

MAR 7

Broadcasting & Cable

The Newsweekly of Television and Radio

SYNDICATION



Columbia opens bidding for Seinfeld **14**

SPECIAL REPORT

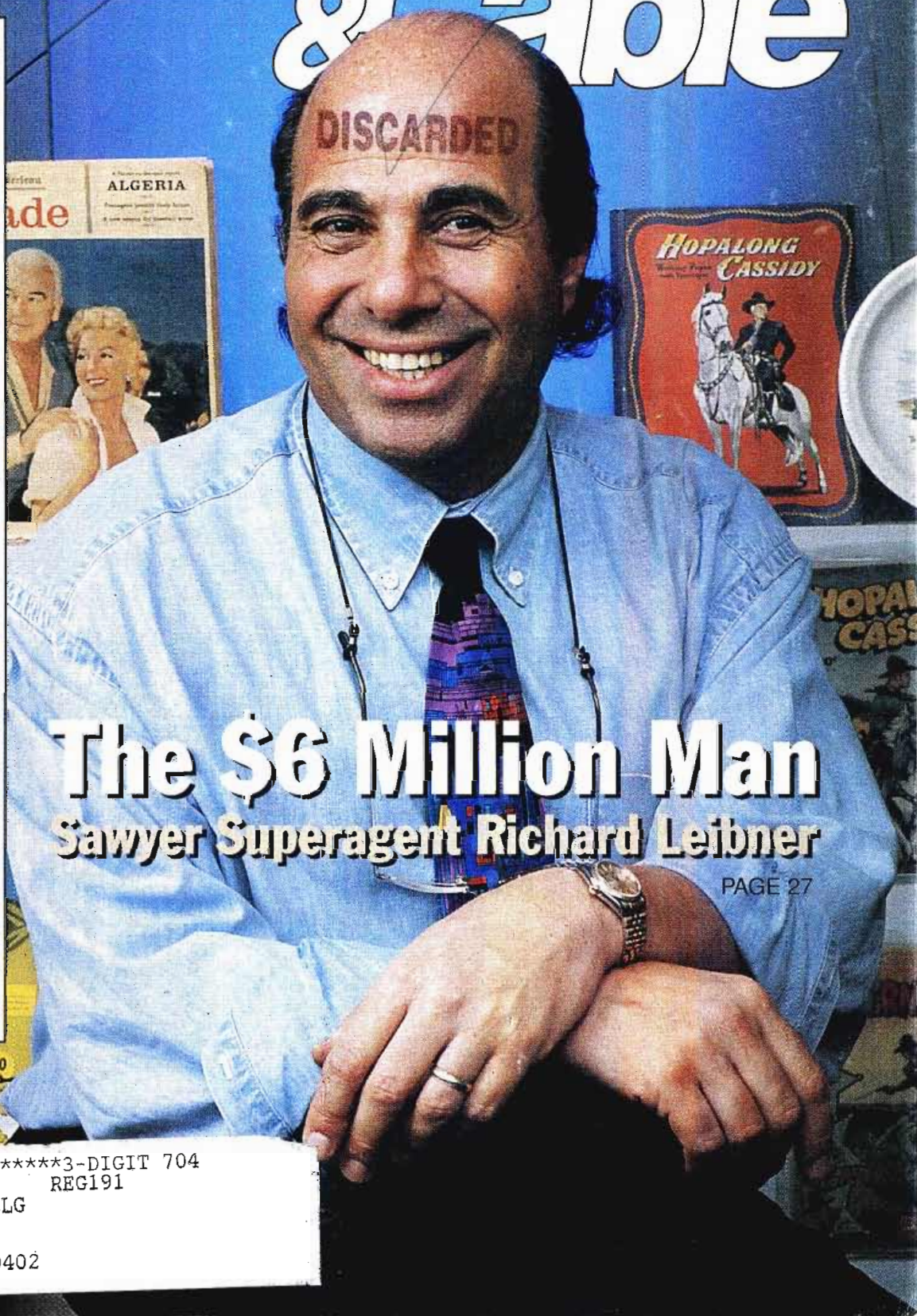


A boom year for station sales **33**

CABLE



Looking for a younger crowd **20**



The \$6 Million Man Sawyer Superagent Richard Leibner

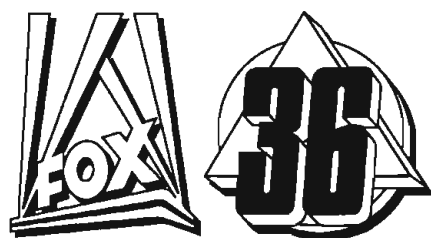
PAGE 27

Vol. 124 No. 10
63rd Year 1994 \$3.95
A Canners Publication

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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Superhighway bills speed along Legislation that would help establish the ground rules for the information superhighway is speeding through the House. And even though there are some sticking points, and the Senate appears to be on a slower legislative track, most Hill insiders expect Congress to pass some type of telecommunications bill before the end of the year. / **5**

Orlando interactive test postponed Time Warner says there will be a several-month delay in the rollout of its advanced interactive network now being constructed in Orlando, Fla. The Full Service Network originally was scheduled to be up and running in April, but its launch has now been put off until the fourth quarter. / **6**

Silver lining emerging for TCI In the wake of their failed merger with Bell Atlantic, executives at top cable system operator TCI realize a company restructuring probably would make for better deal-making. TCI will restructure the company into a holding company with four separate divisions. / **12**

NBC affiliates pay record for Olympics rights NBC affiliates have agreed to pony up a record \$75 million in advertising inventory to help their network pay for rights to the 1996 Summer Olympics in Atlanta. But cable will be shut out of those games, marking the first time since 1988 that cable has not had an on-air Olympics presence. / **12**

Paramount Network adds five stations The Paramount Network signed five more affiliates last week, bringing its total to 31 and 44% coverage of the U.S. The company continues to target markets where only one viable independent remains, says Kerry McCluggage, chairman, Paramount Television Group. / **14**



Confirming months of speculation, President Clinton last week announced his intention to nominate **Rachelle Chong** to a Republican seat on the FCC. / **16**

Programming

CBS Lillehammers the competition

CBS is basking in its record-setting performance: The 1994 winter Olympics was the most-watched television event in history, with more than 204 million viewers tuning in for at least part of the network's 16 nights of coverage. / **20**

VH-1 thinks young

MTV Networks has signed veteran music industry executive John Sykes to serve as president of VH-1 and reposition the channel to attract younger viewers. VH-1 will target those viewers in their late 20s and early 30s who feel they have outgrown co-owned network MTV. / **20**

ITC checks out 'Supermarket Sweep'

ITC Entertainment Group and Debmar Studios are bringing Lifetime Television's *Supermarket Sweep* into syndication. The show is one of the channel's highest-rated programs. As many as 10 metered-market stations will air the show. / **21**

Yankees stay on free TV

After months of often difficult and testy negotiations,

WPIX(TV) New York and the MSG Network have reached an agreement that will keep a package of New York Yankees baseball telecasts on over-the-air television for three more years. / **22**

COVER STORY

Richard Leibner: talent in a big way

N.S. Bienstock's Richard Leibner is beloved by his clients. They credit him with establishing dramatically higher salaries for television news talent. The latest coup: Diane Sawyer's roughly \$6 million-per-year deal with ABC. / **27**

Big names= big dollars

While Diane Sawyer's new contract was making headlines, many in the broadcasting industry wondered what all the fuss was about. They saw the deal as reaffirming the status quo: that the networks' modus operandi of the 1990s—lean and mean—doesn't apply to star talent. / **32**



N.S. Bienstock's Richard Leibner helped make Diane Sawyer the new \$6 million woman. / **27**

"She's bright, genial and open...Her creed is a lot like mine: No attitudes, no egos, no A-holes." — FCC Commissioner James Quello on expected Republican FCC nominee Rachele Chong.

MAR 7, 1994

SPECIAL REPORT

Station sales rebound

With an influx of new equity money and the relaxation of ownership rules, radio and television station sales totaled \$3.3 billion in 1993, three times 1992's \$1 billion. TV-only deals boomed: \$1.7 billion worth, compared with 1992's \$124 million. / 33



Duopoly has let owners grab a bigger share of the radio market while cutting their costs. / 33

40 years of station transactions

Here is the dollar volume of transactions approved by the FCC: the number of stations changing hands. / 37

Million-plus deals

A state-by-state breakdown of 1993's AM deals, FM deals, AM-FM deals, TV deals and group deals. / 41

RADIO

Arbitron moves to boost response rates

The Arbitron Co. will shorten the delivery time and change the packaging of its surveys to help increase the response rates of its syndicated radio ratings service. Arbitron will begin its attempts to get diaries to respondents faster for its winter 1994 survey. / 48

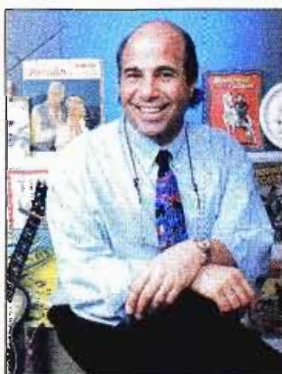
AD/MARKETING

TV ad revenue jumps 11%

Television advertising revenue continues to grow, reflecting the economy's steady but slow rise out of recession, the Television Bureau of Advertising says. / 50

Turner takes spin with AAA

Turner Broadcasting has closed a \$5 million-\$15 mil-



On the Cover: Superagent Richard Leibner attributes his success with Diane Sawyer's contract to "five years of relationship [with ABC] and the existing depth of the organization." He adds, "In the end it's talent. You have to represent the right people." / 27

lion corporate advertising deal with the American Automobile Association. / 50

TECHNOLOGY

Toward HDTV's 'immense alliance'

The news that Japan was planning to abandon its MUSE analog satellite-delivered HDTV system was a double-edged victory for Frenchman Michel Pelchat, a leading proponent of terrestrial digital high-definition television for Europe. / 51

BUSINESS

Warning lights on superhighway

Media companies have looked to small marketplace tests to judge consumer acceptance of new video and information offerings. But a recent report says macroeconomic data alone shows that consumers may not "continue to ante up on these new technologies." / 52

IRS wants to make a deal

The Internal Revenue Service hopes to cut a deal with TV station and cable system operators over "intangible" assets. However, at least one industry tax lawyer thinks the deal may not be good enough to interest the industry and may further delay settlements or litigation of the relevant disputes. / 52



Representative John Dingell goes on record against broadcasters using spectrum for nonbroadcast services. / 56

WASHINGTON

House panel approves superhighway bills

Much to the chagrin of broadcasters, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) has put a crimp in their plans to use spectrum for nonprogramming services. However, a subcommittee approved the rest of the telecommunications bill that was at issue, and the spectrum amendment is expected to come up again. / 56

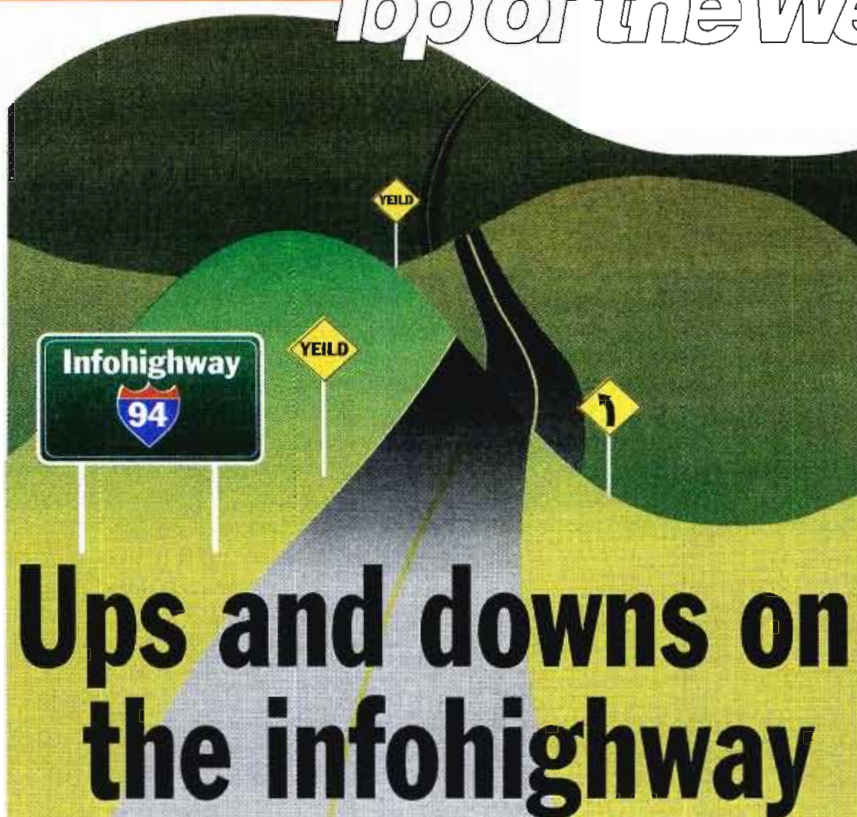
Viacom endorses stricter ownership limits

Cable operators and programmers have attacked comments filed with the FCC by Viacom, claiming that the MSO has changed its position in midstream on vertical and horizontal ownership limits. Viacom has endorsed stricter limits. / 57

Changing Hands.....	53
Closed Circuit.....	73
Classified.....	59

Datebook.....	68
Editorials.....	74
Fates & Fortunes.....	70

Fifth Estater.....	69
For the Record.....	66
In Brief.....	72



By Kim McAvoy

Legislation that would help establish the ground rules for the information superhighway is speeding through the House. And even though there are some sticking points, and the Senate appears to be on a slower legislative track, most Hill insiders still expect Congress to pass some type of telecommunications bill before the end of the year.

"It's not going to be smooth sailing," said one observer. But, added another source, the House legislation is "very much on track." Indeed, the House Telecommunications Subcommittee passed the so-called Markey-Fields bill, H.R. 3636, by voice vote with a handful of amendments. And it approved the so-called Brooks-Dingell bill, H.R. 3626, without any amendments, also by voice vote (see page 56). (The House Judiciary Subcommittee on Economic Law also quickly approved the Brooks-Dingell bill last week.)

But despite the relatively quick passage in the Telecommunications Subcommittee, there are several areas of contention that must be settled before the parent Energy and Commerce Committee takes up the two bills on March 15.

The Markey-Fields bill would permit telcos to enter the cable business in their service territory and would open up the local telephone business to competition. The Brooks-Dingell measure would pave the way for local phone companies to enter the long-distance telephone market and manufacture telecommunications equipment and would establish ground rules for electronic publishing.

The regional Bell operating companies are now reportedly rethinking their stand on the bills. As one source noted: "The telcos are saying there's not enough in either bill for them to support." However, one telephone industry official maintained that the RBOCs had not abandoned the legislation.

Key to the RBOC support is an amendment that Representative Billy Tauzin (D-La.) may offer. During the subcommittee's consideration of H.R. 3636, Tauzin said the legislation needs to include provisions that will establish "regulatory parity" among

The good news outnumbered the bad on the information highway last week. Time Warner announced that its long-awaited Orlando experiment would be held up until fall because the hardware wasn't ready (story, page 6). But, ready or not, the Congress appears determined to make good its own legislative intentions on the infoway; bills in both houses are on the fast track (story, page 5). Meanwhile, TCI and Microsoft were cutting a deal (page 6), Ray Smith was sounding confident about Bell Atlantic's ability to proceed into television (page 10) and the entire TeleMedia area continued to make news, large and small (box, page 10).

Hundt: hasta la vista, NAB

FCC Chairman Reed Hundt will not appear at the National Association of Broadcasters convention in Las Vegas on March 21. Instead Hundt will be in Buenos Aires, Argentina, at the World Telecommunications Development Conference with Vice President Al Gore. Hundt said he was "very sorry" he would not make the NAB convention but that as the country's "top telecommunications regulator, I believe it is vital that we are represented [in Buenos Aires] in order to demonstrate our support for a global information highway." Hundt will be in Paris, France, on March 9, 10 and 11 for the Networked Economy Conference.

FCC's marching order on PTAR

The U.S. Court of Appeals gave the FCC until March 23 to tell it what it plans to do with a petition to repeal the prime time access rule. First Media's WPCX-TV Orlando, Fla., filed the petition in 1990. Frustrated by the lack of FCC action, the CBS affiliate last month asked the court to force the agency to act. Station attorney Nat Emmons was encouraged: "It shows the court is deeply interested in the substance of our petition." If the FCC takes up PTAR, the proceeding could have an unintended consequence. WPCX-TV based its case for PTAR repeal on the FCC repeal of the fairness doctrine in 1987. According to FCC sources, a PTAR proceeding could turn into a vehicle for revisiting the fairness doctrine with an eye toward resurrecting it.

competing industries.

But the cable industry is vowing to oppose such an amendment. Cable says such an amendment is nothing more than "sweeping deregulation" for the telephone industry because it would permit them to escape rate-of-return regulation. "We flat out oppose it," said Decker Anstrom, president of the National Cable Television Association. The bill, added Anstrom, already allows the FCC to provide pricing flexibility for telcos. The amendment would "totally gut the FCC's ability to monitor anticompetitive behavior," he said.

But an even greater battle is brewing over the issue of RBOC delivery of long-distance telephone service. Long-distance carriers AT&T, MCI and Sprint are trying to enlist enough support to amend H.R. 3626 to make it far more difficult for RBOCs to enter that market. Some Hill insiders think the long-distance carriers have enough support on the Commerce Committee to secure some revisions to that section of the bill.

Several subcommittee members—Thomas Manton (D-N.Y.), Mike Synar (D-Okla.) and John Bryant (D-Tex.)—have said that they have problems with the long-distance section of H.R. 3626.

But the real fight over long-distance, said one lobbyist, will occur between the House and Senate. The Senate bill, authored by Commerce Committee Chairman Ernest Hollings (D-S.C.), takes a tougher

stand on the long-distance issue, making it virtually impossible for RBOCs to compete in the long-distance telephone market.

"It could be tricky," said one source, but Dingell and Hollings are expected to work it out. Both lawmakers have made it clear that they want Congress to act this year.

The Hollings bill appears to be on a slower legislative track. But the Senate Commerce Committee is not under the same time constraints as the House Commerce Committee, which must deal with health-care reform later this month. Hollings wants to hold at least seven hearings on his telecommunications bill. He has convened two hearings.



CBS held a press conference in New York last week to talk about its record-setting coverage of the Olympics, the most-watched TV event in history. CBS Chairman Laurence Tisch joined in. See page 20.

TCI, Microsoft interface for interactive

Tele-Communications Inc. and Microsoft will team up to build software and network facilities for interactive television, the companies said last week. The system will be built using Microsoft software and TCI's digital technology. Testing will begin late this year with hundreds of TCI and Microsoft employees in the Seattle area. Early stages of the test will examine the ability of Microsoft's software architecture to handle large-scale market tests in 1995. It also will look at the system's ability to meet cable operators' demands for uninterrupted service.

The second phase of the project will begin in 1995 with a rollout of interactive service to thousands of customers in Seattle and Denver. Large-scale tests will examine which interactive services consumers will purchase and how customers will use those services.

The project was criticized by Representative Edward Markey (D-Mass.) who said, "in the long term, alliances like this one could raise problems for both consumers and competitors." Markey did say that in the short term, the TCI-Microsoft project will "spur competition and innovation in an emerging market," but he also said that the trial is "one more reason" for the FCC to monitor the emerging set-top box market.

—CS

Orlando interactive test postponed

Problems force TW to delay

By Christopher Stern

Time Warner says there will be a several-month delay in the rollout of its advanced interactive network now being constructed in Orlando, Fla.

The Full Service Network was originally scheduled to be up and running in April, but its launch has now been put off until the fourth quarter. Despite the delay, Time Warner says it still plans to have 4,000 customers on the network by the end of the year. Problems with the set-top box and software postponed the rollout to the first customers, a Time Warner spokesman said.

The set-top box will be manufactured by Scientific-Atlanta with components developed by Silicon Graphics. "I am not going to characterize who has the greater percentage of work to be done; to a degree, it's inter-related," the spokesman said. More than 1,000 miles of fiber optic cable are already in place along with video switching devices built by AT&T.

The delay is caused in part by Time Warner's ambitious plans for the network conflicting with the tight time schedule the network set for itself. "No one in this partnership believes we should be driven by an artificial timetable," said Bill Brobst of Scientific-Atlanta.

Plans for the Orlando network include true video-on-demand capability with sophisticated set-top boxes. The boxes will store programming downloaded by a fileserver that can be played immediately or at a later time.

Last December, Time Warner announced that it successfully transmitted a digitized movie through a switching system to a set-top box where it was loaded and played in real time. The test also demonstrated the VCR-like functions such as pause, fast forward and rewind. The test was conducted with a prototype of the set-top box that eventually will be rolled out to consumers.

If you think
no one else will
ever fill these...



You ain't seen

NOTHING yet.

Ray Smith's post mortem

By Geoffrey Foisie

Bell Atlantic Chairman Ray Smith came down on the software side of the hardware-software debate in a speech last week in New York.

Saying that federal regulation will place common carrier obligations on physical networks, he continued: "With a well-promoted, customer-friendly national brand, a nationwide physical network will not be required." Smith said the likelihood of increased competition by software providers taking advantage of common carriers was "the one threat to cable values that gave me the most



Ray Smith

pause over the last months," before the merger with TCI was canceled.

Smith added that Bell Atlantic plans to place its Stargazer format on "other networks nationwide that will be constructed as open systems."

He also said he would announce next month the results of a "request for quotations" from major equipment providers that will allow Bell Atlantic flexibility in introducing new technology only as demand allows: "What I'm describing is a shift from an uneconomic, ubiquitous network with high fixed costs and inflexible design to a market-based solution with a low fixed, high variable-cost structure."

Still, Smith said Bell Atlantic will go ahead "aggressively" on a broadband deployment strategy within its own service area, and will also continue to look at combinations with cable MSOs and other companies in "selected, high-growth markets."

TeleMediaWatch

MCI announced last week that it would invest \$1.3 billion for 17% of Nextel, a wireless communications company. The deal puts MCI in partnership with Comcast Corp., which already owns 17% of Nextel. Nextel's license coverage gives the partnership the potential to reach 95% of the United States. Motorola will provide its Integrated Radio Service technology and subscriber equipment. Among the services the partnership plans to offer under the MCI name is a single telephone number that consumers can use anywhere in the U.S.

The Newspaper Association of America wants protection from telcos when it comes to electronic publishing. In testimony before the Senate Commerce Committee, Hearst Corp. CEO Frank Bennack Jr. said, "Safeguards for electronic publishing are needed now, because in recent years, developments in the courts and at the FCC have eroded the protections that competition in electronic publishing once had from monopoly abuse by the RBOCS." S. 1822, sponsored by Senator Ernest Hollings, calls for the regional Bell operating companies to provide electronic publishing through a separate affiliate company.

Representative Edward Markey has asked for comments on a proposal to allow broadcasters to use their spectrum for ancillary or supplementary services. Broadcasters want the spectrum to provide information services and mobile communications. Representative W.J. (Billy) Tauzin submitted the proposal as an amendment to H.R. 3636, one of the two telecommunications bills now making their way through the House. The amendment was withdrawn pending comments from federal and state regulators along with consumer and industry groups. In a letter to groups, including the FCC and the National Telecommunications and Information Administration, Markey asked whether broadcasters should be made to bid for the use of public spectrum. He also asked if it would affect the development of high-definition TV.

StarSight Telecast has entered a partnership with Showtime to market its patented, on-screen program guide. Showtime Networks will provide sales and marketing services to Star Sight Telecast. StarSight is a navigational device that allows viewers to find programs by category or title. StarSight also allows consumers to program VCRs through the program guide's remote control.

AT&T, Tele-Communications, Inc. and US West are extending until June 30 their Denver-based test, Viewer-Controlled Cable Television (VCTV), which offers area subscribers extended pay-per-view offerings, including near video-on-demand service. More channels are being added to the test to enable customers to take a break from a PPV movie and pick it up 15 minutes later on a different channel. That feature, called "Personal Intermission," is a response to customer feedback that they'd like to be able to take breaks from movies without missing anything.

Cablevision Systems Corp., facing heat in Connecticut from start-up cable competitor Fibervision, says it will invest \$80-100 million over the next three years to construct a full service network in its two franchise areas in the state. Cablevision outlined its proposal last week in franchise renewal requests to the State of Connecticut Department of Public Utility Control.

Jones International says it will use General Instrument's DigiCipher digital compression technology for delivery of its cable networks, including Mind Extension University, The Education Network, Jones Computer Network and new health and language networks.

—CS

All across America
people are
talking about
NOTHING.

Silver lining emerging for TCI

Breakup of merger with Bell Atlantic may lead to better opportunities for MSO

By Rich Brown

In the wake of their failed merger with Bell Atlantic, executives at leading cable MSO Tele-Communications Inc. now realize a company restructuring would probably make for better dealmaking.

TCI President John Malone told analysts at a meeting in New York last Thursday that TCI planned to restructure the company into a holding company with four separate divisions. Each division—international, programming, cable and communications and business ventures and investments—would be responsible for its own funding, including seeking out strategic partners and making public offerings.

"It's a really significant move," says Tom Wolzien, an analyst with Sanford Bernstein. "It opens them up to do a deal with long-distance carriers on the cable side, for example, without muddying the waters elsewhere in the company."

Analysts say the move no doubt was prompted by the difficulty in placing a value on the media giant during the company's protracted negotiations with Bell Atlantic.

"The collapse of the Bell Atlantic deal is forcing the company to be more focused on its business and where it's heading," says Jessica Reif, an analyst with Oppenheimer & Co. "It's evidently reasonable and logical."

As a single entity, Reif says, the true value of TCI is not being recognized by the market (her estimates place the company's value at \$9.1 billion). Under the reorganized TCI, Reif says, it is possible that all of the divisions could be properly valued and spun off into separate public companies. One likely scenario has TeleWest, TCI's 50% partnership with US West in the United Kingdom, going public within the next six months, she says.

Breaking off the programming division is expected to lead to the creation of more original programming for cable. Among possibilities already being dis-



Malone outlined a restructuring of TCI that could lead to four separate companies.

cussed for the programming division last week was the idea of working with newspapers to jointly develop on-air data for cable. Another possibility raised by one analyst was that the programming division could go public and make some kind of play for a Hollywood studio.

Wall Street reacted favorably to the announcement, with TCI's stock price rising by more than a dollar on Friday.

In other company reporting, TCI said its 1993 revenues rose 16.2%, to \$4.15 billion, and its operating cash flow rose 13.5%, to \$1.86 billion. The company also reported a \$44 million loss in revenue over four months for the period beginning Sept. 1, 1993, due to FCC-mandated cable rate cuts. TCI also reported a \$21 million loss in one-time expenses tied to compliance with the new rules. Audited results are due in March. ■

NBC decides against cable deal for Atlanta Olympics

NBC affiliates have agreed to pony up between \$60 million and \$65 million in advertising inventory to help their network pay for the rights to the 1996 summer Olympics in Atlanta. As a result, cable is being shut out of those games, which will mark the centennial celebration of the modern Olympics. It will be the first time since 1988 that cable has not had an on-air Olympics presence.

The affiliates' contribution for Atlanta doubles the approximately \$30 million they paid to help the network foot the bill for the 1992 summer games in Barcelona.

The network paired with Cablevision during the Barcelona games to put on the now infamous Triplecast pay-per-view coverage, which largely was responsible for the network's losses in covering the games. Many affiliates were bitter about NBC's decision to do an Olympics cable deal in 1992.

In a reversal of its previously stated strategy, NBC Sports said last week that it would not take on a cable partner for the Atlanta games. NBC submitted the winning bid for the games last summer.

At the time, NBC Sports President Dick Ebersol said he wanted a cable partner for the games and that it was

"unlikely" the network would proceed without one. He also said that NBC would make a minimum \$10 million profit on the Atlanta games without a cable deal.

But Ebersol also said at the time that he wanted first to have an agreement in place with the network's affiliates as to the amount of advertising inventory they would contribute to help the network pay for the games.

That deal, sources say, was made last month, with affiliates agreeing to contribute roughly \$60 million-\$65 million in advertising inventory. But they also put pressure on the network to reconsider spinning off a package to cable.

Last week Ebersol said that the size of the affiliate commitment, which he would not confirm, and the fact that no cable company was willing to put up substantial cash for the games were key factors in deciding to go broadcast exclusive.

NBC talked with Turner Broadcasting System, USA Networks and ESPN about a possible package. One cable source says that the talks didn't get beyond the exploratory stage: "Internally, they just never got to the point of committing to a cable partner." —SM

NOTHING

is on the horizon
for access.

The selling of 'Seinfeld'

Show expected to go for \$250,000 per episode in New York

By Steve McClellan

Sensing a station marketplace that is significantly stronger than that of a year ago, Columbia TriStar Television Distribution has officially launched into syndication the slice-of-life sitcom *Seinfeld*.

CTTD President Barry Thurston said the stations in the New York market were given the off-network *Seinfeld* presentation last week, and the syndicator expected to let them know the floor price for the weekly license fee in the market last Friday, or possibly today (March 7).

Thurston said the company is selling and pricing the show for the prime time access period (7-8 p.m.), one of the most valuable local station dayparts.

Thurston won't rule out the possibility of group deals, but he said the company's intention is to sell the show market by market, working from the larger markets on down. The company will be making pitches to Los Angeles stations this week.

