters Association** annual meeting. Maria Isabella Sheraton Hotel, Mexico City. Contact: Kate Normandeau, (613) 738-6553.

FEBRUARY

- Feb. 1—Deadline** for entries for **National Media Owl Awards.** Contact: (312) 951-6868.
- 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 **Phillips 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. 21-23—Great Lakes Broadcasting conference** and expo. Lansing, Mich. Contact: (517) 484-7444.
- Feb. 23-25—1994 Texas Show.** San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

MARCH-MAY

- 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.
- March 24—National Association of Black Owned Broadcasters** 10th annual communications awards dinner. Sheraton Washington, Washington. Contact: Fred Brown, (202) 463-8970.
- 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.
- May 22-25—National Association of Minorities in Cable.** New Orleans. Contact: (310) 404-6208.
- Major Meetings**

Roy L. Furman

When Ted Turner wanted to buy New Line Cinema, it was uncertain whether his company's studio-shareholder, Time Warner, would approve. The person who helped head off any conflict was Roy Furman, who heads a major investment banking firm and whose expertise, first and foremost, is in the entertainment and communications industry.

Among Furman's contacts are Time Warner Chairman Gerry Levin, who calls him "one of the top professionals in his field." Tom Pollock, chairman of MCA's motion picture group, says that Furman is "one of the few investment bankers who actually understands the economics of our industry." New Line president and longtime Furman acquaintance Michael Lynne says, "Roy brings to the table a passionate interest in the whole business of entertainment and communications."

Furman Selz Inc., which Furman co-founded 20 years ago, is a widely known firm with almost 500 employees. It specializes in securities research and trading, corporate finance and mergers for institutional clients. Among its recent media industry clients are Combined Communications and the special committee of SCI Television. Former clients include Telepictures Inc., whose executive, Michael Garin, Furman hired to head the firm's media group. Another Furman Selz hire is former NBC executive Ray Timothy.

Furman's father was in the insurance business and did some real estate investing. Furman, the youngest of four children, remembers that while he was growing up in Brooklyn, N.Y., his mother frequently took him to the movies after school. He often waited in line to buy half-price Broadway tickets.

While serving on college publications, Furman thought his literary interests might lead him to Madison Avenue. But the lure of leaving home and the desire to learn another professional skill instead persuaded him to go to Harvard Law School. That experience, he says, "changed the direction of my life in a lot of ways....The



quality of students was so extraordinary. For the first time I understood what greatness and brilliance were and where I fit intellectually in the toughest of the worlds. It is important to learn one's limits and ranges."

After law school, Furman joined the purchasing department of Westinghouse Electric as its general counsel. The experience frustrated him, he says: "I would give legal advice, but I wanted to stay at the end of the meeting and ask the managers why they were doing what they were doing." He asked to be reassigned to a line job but was told he couldn't make that move.

Others told Furman that his probing mind and verbal skills made him a natural for Wall Street. Furman joined a "boutique" investment research and trading operation, Seiden & de Cuevas, where he began following a variety of industries. It was only after he was there a year that he started tracking entertainment companies in which he was interested.

When the two named partners of

Seiden & de Cuevas decided to close their firm, Furman and Bernard Selz instead proposed to buy the firm's "few client relationships on the brokerage side, a few analysts and a few traders." That was the beginning of Furman Selz Inc.

Furman continued his research on entertainment companies whose film and television libraries he felt were undervalued. He also developed a skill, according to others, at predicting box-office grosses.

Asked if his talent extends to predicting ratings for new television shows, Furman says no: "I could never be a television executive. I find it brutal, too difficult. With movies, each one stands on its own. With television, it is more about the time slot and the hammock....The judgments that are made by TV executives who schedule these shows can really anoint certain product and destroy other product."

Furman's own work includes overseeing strategy for the firm, which was sold to Xerox Corp. but which Furman and others recently repurchased. Furman is proud of the fact that many of the partners who made a lot of money selling the firm to Xerox stayed and participated in the repurchase. Furman also is involved in some of the firm's merger work, which he sees in a state of evolution: "There are not just sellers and buyers. You are finding increasingly

joint ventures, interlocking partnerships and other deals creating companies with overlapping interests."