The basic deal points for the show, available in fall 1995:

- A weekly license fee for a minimum package of 108 episodes over 182 weeks, with stations committed to all future network production.
- One minute of barter in addition to the weekly fee.
- A sixth weekend barter play (3



After a shaky start, several hiatuses and time-period moves, 'Seinfeld,' once a cult show, has become a bona fide hit on Thursday nights. The entire evening, in fact, is a winner for NBC, which said last week it has renewed the night's 8-10 p.m. block for the '94-'95 season. 'Mad About You,' 'Wings,' 'Seinfeld' and 'Frazier' have averaged a 15.9 rating and 24 share in households—a 20% increase over the time period a year ago.

minutes national/3.5 minutes local) during the first two years.

Every season the show stays on the network past four seasons adds another six months to the first cycle of the package. There is also a one-time 10% escalator clause in the weekly

license fee beyond the first 3.5 years.

Thurston said that stations will not be allowed to double-run the program. He said the company was concerned about overexposing the show and possibly diluting its long-term potential.

There are no provisions for resting the show during the first syndication cycle. The program is cut for 6.5 minutes of commercials, with the stations retaining 5.5 minutes in the weekday cash-barter plays.

In New York, all three independents are said to be interested in the program, which is set in New York. High interest was reflected in the fact that stations usually eager to put their spin on things were reluctant to talk about the show or the bidding. "It's real sensitive right now," said one station source.

The program is expected to draw top dollar—or close to it—in the top 25 markets, where most of the show's revenue will be generated. Several sources in the New York market estimated the winning bid

there may come close to or top the \$250,000 a week that WWOR-TV paid for *Home Improvement*, the other key 1995 sitcom. The selling of that show, distributed by Buena Vista Television, is almost done, with more than 75% of the country cleared.

"We believe *Seinfeld* will be the sitcom franchise of the '90s," said Thurston. Rep executives, who also were pitched last week, agreed that the show was one of the two hottest sitcom prospects for the second half of the '90s, the other being *Home Improvement*. "Is it the franchise that Barry makes it out to be? That remains to be seen. It should do pretty well," said one rep executive.

Thurston chided those in the press who portrayed the launch of *Seinfeld* as "delayed." Last year, he said, stations were preoccupied with retransmission talks with cable operators. Also, the broadcast economy was weaker, he said. "Stations finished a strong fourth quarter and a good year, and the first quarter is even stronger," he said. "The future looks bright. We listened to the stations, and they said our timing on this one was right." ■

Paramount Network adds five stations

The Paramount Network signed five more affiliates last week, one of which is a low-power station. The new stations are WGNT Norfolk, Va.; WNPL-TV Naples, Fla.; low-power WAZ-TV Evansville, Ind.; KADY-TV Oxnard, Calif.; and KYES Anchorage. Two weeks ago Paramount announced that it had signed WTOG Tampa, Fla., as its 26th affiliate.

Kerry McCluggage, chairman, Paramount Television Group, said the signings continue the company's strategy of targeting markets where only one viable independent remains. The Paramount Network has affiliates in 13 of the top 20 markets, and McCluggage says it eventually will have all top 20 markets signed. The network "is going to be a reality in January 1995," he added, and predicted that Paramount will be announcing new affiliates nearly weekly until the project meets its 80% clearance goal.

The Paramount Network is scheduled to debut with four hours of programming over two nights, with *Star Trek: Voyager* as its flagship program. —SC

Fifth Network Status Report

	Affiliates	Coverage
Paramount.....	31	44%
Warner.....	19	39%*

*Warner says its coverage leaps to 72% when cable coverage of superstation WGN-TV Chicago is factored in.

Smart people
are willing to give up
a lot for
NOTHING.

Who may be who at the FCC?

If Rachelle Chong is confirmed by the Senate to the open Republican FCC seat as expected, the FCC will have something it hasn't had in a while: a practicing communications lawyer.

Not since President Reagan appointed FCC Chairman Mark Fowler in 1981 have the powers-that-be recruited a lawyer from the communications bar.

Chong, 34, is a partner in the San Francisco office of Graham & James and primarily represents cellular telephone clients, including McCaw Cellular Communications and Pacific Telesis.

Confirming months of speculation, President Clinton last week announced his intention to nominate Chong. Should no negatives arise following the announcement, Clinton will formally nominate her, sending the name forward for Senate confirmation.



Chong should have no trouble in the Senate. She has been endorsed by California senators Barbara Boxer and Dianne Feinstein. What's more, she has been pre-approved by Senate Minority Leader Robert Dole (R-Kan.).

Dole reportedly held up the confirmation of FCC Chairman Reed Hundt last year until the White House came up with a Republican FCC nominee to his liking. Chong was not the White House's first choice, but one acceptable to Dole.

The law requires that the President fill at least two of the commission's five seats with persons from outside his own party. Hundt and Commissioner James Quello are Democrats; Commissioner Andrew Barrett is a Republican. The third Democratic seat is expected to go to former media lender Susan Ness.

Of Chinese ancestry, Chong would be the FCC's first Asian-American commissioner.

Chong declines to talk to reporters, but she has made the rounds in Washington. "She's bright, genial and open," says Quello. "Her creed is a lot like mine: 'No attitudes, no egos, no A-holes.'"

Chong passed on a chance to work at the FCC 10 years ago. Attorney Diane Killory, then a lawyer in the FCC general counsel's office, says she tried to recruit Chong for the commission when she was in her last year at Hastings College of the Law in San Francisco.

Chong chose instead to go to work for the now-defunct Washington law firm of Kadison, Pfaezler, Woodard, Quinn & Rossi. Given her present prospects, Killory says, "she made the right choice."

Now that Rachelle Chong has been named to fill the Republican vacancy on the FCC, the question becomes who will fill the Democratic one.

The answer, by all accounts, is Susan Ness, a 45-year-old lawyer and former media lender with personal ties to the Clintons.

Ness and the Clintons are longtime members of the Renaissance group, a collection of public officials and other high-achieving professionals who meet each New Year's weekend to network and to ponder issues of the day. The group's founder, Phil Lader, is now White House deputy chief of staff.

According to friends, Ness was active in the Clinton campaign, helping to raise funds in Montgomery County, Md., where she lives with her husband, Lawrence Schneider, an international trade lawyer at the Washington law firm Arnold & Porter, and their two children.

Ness declined to be interviewed for this story.

Between 1983 and 1992, she worked in the media lending division at American Security Bank, according to Gregg Johnson, who headed the division during most of those years and is now president of JB Financial Services, his own Washington-based investment banking firm specializing in communications.

Ness administered loans for cable and broadcast TV, small telephone, cellular telephone and paging, Johnson recalls. She was responsible for about half of the \$500 million the division loaned during her years with the bank, he says.

Johnson also recalls Ness's diligence. She would research businesses and companies in an "exhaustive fashion," he says. "She's been on the inside of a lot of these companies and knows how they compete with one another."

Ness graduated from Rutgers University (1970) and Boston College Law School (1974). She made the switch from law to finance after receiving her MBA from the University of Pennsylvania's Wharton School in 1983.

Ness knows many communications lawyers, having dealt with them in structuring financing for their media clients. She is a member of the Federal Communications Bar Association.

"I think she would bring a nice balance to the commission, having been in the trenches and watched some of the problems broadcasters faced in the late 1980s," says Bill Reyner of Hogan & Hartson.

That she understands financing should put "a lot of realism in her decision-making," adds Dick Zaragoza of Fisher, Wayland, Cooper, Leader & Zaragoza.

That experience, perhaps unprecedented in an FCC commissioner, should be seen as an asset, Zaragoza says. "I hope it's enough to keep her in the running [for the FCC] and bring her on home."

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CBS Lillehammers the competition

Network skates and skis to sweeps victory and into record books

By Steve Coe

Simply put, the 1994 winter Olympics on CBS was the most-watched television event in history, with more than 204 million viewers tuning in for at least part of the 16 nights of coverage.

CBS held a press conference last week to bask in its record-setting performance. Joining audience research chief David Poltrack for the traditional sweeps wrap-up were CBS Chairman Laurence Tisch and CBS President Howard Stringer, the latter by videotape from his hospital bed, where he was nursing a broken leg suffered in a fall in Lillehammer. "Contrary to reports," joked Stringer, "Roone Arledge did not break my leg."

Stringer's misstep was the only one for CBS in Lillehammer. The games' 16-night average of a 27.8 rating/42 share beat ABC (10.2/15), NBC (9.3/14) and Fox (7.4/11) combined. The first full week of the Olympics, Feb. 14-20, set the record for CBS's highest weekly average ever (25.9/40). That record was quickly broken when the second week averaged a 30.5/45.

For both weeks, CBS won every half-hour in prime time. Wednesday, Feb. 23, the first night of ladies figure skating, averaged a 48.5/64 at 8-11 p.m. and now ranks as the highest-rated Wednesday night for any network. Friday, the conclusion of the Harding-Kerrigan Olympic story also set a record with a 44.1/64.

For CBS, its monstrous February win was not limited to prime time, with the network experiencing a halo effect in other dayparts. The network's morning franchise, *CBS This Morning*, a perennial third-place finisher behind ABC and NBC, won the morning show race for the first time ever by capturing both weeks of the Olympics. *The CBS Evening News* with Dan Rather and Connie Chung finished second for the sweeps and won the week of Feb. 21-25 for its

first weekly win since Aug. 24, 1992. *The Late Show with David Letterman* also recorded record highs, averaging an 8.3 rating during the two weeks of the Olympics, which was the highest average the show has recorded on either CBS or NBC. In addition, CBS was the top-rated network in daytime and, more important, it was the number-one network among women 18-49. CBS affiliates also benefited greatly from the winter games. Poltrack said that CBS affiliates in the top 30 markets, on average, saw an increase of 64% in their local newscasts during the Olympics versus the four weeks prior to the games.

Poltrack credited the games' success to three elements: the Tonya fac-

tor; carryover from the "positive viewing experience" of the Albertville games just two years before, and the network's strategy of presenting more interesting features on the nights that were deemed weaker than others.

CBS's sweeps estimates last Wednesday, with one day remaining to be factored in, had the network averaging a 22/34 for the month, followed by ABC's 11.4/17, NBC's 10.6/16 and Fox's 7.6/11. In the final analysis, Fox was the only network to show growth against the Olympics, up 3% in households in February and up 4% among adults 18-49 compared with season-to-date averages.

With the sweeps concluded and the season race securely in CBS's hands, the only question remaining is whether the network can break a 14 rating for the season. Poltrack believes so, and with the ratings gold of Lillehammer secure, no one at CBS was disputing the prediction. ■

**OLYMPICS
SWEEPS
AND
RATINGS
CHAMPION**

VH-1 is thinking young

Reformats to target late 20s, early 30s

By Rich Brown

VH-1 is courting younger viewers and saying bye-bye to the Baby Boomers who helped build the music video network.

MTV Networks on Monday signed veteran music industry executive John Sykes to serve as president of VH-1 and reposition the channel to attract younger viewers. In particular, VH-1 will be targeting those viewers in their late 20s and early 30s who feel they have outgrown co-owned network MTV.

"That audience is used to music videos but they can't stand the edge of MTV," says Tom Freston, chairman and CEO, MTV

Networks. "[Rapper] Dr. Dre is not their cup of tea."

The move marks the latest reformatting for VH-1, which in the past year has experimented with shows that have taken the channel farther and farther away from its original music video format. In recent months, everything from original game shows to reruns of *WKRP in Cincinnati* has made an appearance on the channel.

Those reruns will not be a part of the new VH-1 format, says Freston. In general, he says, there will be less comedy-driven programming on the channel. Also gone from the





John Sykes

network will be the older music video library that now makes up roughly 75% of the music videos seen on the network.

What will be on the channel will be a fresher mix of music videos, more on-air hosts and news programming produced by a VH-1 news division. In some ways, the channel will look much like MTV.

Sykes is known to be a fast mover, and changes are expected to begin next month.

Sykes, one of the creators of MTV, most recently was executive vice president of talent acquisition and marketing at EMI Music Publishing Worldwide. He also has served as president of Chrysalis Records and as an agent at Creative Artists Agency. Sykes replaces Ed Bennett, who resigned last week after five years in charge of the network.

The revamping of VH-1 follows a period of relatively flat ratings growth for the network. On the positive side, says Freston, the network has enjoyed 30% revenue growth in the last year and has continued to see some growth in distribution. The network reaches more than 50 million households nationally. The first VH-1 spinoff abroad launches in September in the UK.

VH-1's repositioning comes as the competition heats up in the music video cable network business. Five music industry powerhouses—Ticketmaster, Time Warner's Warner Music Group, Sony Corp.'s Sony Music, Thorn EMI's EMI Music and Philips Electronics' PolyGram—plan to launch a rival network later this year. Also set to launch later this year is a music video network from music industry giant Bertelsmann and top multiple system cable operator Tele-Communications, Inc.

And still others are in the works, including an all-jazz network from Black Entertainment Television. Freston says that the VH-1 revamp has been in the works for six months and that it is not a reaction to the threat of competition. ■

ITC checks out 'Supermarket Sweep' for syndication

Distributor will give some metered-market stations free test of show through May

By Steve Coe

ITC Entertainment Group and Debmar Studios are bringing Lifetime Television's *Supermarket Sweep* into syndication, starting with a test run on a limited lineup beginning today (March 7) on at least one station.

The show, now in its fifth season on Lifetime, has garnered two CableACE awards and is one of the channel's highest-rated shows. (It will mark the second incarnation of the show, which had a two-year run on ABC in 1965-67.)

Michael Russo, executive vice president, domestic television, ITC, expects that as many as 10 metered-market stations will air the show, which is being offered free and without a barter element for a "station-determined amount of time" not to exceed the May book. He said some smaller-market stations already have inquired about buying the show to slot

during the May sweeps.

Following the test run, Russo said, ITC will offer the show to stations for cash, using episodes from the most recently completed season on Lifetime. If the initial launch proves successful, the company plans to take it out nationally with original episodes in fall 1995.

The first metered-market station to pick up the show for the test is NBC affiliate WMAR-TV Baltimore. Russo said he expects most of the test stations will be NBC affiliates looking for programming to replace *Caesars Challenge* or *Classic Concentration*, which were pulled from NBC's schedule in January.

Supermarket Sweep is produced by Al Howard Productions with Debmar Studios holding the distribution rights. Debmar, founded by Mort Marcus last year and funded by the Walt Disney Studios, contracted with ITC to distribute the project. ■

Dialing for dilithium crystals

Want to find out more about the voyages of the Starship Enterprise? Dying to learn more about the "Star Wars" trilogy? Just sign up with the America Online (AOL) computer network and send a message to Paul Van de Kamp, an on-line coordinator for Sci-Fi Channel who operates the network's new computer bulletin board. In just one week of operation, that bulletin board has posted 1,000 messages from science



fiction fans looking to communicate with Van de Kamp and other fans. It is the latest in a growing number of cable network bulletin boards appearing on AOL and other on-line computer services, including Prodigy and CompuServe. The cable networks do not have to pay to participate—in the case of Sci-Fi, for example, the cable network provides the content and splits with AOL any revenue from merchandise sales and on-line charges. Sci-Fi Channel executives say the service is helpful in building awareness within a very desirable demographic group. And, if all goes according to plan, the network hopes to use the service as an additional advertising opportunity.

—RB

'Crusaders' gets new executive producer

'A Current Affair' veteran joins Buena Vista show being groomed for strip

By Steve Coe

Peter Herdrich, former senior producer for *A Current Affair* has been named executive producer of Buena Vista Television's weekly *The Crusaders*. Herdrich joins the show March 18.

His addition follows several high-level changes at the freshman show, including the naming of John Terenzio, former executive producer of NBC News and *A Current Affair* in

December as consultant, and last month the departure of the show's executive producer John Butte. A Buena Vista spokesman said Butte is still with the company and is working on a project for syndication.

Amy Sacks-Feld, senior vice president, Buena Vista Television says the

New sports net in San Diego

With the aide of General Instrument's signal compression system, Los Angeles-based Prime Ticket Network is launching a new regional sports network for the San Diego market. The client base is basically built-in—The Los Angeles Prime Network already is carried by the nine major cable systems in the San Diego market, including Cox, Time Warner and Daniels systems, accounting for 700,000 subscribers. Beginning on April 15, those systems will begin receiving the Prime Ticket San Diego Service. Initially, two marquee packages will differentiate the San Diego feed from the Los Angeles service. Otherwise, the programming is essentially the same. A spokesman for Prime says that advertising inventory for each service will be sold separately. Until now, advertisers have been paying for one service that covers both markets. "Clearly, there is a financial incentive for us to create a separate San Diego service," the spokesman said. Prime has struck a deal with the San Diego Padres for a package of 25 home games, which premieres on April 23. Until now, the Padres have not been on basic cable and last year decided to end their decade-old pay-per-view service.

—SM

company is refocusing the show to ready it for a strip launch, expected in the fall of 1995. Terenzio, who has been interim executive producer since Butte's departure, will remain with the show as executive consultant. Sacks-Feld says plans are to make the series "more commercial, more entertaining and making it deliver on its promises of offering a solution to a problem." She said Buena Vista will do that without chasing tabloid stories with a salacious slant.

The show has seen consistent growth since its debut last September. Buena Vista has currently renewed the show for fall in 80% of the country, including six of the NBC O&O's ■

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Panels by broadcasters and wireless cable operators on strategic partnerships between their industries.

Yankees stay on free TV

WPIX(TV), MSG agree on three-year deal

By Steve McClellan

After months of often difficult and testy negotiations, WPIX(TV) New York and the MSG Network have reached an agreement that will keep a package of New York Yankees baseball telecasts on over-the-air television for three more years.

MSG owns all the TV rights to the Yankees games and, under a three-year deal that expired last year, bought time on WPIX for an annual 50-game package. In renewal talks how-

ever, MSG, claiming \$7 million in losses on the package each year, wanted WPIX to start paying a rights fee of roughly \$300,000 per game in subsequent years. But the station balked at that idea, saying it couldn't sell advertising in the games at a rate high enough to justify that rights fee.

The new deal calls for a renewal of the time-buy agreement. But MSG will pay roughly half what it paid per game under the old agreement, or approximately \$50,000. WPIX will produce the games on its air, and MSG will produce at least 100 games for the cable network.

MSG will continue to sell all of the inventory in the games, but has agreed to share some of the revenues with WPIX.

MSG Network President Doug Moss said sales were ahead of last year's pace, but declined to elaborate. He said the network was selling ad packages that guarantee an average 6.5 rating for games on WPIX. MSG acquired TV rights to the team in a deal worth almost \$500 million over 12 years. ■

Top cable shows and nets

Following are the top 15 basic cable programs (Feb. 21-27), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating	
				Cable	U.S.
1. <i>Winter Olympics</i>	TNT	Wed 1:00p	2,487	4.1	2.6
2. <i>Goodwrench 500</i>	TNN	Sun 12:30p	2,389	4.0	2.5
3. <i>Movie: "Back to the Future II"</i>	USA	Mon 3:50p	2,171	3.5	2.3
4. <i>Rugrats</i>	NICK	Sun 10:30a	2,014	3.3	2.1
5. <i>Winter Olympics</i>	TNT	Fri 1:00p	1,962	3.2	2.1
6. <i>Movie: "Walking Tall: Part 2"</i>	TBS	Sun 12:50p	1,953	3.1	2.1
7. <i>Doug</i>	NICK	Sun 10:00a	1,855	3.0	2.0
8. <i>Movie: "No Mercy"</i>	TBS	Sun 7:00p	1,836	3.0	1.9
9. <i>Movie: "Walking Tall: Fin. Chapter"</i>	TBS	Sun 2:50p	1,821	2.9	1.9
10. <i>Clarissa Explains It All</i>	NICK	Sun 12:00n	1,779	2.9	1.9
11. <i>WWF Wrestling</i>	USA	Mon 9:00p	1,760	2.8	1.9
12. <i>The Ren & Stimpy Show</i>	NICK	Sun 11:00a	1,687	2.8	1.8
13. <i>Goodwrench 500 Pre-Race Show</i>	TNN	Sun 12:00n	1,675	2.8	1.8
14. <i>Murder, She Wrote</i>	USA	Mon 8:00p	1,663	2.7	1.8

The top five basic cable services for the week of Feb. 21-27 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/ Share
1. USA	1,116	1.8/2.5
2. TBS	1,008	1.6/2.4
3. TNT	702	1.1/1.7
4. NICK	522	0.9/1.0
5. ESPN	499	0.8/1.2

HEAD ENDINGS

Lifetime achievement

Lifetime has reached a \$16 million-plus deal with Columbia TriStar Television Distribution for off-net cable rights to 164 episodes of *Designing Women*, beginning in fall 1994. Included are 44 episodes from the program's last two seasons that have not been seen off-network. The program will continue to air in broadcast syndication in some markets, but Lifetime will have exclusivity during early evening hours.

Menu additions

The Television Food Network on March 1 will add three original half-hour daily series to its lineup: *Taste*, hosted by David Rosengarten, who is also co-anchor of the network's *Food News & Views*; *Food and Fitness*, hosted by Olympic gymnasts Nadia Comaneci and Bart Conner, and *Desserts with Debbie Fields*, hosted by the creator of Mrs. Fields Cookies.

PPV promo

Englewood, Colo.-based Price & Associates in March will launch a half-hour monthly pay-per-view promotional program highlighting the top 10 movies available on PPV. Each episode will feature celebrity interviews, behind-the-scenes coverage and studio trailers. Charter affiliates include TCI, Jones Intercable, Cablevision Industries, Cablevision Systems Corp., Cox Cable Communications, Coaxial Communications, KBLCOM, Prime Cable, Comcast Corp. and Continental Cablevision.

Multimedia move

Greenwich, Conn.-based Unapix Entertainment has formed a joint venture with Toronto-based Citytv to develop multimedia-compatible entertainment software from the Canadian company's library of more than 20,000 hours. The venture, City Online Interactive Services, will create software targeted for distribution

through existing and emerging delivery systems, including cable/telco services. City Online is scheduled to launch in 1996 with a broad range of full-motion online video services.

IN files suit

Sunnyvale, Calif.-based Interactive Network on Tuesday filed a \$20 million suit against competing interactive TV company NTN Communications, alleging that NTN officials took credit for inventing patented IN technology. The suit follows a final judgment in U.S. district court Jan. 26 dismissing patent litigation brought by NTN against IN.

Toon triumph

The Cartoon Network just launched on Cass Cable of Pawnee, Ill., bringing the fledgling network's distribution to more than 10 million cable households nationally.

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With Broadcasting & Cable magazine's lineup of video products for NAB'94!

Broadcasting & Cable magazine's highly regarded staff will turn their considerable skill and experience to helping NAB '94 attendees get the most out of this year's show. Because this year, for the first time, **Broadcasting & Cable** is the official producer of video programming for NAB'94! There are four exciting products to choose from that will maximize your investment in NAB'94...

NAB Today is the official, in-room program of NAB'94. This one-hour magazine will have camera crews on the show's floor to film your video message. Production will be provided by Studio 5, a full-service television production company and a division of WCVB-TV Boston. Coverage will include;

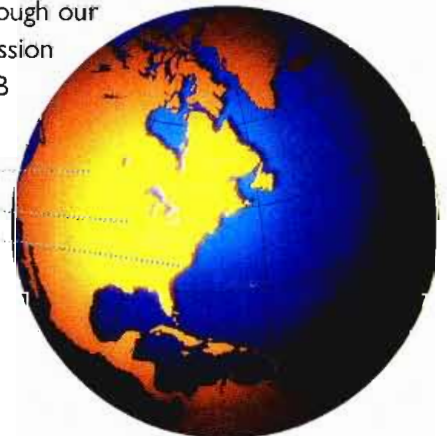
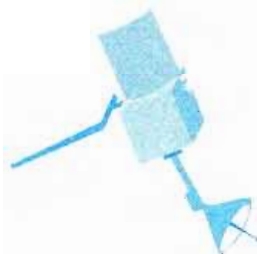
- Convention highlights, including interviews with exhibitors and attendees
- New product announcements
- Seminars held throughout the week
- Interviews with business leaders on issues facing the industry



A new program will be broadcast each day of the show, with commercial announcements of 30 or 60 seconds running each hour for all four days of the show — a total of 92 exposures for one fixed price!

Reach TV Stations Across the U.S. Via Satellite! In addition to reaching 65,000-plus NAB'94

attendees, your reach will be extended to television stations and cable operators across the country through our satellite transmission of the daily NAB Today show.



NAB INVESTMENT!

Booth traffic! Expand your audience!

CNNvention News

is sure to catch the attendee's eye as he or she works the exhibit hall and conference area. CNN Headline News will be broadcast from kiosks located strategically throughout NAB — with exhibitors' commercial messages inserted in place of the national ads broadcast by CNN.

Each advertiser's message will appear once an hour throughout the four days of the show for a total of 32 commercial spots during NAB'94.



NAB Video Billboard will be carried on a second screen in the kiosks. This format utilizes video (no audio), slides or text for important announcements to NAB attendees. Each billboard message will be 15 seconds in length and will repeat twice an hour for a total of 64 impressions throughout the four days of the show. Use the billboard to build booth traffic, announce meetings or product demonstrations and to reinforce your company's sales message.

Video News Releases

lets your NAB announcement get in front of news directors at television stations throughout the U.S. Each day, Broadcasting & Cable will satellite transmit Video News Releases (VNRs) sponsored by NAB '94 exhibitors. This is a timely and economical way to get broadcast news exposure for your new product or other announcement timed for release at the show.

This format also allows you to reach TV station executives who are not attending NAB'94 but are important buying influences!

Commercial Production Services Available

Want to utilize Broadcasting & Cable's video products but you don't have a current commercial produced? Let us talk to you about producing an affordable, and professional quality video when you advertise on any of the NAB'94 products. Call Broadcasting & Cable today to get the most out of NAB'94!



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Advertisers purchasing a one minute spot in both NAB Today and CNNvention News receive:

- Free page in Post-NAB issue of Broadcasting & Cable
- Free 15-second spot in Video Billboard program

For More Information Contact:

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Ratings Week

According to Nielsen, Feb 21-27

	abc ABC	CBS	NBC	FOX
MONDAY	9.3/13	28.4/42	11.5/17	7.6/11
8:00	47. Day One 8.2/12		17. Fresh Prince 12.6/19	
8:30			27. Blossom 11.0/16	53. Fox Night at the Movies—Hot Shots 7.6/11
9:00	39. ABC Monday Night Movie—Look Who's Talking Too 9.8/14	3. XVII Olympic Winter Games 27.9/42	23. NBC Monday Night Movies—Baby Brokers 11.4/17	
9:30				
10:00				
10:30				
TUESDAY	13.1/19	24.9/36	10.3/15	6.6/10
8:00	13. Full House 14.3/21		48. Dateline NBC 8.1/12	56. Encounters: UFO Conspiracy 7.3/11
8:30	15. Phenom 13.2/19			67. Cops 5.5/8
9:00	11. Roseanne 14.9/21	4. XVII Olympic Winter Games 24.9/36	23. Jackson Family Honors 11.4/17	62. Cops 6.1/9
9:30	14. Coach 13.4/19			
10:00	23. NYPD Blue 11.4/18			
10:30				
WEDNESDAY	8.7/11	48.5/64	6.2/8	9.0/11
8:00	53. Thea 7.6/10		58. Unsolved Mysteries 7.2/10	34. Beverly Hills, 90210 9.9/13
8:30	60. The Critic 6.8/9		67. Now w/Tom and Katie 5.5/7	48. Melrose Place 8.1/10
9:00	20. Home Improvmt 12.0/15	1. XVII Olympic Winter Games 48.5/64	63. Law and Order 6.0/8	
9:30	39. Grace Under Fire 9.8/12			
10:00	51. Secrets Revealed 8.0/11			
10:30				
THURSDAY	10.2/15	23.1/34	12.5/19	9.4/14
8:00			22. Mad About You 11.5/17	26. The Simpsons 11.1/17
8:30	32. Matlock 10.4/15		19. Wings 12.2/18	28. The Simpsons 10.9/16
9:00		6. XVII Olympic Winter Games 23.1/34	9. Seinfeld 17.0/24	48. In Living Color 8.1/11
9:30			12. Frasier 14.6/21	55. Living Single 7.4/11
10:00	34. Primetime Live 9.9/16		34. L.A. Law 9.9/16	
10:30				
FRIDAY	7.9/11	44.2/63	5.4/7	4.1/6
8:00	41. Family Matters 9.7/14		66. Viper 5.7/8	71. Fox Friday Movie—Hot Shots 4.1/6
8:30	43. Boy Meets World 9.1/13			
9:00	42. Step By Step 9.3/13	2. XVII Olympic Winter Games 44.1/64	69. NBC Friday Night Mystery—Tremors 5.3/7	
9:30	56. Hangin w/Mr. C 7.3/10			
10:00	64. 20/20 5.9/8			
10:30				
SATURDAY	9.1/14	24.1/39	9.2/15	6.5/10
8:00				60. Cops 6.8/11
8:30	45. ABC Saturday Night Movie—Columbo: Death Hits The Jackpot 8.4/13	8. XVII Olympic Winter Games 22.8/38	34. Movie of the Week—Kindergarten Cop 9.9/16	58. Cops 7.2/12
9:00				64. America's Most Wanted 5.9/9
9:30				
10:00	31. The Commish 10.5/17		52. I Witness Video 7.7/13	
10:30				
SUNDAY	11.1/17	23.0/35	10.8/16	8.0/12
7:00	16. Am Fun Hm Vid 12.8/21	5. 60 Minutes 23.4/38	(nr) NBA Basketball 5.8/10	72. Code 3 3.5/6
7:30	18. Am Fun People 12.3/19			70. Code 3 4.4/7
8:00	21. Lois & Clark 11.7/17		44. seaQuest DSV 8.7/12	34. Martin 9.9/14
8:30		7. XVII Olympic Winter Games 22.9/34		28. Living Single 10.9/15
9:00			10. NBC Sunday Night Movie—Out for Justice 15.3/23	30. Married w/Chld 10.8/15
9:30	33. Heaven and Hell: North and South Book III 10.1/15			46. George Carlin 8.3/12
10:00				
10:30				
WEEK'S AVGS	10.0/15	30.5/45	9.5/14	7.3/11
SSN. TO DATE	12.4/20	14.5/23	11.3/18	7.2/11

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED *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

People say you're a power broker in the television news business. Are you?