Furman has numerous philanthropic ties, especially to educational institutions and the arts. He serves as vice chairman of Lincoln Center, is president of the Film Society of Lincoln Center and is treasurer of the New York City Opera. Furman has been active in politics and recently was appointed national finance chairman for the Democratic National Committee. ■

Founder and president, Furman Selz Inc.; b. April 19, 1939, Brooklyn, N.Y.; B.A., psychology, Brooklyn College, 1960; L.L.B., Harvard Law School, 1963; U.S. Army Reserve, 1963; general counsel, purchasing department, Western Electric, 1964; Seiden & de Cuevas: securities analyst, 1968; vice president, 1970; executive vice president, 1971; president, 1972; current position since 1973; m. Frieda Bueler, Nov. 7, 1965; children: Stephanie, 25, and Jill, 23.

BROADCAST TV

Alison Shaklan, senior art director, Eisaman Johns and Laws, Los Angeles, joins ABC Entertainment there as director, advertising.

Donna Weston, promotion manager, WJAR-TV Providence, R.I., joins WJLA-TV Washington as director, audience development.

Appointments at KRON-TV San Francisco: **Joe Fragola**, managing producer, KRON Video Enterprises, named executive producer, KRON News and Information Channel; **Janette Gitler**, senior producer, special projects, named director, local programming, community relations; **Euna Kwon**, general assignment reporter/fill-in anchor, KOVR-TV Sacramento, joins as general assignment reporter; **Larry Shenosky**, executive producer, news, named assistant news director, KRON News and Information Channel; **Lisa White**, senior producer, named managing editor.

Joe Rovitto, assistant to GM, WTAE-TV Pittsburgh, joins Clemensen & Sheehan, Dallas, as VP.

Margaret Larson, former news anchor, NBC's *Today*, and correspondent, *NBC Nightly News*, New York, joins KIRO-TV Seattle as anchor.

Quinn Koontz, GSM, WGHP-TV High Point, N.C., joins WRAL-TV Raleigh, N.C., in same capacity.

Cristina Carrera, account executive, WFLX-TV West Palm Beach, Fla., named local sales manager.

Paul Rutman, former chief of engineering operations, United Nations, New York, joins WPGX-TV Panama City, Fla., as director, engineering.

Appointments at KXTV Sacramento, Calif.: **Robin Sewell**, anchor/reporter, KSTW-TV Seattle, joins as weekend news anchor; **Amy Pearce**, news writer/producer, KPIX-TV San Francisco, joins as news producer; **Amy Feller**, executive producer, KYW-TV Philadelphia, joins as assistant news director.

Julie Frisoni, news producer, KPNX-TV Phoenix, named executive news producer.

Sandra L. Klausner, 1937-1993

Sandra L. Klausner, 56, of Sherman Oaks, Calif., advertising/editorial assistant in BROADCASTING & CABLE's Hollywood office for more than 25 years, died late Dec. 24 after a long battle with cancer.

Klausner, who had been with the magazine since 1968, served as liaison between the advertising production department and West Coast broadcast communities.

She is survived by her husband, Herb, and brother, Steven Simon, of Illinois. Memorial services were held last Wednesday at Mount Sinai Cemetery in Burbank, Calif. Remembrances may be made to the American Cancer Society.



Angela Jaramillo, program director, KWTU Oklahoma City, named director, programming, Griffin Television, there.

Julia Cameron, engineering manager, KWTU Oklahoma City, named director, engineering.

Ted Baze, owner/president/GM, KOCB-TV Oklahoma City, announces semiretirement.

Kevin Landers, reporter, KCOY-TV Santa Maria, Calif., joins KJEO-TV Fresno, Calif., in same capacity.

Tanya Curry, graduate, Wharton School, Philadelphia, and former intern, Showtime Networks, New York, joins as manager, ESPN Enterprises.

Hillel Gedrich, VP, business affairs, Time-Life Video & Television, Alexandria, Va., joins A&E Network, New York, as director, legal, business affairs.

Kathy Giaconia, freelance talent booker, American Movie Classics, Woodbury, N.Y., named manager, talent, American Movie Classics/Romance Classics, there.

RADIO



Tsavaris

Michael Tsavaris, VP, financial planning, The Interop Radio Store, New York, named VP/CFO.

Margaret Fort, GSM, WOIC-AM and WNOK-FM Columbia, S.C., named GM.

Deidra White, executive editor/assistant news director, WBBM(AM) Chicago, joins WWJ-AM Detroit as news/program director.