I just think I've been doing it for over 30 years. So I know a lot of people and I represent a lot of wonderful talent. That allows you to talk to the people who hire people and have access. That allows you an opportunity to get certain things listened to and, inevitably, done. I think the press builds us up as power brokers more than we are. It's more a question of respect and relationships.

But you don't just haggle over money. Diane Sawyer will more than double her on-air exposure under the new deal you cut for her. You position clients and groom them for certain roles within the television industry. Don't you therefore shape and influence the direction of news programs and news divisions?

But the decision to try and get Diane to strip a magazine in prime time for NBC was an offer that came from Andy Lack and Bob Wright and it was their perception and concept and their decision. It didn't originate with me. It was not a demand; it was an offer that came from them.

Then ABC countered?

ABC's response was to NBC's concept, and it was to try to get everyone [involved with ABC News's prime time magazines] to pull together and make them dominant in prime time. One of the things that has been difficult with the proliferation of the magazines is the competition—even within each news division—for stories. With one stripped program you eliminate wasted time and effort and pull together rather than have these separate fiefdoms within a shop beating each other up. That was at the heart of the NBC concept, and ABC saw some merit in it.

Before ABC countered, did it ask you, or Sawyer or both, what it would take to keep her from leaving and if so what did you tell them?

I don't want to get that detailed. They came up with a package that evolved around a journalist who works hard and is a brilliant presenter and who stands in front of a broadcast.

Right. But ABC reorganized its prime time magazine division as part of its effort to keep Diane Sawyer. That's not power brokering?

You don't change the way you do business just to not lose someone—unless that person is a major contributor and has a vision of evolving even better and stronger product with a staff around them. In the end, ABC saw virtue in trying to get more cohesiveness between its shows. And they recognized Diane's value as a worker as well as her marquee value.

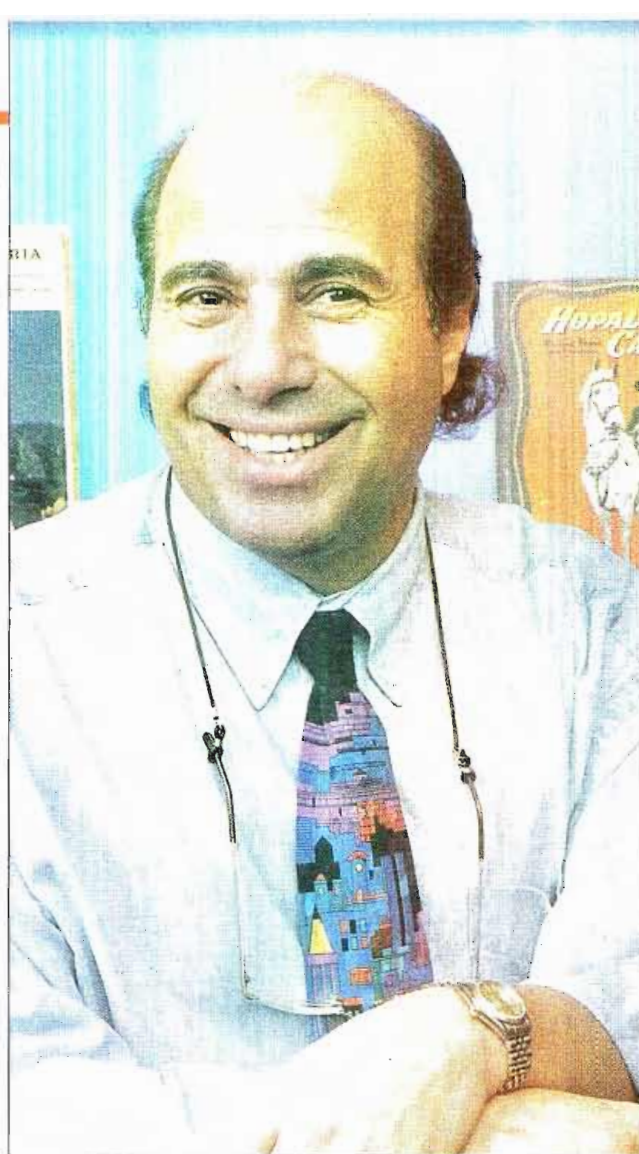
What is Sawyer's role going to be with Day One?

I'm not going to speculate on how that will evolve.

Will she take an anchor position?

I think anything is possible.

NBC still wants to launch a magazine strip in prime time. CBS and ABC each have three on the air and have plans for more. Is there

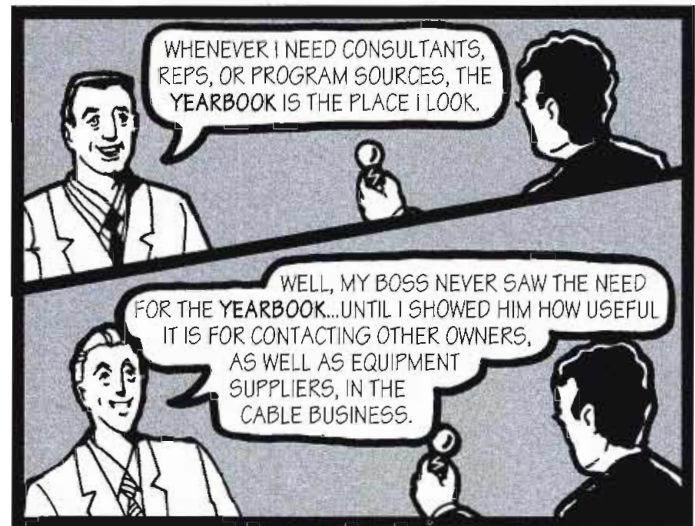


Richard Leibner has talent in a big way

Former CBS News president Ed Joyce called N.S. Bienstock the "GM of talent agents" in the news business. Joyce and other TV news managers have also called Bienstock principal Richard Leibner a lot worse. But his clients love him, for he is largely credited with establishing dramatically higher salaries for television news talent. The most recent coup: Diane Sawyer's roughly \$6 million-a-year deal at ABC. The kicker: Bienstock had every other network, including Fox, trying to lure her away. In the following interview with BROADCASTING & CABLE's Steve McClellan, Leibner discusses the Sawyer deal, how Bienstock is expanding in the face of network belt-tightening, his company's new link to Hollywood superagent CAA, and developing trends in the news business.

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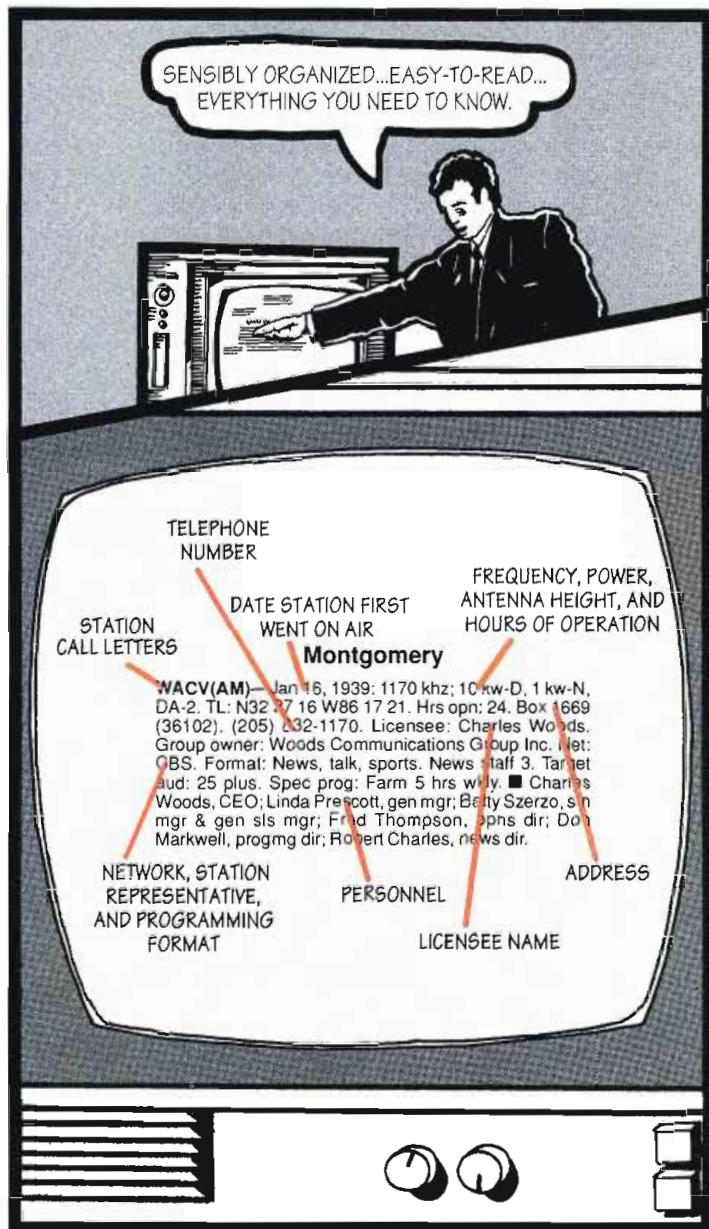


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a limit to how many of these shows they can do?

If you can do two 24-hour news channels and if you can have as much talk on the air as there is, then the dissemination and the telling of good stories by good producers and good talent are important. People don't read the way they used to read. Someone is going to fill the void, so you hope the news divisions will have as many good news stories on the air as they can handle.

The CBS offer involved a plan to syndicate a Sawyer-hosted magazine in prime time access. Was it just too risky?

That was only part of it. When you go into syndication, so much time in the initial years is spent in the selling process. CBS could deliver its own stations at 7 p.m. Other stations probably had strong contractual commitments to other product, so the show would have ended up at 4 p.m. or 5 p.m. in many markets.

The show would have to be fed at 3 p.m. It was an issue of practicality as well—could you get the quality into it, especially going against more populist product? It was difficult.

How much of an advantage, or disadvantage, did ABC have as the incumbent in the Sawyer talks?

Relationships always give the incumbent the advantage.

Bienstock: Agent to the news stars

N.S. Bienstock was founded after World War II by Nate Bienstock, an insurance salesman who specialized in writers and journalists. At the time, agents were not terribly interested in representing newscasters. The industry was in its infancy and newscasters couldn't command very high salaries. But Bienstock agreed to represent those who bought insurance from him.

In 1965, the ailing Bienstock sold his company to Richard Leibner and Leibner's father, Sol. The connection was the writer John Steinbeck: Bienstock was his insurance agent and the elder Leibner his business manager. In the mid-1970s, Leibner's wife, Carole Cooper, joined the company, specializing in local news talent (although she helped put together the Diane Sawyer deal).

The deal that put the company on the map came in 1980, when Richard Leibner negotiated Dan Rather's contract to stay at CBS and become anchor of the *Evening News* for a then-unprecedented \$1.6 million a year. Since then, the company has built a client roster of more than 300 network and local newscasters. The list includes CBS notables Mike Wallace, Steve Kroft, Andy Rooney, Paula Zahn and Bob Simon; NBC's Maria Shriver, Faith Daniels, Mike Schneider and Mike Leonard; and ABC's Tom Jarriel, Judd Rose, Victor Neufeld, Nancy Collins and John Stossel. At CNN, clients include Lou Waters, Susan Rook, Bruce Morton and Jeanne Meserve.

—SM

ABC is a strong organization. NBC has made it clear, under Andy Lack and Bob Wright, that they intend to build the news division. It's a clear signal to everybody. They didn't get Diane but they came close and Andy has said that the fact that they came so close has caused a kind of resurgence in the esprit de corps at NBC.

What put it over the top for ABC?

In the end the five years of relationship and the existing depth of the organization are what did it.

How frequently do you get involved in a negotiation about the type of program, or role in a program your client will have, as opposed to just placing your client at x, y or z news organization? Most of the time?

Whenever somebody goes to the network or somebody's contract comes up, you talk about what their continuing role is going to be if they are a quality broadcaster. It comes up all the time. You want to see people get recognition and prominence for what they've done.

Yet you deny playing a role in influencing the shape of or the direction that certain news programs or news divisions take?

In the end it's the talent. You have to represent the right people.

Who got involved in the Sawyer talks on the network side?

At ABC, Rooney Arledge was the point person and Bob Iger got involved at the end so that Diane knew the network was really committed to what they were talking about.

At NBC?

Andy Lack took his concept of a stripped magazine to Bob Wright, who got involved. I'm sure decisions of this magnitude that involve three or four hours of prime time are discussed even above those levels.

Are they borrowing a page from syndication, which has launched several hugely successful first-run magazine strips?

Syndication is different. I think part of it is borne out to some degree by the economics—the cost of producing hour shows at 10 p.m., the network share of the marketplace is declining and the fact that a news show can be successful with a lower share and rating than an entertainment show.

And the network also owns the programming.

Right. And NBC's deep involvement in international satellites and programming abroad [e.g., the recent acquisition of the Super Channel] also makes the expansion of news very attractive because they have programming overseas to fill with.

Did Rupert Murdoch get involved in the talks with Diane Sawyer?

Mr. Murdoch was very interested and spoke to Diane. He's a very hands-on guy.

Howard Stringer was the point person at CBS?

Yes.

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Big names = big dollars

While Diane Sawyer's new \$6 million-a-year contract was making headlines around the country, many in the broadcasting industry were wondering what all the fuss was about. They saw the deal as reaffirming the status quo: that the network modus operandi of the 1990s—lean and mean—does

not apply to star talent. "Never has and never will," one network news executive says.

"Larry Tisch has been vilified as a notorious bottom-fisher, but when David Letterman became available, he paid the freight," one New York-based talent agent says. Letterman's bill: \$15 million per year plus perks, including an opportunity to program the one-

hour slot after his show.

Rupert Murdoch has been accused of bashing a union or two in his effort to build a global media empire. But two months ago, he wheeled piles of money up to John Madden's door and signed him for close to \$8 million annually to call football games for Fox.

While Sawyer is clearly a star, she isn't the highest-paid television newscaster. Barbara Walters and Peter Jennings are said to make at least \$7 million a year. On top of that, Walters produces her prime time specials through her own production company, adding millions to her income. Ted Koppel has a similar arrangement, with a base salary said to be in the \$6 million range.

NBC reportedly offered Sawyer \$5 million to jump ship, far more than any of that network's news stars are making (Tom Brokaw tops the list at \$2 million-\$3 million). The network is renegotiating the contract of Katie Couric, co-host of *Today* and *Now*. —SM

In his published memoir, former CBS News president Ed Joyce said your bankroll-busting contract deals for talent in the early 1980s forced him to close news bureaus. Comment?

If I'm proud of anything in my career, I think this organization helped establish the wage scale in network news and a fairer share for talent. We never closed a deal with a gun in our hands and the companies make significant profits and our job is to get a fair share of income for our clients. If I'd like to see anything in my epitaph it would be: "He and his company were pivotal in establishing the wage base for people at all levels in this industry."

You've also entered a joint venture with Hollywood talent agency CAA. How did that come to be?

They wanted to get into reality programing. We do so many individuals, and so much of the programing goes on on the West Coast, that we were interested in being able to better represent our clients because the business was moving more and more toward programing and not just in the news divisions.

What are the goals?

To package concepts and programing and get them on the air. Not to produce them, but to package them and put them together or match our talent with projects or things CAA is aware of on the West Coast.

When will the venture with CAA announce its first project?

Probably in the next few months, but I can't be more specific than that right now.

Have the ownership changes in network television—and the belt tightening—made your job more difficult?

Yes. The proliferation of news magazines has helped open the doors again. The number of quality, experienced electronic journalists and producers is limited. We're expand-

ing in other directions as well. We used to be exclusively in the news business; now we are in news and information, including talk and information programing in syndication. Bill O'Reilly at *Inside Edition* is a client. So is Linda Bell Blue, executive producer at *Hard Copy*. We represent producers Ed and Debbie Glavin at *Jenny Jones*; Mary Duffy [senior producer] at *Montel Williams*; [executive producer] Gail Steinberg and [supervising producer] Stu Krasnow at *Ricki Lake*.

Are you making other forays into first-run and cable?

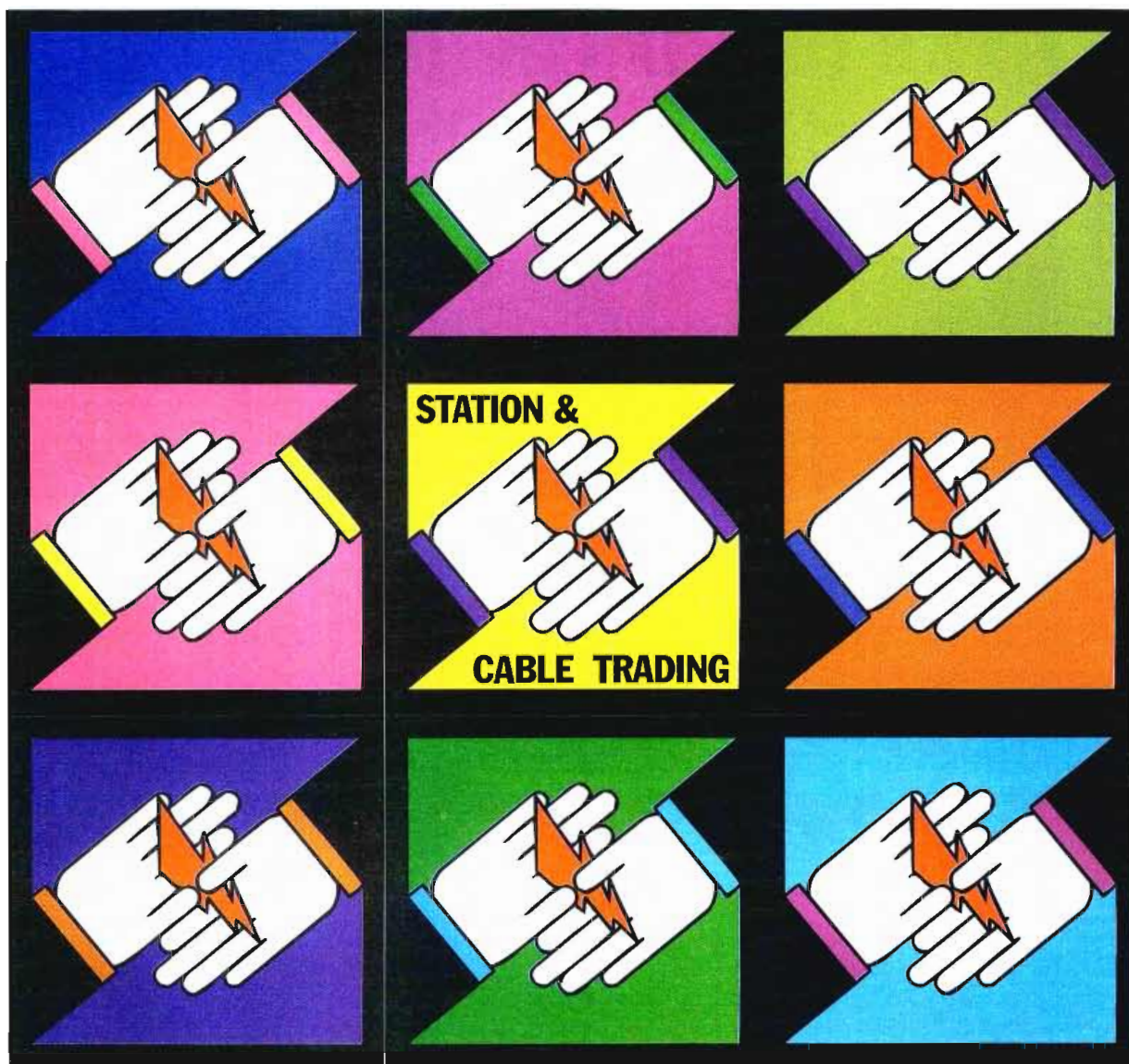
Dennis Prager will likely be on television next year [via syndication and Multimedia Entertainment]. He's a client. We also represent J.B. Blunck, who is working on the programing for FX, Fox's cable service. So we're moving with the industry. We'll always be the news specialists, but we're broadening out to information and reality programing in a response to the changes in the industry.

How does CNN compare with the big three from a negotiating standpoint?

CNN does not pay what the other three pay. They have a different approach to the business, obviously. The original CNN hire was Dan Schorr. I did that deal with Reese Schonfeld and Ted Turner and finished it two days before the cable convention where Ted announced he was going to do CNN. That morning, in fact, I was on the phone with Dan and Ted going over the conditions under which Dan would work editorially. They were established that morning on the back of a piece of hotel stationery.

Murdoch got into sports with the stroke of a pen. Can he do the same with news?

I think the transition into the news business is not an easy one. Because most of their affiliates are 10 p.m. news-oriented. Fox needs more affiliates involved in news, and once that happens the next steps toward more network news can occur. ■



Station sales rebound in '93

Rush to consolidation, availability of new equity and debt produce \$3.3 billion boom

By Julie A. Zier

Media brokers agree that 1993 was the year the broadcasting industry had been waiting for.

With the influx of new equity money and the relaxation of ownership rules, radio and television station sales totaled \$3.3 billion, three times 1992's \$1.05 billion. Television boomed, producing 101 TV-only deals with a dollar volume of \$1.7 billion, eclipsing 1992's 41 deals worth \$124 million.

It was much the same story in radio. The 402 FM-only transactions had \$743.5 million changing hands—

nearly three times the 1992 total. The dollar volume of 1993's 231 stand-alone AM deals was half that of 1992's 208 deals. But the 1992 total was swollen by one deal, Infinity Broadcasting's \$70 million purchase of WFAN New York.

Group sales—combinations of two or more radio and/or TVs—grew 44% in 1993, from \$522 million to \$756 million.

RADIO

"If you look at the picture overall, you would think that radio trading is

going crazy," media broker Gary Stevens says. "But it isn't. It's all occurring at the upper end of the pyramid."

What's occurring is duopoly. By allowing radio groups to own as many as two AMs and two FM's in a market, the FCC let owners grab a bigger market share and cut costs at the same time. Duopoly also provides a sometimes profitable exit for owners who otherwise could not attract an interested buyer. It touched off a trading streak that began picking up speed in late 1992 and has shown little sign of

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The following is a partial list of completed transactions as of December 31, 1993

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GENESIS CABLE PARTNERS, L.P.
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TCA CABLE TV, INC.
The undersigned represented the seller in this transaction


COMMUNICATIONS
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ASSOCIATES

SOLD

an interest in
HOME VIDEO CHANNEL LIMITED
to
PAY-PER-VIEW INTERNATIONAL, INC.
The undersigned represented the seller in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

**\$6,000,000 EQUITY
\$3,000,000 SUBORDINATED DEBT**
has been arranged for
SOUTH JERSEY CABLEVISION L.P. and
ATLANTIC CABLE TELEVISION, L.P.
affiliates of
CMS COMPANIES
The undersigned represented these partnerships in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

certain assets of
HARRON CABLEVISION OF NEW JERSEY, INC.
to
SAMMONS COMMUNICATIONS OF NEW JERSEY, INC.
The undersigned represented the seller in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

ACTION PAY-PER-VIEW
to
BLACK ENTERTAINMENT TELEVISION
The undersigned represented the seller in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

Certain assets of
FERNSEHELEKTRONIK HEINLOTH
to
ROBERT BOSCH GMBH
The undersigned represented the seller in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

the assets of
TELEVISION ENTERPRISES, INC.
to
WTACQUISITION CORPORATION, INC.
an affiliate of
CLASSIC CABLE
The undersigned represented the seller in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

49.9% of the shares of
ASIA TODAY LIMITED
the broadcaster of
ZEE TV
have been sold to
STAR TELEVISION BUSINESS LIMITED
The undersigned represented Asia Today Limited in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

a portion of newly-issued shares of
VIDEOPOLE
the affiliated cable television company of
THE GROUP ELECTRICITE DE FRANCE
has been acquired by
TCI and LENFEST COMMUNICATIONS, INC.
The undersigned represented Electricite de France in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

certain assets of
NEW SOUTH CABLE TV, INC.
to
JAMES CABLE PARTNERS
The undersigned represented the seller in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

the assets of
AREA TELECABLE CORP. and
CHESTERFIELD CABLEVISION INC.
operated by
SCHOMANN ENTERTAINMENT CORP.
The undersigned represented the seller in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

the assets of
WAKULLA CABLEVISION
to
COMCAST CORP.
The undersigned represented the seller in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

**\$14,000,000
PREFERRED EQUITY**
has been arranged for
PAXSON COMMUNICATIONS OF FLORIDA, INC.
funds were provided by
SANDLER MEDIA GROUP
The undersigned represented the borrower in this transaction


COMMUNICATIONS
EQUITY
ASSOCIATES

**\$10,000,000
SENIOR DEBT FINANCING**
has been arranged for
PALSON COMMUNICATIONS OF FLORIDA, INC.
with
**BANQUE PARIBAS, FIRST UNION NATIONAL BANK,
AND THE DAIWA BANK, LIMITED**
The undersigned represented the borrower in this transaction


COMMUNICATIONS
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ASSOCIATES

**\$32,000,000
SENIOR CREDIT FACILITY**
has been arranged for
PAXSON ENTERPRISES, INC.
with
**BANQUE PARIBAS
AND THE DAIWA BANK, LIMITED**
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to
SAMMONS OF INDIANA
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COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

the assets of
DIXIE CABLE TV, INC.
to
TORRENCE CABLEVISION SOUTHEAST, INC.
The undersigned represented the seller in this transaction.


COMMUNICATIONS
EQUITY
ASSOCIATES

\$65,500,000

NEW EQUITY CAPITAL
has been arranged for
RIVER CITY BROADCASTING, L.P.
with
BOSTON VENTURES L.P.
and
PYRAMID VENTURES, INC.
The undersigned assisted River City Broadcasting, L.P. in this transaction.


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SOLD

the assets of
DINWIDDIE CABLE PARTNERS, L.P.
to
SVHH CABLE ACQUISITION L.P.
an affiliate of
ADELPHI COMMUNICATIONS CORP.
The undersigned represented the seller in this transaction.


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

the assets of
SUSQUEHANNA CABLE COMPANY
to
LENFEST YORK, INC.
The undersigned represented the buyer in this transaction.


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

APOLLO RADIO LTD.
has sold the assets of
KEZE-FM
to
CITADEL COMMUNICATIONS CORPORATION
The undersigned represented the seller in this transaction.


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

the assets of
KTS CORPORATION
to
CROWN CABLE
The undersigned represented the seller in this transaction.


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

the assets of
FLIGHT SYSTEMS, INC.
to
SAMMONS COMMUNICATIONS, INC.
The undersigned represented the seller in this transaction.


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

THE TIMES MIRROR COMPANY
has sold the assets of
KTVI-TV and WVTM-TV
St. Louis, MO Birmingham, AL
to
ARGYLE TELEVISION HOLDING, INC.
The undersigned represented the buyer in this transaction.


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

the assets of
CABLE ONE
to
FIRST CAROLINA
The undersigned represented the seller in this transaction.


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

certain assets of
MIDCONTINENT CABLE
to
RUNESTONE CELLULAR AND COMMUNICATIONS, INC.
The undersigned represented the seller in this transaction.


COMMUNICATIONS
EQUITY
ASSOCIATES

SOLD

FLORIDA'S RADIO NETWORK
an asset of
BROADCAST EQUITIES, INC.
to
PAXSON ENTERPRISES, INC.
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slowing.

Nineteen ninety-three was the year of the merger, with several industry giants falling into debt, only to be rescued by a competitor. The deals were struck with expansion in mind—and often with the intent of building duopolies.

Clear Channel Communications welcomed Metroplex into its fold to create a 38-station group, in the process gaining seven new radio stations and pushing the ownership cap over the allotted limit of 36. Clear Channel spread into the Cleveland, Buffalo and Miami markets and created a duopoly in Tampa, Fla. Metroplex received \$54 million of Clear Channel stock in exchange, with an undisclosed amount going toward Metroplex's debt.

Disney's Shamrock Broadcasting swapped stock with Malrite Communications to form a 21-station group with a duopoly in San Francisco. Milton Maltz, chairman of Malrite, was looking for a merger partner in the wake of rising bank principal repayments and sluggish radio revenues. The estimated value of the merger was \$300 million.

The mergers were not the only aspect of station trading to reflect a new enthusiasm. The radio industry saw an upsurge in cash-flow multiples last year, driven by the modified ownership rules. Brokers Randy Jeffery Jr. and Ted Hepburn point out that an in-market buyer is willing to pay more for a second station than is an outside buyer. In the large markets, where the effects of duopoly on prices have been most apparent, Blackburn and Stevens place the multiple range from eight to 11 times cash flow. Stevens points to Infinity's historic purchase of KRTH-FM Los Angeles for \$110 million as the deal that "broke the psychological barrier on price."

In the smaller markets, Media Venture Partner's Jeffery says the multiples are still "conservative," and although holding between six and seven times, will eventually go up. Jeffery, who brokers primarily in smaller markets, says that duopoly "wasn't as much of a factor" in the bottom 150 markets. He expects that duopoly will emerge with greater

Station wheeling and dealing: 1993 vs. 1992

1992				1993			
	Number of transactions	Total sales (in dollars)	Average station price		Number of transactions	Total sales (in dollars)	Average station price
AM	208	\$144,256,000	\$357,000*		231	\$71,909,000	\$311,294
FM	289	254,898,000	882,000		402	743,541,000	1,849,604
TV	41	124,004,000	3,024,000		101	1,728,711,000	17,115,950
Groups	194	522,340,000	NA		219	756,722,000	NA
Total	732	1,045,498,000	NA		953	3,300,883,000	NA

* Average excludes sale of WFAN for \$70 million.

force in 1994.

"Almost every major deal of 1993 was a function of duopoly," Stevens says. "It's strategic in nature. This is a one-time opportunity to upgrade your position in the market."

While brokers agree duopoly was the force behind station trading, Hepburn points out that lower interest rates also spurred the deal making. Media broker Dick Foreman says that equity firms and banks took a renewed interest in broadcasting, due in part to the fundamentally stable nature of the industry.

"In 1954, the radio business was down on its luck because of television, but it's come back stronger than ever since then," he says. "Few mediums have radio's long-term track record."

TELEVISION

Television sales showed some signs of recovery, following four sluggish years.

"The reason trading was dead in the water in the late '80s and early '90s is because the sellers remembered the glory days in the '80s, when people used to pay as much as 12 times next year's anticipated cash flow," Hepburn says. "The spread between what buyers were offering and what the sellers were asking was so enormous that almost no deals were getting done."

Media Venture Partner's Brian Cobb attributes the revival to the return of bank lending and an influx of new equity into TV. While the money has not filtered down to all markets yet, the flow has improved from the trickle that christened the rebirth of television trading, he says.

Cobb cites H&C's sale of two of its five TV stations to Pulitzer Publishing for \$165 million as proof that bigger groups are still in the game. "They're laying in the weeds for just the right time," he says.

Cobb places the average multiple of cash flow between eight and eight-

and-a-half times. Hepburn concurs, saying that buyers are more aggressive on the multiple they are willing to pay. He "fully expects" that number to jump to 10 by the end of 1994.

"The buying pressure is just too much," Cobb says. "It's supply and demand. The influx of new buyers is driving the prices up again."

The increased activity in the television market has to do, in part, with a changing collective mindset. Hepburn says sellers are realizing that multiples are not going to return to the late 1980s scale anytime soon. This is the time for them to cash in, he says.

"With broadcast groups in the acquisition mode, questions arise as to further changes in the FCC ownership rules. The FCC may loosen TV ownership rules this year. But Hepburn does not see the success of radio duopoly translating into the TV arena.

"There are so many fewer TV stations [than radio]," Hepburn says. "If there are only three, four, or five TV stations in a market, I don't see the FCC saying, 'OK, one guy can own two of them,' unless there is some compelling reason, like the station is about to go under."

Cobb is concerned that the FCC will reinstate the three-year rule (requiring a buyer to hold on to a station for at least three years before selling), thus "putting a damper on trading."

A more novel approach comes from Blackburn, who argues that ownership should be a reward for running a successful business. "I wish the FCC would do away with the whole set of rules," he offers. "I think they're ridiculous."

None of the brokers sees any indication that station trading and consolidation will slow down—1994 is expected to be as busy as 1993, with a continued emphasis on duopoly deals, Stevens says. He also expects consolidation in smaller markets and of small companies.

In television and radio, look for more bank lending and mergers in medium-to-large markets, Cobb says. The equity situation will be almost as good as last year. Could it get worse? "It can always get worse," he laughs. "Remember the '80s?" ■

40 YEARS OF STATION TRANSACTIONS

Dollar volume of transactions approved by FCC (Number of stations changing hands)

YEAR	RADIO ONLY*		GROUPS*		TV ONLY	TOTAL
1993	\$815,450,000	(633)	\$756,722,000	(NA)	\$1,728,711,000 (101)	\$3,300,883,000
1992	603,192,980	(667)	318,176,050	(24)	124,004,000 (41)	\$1,045,373,000
1991	534,694,500	(793)	206,995,500	(61)	273,365,000 (38)	1,014,579,000
1990	868,636,700	(1045)	411,037,150	(60)	696,952,350 (75)	1,976,626,100
1989	1,148,524,765	(663)	533,599,078	(40)	1,541,055,033 (84)	3,235,436,376
1988	1,841,630,156	(845)	1,326,250,000	(106)	1,779,958,042 (70)	4,947,838,198
1987	1,236,355,748	(775)	4,610,965,000	(132)	1,661,832,724 (59)	7,509,154,473
1986	1,490,131,426	(959)	1,993,021,955	(192)	2,709,516,490 (128)	6,192,669,871
1985	1,414,816,073	(1,558)	962,450,000	(218)	3,290,995,000 (99)	5,668,261,073
1984	977,024,266	(782)	234,500,000	(2)	1,252,023,787 (82)	2,118,056,053
1983	621,077,876	(669)	332,000,000	(10)	1,902,701,830 (61)	2,854,895,356
1982	470,722,833	(597)	0	(0)	527,675,411 (30)	998,398,244
1981	447,838,067	(625)	78,400,000	(6)	227,950,000 (24)	754,188,067
1980	339,634,000	(424)	27,000,000	(3)	534,150,000 (35)	876,084,000
1979	335,597,000	(546)	463,500,000	(52)	317,581,000 (47)	1,116,648,000
1978	331,557,239	(586)	30,450,000	(5)	289,721,159 (51)	651,728,398
1977	161,236,169	(344)	0	(0)	128,635,435 (25)	289,871,604
1976	180,663,820	(413)	1,800,000	(3)	108,459,657 (32)	290,923,477
1975	131,065,860	(363)	0	(0)	128,420,101 (22)	259,485,961
1974	168,998,012	(369)	19,800,000	(5)	118,983,462 (24)	307,781,474
1973	160,933,557	(352)	2,812,444	(4)	66,635,144 (25)	230,381,145
1972	114,424,673	(239)	0(0)		156,905,864 (37)	271,330,537
1971	125,501,514	(270)	750,000	(2)	267,296,410 (27)	393,547,924
1970	86,292,899	(268)	1,038,465	(3)	87,454,078 (19)	174,785,442
1969	108,866,538	(343)	35,037,000	(5)	87,794,032 (32)	231,697,570
1968	71,310,709	(316)	47,556,634	(9)	33,588,069 (20)	152,455,412
1967	59,670,053	(316)	32,086,297	(9)	80,316,223 (30)	172,072,573
1966	76,633,762	(367)	28,510,500	(11)	30,574,054 (31)	135,718,316
1965	55,933,300	(389)	49,756,993	(15)	29,433,473 (32)	135,123,766
1964	52,296,480	(430)	67,185,762	(20)	86,274,494 (36)	205,756,736
1963	43,457,584	(305)	25,045,726	(3)	36,799,768 (16)	105,303,078
1962	59,912,520	(306)	18,822,745	(8)	23,007,638 (16)	101,742,903
1961	55,532,516	(282)	42,103,708	(13)	31,167,943 (24)	128,804,167
1960	51,763,285	(345)	24,648,400	(10)	22,930,225 (21)	99,341,910
1959	65,544,653	(436)	42,724,727	(15)	15,227,201 (21)	123,496,581
1958	49,868,123	(407)	60,872,618	(17)	16,796,285 (23)	127,537,026
1957	48,207,470	(357)	47,490,884	(28)	28,489,206 (38)	124,187,660
1956	32,563,378	(316)	65,212,055	(24)	17,830,395 (21)	115,605,828
1955	27,333,104	(242)	22,351,602	(11)	23,394,660 (29)	73,079,366
1954	10,224,047	(187)	26,213,323	(18)	23,906,760 (27)	60,344,130
TOTAL	\$13,737,230,175		\$12,421,715,066		\$20,111,144,153	\$46,270,089,394

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions. Although all sales have been approved by FCC they may not necessarily have reached final closing. Prior to 1978, combined AM-FM facility was counted as one station in computing total number of stations traded. Now AM-FM combinations are counted as two stations.

*Starting in 1993, the Radio Only column includes only standalone AM and FM deals and the Groups column contains AM-FM combos and all other multiple stations deals. In previous years, the AM-FM combos were included under Radio Only.

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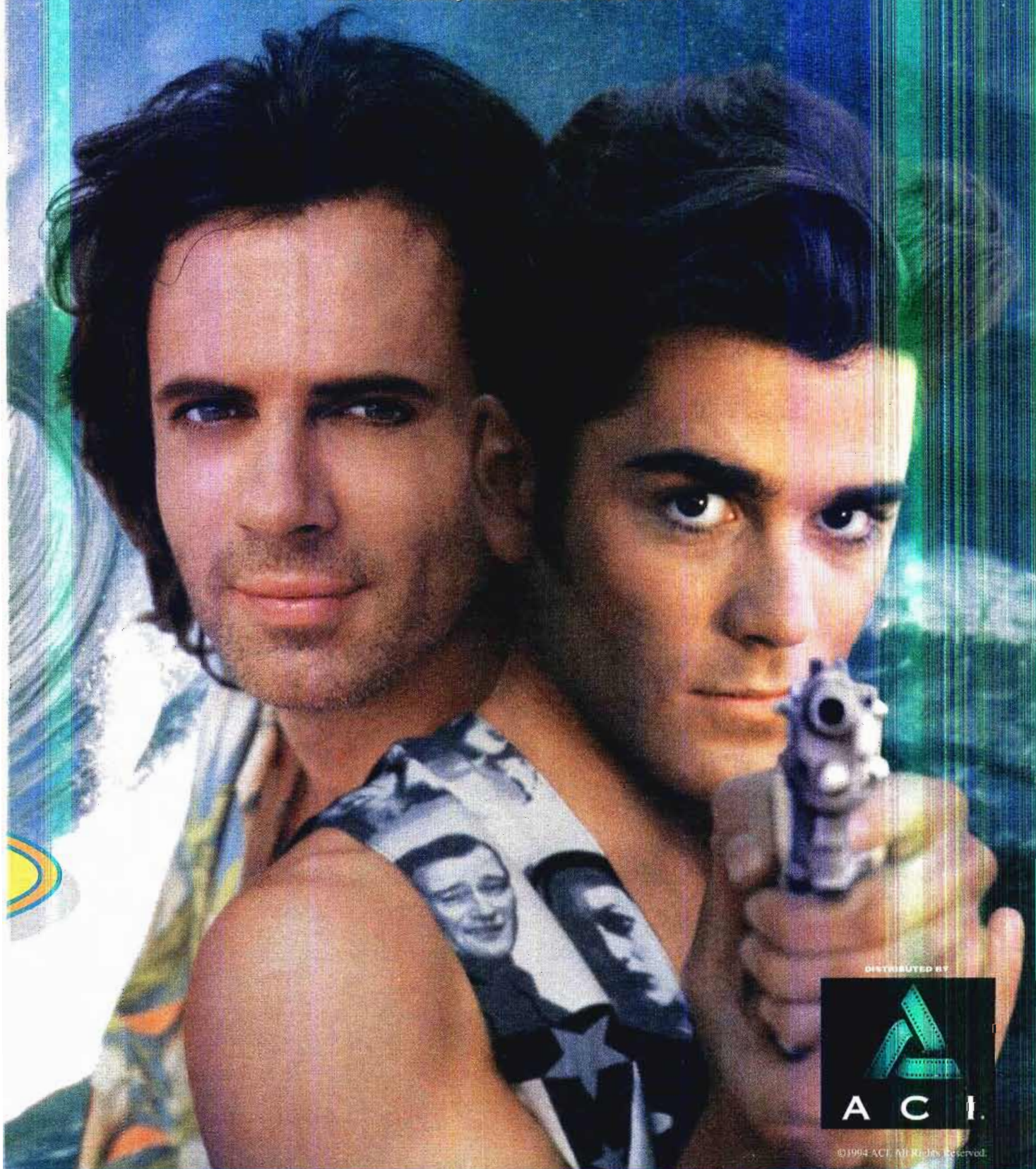
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Cable prices may feel effects of rate reg

Operators anticipate lower cash flows in wake of new regulations; some transactions will

By Rich Brown

If you ask brokers about the state of cable system sales, they'll probably tell you a much different story than they would have told you a month ago.

In the wake of the latest round of cable rate regulations, cable system prices may drop and more cable systems might be looking to cash in their chips. And following the collapse of the Tele-Communications Inc./Bell Atlantic megadeal, some brokers say the telephone companies that were so eager to enter the cable business are now feeling less pressure to quickly

sion and Times Mirror to create an entity that would team with a telco partner. Cablevision Systems Corp. is another MSO that continues to be the center of speculation, having been rumored to be teaming with US West and MSO Time Warner.

Overall, says Michaels, there are more deals on the market now than there have been since cable's boom years in the late 1960s.

Brokers say the FCC's latest round of cable rate regulations is prompting a number of systems to put up for-sale signs. "The more difficult Washington

approximate value \$463 million, and the sale of Star Cable's 60,000-subscriber Wisconsin systems to Marcus, approximate value \$149 million. The company now has roughly \$3 billion in sales on the market, according to Waller.

Tampa-based Communications Equity Associates in 1993 completed 16 domestic cable brokerage deals representing \$470,281,000. Top deals included the \$200 million sale of Lenfest York to Susquehanna Cable Co.; the \$30 million sale of South Jersey Cablevision LP/Atlantic Cable TV LP to Lenfest Communications; the sale of Indiana-based MSO Cardinal Communications to Sammons of Indiana, representing 87,000 subscribers; the sale of a 9,500-subscriber operation in Texas by Television Enterprises Inc. to WT Acquisition Corp., approximate value \$11 million; the sale of a 7,488-subscriber operation in New Jersey by Harron Communications Corp. to Sammons Communications Corp., approximate value \$15 million, and the \$8.3 million sale of a 4,050-subscriber operation in California by KTS Corp. to Cencom Cable Television.

Denver-based Daniels & Associates in 1993 brokered 28 cable deals representing 421,100 subscribers, with an aggregate value of \$752 million. That was up from 21 deals representing 367,773 subscribers, with an aggregate value of \$681 million, in 1992. Some of the company's largest deals in 1993 included the sale of Susquehanna Cable Co. systems in Pennsylvania and Rhode Island, representing 109,145 subscribers, to Lenfest York; New Stamford Enterprises' 99,000-subscriber system in Fairfield County, Conn., to Cablevision Systems; various California systems representing 42,200 subscribers from Redlands Joint Venture to top multisystem cable operator Tele-Communications Inc.; two separate Tennessee systems from American Cable TV 3 and Daniels Communications to 1st Cablevision Inc., representing a total of 47,750 subscribers, and systems in South Carolina and Georgia from American Cable TV to Jones Intercable, representing 15,200 subscribers. ■

1993's Top 10 Announced Cable System Sales

Date	Buyer	Seller	Location	Basic Subs	Price(000)
12-07-93	Southwestern Bell	Cox	GA	1,620,000	\$3,300,000
05-17-93	US West	Time Warner (25%)	NY	1,449,350	2,725,000
10-01-93	TCI	Liberty Media	CO	925,100	2,513,000
02-09-93	Southwestern Bell	Hauser	VA	225,000	650,000
10-27-93	Cablevision Systems	Sutton Capital	NY	176,500	463,000
12-02-93	Bell Canada	Jones Intercable/ SPLKA (30%)	CO	110,400	230,700
03-29-93	Sammons Comm.	Cardinal	IN	86,078	182,000
11-12-93	Marcus Cable	Star Cablevision	WI	68,900	149,000
07-23-93	Cablevision Systems	North Coast Cable	OH	81,530	133,000
06-18-93	Peter Kiewit Sons	C-TEC (34%)	PA	87,720	129,600

Paul Kagan Associates Inc. estimates. Copyright 1994.

buy up cable systems. Deals will continue to be made, but there may be less of the feeding frenzy that developed between telcos and cable companies late last year.

When Bell Atlantic and TCI announced their plans to merge, the competing regional Bell operating companies adopted a sort of "sheep mentality" that led to a high-pressure search for cable system properties, says Rick Michaels, chairman of Communications Equity Associates. But since the deal collapsed, he adds, the RBOCs have felt less competitive pressure and have already begun to redirect their focus to other areas, such as wireless communications. "They will have more time to be much more selective," says Michaels.

Meanwhile, cable brokers say they expect to see further consolidation of multiple system operators as those companies prepare for the eventual convergence of cable and telephony. Among deals in the works is a possible pairing of MSOs Continental Cablevi-

makes it, the more likely they'll be to get out," says John Waller of Waller Capital Corp. "It's pushing a lot of fence-sitters to sell."

Reregulation also will likely delay some transactions as the industry tries to sort out the new rules. Perhaps more important, the rate rules might affect pricing. Most cable system operators anticipate lower cash flows in the wake of new rate regulations, and lower cash flows are likely to reduce the amount of money that buyers are willing to spend on systems.

"There are some interesting pricing discussions going on," says Brian Deevy, president and chief operating officer of Daniels & Associates.

Tallying business in the last year, New York-based Waller Capital Corp. brokered approximately \$800 million worth of cable system property sales, roughly \$700 million in the last quarter alone. Top deals for the company included the sale of Sutton Capital's 176,000-subscriber New Jersey systems to Cablevision Systems Corp.,

\$1 Million-Plus Deals

ALABAMA

WAAX(AM) Gadsden Seller: Big Thicket Broadcasting Co. of Alabama. Buyer: Gadsden Broadcasting Corp. Price: \$2 million.



CALIFORNIA

KCAL(AM) Redlands Seller: Sarape Communications. Buyer: Embarcadero Media Inc. Price: \$3 million.

KNTA(AM) San Jose-Santa Clara Seller: Tamarack Communications Inc. Buyer: Imperio Enterprises Inc. Price: \$1.4 million.

COLORADO

KRZN(AM) Thornton Seller: Genesis Broadcasting Inc. Buyer: Jacor Broadcasting. Price: \$1.6 million.

FLORIDA

WGUL(AM) Dunedin-Clearwater Seller: Gulf Atlantic Media. Buyer: Jacor Communications Inc. Price: \$1 million-plus (estimate).

WWFE(AM) Miami Seller: Jeannette E. Tavormina, chapter 11 trustee for Todamerica Inc. Buyer: Fenix Broadcasting Corp. Price: \$2.7 million.

WOKC(AM) Okeechobee Seller: Okeechobee Broadcasters Inc. Buyer: Amaturo Group Ltd. Price: \$3 million.

GEORGIA

WYNX(AM) Smyrna Seller: Hoffman Media Inc. Buyer: GA-MEX Broadcasting Inc. Price: \$1.1 million.

MICHIGAN

WLQV(AM) Detroit Seller: Detroit SRN Inc. Buyer: Midwest Broadcasting Corp. Price: \$2.1 million.

MISSOURI

KXOK(AM) St. Louis Seller: WPNT Inc. (Saul Frischling). Buyer: Crawford Broadcasting Co. Price: \$1.575 million.

NEVADA

KNUU(AM) Paradise Seller: CAT Broadcasting Corp. Buyer: Bernstein-Rein Advertising Inc. Price: assumption of debt in excess of \$1 million.

OHIO

WKRC(AM) Cincinnati Seller: Great American Television and Radio Co. Inc. Buyer: Jacor Broadcasting Corp. Price: \$1.6 million.

PENNSYLVANIA

WBEB(AM) Philadelphia Seller: WEAZ Radio Inc. Buyer: Salem Communications Corp. Price: \$4 million.

PUERTO RICO

WOSO(AM) San Juan Seller: MCO Industries

Inc. Buyer: Sherman Broadcasting Corp. Price: \$1.2 million.

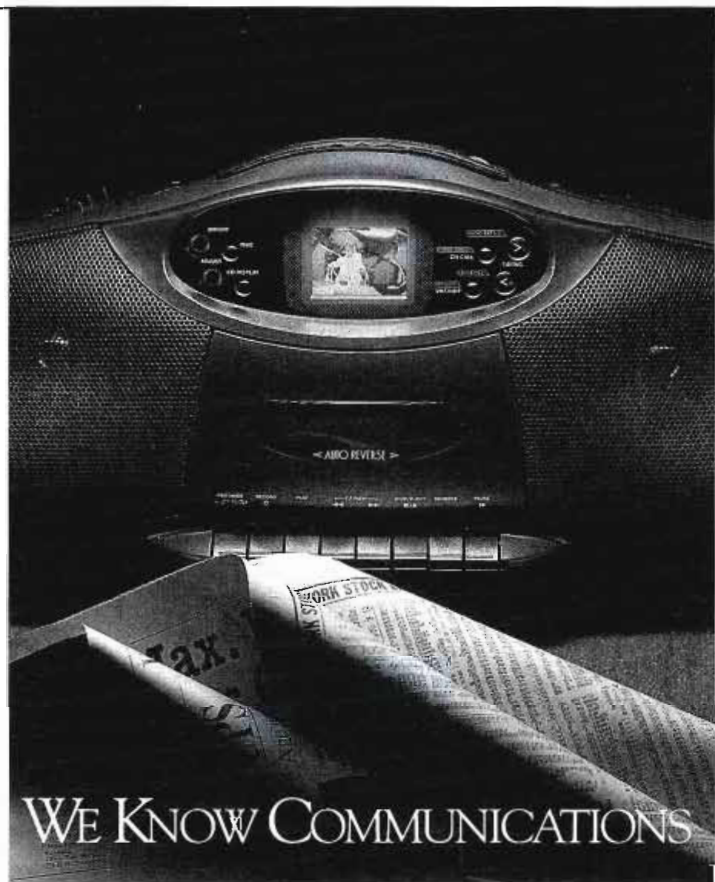
TEXAS

KAAM(AM) Dallas Seller: Bonneville International Corp. Buyer: Cardinal Communications Partners LP. Price: \$3 million.

KONO(AM) San Antonio Seller: Genesis Broadcasting Inc. Buyer: Gillespie Broadcasting Co. Price: \$1.125 million.

ARIZONA

KVOA-TV Tucson Seller: H & C Communications Inc. Buyer: KVOA Communications Inc. Price: \$13.25 million.



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C H I C A G O

CALIFORNIA

KMST(TV) Monterey (Salinas) Seller: Retlaw Enterprises Inc. Buyer: Harron-Smith Television Partnership. Price: \$8.2 million.

KRBK-TV Sacramento Seller: Koplar Communications of California Inc. Buyer: Pappas Telecasting of Sacramento. Price: \$22 million.

CONNECTICUT

WTWS-TV New London Seller: R&R Media Corp. Buyer: VVI New London Inc. Price: \$2 million.

FLORIDA

WDLP-TV Miami Seller: New Miami Latino Broadcasting Corp. Buyer: Christian Network Inc. Price: \$4.4 million.

WTXL-TV Tallahassee Seller: ET Broadcasting Inc. Buyer: Media Venture Management Inc. Price: assumption of approximately \$5 million of debt.

WTVT(TV) Tampa-St. Petersburg Seller: GHTV Inc., subsidiary of Gillett Holdings Inc. Buyer: SCI Television Inc. Price: \$163 million.

GEORGIA

WFXL(TV) Albany Seller: Walter W. Kelley, trustee. Buyer: SGA Associates Inc. Price: \$1.9 million in accordance with its bankruptcy plan.

WATL(TV) Atlanta Seller: Renaissance Communications. Buyer: Fox Broadcasting. Price: approximately \$60 million.

ILLINOIS

WICD-TV Champaign Seller: Plains Television Partnership. Buyer: Guy Gannett Publishing Co. Price: \$3.75 million.

LOUISIANA

KALB-TV Alexandria Seller: Lanford Telecasting Company Inc. Buyer: Park Broadcasting of Louisiana Inc. Price: \$21 million.

MARYLAND

WNUV-TV Baltimore Seller: WNUV TV-54 LP, a subsidiary of ABRY Communications. Buyer: WNUV Licensee Inc. Price: \$10 million.

MASSACHUSETTS

WHDH-TV Boston Seller: New England Television Corp. Buyer: Sunbeam Television Corp. Price: \$204 million.

WQTV(TV) Boston Seller: Monitor Television Inc., a subsidiary of The First Church of Christ, Scientist. Buyer: Boston University. Price: \$3.8 million.

MICHIGAN

WKBD-TV Detroit Seller: Cox Enterprises. Buyer: Paramount Stations Group Inc. Price: \$105 million.

MINNESOTA

KITN-TV Minneapolis Seller: Nationwide Communications Inc. Buyer: Clear Channel Commu-

nications Inc. Price: \$36 million.

MISSISSIPPI

WLOV-TV West Point Seller: Love Communications Co. Buyer: Lingard Broadcasting Corp. Price: \$1.1 million.

MONTANA

KTVQ-TV Billings Seller: SJL of Montana Associates LP. Buyer: KTVQ Communications Inc. Price: \$8.5 million.

KCTZ(TV) Bozeman Seller: Big Horn Communications Inc. Buyer: KCTZ Communications Inc. Price: \$1.1 million.

NEW YORK

WXXA-TV Albany Seller: Heritage Broadcasting Company of New York. Buyer: McKee Communications Inc. Price: \$25 million.

NEVADA

KRLR-TV Las Vegas Seller: DRES Media Inc. Buyer: Las Vegas Channel 21 Inc. Price: \$4.875 million.

KBLR(TV) Paradise (Las Vegas) Seller: Rose Communications. Buyer: Summit Media Limited-Liability Co. Price: \$1.5 million.

NORTH CAROLINA

WKFT-TV Fayetteville Seller: Delta Broadcasting Inc. Buyer: Allied Communications Co. Price: \$4.375 million.

WCTI(TV) New Bern Seller: Diversified Communications. Buyer: Lamco Communications. Price: \$12.3 million.

OHIO

WAKC-TV Akron Seller: Group One Broadcasting LP. Buyer: ValueVision International Inc. Price: \$6 million.

WWAT-TV Columbus/Chillicothe Seller: Triplett and Associates. Buyer: Fant Broadcasting Co. Price: \$2 million.

WUPW(TV) Toledo Seller: Toledo Television LP. Buyer: Ellis Communications Inc. Price: estimated \$30 million.

OKLAHOMA

KTEN(TV) Ada Seller: William E. Rutledge, trustee. Buyer: KTEN Broadcasting Inc. Price: \$3.5 million.

KOCB(TV) Oklahoma City Seller: Oklahoma City Broadcasting Co. Buyer: Superior Broadcasting Inc. Price: \$11 million.

OREGON

KDRV(TV) Medford Seller: Sunshine Television Inc. Buyer: Soda Mountain Broadcasting Inc. Price: \$4.1 million.

PENNSYLVANIA

WHP-TV Harrisburg Seller: WHP Inc. Buyer: WHP Television Ltd. Price: \$9.25 million.

WOLF-TV Scranton Seller: Scranton TV Partners Ltd. Buyer: Pegasus Broadcast Television. Price: approximately \$12.5 million.

SOUTH CAROLINA

WCSC-TV Charleston Seller: General Electric Capital Corp. Buyer: Jefferson-Pilot Communi-

February 1, 1994

WAQZ, Inc.

has completed the acquisition of the assets of

WAQZ FM

Cincinnati, Ohio

from

Plessinger Radio Group

Todd Hepburn, Vice-President of the undersigned initiated this transaction and assisted both parties in the negotiations.

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(513) 271-5400

cations Co. Price: \$15.5 million.

TENNESSEE

WEMT-TV Greenville Seller: Chesapeake Bay Holding Co. Buyer: Max/Encore of Tri-Cities LP. Price: \$3 million.

WKCH-TV Knoxville Seller: FCVS Communications. Buyer: Elcom of Tennessee Inc. Price: \$15 million.

VIRGINIA

WJPR(TV) Lynchburg Seller: Roanoke-Lynchburg TV Acquisition Corp. Buyer: Grant Broadcasting System II Inc. Price: \$5.5 million.

WTKK-TV Manassas Seller: National Capital Christian Broadcasting Inc. Buyer: VVI Manassas Inc. Price: \$5.4 million.

WISCONSIN

WVTV-TV Milwaukee Seller: ARBY Communications. Buyer: WVTV Licensee Inc. Price: \$37.395 million.

WEST VIRGINIA

WYVN-TV Martinsburg Seller: Flying A Communications Inc. Buyer: Green River Broadcasting of Martinsburg Inc. Price: \$1.65 million.

ALABAMA

WODL(FM) Birmingham Seller: Charles E. Giddens, receiver. Buyer: Birmingham Communications Inc. Price: approximately \$2.5 million.

WYAM(FM) Hartselle Seller: Radio 106 Inc. Buyer: Griffith Broadcasting Inc. Price: \$1.5 million.

WAVH(FM) Mobile Seller: Pourtales Holdings Inc. Buyer: WESHAM Broadcasting Co. Price: \$2 million.