CABLE

Appointments at ESPN, New York: **Lynn Picard**, advertising sales account executive, named VP, business development; **Lauren Fishman**, founder, The Peacock Touch, New York, joins as director, special events;

ADVERTISING

Gloria Barotta, strategic planning/research director, D'Arcy Masius Benton & Bowles, St. Louis, named VP.

DEATHS

Don Earle, 64, sportscaster, died Dec. 12 of a stroke, at his home in Westfield, Mass. Earle served as the TV voice of the NHL Boston Bruins from 1967-71. He later became the voice of the Philadelphia Flyers. Earle was co-founder and past president of the NHL Broadcasters Association. He was the sports director of WGBB-TV Springfield, Mass., and a weekend sports announcer for CBS Radio, New York. He also was a sports talk host for WCAU-TV Philadelphia. He began his career at WBET (AM) Brockton, Mass. Survivors include three brothers.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 12. Numbers represent aggregate rating average stations/% coverage)

1. Wheel Of Fortune	15.2/226/99
2. Jeopardy!	12.8/214/98
3. Star Trek	12.8/248/99
4. Buena Vista I	10.8/160/97
5. Magic II	8.3/147/89
6. Entertainment Tonight	8.1/174/94
7. Roseanne	8.0/180/96
8. Inside Edition	7.5/157/92
9. Married... With Children	7.3/180/94
10. Oprah Winfrey Show	7.1/228/96
11. Star Trek: DS9	6.9/237/99
12. Hard Copy	6.8/153/89
13. Imagination II	6.8/141/94
14. Baywatch	6.7/187/95
15. Current Affair	6.5/177/94

Spot cable revenues for the third quarter totaled \$42 million, according to a new survey by the Cabletelevision Advertising Bureau. Total spot revenue for the first three quarters is \$114.2 million, says the CAB, which is inaugurating a new survey based on the gross billings reported by six cable rep firms including Cable Media Corp., Cable Networks Inc., CTV, National Cable Advertising, Tabler Communications and Thompson Everett.

Some NBC affiliates will pay a price for the network's renewal of its NFL package. NBC President Robert Wright confirmed that affiliates in markets with American Football Conference teams will be asked to make some sort of contribution to partially offset the increased rights payment (see related stories, inside). No agreement is in place, but the contribution is likely to come in the form of an inventory give-back.

Diversified Communications (Horace Hildreth Jr.) **sold WYOU-TV Scranton, Pa., WABI-TV Bangor, Me., and WPDE-TV Florence, S.C., to Vision Communications** (William Christian) **for \$35.5 million.** Buyer

Oliver named associate publisher

Lawrence Oliver, advertising director for BROADCASTING & CABLE, has been named associate publisher. The announcement was made by Peggy Conlon, the magazine's publisher. In addition to continuing sales management responsibility for all the magazine's products, he retains supervision of key cable television accounts.

Oliver joined BROADCASTING & CABLE as advertising director in August 1991. Previously, he had been publisher of ASM Communication's magazines *Adweek* and *Mediaweek*. He also served as publisher at *Marketing and Media Decisions*, and before that he was associate publisher of *Advertising Age*. He began his career as a sales representative with the *New York Daily News*. Oliver is headquartered in BROADCASTING & CABLE's New York office.

Oliver's appointment comes as the magazine is celebrating sizable sales and circulation gains, and significant growth in the cable advertising arena, over which he has had specific direction.



has no other broadcast interests. Seller owns WCJB(TV) Gainesville, Fla. WYOU-TV is CBS affiliate on ch. 22 with 2,945 kw visual, 294 kw aural and antenna 842 ft. WABI-TV is CBS affiliate on ch. 5 with 40 kw visual, 6 kw aural and antenna 1,316 ft. WPDE-TV is ABC affiliate on ch. 15 with 1,290 kw visual, 129 kw aural and antenna 1,948 ft. Broker: Wood & Co. Inc.

In addition to buying an AM-FM combo in Buffalo, N.Y., last week (see "Changing Hands," page 48), **Key-market Communications purchased WLAC-AM-FM Nashville from bankrupt Fairmont Communications Corp. for a price in excess of \$10 million.** Fairmont filed Chapter 11 in summer 1992 and has since sold KIOI-FM San Francisco for \$45 million, KKOI-AM-FM Albuquerque, N.M., to Citadel for an estimated \$9 million, and WMTG(AM)-WNIC-FM Detroit last month to Broadcasting Partners Inc. for an estimated \$38 million-\$40 million.