ALASKA

KBFX-FM Anchorage Seller: TCT Communications Inc. Buyer: Community Pacific Broadcasting Company. Price: \$1.3 million.

ARKANSAS

KAKI(FM) Benton (Little Rock) Seller: Bridges Broadcasting Service. Buyer: Southern Skies Corp. Price: \$1.125 million.

KEZQ-FM Little Rock Seller: Omni Communications. Buyer: GHB Broadcasting. Price: \$1.3 million.

KKYK-FM Little Rock Seller: Shepard Communications of Arkansas Inc. Buyer: Signal Media of Arkansas Inc. Price: \$2 million.

ARIZONA

KTZN(FM) Green Valley (Tucson) Seller: Nova Communications Ltd., debtor-in-possession. Buyer: Arizona Lotus Corp. Price: \$1.263 million.

CALIFORNIA

KFMF(FM) Chico Seller: Nova Broadcasting. Buyer: The Park Lane Group. Price: \$1.675 million.

KQBR-FM Davis Seller: EZ Communications. Buyer: Progressive Media Group Inc. Price: \$2.5 million.

KRZR-FM Hanford Seller: Louis C. DeArias, receiver, on behalf of KGMX Corp. Buyer: New-Tex Communications Corp. Price: \$1.15 million.

KQLZ-FM Los Angeles Seller: Westwood One Inc. Buyer: Viacom International. Price: \$40 million.

KRTH-FM Los Angeles Seller: Beasley Broadcasting Group. Buyer: Infinity Broadcasting. Price: \$110 million.

KBOQ-FM Marina Seller: Model Associates Inc. Buyer: Charlton Buckley. Price: \$1 million.

KRXQ-FM Sacramento Seller: Fuller-Jeffrey Broadcasting Co. Buyer: Great American Communications Corp. Price: \$16 million.

KIOI(FM) San Francisco Seller: Fairmont Communications. Buyer: Evergreen Media Corp. Price: \$45 million.

KSOL-FM San Mateo (San Francisco) Seller: Intercontinental Radio Inc. Buyer: KSOL LP. Price: \$13.5 million.

KXFX(FM) Santa Rosa Seller: Keffco Inc. Buyer: Fuller-Jeffrey Broadcasting Corp. Price: \$2.78 million.

COLORADO

KHIH-FM Boulder Seller: CLG Media of Denver Inc. Buyer: Salem Media of Colorado Inc. Price: \$5 million.

DISTRICT OF COLUMBIA

WJZE(FM) Seller: United Broadcasting Co. Buyer: Colfax Communications. Price: \$19.5 million.

FLORIDA

WWNZ(FM) Cocoa Beach Seller: Paxson Broadcasting of Orlando Ltd. Buyer: Press Broadcasting Company Inc. Price: \$5.01 million.

WYGC(FM) Gainesville Seller: Heritage Broadcasting Group. Buyer: Asterisk Communications Inc. Price: \$1.4 million.

WAXY-FM Fort Lauderdale Seller: Ackerley Communications Inc. Buyer: Clear Channel Radio Inc. Price: \$14 million.

WCKT(FM) Fort Myers Seller: Sandab Communications of Fort Myers Ltd. Buyer: Radio Equity Partners. Price: \$10.7 million.

WOKC-FM Okeechobee Seller: Okeechobee Broadcasters Inc. Buyer: Amaturo Group Ltd. Price: \$3 million.

WMXJ-FM Pompano Beach Seller: Sconnix Broadcasting Co. Inc. Buyer: Jefferson-Pilot Communications Co. Price: \$17.8 million.

WHKX-FM Tallahassee Seller: Marcus Communications. Buyer: Catamount Communications. Price: \$1.175 million.

GEORGIA

WYAY(FM) Gainesville (Atlanta) Seller: NewCity Communications. Buyer: Capital Cities/ABC. Price: \$19 million.

WYAI-FM La Grange Seller: NewCity Communi-

cations of Massachusetts Inc. Buyer: WSB Inc. Price: \$8 million.

WAKB(FM) Wrens Seller: Advertisement Network Systems Inc. Buyer: Davis Broadcasting. Price: \$1.25 million.

ILLINOIS

WYSY-FM Chicago Seller: Beasley Broadcast Group. Buyer: Cox Broadcasting. Price: \$9 million.

WWBZ-FM Chicago Buyer: Evergreen Media Corp. Seller: Major Broadcasting Corp. Price: \$32 million.

WIAI(FM) Danville Seller: Kickapoo Broadcasting Inc. Buyer: I.A.I. Broadcasting. Price: \$1.3 million.

WVEM(FM) Springfield Seller: Dan Menghini. Buyer: Saga Communications of Illinois Inc. Price: \$1.44 million.

INDIANA

WAJC(FM) Indianapolis Seller: Butler University. Buyer: Susquehanna Radio Corp. Price: just over \$7.1 million.

WSLM-FM Salem Seller: Don H. Martin. Buyer: Snowden Broadcasting of Louisville Inc. Price: \$2.4 million.

IOWA

KRVR(FM) Davenport Seller: Community Radio Inc. Buyer: K-River Broadcasting Inc. Price: \$1 million.

KDMI-FM Des Moines Seller: the shareholders of KDMI Inc. Buyer: Stoner Broadcasting System Inc. Price: \$1.35 million.

KFMH-FM Muscatine Seller: Flambo Broadcasting Inc. Buyer: Connoisseur Communications. Price: \$1.7 million.

KANSAS

KTPK-FM Topeka Seller: Topeka Broadcomm Inc. Buyer: Twenty First Century Broadcasting Inc. Price: \$1.65 million.

KKRD(FM) Wichita Seller: KKRD Inc. Buyer: New West Radio Inc. Price: in excess of \$3.798 million and assumption of debt.

KENTUCKY

WBRV(FM) Russellville Seller: Amaturo Group Ltd. Buyer: Keymarket Communications. Price: an estimated \$5.5 million-\$6.5 million.

MARYLAND

WKHI(FM) Ocean City Seller: Baltimore Radio Show. Buyer: Benchmark Radio Acquisition Fund. Price: \$2.2 million.

WHFS(FM) Annapolis (Washington) Seller: Duchossois Communications. Buyer: Liberty Broadcasting. Price: \$15.625 million.

LOUISIANA

WXL(TV) Baton Rouge Seller: San-Dow Broadcasting. Buyer: Citywide Broadcasting. Price: \$1.9 million.

KYKZ-FM Lake Charles Seller: Southwest TV and Radio Inc. Buyer: Louisiana Media Interests Inc. Price: \$4.2 million.

KQLD-FM New Orleans Seller: Beasley Broadcast Group. Buyer: NewMarket Media Corp.



Price: \$3.35 million.

MAINE

WXBB(FM) Kittery (Portsmouth, N.H.) Seller: Bear Broadcasting Co. Buyer: Fuller-Jeffrey Broadcasting. Price: \$1 million.

MARYLAND

WVRT-FM Baltimore Seller: E.W. Scripps Co. Buyer: Capitol Broadcasting Co. Inc. Price: \$9.75 million.

MASSACHUSETTS

WSSH-FM Lowell (Boston) Seller: Noble Broadcast Group. Buyer: Granum Communications Inc. Price: \$18.5 million.

MICHIGAN

WRIF-FM Detroit Seller: Great American Television and Radio Co. Inc. Buyer: Greater Media Inc. Price: \$11.5 million.

MINNESOTA

KMXK-FM Cold Spring-St. Cloud Seller: Gross Communications Corp. Buyer: Andrew Hilger. Price: \$1.2 million.

WTCX-FM Lakeville Seller: Southern Twin Cities Area Radio Inc. Buyer: 105 Inc. Price: \$2.677 million.

MISSISSIPPI

WKQB-FM Jackson Seller: WLIN Inc. Buyer: Capstar Communications of Jackson Inc. Price: \$1.157 million.

MISSOURI

KSLH-FM St. Louis Seller: St. Louis Board of Education. Buyer: The Lutheran Church-Missouri Synod. Price: \$1 million.

NEBRASKA

KTGL(FM) Lincoln Seller: ERM Associates Ltd. Buyer: KTGL Corp. Price: \$2.2 million.

NEVADA

KEYV(FM) Las Vegas Seller: Unicom Broadcasting Inc. Buyer: Broadcast Associates Inc. Price: \$2.25 million.

NEW YORK

WBUF-FM Buffalo Seller: The Lincoln Group Ltd. Buyer: Pyramid Broadcasting. Price: \$4 million.

WYNY(FM) Lake Success (New York) Seller: Westwood One Stations Group Inc. Buyer: Broadcasting Partners Inc. Price: \$50 million.

WVIP-FM Mount Kisco Seller: VIP Broadcasting Corp. Buyer: Impulse Broadcasting Corp. Price: \$1.25 million.

WKLX(FM) Rochester Seller: WKLX Inc. Buyer: Heritage Media. Price: \$4.3 million.

NORTH CAROLINA

WZZU-FM Burlington Seller: Villcom Broadcasting Inc. Buyer: Prism Radio Partners LP. Price: \$3.4 million.

WWMG(FM) Charlotte Seller: Voyager Communications Group. Buyer: The Dalton Group. Price: \$4.5 million.

WZNS-FM Dillon (Fayetteville) Seller: Metro-

politan Broadcasters Associates. Buyer: Beasley Broadcasting. Price: \$1.5 million.

WDCC-FM Durham Seller: The Durham Herald Co. Buyer: Prism Radio Partners LP. Price: \$6.5 million.

WNEU-FM Eden Seller: WWMY-FM Broadcasting Inc. (SBM Industries Inc.). Buyer: Voyager Communications V Inc. Price: \$2.35 million.

WKOC(FM) Elizabeth City Seller: Edge Broadcasting Co. Buyer: Benchmark Radio Acquisition Fund IV Ltd. Price: \$2.6 million.

WBBO-FM Forest City Seller: Rutherford County Radio Company Inc. Buyer: AmCom Associates Inc. Price: \$2.6 million.

WCKZ-FM Gastonia Seller: Compass Media Group Inc. Buyer: BPI Charlotte License Subsidiary Inc. Price: \$3 million.

WJMH(FM) Greensboro (Reidsville) Seller: Beasley Broadcasting of Reidsville Inc. Buyer: Max Radio of the Triad. Price: estimated \$3 million.

WCXL(FM) Kill Devil Hills Seller: Kill Devil Hills Communications Ltd. Buyer: Ray-D-O Biz Inc. Price: \$1.003 million.

WJMH-FM Reidsville Seller: Beasley Broadcasting of Reidsville Inc. Buyer: Max Radio of the Triad Inc. Price: \$3.2 million.

OHIO

WAQZ-FM Milford Seller: Richard L. Plessinger Sr. Buyer: WAQZ Inc. Price: \$1.8 million.

WVKS(FM) Toledo Seller: Noble Broadcasting. Buyer: Keymarket Communications. Price: \$4 million.

WRVF-FM Upper Arlington Seller: Tri-City Radio LP. Buyer: Hirsch Holdings of Cleveland Inc. Price: \$7.5 million.

OKLAHOMA

KOQL-FM Oklahoma City Seller: Entercom. Buyer: NewMarket Media Corp. Price: \$3.5 million.

KEBC-FM Oklahoma City Seller: Independence Broadcasting Co. Buyer: Clear Channel Communications Inc. Price: \$7.5 million.

OREGON

KMXI(FM) Lake Oswego Seller: Rogue Broadcasting Corp., debtor-in-possession. Buyer: Bay-Com Oregon Ltd. Price: \$2.625 million.

PENNSYLVANIA

WZZO-FM Bethlehem Seller: Holt Media Group. Buyer: CRB Broadcasting of Pennsylvania. Price: \$9.375 million.

WRRK(FM) Pittsburgh Seller: WHYW Associates. Buyer: Saul Frischling. Price: \$5.5 million.

PUERTO RICO

WBRQ(FM) Cidra Seller: Radio Musical Inc. Buyer: American National Broadcasting Corp. Price: \$1.9 million.

SOUTH CAROLINA

WRXR-FM Aiken (Augusta, Ga.) Seller: J&L Broadcasting Inc. Buyer: Multi-Market Radio of Augusta Inc. Price: \$4.2 million.

WHKZ-FM Cayce Seller: Universal Communications Corp. Buyer: Benchmark Radio Acquisition

Fund V LP. Price: \$2.7 million.

WMFX-FM St. Andrews Seller: BTMI Inc., receiver. Buyer: Clyde G. Haehnle & Co., as trustee for ORR 1 Inc. Price: \$4.6 million.

TENNESSEE

WJRX-FM East Ridge (Chattanooga) Seller: Sattler Broadcasting Inc. Buyer: Radio Chattanooga Inc. Price: \$1.35 million.

WOGY-FM Germantown Seller: Ardman Broadcasting Corp. of Tennessee. Buyer: Keymarket Communications. Price: \$3 million.

WPYR(FM) Memphis Seller: Diamond Broadcasting. Buyer: Barnstable Broadcasting. Price: \$4.25 million.

WYNU-FM Milan Seller: Andrew Jackson Broadcasting Corp., debtor-in-possession. Buyer: Ohio Broadcast Associates. Price: \$1.226 million.

WRMX-FM Murfreesboro Seller: Shores Broadcasting Co. and Nashville Partners LP. Buyer: South Central Communications Corp. Price: \$6 million.

WJTT-FM Red Bank Seller: Jettcom Inc. Buyer: Brewer Broadcasting of Chattanooga Inc. Price: \$1.689 million.

WHVK-FM Tullahoma Seller: Fortune Media Communications Inc. Buyer: Tennessee Valley Radio Inc. Price: \$2.5 million.

TEXAS

KSNN-FM Dallas Seller: Evergreen Media Corp. Buyer: Alliance Broadcasting Co. Price: \$11 million.

KSET-FM El Paso Seller: Dunn Broadcasting Co. Buyer: Magic Media Inc. Price: \$2.7 million.

KMXX(FM) Killeen Seller: Genesis Broadcasting Inc. Buyer: The KLBJ Co. Price: \$2.5 million.

KHFI-FM Georgetown (Austin) Seller: Rusk Limited Partnership. Buyer: Clear Channel Communications. Price: \$3.5 million.

KSRR-FM San Antonio Seller: Genesis Broadcasting Inc. Buyer: Tichenor Media System Inc. Price: \$3.8 million cash plus assumption of liabilities.

UTAH

KRSP-FM Salt Lake City Seller: Holiday Broadcasting Co., debtor-in-possession. Buyer: KRSP Inc. Price: \$1.2 million.

VIRGINIA

WMYA-FM Cape Charles Seller: WKSV Inc. Buyer: Sinclair Communications. Price: \$1.3 million.

WVLR(FM) Lynchburg-Roanoke Seller: L-R Radio Group Inc. Buyer: Virginia Network Inc. Price: \$1.06 million.

WNVZ(FM) Norfolk Seller: Wilks-Schwartz Broadcasting. Buyer: Max Radio Inc. Price: \$3.6 million in stock.

WAFX-FM Norfolk Seller: Radio Ventures I LP. Buyer: Saga Communications Inc. Price: \$4 million.

WEST VIRGINIA

WKKW-FM Clarksburg Seller: Morton J. Victorson, bankruptcy trustee for estate of Thomas Communications. Buyer: West Virginia Radio Corp. of Clarksburg. Price: \$1.2 million.

WBES-FM Dunbar (Charleston) Seller: Thomas Communications. Buyer: Ardman Broadcasting Corp. of West Virginia. Price: \$1 million.

WISCONSIN

WJJO(FM) Madison Seller: Joyner Radio. Buyer: Mid-West Management Inc. Price: \$1.6 million.
WEZW-FM Milwaukee Seller: MultiMedia Inc. Buyer: Heritage Media Corp. (Paul Fiddick). Price: \$5.6 million.

ALABAMA

WKSJ-AM-FM

Mobile Seller: Franklin Communications Partners LP (Morton Hamburg). Buyer: WAVH-FM Inc. (C.T. Robinson). Price: \$8 million.

WSYA-AM-FM Montgomery Seller: U.S. Broadcasting LP. Buyer: Colonial Broadcasting Co. Inc. Price: \$1.350 million.

ARIZONA

KUKQ(AM)-KUPD-FM Tempe Seller: G&C Broadcasting Inc. Buyer: Robert Fish. Price: \$3.5 million.

CALIFORNIA

KFBK(AM)-KGBY-FM Sacramento Seller: Group W. Radio Inc. Buyer: Chancellor Communications Corp. Price: \$48 million.

KKLQ-AM-FM San Diego Seller: Edens Broadcasting. Buyer: Par Broadcasting. Price: \$13 million.

KFRG-AM-FM San Francisco Seller: subsidiary of Bedford Broadcasting. Buyer: Alliance Broadcasting. Price: approximately \$22 million.

KDFC-AM-FM San Francisco Seller: Sundial Broadcasting Corp. Buyer: The Brown Organization. Price: \$13 million.

KKHI-AM-FM San Francisco Seller: Buckley Broadcasting Corp. Buyer: Group W Radio. Price: \$14.2 million.

KTID-AM-FM San Rafael Seller: Marin Broadcasting Company Inc. Buyer: Mount Wilson FM Broadcasters Inc. Price: \$1.7 million.

KOWL(AM)-KRLT(FM) South Lake Tahoe Seller: Regency Communications. Buyer: The Park Lane Group. Price: \$3.9 million.

DISTRICT OF COLUMBIA

WCPT(AM)-WCXR-FM swapped by Group W to Viacom for **KIKK-AM-FM Houston**. Valued at \$40 million.

FLORIDA

WFTW(AM)-WKSM-FM Fort Walton Beach Seller: New South Communications Inc. Buyer: Holladay Broadcasting Co. Inc. Price: \$1 million.

WCOA(AM)-WJLQ(FM) Pensacola Seller: BREM Broadcasting. Buyer: WKRG-TV Inc. Price: \$2.23 million.

GEORGIA

WMGR(AM)-WJAD(FM) Bainbridge Seller:

Guardian Corp. Buyer: Sabre Communications Inc. Price: \$1.175 million.

WGUS-FM Augusta-WGUS(AM) North Augusta, SC Seller: HVS Partners. Buyer: Benchmark Radio Acquisition Fund II LP. Price: \$1.2 million.

HAWAII

KSSK-AM-FM Honolulu Seller: Coast Broadcasting Co. Buyer: NewTex Communications. Price: \$7.5 million.

KGU(AM) Honolulu and KGMZ-FM Aiea Seller: KGU Patners Ltd. Buyer: 808 Entertainment Inc. Price: \$1.367 million.

ILLINOIS

KASP(AM) St. Louis and WKBQ-FM Granite City Seller: Evergreen Media. Buyer: Zimco Inc. Price: \$7 million.

WKAN(AM)-WLRT-FM Kankakee Seller: Imagery Inc. Buyer: STARadio Corp. Price: \$1.315 million.

WIRL(AM)-WSWT-FM Peoria Seller: Community Radio Inc. Buyer: James D. Glassman. Price: \$2.3 million.

INDIANA

WLYV(AM)-WJLT(FM) Fort Wayne Seller: Fairfield Broadcasting Co. Buyer: Sarkes Tarzian Inc. Price: estimated \$1.5 million.

WCNK(AM)-WRZX(FM) Indianapolis Seller: Win Communications Inc. of Indiana. Buyer: Broadcast Alchemy Ltd. Price: \$8.4 million.

WIOU(AM)-WZWZ(FM) Kokomo Seller: Caravelle Broadcast Group. Buyer: Mid-America Radio Group of Kokomo Inc. Price: \$1.21 million.

IOWA

KJOC(AM) Davenport and WXLP-FM Moline Seller: Goodrich Broadcasting Inc. Buyer: Connoisseur Communications Corp. Price: \$2.925 million.

KIOA-AM-FM Des Moines Seller: Midwest Communications. Buyer: Saga Communications. Price: \$2.7 million.

KENTUCKY

WOMI(AM)-WBKR(FM) Owensboro Seller: Owensboro Broadcasting Co. Buyer: Tri-State Broadcasting. Price: \$2.7 million.

LOUISIANA

KEEL(AM)-KITT-FM Shreveport Seller: Multimedia Radio Inc. Buyer: Progressive United Corp. Price: \$1.65 million.

MARYLAND

WYRE(AM) Annapolis and WXZL(FM) Grasonville Seller: Vision Broadcasting Co. Ltd. Buyer: Sequel Broadcasting of Maryland Inc. Price: \$1.9 million.

WERQ-AM-FM Baltimore Seller: United Broadcasting Co./The Eaton Estate. Buyer: Radio One Inc. Price: \$9 million.

WCEM(AM)-WCEM(FM) Cambridge Seller: M.

December, 1993

GRANITE BROADCASTING CORPORATION

has acquired

WTVH (TV)
Syracuse, New York
 (a CBS Network affiliate)

and

KSEE (TV)
Fresno, California
 (an NBC Network affiliate)

from

MEREDITH CORPORATION

*We are pleased to have served as
 exclusive broker in this transaction.*



431 Ohio Pike Suite 204N Cincinnati, Ohio 45255 (513) 528-7373

Belmont VerStanding Inc. Buyer: MTS Broadcasting. Price: \$1.8 million.

MICHIGAN

WFDF(AM)-WDZZ(FM) Flint Seller: McVay Broadcasting. Buyer: Connoisseur Communications Corp. Price: forgiveness of \$5.5 million in debt.
WJIM-AM-FM Lansing Seller: Double L Broadcasting of Lansing Ltd. Buyer: Liggett Broadcast Inc. Price: \$3.5 million.

MISSOURI

WHB(AM)-KUDL(FM) Kansas City Seller: Shamrock Broadcasting Inc. Buyer: Apollo Radio of Kansas City Inc. Price: \$5 million.
KCMO-AM-FM Kansas City Seller: Gannett Co. Inc. Buyer: Bonneville International Corp. Price: estimated \$7 million.
KATZ-AM-FM St. Louis Seller: Inter Urban Broadcasting of St. Louis Inc. Buyer: Noble Broadcast of St. Louis Inc. Price: \$2.75 million.
KUSA(AM)-KSD-FM St. Louis Seller: Gannett. Buyer: EZ Communications. Price: at least \$15 million.

NEW HAMPSHIRE

WZNN(AM)-WWEM(FM) Rochester Seller: Bear Broadcasting Co. Buyer: Precision Media Corp. Price: \$1.025 million.

NEW YORK

WRMM-AM-FM Rochester Seller: Atlantic Radio of New York Ltd. Buyer: Stoner Broadcasting System Inc. Price: \$4 million.
WGY-AM-FM Schenectady Seller: Empire Radio Partners Ltd., debtor-in-possession. Buyer: Dame Media Consultants Inc. Price: \$5.1 million.
WNSS(AM)-WEZG-FM Syracuse Seller: Syracuse Broadcasting Group. Buyer: The Radio Corp. Price: \$1.375 million.

NORTH CAROLINA

WAQS(AM)-WAQQ-FM Charlotte Seller: Adams Radio of Charlotte Inc. Buyer: Pyramid East Corp. Price: \$4 million.
WMQX-AM-FM Greensboro/Winston-Salem Seller: EBE Communications. Buyer: Max Radio Inc. Price: \$2.5 million.
WGLD(AM) Greensboro-WWWB-FM High Point Seller: MHD Inc. Buyer: Franklin Communications Partners LP. Price: \$3.5 million.

OHIO

WAKR(AM)-WONE-FM Akron Seller: US Radio LP. Buyer: Gordon-Thomas Communications Inc. Price: \$9.3 million.
WHK(AM)-WMMS-FM Cleveland Seller: Shamrock Broadcasting. Buyer: OmniAmerica Communications. Price: estimated \$12-\$14 million.
WCOL-AM-FM Columbus, Ohio Seller: Great Trails Broadcasting. Buyer: Nationwide Communications Inc. Price: \$15 million.
WSPD(AM)-WLQR(FM) Toledo, Ohio Seller: Commonwealth Communications. Buyer: Key-market Communications. Price: \$4 million.

OREGON

KUPL-AM-FM Portland Seller: E.W. Scripps Co. Buyer: BayCom Partners. Price: \$23 million.

PENNSYLVANIA

WJAC(AM)-WKYE-FM Johnstown Seller: Winston Radio Corp. Buyer: Michael F. Brosig, Sr. Price: \$2.154 million.
WGLL(FM) Mercersburg and WCBG(AM) Chambersburg Seller: the Pennsylvania Radioroad Co. Buyer: M. Belmont VerStanding Inc. Price: \$1.6 million.
WGCB-AM-FM Red Lion Seller: Red Lion Broadcasting Co. Inc. Buyer: Thomas Harvey Moffitt Sr. Price: \$2.825 million.
WGBI-AM-FM Scranton Seller: Megargee Co. Buyer: Lackazeme Inc. Price: \$3 million.

RHODE ISLAND

WPRO-AM-FM Providence Seller: Capital Cities/ABC Inc. Buyer: Tele-Media Broadcasting Company of America. Price: \$6 million.

SOUTH CAROLINA

WCOS-AM-FM Columbia Seller: US Radio LP. Buyer: Benchmark Radio Acquisition Fund V LP. Price: \$10 million.
WGSN(AM)-WNMB(FM) North Myrtle Beach Seller: Ogden Broadcasting of South Carolina Inc. Buyer: Ocean Drive Communications Inc. Price: \$2 million.

TENNESSEE

WAPI-AM-FM Birmingham Seller: WAPI Inc., debtor-in-possession. Buyer: Dick Broadcasting Company Inc. of Alabama. Price: \$6.3 million.
WN00(AM) Chattanooga and WFXS-FM Soddy Daisy Seller: Tennessee Communications LP. Buyer: Pye Broadcasting Inc. Price: assumption of debt worth \$1.5 million.
WIMZ-AM-FM Knoxville Seller: Stoner Broadcasting System Inc. Buyer: South Central Communications Corp. Price: \$3.5 million.
WLAC-AM-FM Nashville Seller: Fairmont Communications Corp. Buyer: Keymarket Communications. Price: \$11.6 million.

TEXAS

KRYS-AM-FM Corpus Christi Seller: Corpus Christi Media Partners Ltd. Buyer: Ranger Communications Co. Price: \$3.1 million.
KEPS(AM)-KINL-FM Eagle Pass Seller: Mary E. Harpole. Buyer: Willis Jay Harpole. Price: \$1.06 million.
KIKK-AM-FM Houston swapped by Viacom to Group W for **WCPT(AM)-WCXR-FM Washington**. Valued at \$40 million.
KTRH(AM)-KL0L(FM) Houston Seller: Rusk Corp. Buyer: Evergreen Media. Price: \$49 million.
KMND(AM)-KNFM(FM) Midland Seller: Dennis Elam, chapter 11 trustee. Buyer: Midland-Odessa Broadcasting. Price: \$1.35 million.
KLUP(AM)-KISS(FM) San Antonio Seller: Lawrence S. Wexler, receiver for Radio Group of San Antonio Inc. Buyer: KISS Radio of San Antonio Ltd. Price: \$3.95 million.
KONO(AM) San Antonio and KONO-FM Fredericksburg Seller: Genesis Broadcasting Inc. Buyer: October Communications Group Inc. Price: \$5.405 million.
KONJ(AM)-KXTN(FM) San Antonio Seller: TK Communications. Buyer: Tichenor Media Sys-

tems Inc. Price: \$11 million.

VIRGINIA

WJQI(AM) Chesapeake and WJQI-FM Virginia Beach Seller: Radio WJQI Inc. Buyer: Sunshine Wireless Company Inc. Price: \$3.5 million.
WTAR(AM)-WLTY(FM) Norfolk Seller: Landmark Communications Inc. Buyer: Benchmark Communications. Price: approximately \$4.5 million.
WRNL(AM)-WRXL(FM) Richmond Seller: Capitol Broadcasting Co. Buyer: Clear Channel Communications. Price: \$9.75 million.

WASHINGTON

KVI(AM)-KPLZ(FM) Seattle Seller: Golden West Broadcasters. Buyer: Fisher Broadcasting. Price: estimated at \$12 million.
KJRB(AM)-KEZE-FM Spokane Seller: Apollo Radio Ltd. Buyer: Citadel Communications Corp. Price: \$3 million cash.

WEST VIRGINIA

WCAW(AM)-WVAF(FM) Charleston Seller: Franklin Communications Partners Ltd. Buyer: West Virginia Radio Corp. of Charleston. Price: \$1.6 million.
WADC(AM)-WHCM-FM Parkersburg Seller: Dailey Corp. Buyer: Valley Communications Corp. Price: \$1.4 million.

WISCONSIN

KFIZ(AM)-WFON-FM Fond du Lac Seller: Independence Broadcasting Wisconsin Corp. Buyer: Lakeside Cablevision Limited Partnership. Price: \$3.5 million.
WLZR-AM-FM Milwaukee Seller: Great American Television and Radio Co. Buyer: Saga Communications Inc. Price: \$7 million.
WHBL(AM)-WWJR(FM) Sheboygan Seller: Sheboygan County Broadcasting Co. Buyer: Sheboygan Radio Inc. Price: \$3.675 million.

KDFW-TV Dallas and KTBC-TV Austin, both Texas; KTVI(TV) St. Louis, and WVTM-TV Birmingham, Ala. Seller: Times Mirror Co. Buyer: Argyle Communications. Price: \$335 million in cash and securities.