CBS Radio's new Arrow format (All Rock 'n' Roll Oldies) hit the bullseye in Los Angeles, according to the AccuRatings fall survey. KCBS-FM's share rose to 3.6 (10th in the market), up from 1.2 in the summer survey. Other ratings: Among persons 25-34, a 5.5 share (fifth in the market), up from 1.1; among persons 35-44, a 7.1 share (first), up from 2.3; and among persons 25-49, a 6.0 share (second), up from 1.7.

Lambert Television Management and Partner Stations Network LP, a production consortium representing five broadcast groups (26 TV stations total), **has hired four in-house development executives** and will be testing its half-hour strip series this spring. Michael Lambert, president of Los Angeles-based Lambert Television, confirmed that there are approximately 11 strip projects in various stages of development, in addition to some potential weekly hour-long drama series that

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may be tested on the consortium member stations. Named to development positions are Jake Tauber, a former development executive with Twentieth Television and NBC; Donna Harris, a former VP of original programming for Lifetime; Karen Glass, formerly executive-in-charge of West Coast comedy development for Comedy Central, and Adam Tyler, former producer on Twentieth TV's defunct *Studs* and Family Channel's *Zorro*.

Channel 20 Inc., owned by Fred Eychaner, **is planning to acquire KTVB(TV) Denver.** Eychaner has reached an agreement to pay off creditors of the independent station for \$7.5 million, after which Channel 20 Inc. would apply for the station's license. The plan must be approved by a bankruptcy court judge in Denver.

INTV is asking the Justice Department to permit it to monitor pricing trends for TV ratings information. INTV's request is prompted by concerns that with Arbitron out of the TV ratings business, INTV members can get ratings information only through A.C. Nielsen. INTV would survey all independent TV stations annually to determine whether price increases or discriminatory pricing had occurred.

The FCC's report on the impact of the new radio ownership limits, which has been delayed because of the commission's overriding concern with cable issues, **will not be released for at least several weeks,** Mass Media Bureau Chief Roy Stewart said last week. Officials also said the report will not be a comprehensive study. Stewart said he hoped it would be completed by the end of March, but that no timetable has been established for its completion.

Turner Broadcasting System has agreed to buy Apollo Investment Fund's 50% stake in Hanna-Barbera for \$255 million. The move means Turner now will own 100% of HE Holding Co., the company that controls the Hanna-Barbera animation library. Hanna-Barbera was acquired in a joint venture between Apollo and Turner in 1991 for \$262 million.

WASHINGTON

Presidential fight brewing?

The two largest members of the National Cable Television Association may be at odds over the selection of the association's next president. Sources say Time Warner would like to see former Democratic Congressman Dennis Eckart take the job. But it's believed that Tele-Communications Inc. has threatened to pull out of the association if Eckart gets the post. TCI objects to Eckart's prominent role in enacting the 1992 Cable Act, especially his advocacy of the retransmission-consent provision.

NEW YORK

Eyeing alternatives

At a recent meeting of top CBS staffers, Broadcast Group President Howard Stringer said that the company is planning to establish a task force to look at new ventures. Although little detail was provided, the company may be particularly interested in finding additional ways to distribute its programming. Announcement of the new task force—along with some management changes, the nature and extent of which have been a source of ongoing speculation—is expected soon.

WASHINGTON

Multi-testing?

If the FCC awards television stations second channels for advanced TV, broadcasters are hoping they come with the flexibility to use them for multiple channels of NTSC-quality TV and not just HDTV. To help make the case for such flexibility, Fox is exploring the feasibility of an on-air demonstration of NTSC multiplexing over a single 6 mhz channel.

C-SPAN 3

C-SPAN, which celebrates its 15th anniversary this March, has been given board approval to launch a third cable network to coincide with digital compression. The service is likely

to cover various committee hearings, events and press conferences in Washington, allowing for uninterrupted, live gavel-to-gavel coverage from the floors of the House (C-SPAN 1) and the Senate (C-SPAN 2).

NEW YORK

Rainbow goes public

Look for Rainbow Programming to be spun off into a public company sometime during the first quarter. Cablevision Systems had planned to take the programming division public last year but delayed the move until 1994. Cablevision recently bought out Liberty Media Corp.'s interest in Rainbow's American Movie Classics, raising its ownership in the commercial-free movie channel to 75%. NBC owns the rest of AMC and 50% of Bravo, another Rainbow Programming service. Other Rainbow services include nine regional sports channels and News 12, a 24-hour Long Island news channel. Liberty Media and TCI have equity interests in some of Rainbow's regional sports channels.

Sci-Fi buy

Sci-Fi Channel in the final days of 1993 finalized a first quarter 1994 program lineup that brings several new shows to the schedule, including off-net hours *Beauty & The Beast* (Monday-Friday, noon and 6 p.m.) and *The Bionic Woman* (Monday-Friday, 1 p.m.). Moving to Sci-Fi from sister network USA will be *Swamp Thing*, *The Hitchhiker*, *Beyond Reality* and *Quantum Leap*.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Well, you're the one who volunteered to run 24 straight hours of Christmas music."

TFATA (or, The Future According to Abel)

Way back on page 28 the reader was challenged by the NAB's futuristic John Abel to become familiar with a stack of acronyms and abbreviations about as high as Howard Stern's FCC citations. The editors were embarrassed to realize that they, too, were deficient in passing the Abel test, so we set out to catch up. For the benefit of those similarly curious, this is what we found:

□ Bits are the basis of all digital transmissions, toward which all media are tending. Kilobit transmissions are relatively slow; megabit, gigabit and terabit transmissions are beginning to get there, speedwise.

□ Bandwidth refers either to spectrum (over-the-air media) or transmission width in coaxial or fiber optic media. Six mhz is the standard TV bandwidth, 200 kilohertz the standard FM channel, 10 kilohertz the standard AM channel.

□ ADSL is an Asymmetrical Digital Subscriber Line. It permits transmitting prerecorded (not live) video via the telephone company's copper wire (twisted pair).

□ ATM is an Asynchronous Transfer Mode. It is a standard protocol permitting transmission of high-speed data on computer networks and the display of video pictures on computer screens.

□ Compression is a widely used misnomer for bit-rate reduction, the technique of eliminating or exploiting redundant elements in a TV picture to permit transmission at reduced bandwidths. It essentially plays tricks on the eye and/or the ear, leading viewers/listeners to believe they're observing the full picture. Compression is the technique that makes possible HDTV and the 500-channel cable system.

□ Multimedia is the ability to transmit all communications through all transmission means, with predictable results at the receiving end.

□ DBS: Direct-Broadcast Satellite, transmitting digital

TV signals from satellites in geosynchronous orbit 22,300 miles above the earth.

□ GUI is Graphical User Interface, the system that will be used to create programing icons that viewers may use to click on to programing menus in 500-channel TV systems.

□ VOD is video on demand, permitting viewers to choose their own programs in their own time frames.

□ PDAs are Personal Digital Assistants (Apple's Newton, AT&T's EO, Casio's Zoomer), mobile communications devices with the potential for being used to download data broadcasts.

□ Kaleida is IBM's and Apple's multimedia project.

□ Internet is the amorphous, ever-expanding worldwide computer network of networks created by the National Science Foundation and now subject to commercial use.

□ GPS is the Global Positioning System that permits locational radio data broadcasts to trucks and cars.

□ IVHS is the Intelligent Vehicle Highway System that is an application for high-speed RBDS (radio broadcast data system) standard.

□ QAM is Quadrature Amplitude Modulation. VSB is Vestigial Sideband. COFDM is Coded Orthogonal Frequency Division Multiplex. All are systems for broadcasting HDTV.

□ Interlace is the system for displaying NTSC (conventional television) signals on an every-other-line basis.

□ Progressive is the scanning system used in computers. Every line is scanned (giving greater resolution but requiring greater bandwidth).

□ MPC equals Multimedia Personal Computers, permitting the sharing of multimedia programs among different computers.

The truth is, Abel's desk drawer contains an even longer list. But just this sampling gets the point across: All in the Fifth Estate have their work cut out for them in assimilating the new technology with the older media.

Another of this issue's forecasters put it well. "Hype starts to meet reality in 1994," said Tom Wolzien of Sanford C. Bernstein & Co. This year, we're betting on hype.

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