Shamrock-Malrite merger: WHTZ(FM) New York; KLAC(AM)-KZLA-FM Los Angeles, and KABL-AM-FM/KNEW(AM)-KSAN-FM San Francisco; WWW-AM-FM Detroit; KZFX(FM) Houston; WFOX(FM) Atlanta; KXRX-FM Seattle; KFAN(AM)-KEEY-FM Minneapolis/St. Paul; WWSW-AM-FM Pittsburgh; KMLE-FM Chandler, Ariz.; WHK(AM)-WMMS-FM Cleveland, and KXKL-AM-FM Denver Price: \$300 million.
WESH-TV Orlando, Fla., and KCCI-TV Des Moines, Iowa Buyer: Pulitzer Publishing Seller:

H&C Communications. \$165 million.

Booth/Broadcast Alchemy merger. WJLB(FM) Detroit; WWWL(AM)-WLTF-FM Cleveland; WNNK-FM Cincinnati; KMJI-FM Denver; KSMJ(AM)-KSFM-FM Sacramento, Calif.; WOVE-FM Pittsburgh, and WNDE(AM)-WFBQ-FM/WRZX(FM) Indianapolis Price: \$160 million.

Atlantic Radio, Stoner Broadcasting and Multi Market Communications merger:

WHDH(AM)/WRKO(AM)-WBMX-FM Boston; WZMX-FM Hartford, Conn.; WCMF-FM/WRMM-AM-FM Rochester and WNBK(AM)-WHWK-FM Binghamton, both New York; WMMX(AM)/WONE(AM)-WTUE-FM Dayton, Ohio; WDJX-AM-FM Louisville, Ky., and KGGO(AM)-KDMI-FM Des Moines, Ia. Price: \$115 million.

KOLD-TV Tucson; WSAV-TV Savannah, Ga.; WECT-TV Wilmington, N.C.; WJTV-TV Jackson and WHLT-TV Hattiesburg, both Mississippi; KSFY-TV Sioux Falls, KPRY-TV Pierre and KABY-TV Aberdeen, all South Dakota Seller: The News Press and Gazette Co. Buyer: New Vision Communications Inc. Price: \$110 million.
WKYT-TV Lexington and WMYT-TV Hazard, both Kentucky Seller: Don W. Stephens, rehabilitator for Ky. Life Insurance Co. Buyer: Gray Communications Systems Inc. Price: \$34 million.
WHYN-AM-FM Springfield, Mass., and WBBB(FM) Providence, R.I. Seller: Wilks-Schwartz Broadcasting. Buyer: Radio Equity Partners Ltd. Price: \$25.65 million.

WDBD(TV) Jackson, Miss., and WDSI-TV Chattanooga, Tenn. Seller: D&K Broadcast Properties Ltd. Buyer: Pegasus Broadcast Television Ltd. Price: approximately \$21 million.

WWNC(AM)-WKSF-FM Asheville, N.C., and WOLZ-FM Fort Myers and WFKS-FM Palatka, both Florida Seller: Pine Trails Broadcasting Co. Inc. Buyer: Asheville Broadcasting Corp. Price: \$20.5 million.

WMC-AM-FM-TV Memphis Seller: E.W. Scripps Co. Buyer: Ellis Communication. Price: \$65 million.

WCGV-TV Milwaukee and WTTQ-TV Birmingham, Ala. Seller: ABRY Communications. Buyer: Sinclair Broadcast Group Inc. Price: \$60 million.

Clear Channel/Metroplex merger WMTX-AM-FM Tampa and WHYI-FM Miami, both Florida; WERE(AM)-WNCX-FM Cleveland, and WXBK(AM)-WUFM-FM Buffalo Price: \$54 million.

WKYT-TV Lexington and WYMT-TV Hazard, both Kentucky Seller: Kentucky Central Television Co. Inc. Buyer: Gray Communications Systems Inc. Price: \$38.05 million.

WTVH(TV) Syracuse, NY and KSEE(TV) Fresno, Calif. Buyer: Granite Broadcasting Corp. Seller: Meredith Corp. Price: \$32 million.

WXTR-FM Washington and WMBX(FM) Richmond, Va. Seller: Four Seasons Communications. Buyer: Liberty Broadcasting. Price: \$30 million.

WAPE-FM Jacksonville, Fla. and WFYV-FM Atlantic Beach, Fla. Seller: Evergreen Media Corp. Buyer: Hirsch Holdings of Cleveland Inc. Price: \$19.64 million.

WNUA-FM Chicago; WXKS(AM) Everett and WXKS-FM Medford, both Massachusetts; WYXR-FM Philadelphia; WPXY-AM-FM Rochester and WHTT-AM-FM Buffalo, N.Y., and WRFM-FM Kannapolis, N.C. Seller: Pyramid. Buyer: Vestar Equity Partners LP. Price: \$18 million.

WACH-TV Columbia, S.C., and WEVU(TV) Naples, both Florida Seller: FCVS Communications. Buyer: Ellis Communications. Price: \$15 million.

WTWS(TV) New London, Conn. Seller: R&R Media Corp. Buyer: ValueVision. **WTKK(TV) Manassas, Va.** Seller: National Christian Broadcasting Network. Buyer: ValueVision.

KRTW(TV) Baytown, Tex. Seller: Pray Inc. Buyer: ValueVision. Price: \$14.5 million for all three stations.

KFOX(FM) Redondo Beach and KRZE-FM Ontario, both California Seller: Torrance Media Partners (KFOX) and Boulder Ridge Cable TV (KRZE-FM). Buyer: Chagal Communications. Price: \$14 million.

KHOP(FM) Modesto and KHOV(FM) Mariposa, both California Seller: Fuller-Jeffrey Broadcasting Companies Inc. Buyer: Citadel Communications Corp. Price: \$6 million.

WSYW(AM) Indianapolis, WSYW-FM Danville and WCBW-FM Columbia, all Indiana Seller: Howard Warshaw and Miriam Warshaw. Buyer: Marvin B. Kosofsky. Price: \$5.7 million.

WGTQ-TV Sault Ste. Marie and WGTU-TV Tra-

verse City, both Michigan Seller: Scanlan Communications. Buyer: Thomas Scanlan. Price: assumption of liabilities and obligations valued at \$5.430 million.

KYKS(FM) Lufkin and KIXS(FM) Victoria, both Texas Seller: Osburn-Reynolds Group. Buyer: Gulfstar Communications Inc. Price: \$4.068 million.

WSDR(AM)-WSSQ-FM Sterling and WZZT-FM Morrison, all Illinois Seller: Sterling Radio Stations Inc. Buyer: LH&S Communications Inc. Price: \$3.2 million.

KIIZ-FM Killeen and KLFX(FM) Harker Heights, both Texas Seller: Conner Communications and Mid-Texas Communications. Buyer: Sonance Killeen. Price: \$2.5 million.

WMMM-FM Verona and WYZM-FM Waunakee, both Wisconsin Seller: Horizon Media Inc. Buyer: Woodward Communications Inc. Price: \$2.4 million.

KYAK(AM)-KGOT-FM Anchorage and KIAK-AM-FM Fairbanks, all Alaska Seller: bankruptcy trustee of Olympia Broadcasting. Buyer: Comco Broadcasting Inc. Price: \$1.9 million.

WAIR(FM) Atlanta and WTRV(FM) Leland, both Michigan Seller: W-Air Inc. and Grand Traverse Broadcasting Co. Buyer: Northern Michigan Radio Inc. Price: \$1.165 million.

WKPV-TV Ponce and WSJN-TV San Juan, both Puerto Rico Seller: Multi-Media Television Inc. Buyer: Interstate General Properties. Price: \$1 million.

February 9, 1994

RADIO EQUITY PARTNERS LIMITED PARTNERSHIP

has acquired

WCKT(FM)

Fort Myers (Lehigh Acres), Florida
from

SANDAB COMMUNICATIONS OF FORT MYERS INC.

The undersigned initiated the above, assisted in the negotiations and acted as the exclusive broker for the transaction.

Richard A. Foreman Associates

Media Brokerage & Consulting

330 Emery Drive East
Stamford, Connecticut 06902
203 327-2800

Arbitron moves to boost response rates

Plan includes getting diaries to homes faster and new packaging for large households

By Jim Cooper

The Arbitron Co. last week said it will shorten the delivery time and change the packaging of its surveys to help increase the response rates of its syndicated radio ratings service.

Arbitron will begin its attempts to get diaries to respondents faster for its winter 1994 survey and will introduce special packaging for diaries targeted to larger households in its spring 1994 survey.

Faster diary placement

Arbitron is betting that the sooner a person has the opportunity to fill out a diary, the greater the chance it will be completed and returned. Arbitron hopes to reduce the time between a person's commitment to be in the survey and the date the diary is received from as many as four weeks to two.

This tighter response window was tested during Arbitron's winter 1993

survey, and the company said it resulted in significantly higher response rates compared with families that had to wait longer to receive their diaries. Arbitron said it has modified its software and systems to speed up placement without damaging the sample monitoring controls.

New packaging for large households

Arbitron has found that larger households generally have lower response rates. To solve this problem, it developed a new package designed to make it easier for family members in large households to notice and distribute the diaries.

The new packaging will place each person's diary, premium and "guide to" brochure in a separate sleeve. The sleeved diaries will be mailed first class in brightly colored boxes. The box replaces an envelope that Arbitron feels may have been overlooked.

The new package was tested during

the summer 1993 survey and showed a significant improvement in the return rate of the test group.

Deteriorating response rates have been a problem for everyone involved in gauging public opinion for the past 10 years, says Arbitron's Thom Mocarsky: "People are increasingly reluctant to participate in surveys."

That opinion was supported by The Interep Radio Store's Marla Pirner, executive vice president, director of research. She expects the new procedures will improve response rates which, she says, continue to be eroded by a number of factors.

Pirner, who was in consumer research before entering the radio business, says sample participation has been hurt by such phenomenon as two-income families not wanting to take the time and by tele-marketers posing as survey takers: "People have busier lives" or are "wary and disinclined to participate." ■

Expanding Interep

The Interep Radio Store last week said it will expand its Format and Demographic Network program to generate new sources of advertising sales revenue. Additional networks to be added to the four existing unwired networks—News-Talk Radio Format Network, Country Radio Format Network, Urban radio Format Network and 12-24 Radio Demographic Network—are Hispanic, Direct Response and Infomercial.

Marc Guild, president of Interep's marketing division, says the new formats were inspired by the success of the Format and Demographic Network program which bought in about \$8 million in new business to radio in 1993.

Interep also plans program improvements including: Providing more current format-specific research, creating an advisory

board for each of the Format and Demographic Networks and organizing more events that will promote the strengths of each format.

Premiere Radio sells sports

Selling five sports programs it acquired in 1993 to Major Networks Inc. for \$2.7 million last week, Premiere Radio Networks Inc. reported a pre-tax gain of \$1.7 million.

Premiere also announced last week that it will enter into a separate three-year sales representation agreement with Major Networks Inc. For additional compensation, the agreement has Premiere acting as exclusive network sales rep for the five programs.

BIA sees Sunbelt shining

BIA Publications Inc. says long-term growth in the nation's Sunbelt is showing signs of rebounding. BIA's report, "Investing in Radio

1994," predicts that most of the markets that will show an average annual growth rate above 7% from 1993 to 1997 are in the Sunbelt. The report listed 13 markets showing a growth rate above 7%. Jacksonville, Fla., and Austin, Tex., topped the list with at 7.9%.

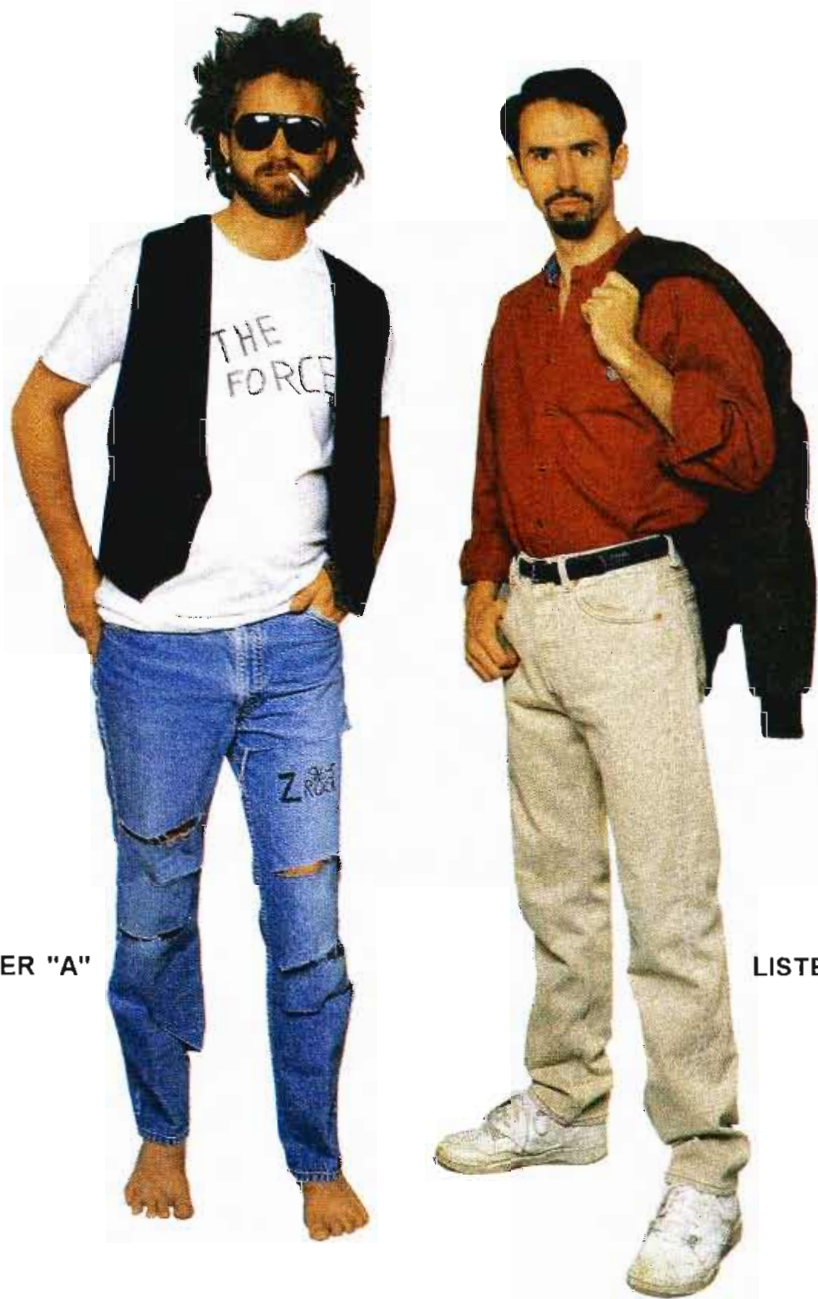
Nugent unleashed as morning man

Ted Nugent, one of the wild men of rock, will host the 6-10 a.m. morning radio show on Z-Rock, ABC/SMN's 24-hour rock radio format. Nugent, who is known for being outspoken on a variety of political and social issues, will appear May 2-13. The shows will originate from ABC/SMN's Dallas studios.

Z-Rock is carried in 18 markets via satellite and has a target demographic of 18-34-year-old listeners.

—JC

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TV ad revenue jumps 11% in 4th quarter '93

Television Bureau of Advertising says full-year numbers topped 1992 by 4%

By Jim Cooper

Television advertising revenue continues to grow, reflecting the economy's steady but slow rise out of recession, the Television Bureau of Advertising reported last week.

Pointing to factors such as the 46% increase in business by loan and mortgage companies that signaled a corresponding rise in home buying, TVB's figures show television advertising revenue climbing 4% in 1993 over 1992. The bureau also reported that television advertising closed out the fourth quarter of last year 11% ahead of the previous year.

According to TVB, local ad spending was up 6%, to \$5.57 billion for the year. Spot sales grew 3% to \$5.62 billion and spending in syndication and network television rose to \$12.51 billion, a 4% hike.

Local—The top local spenders were restaurants and drive-ins, which spent 11% more than in 1992. Auto dealers increased their spending by 20%, while furniture stores spent 13% more. The leading local advertisers were Pepsico, which increased its spending 12%, and the Walt Disney Co., which spent 54% more on local ads.

Spot—The spot category saw increased activity by automotive advertisers, which spent 11% more than in the previous year. The sporting goods and toys category was up 20%. Categories related to home buying also showed solid increases. Insurance rose 18%, household equipment and supplies grew 25% and household furnishing were up 26%. The spot gains were helped by leading advertisers Chrysler, GM and Ford, which raised their spending

Summing up 1993 ad spending

	4th qtr. '92	4th qtr. '93	% Chg.
Local TV	\$1,444,401,700	\$1,588,665,300	10%
Spot TV	1,596,677,500	1,715,677,800	7%
Net & Ntl. Syndicated	3,315,175,300	3,758,813,700	13%
Total	\$6,356,254,500	\$7,063,156,800	11%

Full year summary

	1992	1993	% Chg.
Local TV	\$5,270,743,500	\$5,565,831,300	6%
Spot TV	5,469,330,000	5,618,536,300	3%
Net & Ntl. Syndicated	12,039,654,500	12,513,143,600	4%
Total	\$22,779,728,000	\$23,697,511,200	4%

27%, 24% and 19%, respectively. The spot category also benefitted from AT&T which increased its spending by 64% in 1993.

The fourth quarter showed more

dramatic increases, with total local spending up 10%, spot rising 7% and syndication and network up 13%, according to Abritron's Media-Watch. ■

Turner Broadcasting takes spin with AAA

By Jim Cooper

Turner Broadcasting last week announced the closing of a \$5 million-\$15 million corporate advertising deal with the American Automobile Association.

The deal, which took nine months to complete, will be the 92-year-old AAA's first national advertising campaign. The partnership is also the largest deal to be cut by Turner Corporate Sales, which was formed last year to strike marketing arrangements with major corporations.

The agreement with AAA involves all Turner domestic cable networks, including TBS Superstation, TNT, CNN and Headline News and Cartoon Network. It also will include Turner Publishing and the Goodwill Games. "This agreement represents the type of marketing partnership we had in mind when we created Turner Corporate

Sales,"

said Rick

Sirvaitis, executive vice president Turner Broadcasting and head of the Turner Corporate Sales initiative in announcing the deal.

The campaign will begin during Turner's coverage of the Goodwill Games, July 23 to Aug. 7. The ongoing TV campaign will run on other Turner outlets during the fourth quarter of this year and continue through the third quarter of 1995. Hertz and Disney and other AAA marketing partners likely will have some role in the campaign.

AAA has about 35 million members and 1,000 travel agency locations in the U.S. and Canada. "This is an excellent opportunity to position AAA as unique in the marketplace," said Graeme Clarke, VP of AAA travel, marketing and financial service. ■



Toward HDTV's 'Immense Alliance'

The news two weeks ago that Japan was planning to abandon its MUSE analog HDTV system was a double-edged victory for Frenchman Michel Pelchat, a leading proponent of terrestrial digital high-definition television for Europe.

On one hand, according to Pelchat, it was a victory for the principle of digital HDTV over analog—and a potential new partner for a one-world standard. On the other, it was a wake-up call that an economic force to be reckoned with was getting into the digital HDTV picture.

Pelchat, a member of the French Parliament, is chairman of the Association for the Television of the Future, which is promoting Le Très Grand Alliance, a proposed world digital HDTV broadcast standard. Now that Europe has effectively abandoned its plans for analog HDTV (the D2MAC and HDMAC systems) and the U.S. has its Grand Alliance system, Pelchat believes that it is an opportune time to agree on and pursue a world digital transmission standard.

Pelchat, through translator Midhat Gazalé, vice chairman of ATF, spoke to BROADCASTING & CABLE editors in Washington about that goal.

B&C: You come at a historic moment, as the Japanese have struck their flag on MUSE and are heading for the digital world, which we take it is your assignment?

Gazalé: Michel Pelchat was among the first, if not the first, to try to sensitize people to the fact that the future of television was not in D2MAC, but in digital—and not as a remote step to come later. D2MAC was born as a reaction to the penetration of the market by the Japanese, who were driving very hard for Europe adopt MUSE, but Michel was always saying it's not because the Japanese are doing this that you should counteract with analog technology, which itself was doomed. Even MUSE, he said, someday will be given up, which has happened.

Pelchat: In France—and generally in Europe—but France in particular, television is really terrestrial. Cable has not made great inroads, and satellite is very limited. And the HDTV we were talking about is obviously terrestrial. Therefore, those who have positions are very reluctant to change and are very fearful of the introduction of

backward because they're not addressing the terrestrial problem until after the turn of the century, and that is giving birth to PAL Plus which is a 16x9 terrestrial but still an analog system. And if this proliferates, it means that European viewers will have another whole set of wide screen analog receivers, and then someday have to change all of those to digital.

Americans have set themselves an extraordinary challenge: that HDTV should fall in the 6 mhz allotted to them and nothing else—and in between NTSC without interference. It's a big challenge, but if you put the bar at six meters, the guy will try to jump six meters. If you put it lower, he will not try six meters. So we think that the FCC has done the right thing in going for terrestrial high-definition TV.

B&C: Can Europe resist the conclusions of the American FCC?

Pelchat: Yes.

B&C: But the Japanese could not resist?

Pelchat: There are three major players: Japan, Europe and the United States. Each on its own makes great advances, but unless—in this particular field—they go together, hand-in-hand, the Japanese on their own can make a very serious push and gain market share in both places.

The abandonment of MUSE was smart. They're going to go gung-ho [into digital HDTV], and this should be feared. I mean, we view it with joy because it gives us more satisfaction that we have won on ideas, but economically they're going to put the [pressure on].

The problem is that the Grand Alliance system is nearly finished—and testing. And the present plan in Europe doesn't have terrestrial HDTV until the 21st century.

Either this system must be delayed or that system accelerated, or there won't be any concurrence. It's a mistake to place terrestrial on the back burner.



Michel Pelchat (r), chairman, Association for the Television of the Future, and Midhat Gazalé, vice chairman, are working for a worldwide digital HDTV transmission standard.

upheavals in their technology.

Of course, we at the ATF viewed with great satisfaction the Grand Alliance toward which we were working. And now, we would like to welcome the emergence of the Très Grand Alliance, which, of course, would extend to Europe.

Now, perhaps, we are talking about the Immense Alliance—a term we just coined—with the Japanese.

If you look at the various agendas of moving into digital, the agenda in Europe seems to be cable and satellite, and—perhaps at some remote later time—terrestrial. If we take this piecemeal approach, this or that succession of events may not be the optimum one because the first is not necessarily going to be a stepping stone to the second, or to the third. Whereas, going for digital, terrestrial high-definition TV right away, you have solved the difficult problem first.

B&C: As the FCC has done?

Pelchat: Right. You solve the difficult problem first, and then cable and satellite are easier to solve. In some sense the European agenda is a little

Warning lights on the superhighway

Report says consumers may have topped out on 'multimedia' spending

By Geoffrey Foisie

Media companies have looked to small marketplace tests to judge consumer acceptance of new video and information offerings. But a recent Morgan Stanley & Co. report says macroeconomic data alone warns that consumers may not "continue to ante up on these new technologies."

Using Department of Commerce statistics, report author Stephen Roach estimates that U.S. households already spend 3.3% of their disposable income on "multimedia," a category that includes computers, TV/audio repair and electronic entertainment hardware and software such as cable TV, motion picture admissions and videocassette rentals.

Multimedia's share of income is up

from roughly 2.8% 10 years ago and is larger than the share going toward cars and trucks, Roach says. Furthermore, multimedia spending represents approximately 10% of consumer discretionary outlays.

One reason Roach questions the industry's ability to extract even more money from the consumer is that consumer disposable income growth has slowed. During the past six years, he says, its annual increase, adjusted for inflation, was just 1%, down from roughly 3% in the prior period.

Roach says that disposable growth may pick up, "but it is not going back to 3%."

The rise in multimedia spending, he adds, "is not trivial.... You have to ask yourself where consumers will get the wherewithal to continue to boost their

outlays."

Many consumers have been working longer and harder and have less time for leisure, Roach adds.

Roach analogized media's current outlook with that of information technology providers. Many of their customers in the service industries, who bought billions of dollars of information technology, found that productivity hadn't really increased. Those customers thus became very selective about which additional purchases they would make.

"What we found in the corporate experience was that a blind addiction to technology was destructive," Roach says. "Similarly, if media providers are planning to play off consumers' addiction to technology, I think they will be in for a rude awakening." ■

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IRS wants to make a deal

Service seeks to break backlog of disputes over 'intangible' assets

By Geoffrey Foisie

The Internal Revenue Service hopes to cut a deal with TV station and cable system operators over "intangible" assets. However, at least one industry tax lawyer thinks the deal may not be good enough to interest the industry and may further delay settlements or litigation of the relevant disputes.

The particular issue that the IRS wants to settle involves past returns of companies that have acquired TV station or cable systems. Following such acquisitions, new owners traditionally have tried to list as an expense the "writing down" or amortization of the value of cable franchises, broadcast licenses and certain other "intangible" assets. Such an expense helps to re-

Continued on page 54

Changing Hands

This week's tabulation of station and system sales

WDAS-AM-FM Philadelphia □ Purchased by Beasley FM Acquisition Corp. (George Beasley, CEO/director) for Unity Broadcasting Network Inc. (Eugene Jackson, CEO/president) for \$25.85 million. **Buyer** owns WWCN(AM) N. Fort Myers, WPOW(FM) Miami, WRXK(FM) Bonita Springs, all Florida; WJMH(FM) Reidsville, WTSE(AM)-WKML(FM) Lumberton, WCKZ(FM) Gastonia and WYED-TV Goldsboro, all North Carolina; WXTU(FM) and WTEL(AM) Philadelphia; KAAY(AM) Little Rock, Ark.; WGAC(AM) Augusta, Ga., and WLYZ(FM) Greer, S.C. **Seller** has no other broadcast interests. **WDAS** (AM) has gospel/talk format on 1480 khz with 5 kw daytime. **WDAS-FM** has black adult contemporary format on 105.3 mhz with 3.3 kw and antenna 870 ft. **Broker: Americom Radio Brokers.**

KYA-FM San Francisco □ Purchased by Alliance Broadcasting (John Hayes Jr., president/CEO) from First Broadcasting Co. (Ron Unkefer, president) for \$18 million. **Buyer** owns KFRC-AM-FM San Francisco; KYNG(FM) Dallas and KSNN-FM Arlington, both Texas, and WYCD(FM) Detroit. **Seller** owns KSFO(AM) San Francisco. **KYA-FM** has oldies format on 93.3 mhz with 50 kw and antenna 492 ft. **Broker: Media Venture Partners.**

KUBE(FM) Seattle □ Purchased by New Century Seattle LP (George V. Kriste, chairman) from Cook Inlet Radio License Partnership (Roy Huhndorf, president/CEO) for \$17.4 million. **Buyer** has no other broadcast interests. **Seller** owns WPGC-AM-FM Washington; KBXX-FM Houston; WSMV-TV Nashville, and WTHN-TV New Haven, Conn. **KUBE** has CHR format on 93.3 mhz with 100 kw and antenna 1,291 ft. Filed Feb. 14 (BALH 940214GM).

WKDM(AM) New York □ Purchased by Way Broadcasting (Arthur Liu, president) from

United Broadcasting Co. (Gerald Hroblak, chairman) for \$6.94 million. **Buyer** owns WNWK-FM Newark, N.J./New York, New York. **Seller** owns KALI-FM San Gabriel (Los Angeles), Calif. **WKDM** has Spanish format on 1380 khz with 5 kw. **Broker: Star Media Group.**

WDJX-AM-FM Louisville, Ky. □ Purchased by Regent Communications Inc. (Terry Jacobs, president) from American Radio Systems (Steven Dodge, chairman) for \$5.5 million. **Buyer** owns WLTQ-FM Dayton, Ohio. **Seller** owns WRKO(AM)-WBMX-FM Boston; WZMX-FM Hartford, Conn.; WCMF-FM/WRMM-AM-FM Rochester, WNBZ(AM)-WHWK-FM Binghamton, and WYRK-FM Buffalo, all New York; WMMX-FM/WONE(AM)-WTUE-FM Dayton, Ohio, and KGGO-FM and KDMI-FM Des Moines, Iowa. **WDJX(AM)** has CHR format on 1080 khz with 10 kw daytime. **WDJX-FM** has CHR format on 99.7 mhz with 24 kw and antenna 715 ft. **Broker: Blackburn & Co. Inc.**

WTMC(AM) Ocala, Fla. □ Purchased by Paxson Communications Corp. (Lowell "Bud" Paxson, president/director) from American Network Group Inc. (Robert J. Williamson, president/director/COO) for \$2.5 million. **Buyer** owns WINZ(AM) Miami, WLVE-FM and WZTA-FM Miami Beach, WHNZ(AM) Pinellas Park, WHPT-FM Sarasota, WWNZ(AM) Orlando, WJRR-FM Cocoa Beach, WWZN(AM) Winter Park, WMGF-FM Mt. Dora, WZNZ(AM), WNZS(AM) and WROO-FM Jacksonville, WAIA-FM Callahan and WSTF(FM) St. Augustine, all

Florida, and WFKB(AM) Colonial Heights, Tenn. **Seller** owns WPTN(AM)-WGSQ-FM Cookeville, Tenn. **WTMC** has news/sports format on 1290 khz with 5 kw daytime. Filed Jan. 20 (BTC940120 EC).

KQAM(AM)-KEYN-FM Wichita, Kan. □ Purchased by Radio Management Inc. (C.T. Robinson, president/director)

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$10,576,000 □ 4

FM □ \$35,650,000 □ 3

Combos □ \$34,900,000 □ 4

TVs □ \$0 □ 0

Total □ \$81,126,000 □ 11

So far in 1994:

AMs □ \$24,466,014 □ 35

FMs □ \$117,627,000 □ 69

Combos □ \$301,506,052 □ 50

TVs □ \$192,750,000 □ 13

Total □ \$736,349,066 □ 167

SOLD!

WJMN-FM, Boston, MA from Pyramid Broadcasting, Richie Balsbaugh, CEO, to Ardman Broadcasting, Myer Feldman, President, for \$23,000,000.

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from Clear Channel Radio Licenses Inc. (L. Lowry Mays) for \$2 million. **Buyer** owns KUDY(AM)-KKZX(FM) Spokane, KTCR(AM)-KEGX(FM) Kennewick/Richland and KEYF-AM-FM Dishman/Cheney, all Washington; KTWK(AM)-KVUU(FM) Colorado Springs/Pueblo, Colo.; KZKX(FM) Seward and KTGL(FM) Beatrice, both Nebraska, and WAVH(FM) Mobile, Ala. **Seller** owns 15 AMs, 17 FMs and 7 TVs. KQAM has nostalgia/big band format on 1410 khz with 5 kw daytime. KEYN-FM has adult contemporary format on 103.7 mhz with 95 kw and antenna 859 ft. Filed Feb. 3 (AM: BAL940203EC; FM: BALH940203ED).

KMDL(FM) Kaplan and KFTE(FM) Breaux Bridge, both Louisiana □ Purchased by Schilling Distributing Co. Inc. (Herbert E. Schilling II, president) from Mid-Acadiana Broadcasting Corp. (Ernest J. Alexander, president) for \$1.55 million. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KMDL has country format on 97.3 mhz with 42 kw and antenna 535 ft. KFTE has easy listening format on 96.5 mhz with 22.5 kw and antenna 328 ft. Filed Feb. 3 (KMDL: BAPH940203GN; KFTE: BAPLH940203GM).

WBDN(AM) Brandon, Fla. □ Purchased by Bloch Broadcasting Companies Inc. (H.I. Bloch, CEO/director) from Asti Broadcasting Corp. (Kenneth Zerbe, president) for \$961,000. **Buyer** owns KLXR(AM) Redding Calif. **Seller** has no other broadcast interests. WBDN has news/talk format on 760 khz with 10 kw daytime. Filed Jan. 26 (BAPL940126EA).

WMTO-FM Port St. Joe (Panama City), Fla. □ Purchased by Transportation Group International (Tim O'Brien) from Donald G. McCoy, receiver, and Redge Mahaffrey, for \$250,000. **Buyer** and **seller** have no other broadcast interests. WMTO-FM has adult contemporary format on 93.5 mhz with 1.3 kw and antenna 600 ft. *Broker: Hadden & Associates.*

KZEE(AM) Weatherford, Tex. □ Purchased by Richardson Commercial Corp. (David and Judy Richardson) from Harry Cure, bankruptcy trustee, for \$175,000. **Buyer** owns KGRT-AM-FM Las Cruces, N.M. **Seller** has no other broadcast interests. KZEE has adult contemporary/country format on 1220 khz with 500 w daytime and 7.9 w night. *Broker: Bill Whitley.* ■

IRS

Continued from page 52

duce taxable income.

The IRS traditionally has fought to disallow such intangible amortization. However, the U.S. Supreme Court ruled that intangibles could be amortized if the owner could show that they had an ascertainable value and a limited useful life. And federal courts recently found that Jefferson-Pilot and Tele-Communications Inc. met the above test and qualified for amortization involving FCC licenses and network affiliation agreements, and cable franchises, respectively.

A final blow to the IRS came when Congress legislated the amortization of intangibles for tax purposes. However, the new law applies only to acquisitions made after July 25, 1991.

The deal the IRS now proposes is for acquisitions before July 1991.

Owners would be allowed amortization, but must allocate a reduced value to such assets. That reduction would be the greater of either 15% or an amount determined by a formula. The amount reduced would be added to the value of unamortizable assets.

The IRS does not intend to make the settlement offers to all companies. But Michael Hines, a partner with Dow, Lohnes & Albertson, says that the IRS is almost certain to try to settle broadcast and cable cases. However, he says, because of the recent court victories, many media companies would be better off trying to get full deductibility.

The IRS offer won't be made if the company is seeking a refund on taxes paid, nor will it be made where the company amended its return seeking even greater intangible amortization than claimed.

The IRS hopes to notify companies of proposed settlements by April 1. ■

Three-network revenue declined in 1993

Three-network net revenue was down slightly in 1993, to \$7.4 billion, but the underlying trend was good.

The decline reported last week by ABC, CBS and NBC to the Broadcast Cable Financial Management Association was more than accounted for by the lack of political advertising and the Olympics that year, the association said. Advertising dollars that ran in sports programming were \$1.63 billion in 1993, compared with \$2.2 billion in 1992. Also in 1992, \$46 million came in in political advertising revenue, while the big three took in none in 1993.

Despite the fact that most of the political revenue was lost in the fourth quarter of 1993, the three networks reported a 7.3% net revenue gain in that period, to \$2.2 billion. Late night, boosted in part by *Late Show with David Letterman* and a higher number of homes-using-television, showed a 13.3% increase, to \$90.5 million.

Some revenue changes in specific dayparts reflected switches of certain time periods to or from those dayparts. For instance, *Saturday Today* is counted in A.M., so the show's introduction helped ad revenue in that category, while revenue was subtracted from the children's category. —GF

ABC, CBS, NBC revenues

Daypart	4th qtr '93 Net revenue from time sales (in millions)	% change from 4th qtr '92 ¹	1993 Net revenue from time sales (in millions)	% change from '92 ²
Prime time	\$916,084	8.06	\$3,462,581	9.47
Late night	\$90,470	13.33	\$320,593	12.55
A.M.	\$73,426	15.36	\$246,245	12.55
Daytime	\$262,193	3.68	\$900,666	1.06
Children	\$47,422	(6.36)	\$132,095	5.69
Sports	\$644,462	8.12	\$1,631,279	(26.06)
News	\$195,672	4.29	\$736,900	7.80
Total	\$2,229,729	7.28	\$7,430,359	(1.88)

¹ Fourth quarter 1992 included political advertising revenue of \$39.75 million

² 1992 included political advertising revenue of \$46 million

Source: Data gathered by Ernst & Young on behalf of Broadcast Cable Financial Management Association

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House panel approves superhighway bills

Under pressure, Tauzin withdraws broadcaster spectrum flexibility amendment

By Kim McAvoy

Much to the chagrin of broadcasters, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) last week put a crimp in their plans to use their spectrum for nonprogramming services.

Dingell seemed troubled by a proposal that would give broadcasters "flexibility" to use their spectrum for nonbroadcast services if they paid for the spectrum. The chairman expressed concern that such a move might "reduce, restrict or eliminate" broadcasters' obligation to serve the public interest.

Dingell made his concerns known last week when the House Telecommunications Subcommittee was considering H.R. 3636, an information superhighway bill. Dingell raised enough questions about the spectrum amendment, and just how broadcasters might use additional spectrum, that amendment sponsor Billy Tauzin (D-La.) withdrew it.

As for the information superhighway bill, it underwent a series of revisions before the subcommittee approved it last Tuesday by voice vote. The measure would permit local telephone companies to offer cable in their service areas and would open the local telephone market to competition. It also would direct the FCC to review its radio and television station ownership rules. The bill is sponsored by subcommittee Chairman Ed Markey (D-Mass.) and the panel's ranking Republican, Jack Fields of Texas.

The subcommittee also approved H.R. 3626, which would permit regional Bell operating companies to enter the long-distance telephone business. That bill is sponsored by

Dingell and Jack Brooks (D-Tex.).

But the issue of granting broadcasters the flexibility to expand their offerings beyond programming is not dead. An aide to Tauzin said Tauzin still wants to offer the amendment

plan on being big players in personal communications systems don't like the idea of having more competition in a wireless communications marketplace. And, they complain, broadcasters would be getting the spectrum

without having to participate in a competitive bidding process and would pay far less than they would.

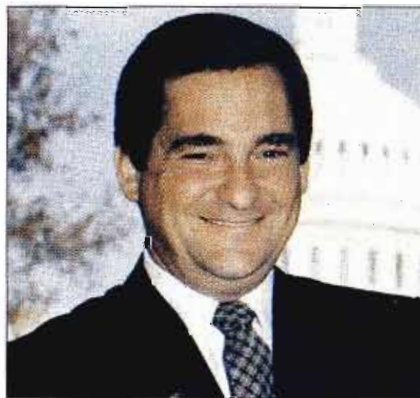
Dingell was not alone in his opposition. Subcommittee members Rick Boucher (D-Va.) and Mike Synar (D-Okla.) raised other objections to the spectrum amendment. Boucher said the government would

lose money on the deal. But Tauzin insisted broadcasters would pay the market price for spectrum for "ancillary and supplemental" services.

"I've got real problems with this. I think we've got a grazing fee for telecommunications. [Broadcasters] have the best of the spectrum," Synar said. Moreover, Synar pointed out, broadcasters are getting free additional spectrum for HDTV. If broadcasters don't want to use it for HDTV, he said, it should go to somebody who will pay for it.

Fields also backed the amendment, arguing it would not devalue the price of spectrum the government intends to auction. And, Tauzin said, the amendment was drafted to insure that broadcasters' obligations to serve the public interest are "tightly protected."

Tauzin's spectrum amendment is not the only controversial issue likely to arise when the Energy and Commerce Committee takes up H.R. 3636. Tauzin also wants the measure to establish "regulatory parity" among competing industries. That move, critics say, essentially would deregulate telephone companies and permit them to escape rate-of-return regulation. ■



Representative John Dingell, left, put a stop to an amendment by Billy Tauzin, right. Tauzin still wants to give broadcasters flexibility to use their spectrum for nonbroadcast services and will make his pitch to Dingell's Energy and Commerce Committee.

when the full Energy and Commerce Committee takes up the bill later this month. Tauzin wants to "work this out" with Dingell, the aide said.

Dingell clearly caught everyone by surprise. "No one expected his opposition," one Capitol Hill staff member said. Certainly, broadcasters felt they had the support they needed in Markey and Fields. And as one industry source said, "We had reason to believe [Dingell] is not averse to the concept of broadcasters utilizing their spectrum."

Dingell, one Hill observer noted, may have viewed the amendment as a "big grab" by the broadcasters and did not like the fact they were trying to "get a leg up" on their competition.

It's unclear what nonbroadcast services stations might offer, although with digital technology they could deliver digitized video, voice, data and audio to televisions, computers and personal digital assistants.

Before the subcommittee's vote, cable and cellular industry representatives, among others, began expressing their opposition to the idea of broadcasters using spectrum for nonbroadcast services. Cable and others that

FCC incentives sought in comparative hearing cases

Freeze creates uncertainty over commission rules; lift of settlement cap sought

By Christopher Stern

The FCC's freeze on comparative broadcast licensing hearings has the lawyers involved in the 50 or so remaining cases looking for increased incentives from the commission when they come to settlement.

The freeze, imposed last month, is expected to last several months, and the FCC is encouraging parties—some have been in the system since 1983—to reach a settlement. The freeze was issued after the U.S. Court of Appeals in Washington threw out integration of ownership as a criterion in comparative hearings. The freeze also affects comparative renewals.

In the freeze announcement, the FCC states it will consider revisiting a rulemaking on comparative hearings that dates from 1992. That rulemaking looked at four criteria for comparative hearings: integration, proposed programming, past record and auxiliary power.

Lawyers involved in the cases say there will be some settlements

because of the uncertainty over the comparative hearing process. "If I was facing another three or four years of FCC proceeding to get my grant, I would be rather disgusted," said Harry Martin of Teddy Begley & Martin.

But several lawyers report that uncertainty over the commission's rules has renewed interest in a one-time-only removal of the cap on settlements. Currently, settlements are limited to expenses directly related to an application, including legal, engineering and hearing fees. "If you lifted the cap on what you could recover, that would be the biggest thing you could do to get the cases settled," said Alan Campbell of Irwin Campbell & Crowe. Campbell is also president of the Federal Communications Bar Association.

At least one lawyer is considering submitting a proposal requesting the FCC to allow a one-time removal of the ban on financial settlements above direct costs.

Comparative hearings are held by the FCC to decide who is the most

qualified applicant for a particular license. In the past, a criterion the commission considered was integration of ownership and management. Under integration, an owner of a station was expected to be involved in the day-to-day management of the station.

In December, the U.S. Court of Appeals ruled that the FCC had not demonstrated that integration benefited the public interest, although the policy dates from 1965. That decision came in the case of *Bechtel vs. FCC* and involved an FM station in Selbyville, Del.

The freeze, along with the announcement that the commission would revisit the rulemaking, indicates that the FCC will not appeal the integration decision in *Bechtel v. FCC*, many lawyers say.

"The FCC... has very little interest in these comparative hearings. These are the minor leagues of communications law and they are not going to stick their neck out to save the comparative process," Martin said. The FCC has until March 17 to appeal. ■

Viacom endorses stricter ownership limits

Cable operators and programmers have attacked comments filed with the FCC by Viacom, claiming that the MSO has changed its position in midstream on vertical and horizontal ownership limits.

In its comments, filed last week, Viacom endorses stricter limits to support some elements of a proposal by the Center for Media Education and the Consumer Federation of America to lower vertical and horizontal ownership. Viacom recommends that the commission reduce its current limit on subscribers from 30% of homes passed, to 15%. Viacom also supports a 20% channel occupancy limit for cable operators who reach 15% or more of cable homes passed.

In its reply to Viacom, Liberty Media Corp. tells the FCC, "Only two things have changed since Viacom's prior comments were filed—Viacom has acquired Paramount and filed an antitrust suit against TCI, Liberty Media and others. It appears to Liberty Media that Viacom's current reconsideration comments are a belated and unfounded effort to gerrymander the commission's regulations in order to gain commercial advantage and to gain leverage over an opposing party in litigation."

In its filing, Viacom appears to directly attack Tele-Communications Inc., which shares management with Liberty Media Inc. TCI President John Malone also is the CEO of Liberty.

Viacom claims that lower ownership limits are necessary because a large MSO could block a channel from reaching profitability by banning the channel from its systems. In a footnote, Liberty's comments state, "Viacom's assertions merely restate the self-serving testimony of Sumner M. Redstone, Viacom's chairman, before the Senate Subcommittee on Antitrust, Monopolies and Business Rights." During that testimony, Redstone urged the Senate to block QVC's merger with Paramount, claiming it would "enhance TCI's monopoly power and its ability to abuse it."

Time Warner also hits Viacom for endorsing ownership limits of 15% of homes passed. "Viacom makes no effort to reconcile its earlier acknowledgement of the constitutional infirmities inherent in the establishment of subscriber limits with its new position, which calls for more stringent limits than those adopted."

The National Cable Television Association also attacked the Viacom proposal: "In advocating sweeping structural limitations on cable ownership, Viacom, like the petitioners, speculates about the interplay between horizontal and vertical ownership, but fails to produce any evidence to refute the commission's findings."

"The reply comments are devoted to principally to name calling and predictable charges of inconsistency," said Viacom in a response to the replies. —CS

Senator Paul Simon last week told a group of broadcasters that USA Network President Kay Koplovitz recently agreed in a private conversation to the cable industry's antiviolence plan. But, according to a USA spokesman, Simon (D-Ill.) misspoke or misunderstood Koplovitz. Koplovitz told Simon she could not sign on to any agreement that includes a ratings system, as does the cable plan, the spokesman said. Koplovitz, however, did endorse other elements of the plan, including programing advisories, outside monitoring and educational programing, he said.

At a National Association of Broadcasters-sponsored luncheon, Simon commended the broadcasters for their efforts in mitigating TV violence, including agreements to adhere to TV violence including standards and monitor programing. "Real progress has been made," he said.

Simon reiterated his promise to resist legislation regulating TV violence—at least until the industry has had a chance to regulate itself. To head off legislation, Simon is organizing meetings between top broadcast and cable network executives and senators advocating legislation remedies.

Simon addressed the tricky business of defining what



National Association of Broadcasters President Eddie Frlits (l) greets Senator Paul Simon.

constitutes unacceptable violence on TV. At the top of his list, he said, is "violence that glorifies violence"—that is, violence that doesn't deal with its tragic consequences. He also said that cartoons such as *Tom and Jerry* are too violent, and he is concerned about their impact on preschoolers. "I would like to see a little less of that," he said. On the other hand, Simon would like to

see *Schindler's List* air on television, despite the film's graphic violence. However, he added, "I wouldn't want it on at eight o'clock when a lot of kids are watching."

The broadcasters were in Washington to lobby the FCC and Congress on various issues.

FCC Chairman Reed Hundt thinks broadcasters should look at the issue of TV violence as a chance to reforge their bond with consumers. Hundt, in remarks to executives attending a National Association of Broadcasters conference last week in Washington, said the issue presents a "tremendous business opportunity." Echoing remarks he made at the NATPE convention in January, Hundt said violence can be for broadcasters what safety has been for car companies. He suggested that like Chrysler, which invented the van as its family car, broadcasters can invent "new family programing." The chairman said he also would like to see broadcasters use the "power of TV" to help "educate and instruct" children in

school. He urged the industry to help link the nation's schools to the information superhighway.

The FCC will announce the rules for the PCS spectrum auction during its next open meeting, tomorrow, March 8. The commission will establish rules for competitive bidding and procedures to select from among two or more mutually exclusive applications for licenses.

The FCC may be moving to the Portals after all. A federal judge last week ordered the General Services Administration to lease space for the FCC in the Southwest Washington office complex as it was prepared to do two years ago before the commission derailed the plan. But the

agency isn't packing its bags—at least not yet. The building is not yet built, and according to FCC General

Counsel Bill Kennard, the government plans to appeal the ruling by U.S. Court of Federal Claims Judge Robert Hodges. "The judge is just dead wrong," Kennard says. "He doesn't have the legal authority to

move us to the Portals."

After a lengthy competitive bidding process, the GSA in December 1991 selected the Portals as the FCC's new home. But the GSA reneged on the decision two months later, after the FCC protested that its new building was not large enough and would not be ready on time. At the time, the FCC expected to move to its new quarters in January 1993. Upset by the loss of a major anchor tenant for the multibuilding complex, the Portals developers sued to reinstate the original deal. The FCC's blocking of the deal was applauded by communications lawyers and others who do a lot of business at the agency. To them, the Portals is too far from the city's mainstream and, more important, their own offices.

The National Association of Broadcasters isn't taking any chances. NAB last week announced that it is sponsoring a series of regional seminars on license renewal and equal employment opportunity. With license renewals up in May 1995, NAB wants to make sure that small radio broadcasters, especially, are prepared. NAB will announce the dates and locations later this week.

The FCC has announced several appointments, including Judith L. Harris, who was named director of the FCC's Office of Legislative Affairs. Harris comes from the Washington office of Reed, Smith, Shaw & McClay, where she worked on consumer protection and antitrust issues.

In other appointments, the FCC announced that Mary Beth Richards has been named deputy bureau chief, Cable Services Bureau. Richards also will serve as special counsel to the Commission for Reinventing Government. Donald Gips is the new deputy chief of the Office of Plans and Policy. He will oversee the spectrum auction plan. Lauren Belvin was named chief of the Field Operations Bureau's Enforcement Division. ■

Washington Watch

Edited By Kim McAvoy

Classifieds

See last page of classifieds for rates and other information.

RADIO

HELP WANTED MANAGEMENT

Extraordinary GM/GSM or salesperson opportunities with Rockies resort radio group. Fax resumes and references in confidence to 203-938-3912. EOE.

Station manager with strong local sales background, for WZAT FM, Savannah, GA. WZAT is a heritage Rock Hit/New Rock radio station with Ron & Ron in the mornings. Newly recapitalized company requires a selling person who hits the ground running and takes the team approach. Equity kicker available for bright eyed excited secure broadcaster. Letter to: Steve Schurdell, President; Phoenix Broadcasting Partners, Inc. WZAT/WSGA, PO Box 8247, Savannah, GA 31412. EOE.

General manager: Well-financed, growth-oriented, quality group operator seeks successful, sales-driven GM for mid-sized market opportunity. Market, facility, compensation, benefits and future outstanding. Don't be uncomfortable with blind box. Our reputation stands behind commitment to confidentiality. Will reply to all responses. Write to Box B-40. EOE.

General manager: Trumper Communication's WLAP-AM/WMXL-FM/WWYC-FM in Lexington, Kentucky has an opening for a dynamic, results-oriented general manager. If you have the vision and drive to succeed, we provide strong company support as well as autonomy to get the job done. Trumper offers the successful candidate a highly competitive salary and a superior benefit package. If joining a young, growing, aggressive broadcast company is of interest to you, send your resume and cover letter to Mr. Jeffrey Trumper, Trumper Communications, Inc. 900 Oakmont Lane #210, Westmont, IL 60559. Equal opportunity employer.

General sales manager (selling) for unique radio sales operation. Possible general manager/equity position for highly motivated individual. Excellent earning potential. Traffic network experience a plus. Fax your information to 614-793-9248. EOE.

GSM for new FM: Highly motivated GSM needed for new Tulsa FM. Experience and proven track record required. Send resume, salary history and references to: KBXT, PO Box 52069, Tulsa, OK 74152. EOE.

Are you a shining star in managing a top notch sales department? Do you enjoy working with the best in a market? Or maybe your management position was eliminated by LMA or duopoly situations? Then come to work in the 5th safest place to live in the U.S. We're a trio of top rated stations serving SE Ohio and NW West Virginia and we have an immediate opening for you in sales management. Send resume to Box E-1. EOE.

HELP WANTED SALES

NY: Radio buying service expanding retail, medical, legal categories. 2 years + experience required, sales asst. experience OK. 212-447-5900. EOE.

Middle Atlantic: Small-market sales career opportunity with a growing company. On-the-street retail selling—without numbers. Can you get cold prospects excited about being on the radio—and do you have at least one year's experience? Reply to Box B-42. EOE.

Sales managers: National Asian language radio broadcaster with major market stations is looking for highly motivated managers to help us grow. Must be able to create new business and have a winning track record. Resume to 555 Bryant Street, #342, Palo Alto, CA 94301. EOE.

Account executives: National Asian language radio broadcaster with major market stations is looking for aggressive and creative AE's to grow with us. Must be able to sell our new Asian formats and have a winning track record. Resume to 555 Bryant Street #324, Palo Alto, CA 94301. EOE.

HELP WANTED PERSONALITY/TALENT

Looking for afternoon personality and production director for progressive Country AM/FM in SW Okla. Send tape & resume to Karen Thomasson, POB 1360, Anadarko, OK 73005. EOE.

HELP WANTED NEWS

Stringers—wanted nationwide on court/legal stories. Send resume and samples or tapes to PO Box 389, Pennington, NJ 08534. EOE.

Number one radio station in top 20 markets seeks sports talk show host/sports reporter. We are looking for an energetic person with a fresh perspective. Must be a good writer, with at least 5 years broadcast experience. Send resume and aircheck to Box B-15. Equal opportunity employer, M/F.

SITUATIONS WANTED MANAGEMENT

Bob Bolton: Seeking new management challenge. Recently GM/GSM with Eastern NC station I built from CP. Management/sales/programming and construction career spans 25 years. Capable of wearing many hats to reduce your overhead. Call anytime including weekends! 919-249-1893.

GM with direct sales experience seeks GM or SM in Indiana, Illinois, Wisconsin, Iowa or Missouri. 20 years experience, 6 as GM. Want someone who wins? 915-695-2622. All replies answered.

SITUATIONS WANTED NEWS

Sports broadcaster: Young, talented, ambitious recent college graduate. Five years of experience doing live sports talk, sports updates and baseball play-by-play. Willing to relocate. For tape and resume, call Greg Sher. 410-542-2388.

MISCELLANEOUS

I want to buy air-time on Long Island or NYC tri-state area station for Oldies music show. AM or FM. Send rates/best offer. Reply to Box E-2.

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager: Minimum of three years experience on computerized traffic system (BIAS experience preferred). Ability to maximize revenue by inventory management, develop improved systems to streamline traffic process, and strive for zero errors. Must exhibit excellent supervisory/leadership qualities. Send resume and salary requirements to Bob Steltner, General Sales Manager, KXAN-TV, PO Box 490, Austin, TX 78767. EOE.

Local sales manager: Proven management experience as local, national or general sales manager. Must exhibit excellent leadership/management qualities, emphasis on motivation, training and development; proven track record developing alternative revenue sources; experience in marketing research/Marshall Marketing and new business development. Please send resumes to: Bob Steltner, General Sales Manager, KXAN-TV, PO Box 490, Austin, TX 78767. No phone calls please. EOE.

FOX affiliate WTVZ-TV is looking for a general sales manager. Must have at least five years broadcast sales and sales management experience. Send resume to: Elise A. Kennett, VP/GM, WTVZ-TV, 900 Granby Street, Norfolk, VA 23510. No calls please. Equal opportunity employer.

KEYT-TV ABC affiliate in Santa Barbara California is seeking a professional to fill dual role of general sales manager/local sales manager. Six years plus experience required. Necessary to have strong leadership/management skills, local and national experience a must. Proven track record in co-op and vendor sales desirable. Must be able to train and motivate a staff. Computer literacy a must, BMP skills preferred. No phone calls. Send resume to: Attn: General Manager, KEYT-TV 730 Miramonte Drive, Santa Barbara, CA 93109. EOE.

Sales manager: WYZZ-TV Fox 43 seeks a manager for its expanding local sales operation in Peoria, Illinois. This is a great opportunity for an experienced leader and motivator. Call in confidence Dave Wittkamp 1-800-733-2065. EOE.

Manager, EDNET/field operations: Bachelor's degree in Electrical Engineering or equivalency plus 5 years experience in telecommunications or broadcast engineering management, three years supervisory experience and demonstrated oral and written communication skills required. Duties include FCC compliance, translator and microwave system licensing, site negotiation, grant proposals, and developing and managing budgets. Submit two copies of a resume and the names, addresses, and phone numbers of three references to: KUED, Attn: Wanda McCray, Human Resources Department, Job #SW-3578, 101 Annex, University of Utah, Salt Lake City, UT 84112. Close date: April 1, 1994. EOE.

KJCT-TV (ABC) Grand Junction, CO seeks a production manager. Successful candidate must be a strong manager, teacher and team player. Minimum 5 years TV production experience. Computer literacy and video toaster knowledge necessary. Send resume and tape to: J. Hammer, Manager, 8 Foresight Circle, Grand Junction, CO 81505. EOE.

Manager, broadcast operations: Bachelor's degree in Electrical Engineering or equivalency plus 5 years experience in broadcast engineering management, three years supervisory experience and demonstrated oral and written communication skills required. FCC and/or SBE license preferred. Incumbent will provide a professional level of technical operations in compliance with FCC rules and regulations through methods of installing, operating and maintaining all studio and remote electronic equipment. Submit two copies of a resume and the names, addresses and phone numbers of three references to: KUED, Attn: Wanda McCray, Human Resources Department, Job #SW-3584, 101 Annex, University of Utah, Salt Lake City, UT 84112. Close date: April 1, 1994. EOE.

Broadcast group seeks general sales managers for affiliates and indy's in Southeastern region. Must exhibit excellent leadership/management qualities, emphasis on motivation, training and development. Please send resume to: Box E-3. EOE.

Business manager needed at WOWK-TV, Huntington, West Virginia. The one who wins this position must understand and be able to supervise accounts receivable including credit and collections, accounts payable, the personnel functions of a 90-person organization, and the budgeting process. Must be strong in accounting knowledge and well-versed in computers, including Lotus 123. CPA or previous financial management experience is desirable but not required. Equal opportunity employer. Contact: Garry H. Ritchie, Vice President & General Manager, WOWK-TV, 555 5th Avenue, Huntington, WV 25701.

Video production operations manager: Dynamic leader needed to oversee expanding operations of Virginia's leading corporate video production company. Will orchestrate 15 person staff in Richmond including sales, clerical and production. Operations include full effects on-line video suite, digital audio studio, Quantel Paintbox, 3-D Animation, remote and studio video recording. Will serve as client liaison for selected key accounts. Needs 5 years high level experience in video production with emphasis on management. Excellent written communications required. Income package \$45-55K including incentives. Send resume in confidence to: Scott Wheeler, Metro Video Productions, 8 S. Plum Street, Richmond, VA 23220. EQE.

HELP WANTED MARKETING

Promotion producer/director: Looking for creative/cutting edge "hands-on" production oriented producer with a minimum of two years experience. Photography and computer editing skills required. Experience with motion picture film a big plus! Please send tape and resume ASAP to Personnel Manager, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27106. WXII is a Pulitzer Broadcasting Company and an equal opportunity employer.

HELP WANTED SALES

Scarborough Research, the nation's leading local-market qualitative source, is growing. There are immediate openings in our New York and Chicago offices. If you have a proven successful history in broadcast sales, have strong verbal and writing skills, and you are an expert in research and the use of a PC, please forward your resume to: Alan Trugman, VP/Director of Broadcast Sales, Scarborough Research, 11 W. 42nd Street, New York, NY 10036-8088. EQE.

Sales account executive: Top rated television station seeks aggressive account executive to join local sales staff. Applicant must show a track record of developing and expanding both agency and direct accounts. Must be able to demonstrate ability to use ratings and qualitative research information. Good presentation skills and computer literacy required. Inquiries should include resume, references, and compensation expectations and directed to Claudia Brooks, WWL-TV Local Sales Manager, 1024 N. Rampart St., New Orleans LA 70116-2487. WWL-TV is an EEO employer.

Local account executive: WTTO-TV is looking for a seasoned sales professional with a proven track record of success. Must have in-depth knowledge of ratings, research sources, TV Scan and be able to develop new business by presenting new market products. A desire to work in an energy-charged atmosphere of the nation's fastest growing and top ranked Fox affiliate. Send resume, salary requirements and goals to Katy Hodges, GSM, WTTO-TV, PO Box 832100, Birmingham, AL 35283. EQE M/F.

Top 30 Midwest ABC affiliate seeking regional AE with a minimum of three years broadcast sales experience or five years media buying experience. Requires strong communication skills, oral and written, and strong negotiation skills. An individual full of ideas, creativity and drive. Send resumes to Box E-4. An equal opportunity employer M/F.

HELP WANTED TECHNICAL

Online editor for an established production and post-production house in Central Connecticut. Must have a minimum of 3 years experience. Must be fluent with Sony 9000 Editor, GV 200, and multi-channel DVE. Formats include Beta SP, 1" and D2. Please fax resume to: 203-659-4549. EQE.

Southwest VHF network affiliate seeks "hands on" chief engineer. Responsibilities to include experience in maintenance and repair of RF and studio equipment. Computer skills a big plus. People skills a must. Reply in confidence to Box B-18. EQE.

Aggressive and growing Sunbelt affiliate needs an experienced engineer to maintain studio and transmitter equipment in a brand new facility. Equipment includes BTS and GVG switching and graphics. 3/4" video tape. Fixed and mobile uplinks, fiber optic and microwave ENG systems, redundant VHF transmitters, as well as all the basics. Please mail or fax resume to: Chief Engineer, WCBI-TV, PO Box 271, Columbus, MS 39703. Fax# 601-327-0020. EQE.

Mobile facility engineer in charge: Starliner Mobile Video, located in suburban Philadelphia has an immediate opening for an EIC for its 48 foot mobile unit. Position requires a working knowledge in maintenance of Sony 1" & Beta, GVG Switcher, Abekas DVE & ESS, Chyron 4100 & Infinet. Prior experience on a mobile facility and SBE certification preferred. Must be organized, self-motivated and able to work with people. Competitive salary and benefits package. Mail or fax resume to: SMV, 525 Mildred Avenue, Primos, PA 19018; Fax: 215-626-2638. EQE.

Chief engineer: Is there no more up where you are? Great opportunity in the beautiful Southwest. Golf, boating, fantastic, safe family area. Must be hands-on engineer. CCD cameras, GVG boards, Sony 3/4 inch house, Microwaves, translators, and VHF transmitter knowledge important. Group operator, VHF, Fox affiliate. Send resumes to KIDY-TV, 406 South Irving, San Angelo, TX 76903. Fax 915-655-8461. EQE.

Broadcast technician to set-up equipment, switch on-air programming and operate and maintain a variety of television equipment for KVCR-TV. Some broadcast engineering experience necessary. Must possess an FCC General Class Radio Telephone Operator's license. Salary range \$22,344 to \$26,496, with excellent fringe benefits. Applications must be postmarked no later than March 18, 1994. Contact Personnel Department, KVCR-TV/San Bernardino Community College District, 441 West Eighth Street, San Bernardino, CA 92401-1007, 909-884-2533. An equal opportunity, affirmative action employer.

Chief engineer: Take charge of total engineering equipment and staff. Planning, purchase and maintenance of equipment. Must be hands on with experience in transmitter and studio equipment. 5 years minimum experience. Compensation with ability. Send resume to Box B-44. EQE.

Assistant chief engineer: WTXL-TV 27 has an opening for an assistant engineer. Applicant must have FCC, General or SBE certification. Experience necessary and supervisory skills a plus. Willing to work weekends and on call. Only the hard working and enthusiastic need apply. Send resume to WTXL-TV, 8927 Thomasville Rd., Tallahassee, FL 32312. No calls please. EQE.

Maintenance engineer: KUHT Television, an auxiliary enterprise of the University of Houston System, is seeking an experienced studio maintenance engineer. Successful applicants will be able to install, calibrate, operate and repair analog and digital audio, video, and radio frequency equipment. A BSEE or BSEET is required (Equivalent professional experience and education may substitute.) as well as a General Class FCC Radio Telephone certificate and knowledge of current FCC rules and regulations applicable to a network television broadcasting environment. Also required: SBE certification or equivalent professional recognition of technical accomplishment and three years demonstrated maintenance success to the component level, in a professional broadcast or production environment. This is a full time position with a good benefits package which is currently open. Starting salary: \$38,000. Interested candidates should send a letter of application, including resume and three professional references, to: Ms. Flor Garcia, KUHT-TV, 4513 Cullen Boulevard, Houston, TX 77004, postmarked by March 31, 1994. Minorities and women are encouraged to apply. The University is an equal opportunity employer.

HELP WANTED NEWS

TV host/hostess: News anchor 5+ years network experience. Medical show/magazine format. Medical reporting a plus. South Florida location. Fax resume 407-997-2493. EQE.

Weathercaster: Award-winning news station in a beautiful western mountain market is looking for a weathercaster with authority. Familiarity with Kavours, AMS seal preferred, and background in presenting user-friendly weather are important. Minimum 3 years experience preferred. Reply to Box A-55. EQE.

Weathercaster/meteorologist wanted: Full-time position in small market network affiliated station. Knowledge of Targa Graphics a Plus. Send tape & resume to Box B-45. EQE.

News producer: ChicagoLand Television News, a 24-hour local news cable channel located in Oak Brook, Illinois, has an immediate opening for a news producer. Responsibilities include writing script; working on story ideas, developing coverage; coordinating show format; organizing video elements and overseeing live newscasts. Interested candidates must have at least two years experience in broadcast news as a producer or associate producer. Send resume to: Linda Bennett, CLTV, 2000 York, Suite 114, Oak Brook, IL 60521. EQE.

Weathercaster: ChicagoLand Television News, a 24-hour local news cable channel located in Oak Brook, Illinois, has an immediate opening for a weathercaster. Candidates must have two years in a small market weather role; AMS preferred but not necessary. Some general weather reporting duties included. Non-returnable tapes and resumes may be sent to: Linda Bennett, CLTV, 2000 York, Suite 114, Oak Brook, IL 60521. We are an equal opportunity employer and encourage women and minorities to apply.

6 & 10 anchor: We haven't had a vacancy in nearly a decade. Great opportunity for the right person. Dominant station in top 100 mid-west market needs co-anchor to pair with established male. Strong writing, reporting and live skills required. At least 3 years experience and college degree. EQE. Tapes and resumes to Box B-48.

Medium sized midwestern market has openings for two positions: **Weathercaster**—primary duties will be weekend weathercasts, as well as fill-in for other weathercasts as required. Requires a minimum 3 years experience in preparation and delivery of on-air weathercasts. College degree or equivalent preferred. **Newscaster**—primary duties will be reporting and photographing news, sports, and weather stories. Requires 4 years news reporting and photography experience. College degree or equivalent preferred. Qualified candidates should submit a resume and tape to: Box E-5. An equal opportunity employer M/F/D.

WGN Television: WGN-TV, Chicago, the flagship of Tribune Broadcasting, is expanding! We're looking for the best in the business to work on our new morning newscast. We have openings for: Anchor/reporters, general assignment reporters, weathercaster, executive producer, show producer. If interested, please send an audition tape (if applicable) and/or two (2) copies of your resume to: Jennifer Schulze, News Director, WGN-TV, 2501 W. Bradley Place, Chicago, IL 60618. No phone calls please! Tapes will not be returned. Equal opportunity employer/MF.

Booming Pacific Rim island needs a seasoned professional news director. Multiple award winning 17 year old news staff of 22 needs a leader. Hard news and investigative reporting skills a must. Provide resume and salary history to: Harrison Flora, Group Vice President, 530 West O'Brien Drive, Agana, Guam 96910 or fax 671-477-7847. EQE.

Reporters: TV/AM/FM combo with CBS/NBC/CNN affiliation looking for experienced reporters. Send resume, salary history, references and non-returnable tape to Tom Blaz, Station Manager, KUAM, Suite 102, Calvo Commercial Center, 600 Harmon Loop Road, Dededo, Guam 96912. EOE.

Anchor: One of our top 10 clients seeks a Monday thru Friday co-anchor for an early evening newscast. They're looking for an energetic, take-charge journalist with writing and reporter skills well above average. Please submit non-returnable sample tape and resume c/o Media & Marketing Incorporated, Plaza of the Americas, 600 North Pearl Street, Suite 400, Box 200, Dallas, TX 75201, Attn: J.J. Davis. EOE.

Television news reporter: Dominant number one station looking for the best. We want an aggressive, creative reporter with at least two years experience. Must be great live. Tape and resume to Eric Lerner, News Director, KWCH-TV, PO Box 12, Wichita, KS 67201. EOE. Minorities encouraged to apply.

Special projects producer: Must be able to produce any of our newscasts and handle various special projects. Need ability to research and write news stories, coordinate graphic and pre-produced elements of newscast, assist executive producer with content of show and coordinate production of show with assignment editor and director. College degree preferred. Send tapes and resume to: Debbie Halpern, WSOC-TV, PO Box 34665, Charlotte, NC 28234. EOE.

Reporter: Are you aggressive, dynamic, creative, and innovative? If so, we're looking for you. Must have live experience. Anchor too? That's a plus. Send tape, resume, (no more than one week old) references and whatever else to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Give it your best shot the first time! All tapes are non-returnable. EOE/MF.

Assistant news director: WIS, the dominant TV station in South Carolina's state capital of Columbia, is looking for an assistant news director. This person will run the day-to-day news operation and will be involved in all aspects of managing a 45-person department. The successful applicant must have substantial TV news management experience and a demonstrated record of success in broadcast journalism. Send letter of introduction, resume and statement of news philosophy to Randy Covington, WIS-TV News Director, PO Box 367, Columbia, SC 29202. EOE.

WKRN-TV, the ABC affiliate in Nashville has an immediate opening for the following position: **News producer:** A minimum of two years newsroom journalism and production experience is required. If you have a desire to work for a growing station with supportive news management, please contact by resume only: Perry Boxx, News Director, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. WKRN-TV is a division of Young Broadcasting, Inc. and an equal opportunity employer.

Sports reporter/anchor: You need to be able to do more than just scores and highlights. Person will turn dynamic sports features and stories on a daily basis. Will also anchor weekend sportscasts. College degree preferred. Send 3/4" non-returnable tape, resume and references to Sue Stephens, Exec. Producer, WCBD-TV, PO Box 879, Charleston, SC 29402. Minorities and women encouraged to apply. EOE/MF. Drug test mandatory. Telephone calls will disqualify you.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion writer/producer: Southeast network affiliate seeks an ace news promotion writer/producer to be a strong #2 in department. Applicants should be creative, innovative, have excellent writing skills and a minimum of two years experience in television promotion. The wilder your ideas the better! Send resume and tape to Box B-49. EOE.

TV news promotion producer: Responsible for daily news topicals and sweep series promotion. Two years experience in television affiliate promotions required. Must be capable of directing shoots, and control room/edit suite sessions. Quick writing and off-line editing essential. Live in the mountains, work in a mansion and produce killer spots at ABC affiliate in 35th market. Send resume, reel and salary history to Personnel Director, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. EOE.

Promotion writer/producer/talent: Are you a promotion whiz who is insulted if someone calls you normal? Do you strive to top yourself every day? Are the words "can't be done" or "good enough" missing from your vocabulary? Do you have two to three years hands-on experience in writing, producing, editing, shooting, and on-line production? Do you have on-air talent experience? Does your reel reveal you're a budding superstar? If "yes" is the answer to all of the above, let's talk! Send resume and reel to Robert Vaughan, Business Manager, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please. EEO/MF.

Video producer/director: Will work as production team leader on mid & high-end corporate and industrial projects. Involves some travel. Background should include hands-on technical experience and scriptwriting. Needs good working knowledge of budgeting, program design and graphics. Will handle a variety of long-form projects in tourism, manufacturing, real estate, and industry. Position will be based in Williamsburg. Salary range \$32-40K. Metro Video is Virginia's leading corporate producer with facilities in Williamsburg and Richmond, VA. Send demo tape and resume to: Scott Wheeler, Metro Video Productions, 424 Duke of Gloucester Street, Williamsburg, VA 23185. EOE.

Assistant director of promotion WPVI-TV, the dominant #1 Capital Cities/ABC, Inc. owned station in Philadelphia is looking for a highly creative person to assist the department head with strategic planning, implementation of concepts, supervision of staff, and daily administration of the department. Candidates must have at least 4 years experience writing, editing, and producing promos for a large market television station. Must have a proven track record of success and the ability to meet tight deadlines. Send resume with tape (no calls) to William Burton, Director of Promotion and Station Advertising, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE.

Editors needed for Atlanta teleproduction facility. Minimum 3 years on-line experience. Excellent client skills, editorial talent and technical ability required. We have CMX 3500, Grass Valley 200 switchers, ADO 2000, Chyron 4100 and INFINITI, BetaSP, 1", D-2. New Component Digital Betacam suite with Sony 8000C, DME5000, BVE 9100, Abekas A57. Avid experience a plus but not required. Send resume only to: Peachtree Post, 1781 Peachtree Street, NE, Atlanta, GA 30309. EOE.

HELP WANTED ADVERTISING

Media buyer with direct response specialty. Central Florida agency needs detail oriented self starter with ability to develop market strategies. Must be proficient in use of audience data. Send resume and salary requirements to: Human Resource Dept., PO Box 2091, Winter Park, FL 32790. EOE.

SITUATIONS WANTED MANAGEMENT

Senior broadcast operations manager, 39, with exceptional technical and field production talents, seeks relocation to West Coast (Pacific Northwest preferred). 17 years network experience. Has engineered and managed live television remotes in 65 countries. Reliable, creative self-starter; quality track record. Good people skills, multilingual, excellent references. Reply to Box B-50.

President/general manager major-market station or group! More than 40 years experience! Administration! Sales! Programming! News! Community-involvement! Has turned-around 3 radio/7 television stations! Produced spectacular profits/prestige! Obviously I am a senior citizen. If you have a problem with that, you'd better pray I don't become your competitor. Reply to Box E-6.

SITUATIONS WANTED SALES

Dale Carnegie sales graduate with six years selling radio advertising, currently employed with AT&T, is looking for a position as an account executive with a television station. Please call Martin Garbus at 213-749-3461 or write to him at 27113 Sanford Way, Valencia, CA 91355.

SITUATIONS WANTED TECHNICAL

29 years broadcast engineering. 19 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply to Box E-7.

Network project manager with facility design, installation, and maintenance background available. Outstanding with budgets! Work with integrators, consultants and vendors of particular interest. To meet at NAB respond to Box E-8.

SITUATIONS WANTED NEWS

Energetic and skilled African-American female seeking challenging news writing, reporting or hosting position preferably in the Northeast. I'm a business and financial news whiz too. Reply to Box E-9.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Emmy winning film and video (Ikegami HLV-55) crew based in Florida and the Caribbean: News, sports, documentary, maritime and underwater. 813-645-6331.

MISCELLANEOUS

TV news journalists! Know what will put you ahead of the pack for that job? We do! Want to know more? Write/call: C...Marketing Works, 18 Lisa Dr., Ste. B, Nashua, NJ 03062, 603-888-6788.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Bridgewater State College: Assistant professor in Department of Speech Communication, Theatre Arts and Communication Disorders. Full-time, tenure-track position with a concentration in Mass Communication. Teach undergraduate and graduate courses in Mass Communication, Broadcast Journalism, Media Theory/Research Methods, and individual specialty (e.g. media programing/promotion, media sales and management). Ph.D. required. Expertise in broadcast, non-broadcast or corporate communication, and quantitative research desirable. Salary: Dependent upon qualifications and experience. Deadline for complete application file: Open and continuing, review of complete application files will begin 3/1/94. (Letter of intent, curriculum vita, and the name, address and telephone number of three (3) professional references should be submitted for a complete file). Address all inquiries to: Office of Human Resources, Boyden Hall, Bridgewater State College, Bridgewater, MA 02325. Bridgewater State College is an affirmative action/equal opportunity employer which actively seeks to increase the diversity of its workforce.

Broadcasting: The Department of Communication Arts at Georgia Southern University will have from one to three tenure-track positions available in broadcasting beginning September 1, 1994. Applicants will be expected to have a broad liberal arts background and the ability to teach a variety of courses in broadcasting with specialization in at least two of the following areas: a) Broadcast news; b) Commercial/industrial media production; c) Radio production and operations; or d) Telecommunications and broadcast management/programming. An appropriate master's degree as well as two years of teaching experience and one year of professional media experience is required by the starting date; a Ph.D. is preferred. Ability to teach fundamentals of public speaking, introduction to mass communication, or introduction to human communication also required. Demonstrated excellence in teaching as well as command of written and spoken English is expected of all applicants. Rank and salary dependent upon qualifications. Applicants should send letters of recommendation to: Professor Kent Murray, Chair, Broadcasting Search, Department of Communication Arts, Landrum Box 8091, Georgia Southern University, Statesboro, GA, 30460-8091. Deadline: May 16, 1994. The names of applicants and nominees, resumes and other general non-evaluative information are subject to public inspection under the Georgia Open Records Act. Georgia Southern is an Equal Opportunity/Affirmative Action Institution. Persons who need accommodation(s) in the application process under the Americans with Disabilities Act should notify the search chair.

HELP WANTED SALES

Underwriting manager: WGUV-TV & WGUV-FM and WGUV-AM & WGUV-FM. Degree in Broadcasting, Communications, related field or commensurate experience preferred. Minimum 3 years of active broadcast sales or underwriting management preferred with demonstrated experience with Arbitron and Nielsen. Must be able to interact well with and motivate underwriting team. Interact well with existing management team. Be a self starter and self disciplined. Knowledge of NPR, FCC, and PBS underwriting guidelines preferred. Continually seek out new and creative underwriting opportunities. Direct marketing efforts for existing and future revenue opportunities. Create and develop your client list. Work with existing management team on cooperative revenue efforts. Salary \$25,800-\$44,600. Send resume to: Michael T. Walenta, General Manager, 301 W. Fulton, Grand Rapids, MI 49504-6492. Deadline for filing application is March 16, 1994. Please indicate how you heard about position. EOE/AA.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in Sangamon State University's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact: Charles Wheeler, PAC 426, SSU, Springfield, IL 62794-9243. 217-786-6535. EOE.

FINANCIAL SERVICES

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

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.

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

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

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

WANTED TO BUY EQUIPMENT

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

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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.

For sale: RCA TT-50FH TV Transmitter with ITS Aural Exciter mod. and extensive spare parts. Now on Ch. 13. Avail: May 1994. Contact Guy Beverlin, WVTM-TV, 205-558-7240.

Complete production room: Otari 4T R/R, Orban 674A, ITC 99B RP, Denon 950, Elect-Voice RE20, 2-JBL 4312's, Gentner SPH-4, Much more! Complete! Jim 419-782-8591, 419-782-3299 fax.

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

CABLE

HELP WANTED TECHNICAL

Technical engineer: Times Mirror Cable TV is currently seeking an individual to head our technical engineering department for the Eastern region. Qualified candidate must possess ability to develop strategic plans and performance standards of quality and reliability for on-air look and contract completion. Will develop long range plans and budgets for insertion equipment reconfiguration and maintenance cycle. Position requires a high school diploma or equivalent plus 2 yrs. formal electronic training (NCTI, SCTE, etc.) and 3-4 yrs. experience as a lead technician in broadcast cable or related video playback, production equipment maintenance, planning or architecture of equipment set-up. Additionally, candidate should have 3-4 yrs. management experience and ability to demonstrate training to staff. Some travel will be necessary. Office is located in N. Canton, Ohio. Interested individuals should send detailed resume with salary history to: Times Mirror Cable TV, 4580 Stephen Circle, Suite 304, Canton, OH 44718. No phone calls please. Times Mirror Cable TV is an equal opportunity employer.

HELP WANTED SYNDICATION SALES

We are seeking experienced party(s) to make sales of our feature films to Cable (We have over twenty eight movies produced in the last year.) Parties who have recently made major sales to the major cable companies. Also we have three series for TV syndication. We are a company with splendid record in theatrical distribution. Call Andy Pickens, if qualified, for an interview. 703-359-8733. EOE.

RADIO HELP WANTED NEWS

Managing Editor

National news organization. Will be head writer/reporter/producer/anchor of multiple editions and supervise network of reporters. Top salary/benefits for key skills—legal reporting/ research; audio production; Macintosh—and key traits—organized, creative, team oriented. Describe how you fit and send resume, tape, salary to PO Box 389, Pennington, NJ 08534. Requires relocation to Princeton, NJ area. EOE.

HELP WANTED ANNOUNCER




NFL PLAY BY PLAY

The Pittsburgh Steelers flagship stations are seeking an experienced football play by play announcer. You'll work with the legendary Myron Cope and call the action of all Pittsburgh Steelers home and road games. Send your tape and resume today to:

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VP/General Manager
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Pittsburgh, PA 15221

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CABLE HELP WANTED MANAGEMENT

DIRECTOR OF REGULATORY AFFAIRS

Post-Newsweek Cable, a top-25 MSO and division of The Washington Post Company, is looking for a director of regulatory affairs to work in its headquarters office in Phoenix, Arizona, to play a key, front-line role assisting in company-wide compliance with regulatory matters and in relationships with relevant federal, state and local regulatory authorities.

The ideal candidate will have at least 3 years experience in FCC and Copyright rules and regulations relating to the cable television industry, experience with the 1984 and 1992 Cable Acts and related regulations, and superior analytic, organizational and communication abilities.

Responsibilities include FCC license and filing matters, assistance with copyright filings and related issues, EEO program and filings, network non-duplication and syndicated exclusivity matters, on-going interaction with system managers and operations personnel on cable franchise matters, miscellaneous contracts, acquisitions, etc.

Post-Newsweek Cable is an equal opportunity employer. Send resume to:

Alan H. Silverman, Vice President & General Counsel
Post-Newsweek Cable
4742 North 24th Street, Suite 270, Phoenix, Arizona 85016

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HELP WANTED PROGRAMING PROMOTION & OTHERS

DIRECTOR

America's Talking is seeking directors with 5+ years solid live, studio experience. Successful candidates should have major market directing experience and a thorough knowledge of studio operations. Experience with talk shows, variety shows and remotes is a plus. Creativity and leadership is a must.

If you're a team player, please send resume to:
Personnel Manager,
DAT, A-T, 2200 Fletcher Ave., Fort Lee, NJ 07024.
We are an equal opportunity employer.



HELP WANTED TECHNICAL

Growing regional cable news network seeks dynamic Director to lead Operations & Engineering department. High visibility position in unique television environment. New facility with fiber optic signal transmission, robotic cameras, Videolite lighting and fully automated master control. Successful experience in staff development, team management, budget preparation, facility management, and FCC compliance a plus. Five years progressively responsible experience in related position required. Please send resume and salary history to: **HR Dept., NewsChannel 8, 7600-D Boston Blvd., Springfield, VA 22153.**

EEO: No phone calls please.

HELP WANTED TECHNICAL CONT.

TECHNICAL DIRECTOR

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

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

New Deadline is Monday at 9:00am 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 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. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 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 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., N.W., 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.**

Broadcasting & Cable

1994 Editorial Calendar

DATE	CLOSING	SPECIAL REPORT / EDITORIAL FEATURE	BONUS DISTRIBUTION	DATE OF CONFERENCE
01/03	12/24			
01/10	12/31			
01/17	01/07	• Pre NATPE Tabloid		
01/24	01/14	• NATPE Tabloid	• NATPE	1/24-27, Miami
			• INTV	1/23-24, Miami
01/31	01/21		• SMPTE	2/4-5, Chicago
02/07	01/28	• Satellites	• SBCA	2/10-12, Anaheim
02/14	02/04	• Station and Cable Trading		
02/21	02/11	• Original Cable Programming	• Texas Cable Show	2/23-25, San Antonio
02/28	02/18	• Digital Technology Supplement		
03/07	02/25	• Baseball		
03/14	03/04	• NAB Equipment Preview		
03/21	03/11	• NAB Convention Special	• NAB Convention	3/21-24, Las Vegas
03/28	03/18	• NAB Convention Coverage		
04/04	03/25			
04/11	04/01	• Top 25 TV Groups	• CTAM PPV Conference	4/11-13, Orlando
		• Cable Marketing	• CAB Conference	4/10-12, New York
04/18	04/08	• Reality Programming		
04/25	04/15	• Radio Syndication		
05/02	04/22		• SUPERCOMM	5/2-5, New Orleans
05/09	04/29			
05/16	05/06	• Pre NCTA		
05/23	05/13	• NCTA Convention Issue	• NCTA	5/22-25, New Orleans
05/30	05/20	• NCTA Coverage		
06/06	05/27	• PROMAX Preview	• PROMAX	6/8-11, New Orleans
06/13	06/03			
06/20	06/10			
06/27	06/17	• Top 100 Companies		
07/04	06/24			
07/11	07/01	• Satellites		
07/18	07/08	• News Services	• CAB Local Cable Sales Conf.	7/16-19, Chicago
07/25	07/15	• Children's TV	• CTAM	7/24-27, Chicago
08/01	07/22		• Eastern Cable Show	8/1-3, Atlanta
08/08	07/29			
08/15	08/05	• Football		
08/22	08/12	• Action Hours		
08/29	08/19			
09/05	08/26	• Top 25 Radio Groups		
09/12	09/02		• IBC	9/16-20, Amsterdam
09/19	09/09			
09/26	09/16			
10/03	09/23		• Atlantic Cable Show	10/4-6, Atlantic City
10/10	09/30	• Journalism	• RTNDA, Radio '94, SMPTE, SBE	10/12-15, Los Angeles
10/17	10/07			
10/31	10/21			
11/07	10/28			
11/14	11/04	• Broadcasting & Cable Hispanic Special		
11/21	11/11			
11/28	11/18	• Western Cable	• Western Show	11/30-12/2, Anaheim
12/05	11/25			
12/12	12/02	• Talk Shows		
12/19	12/09			
12/26	12/16			

* Subject to change

FACILITIES

■ **Brunswick, GA** WSEG-FM 104.1 mhz—CGB Inc. seeks mod. of CP to make changes: ERP: 4.2 kw; ant. 119 m (H&V); TL: Rose Dr., Brunswick, Glynn Co., GA.

■ **Ironton, MO** KYLS-FM 92.7 mhz—David E. Smith Communications Inc. seeks one-step application to change channel from 224 to 225.

■ **Darlington, SC** WDAR-FM 105.5 mhz—Meg Associates Ltd. seeks CP to make changes: ERP: 19.4 kw; ant. 115.38 m.; class changes from A to C3 (per MM docket 89-326).

■ **Canyon, TX** KAKS-FM 107.9 mhz—Heritage Communications Corp. seeks one-step application to change channel from C to C1.

■ **Victoria, TX** KXBJ-FM 89.3 mhz—Educational Media Foundation of Victoria seeks mod. of CP to make changes; request for main studio waiver.

■ **Crescent City, CA** KCRE-FM 94.3 mhz—Pelican Bay Broadcasting Corp. seeks mod. of CP to make changes; change: ERP: 8.6 kw; ant. -76 m.

■ **Homestead, FL** WXDJ-FM 95.7 mhz—

Abbreviations: 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; PSA—presunrise service authority; pwr.—power; RC—remote control; 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. One meter equals 3.28 feet.

New Age Broadcasting Inc. seeks CP to make changes; change: ant. 158 m.; TL: 13905 NW 6th St., Dade Co., Fla.

■ **Gray, GA** WWIQ-FM 96.5 mhz—IQ Radio Network Inc. seeks mod. of CP to make changes: ERP: 3.9 kw.

■ **Valdosta, GA** WWRQ-FM 107.7 mhz—Albert Brooks seeks one-step application to change channel to 299C3.

■ **Warner Robbins, GA** WYIQ-FM 102.5 mhz—IQ Radio Network Inc. seeks mod. of CP to make changes: ERP: 4 m.; TL: Feagin Mill Rd., 0.8 km W of Houston Rd. intersection, Houston Co., GA.

■ **Olathe, KS** KCCV-FM 92.3 mhz—Bott Broadcasting Co. seeks mod. of CP to make changes; change: ERP: 8.3 kw.

■ **Westport, NY** WADQ-FM 102.5 mhz—Westport Broadcasting seeks mod. of CP to make changes; change: ERP: 1.2 kw; ant. 101.9 m.; TL: 17 N. Main St., Westport, NY 12993.

■ **Reedsport, OR** KRBZ-FM 99.5 mhz—Fafara Partners seeks mod. of CP to make changes: chan: ant. 111 m.

■ **Bradford, PA** WBRR-FM 100.1 mhz—Radio Station WESB Inc. seeks CP to make changes; change: ERP: 2 kw; ant. 160 m.

■ **Watertown, SD** KIXX-FM 96.1 mhz—Sorenson Broadcasting Corp. seeks CP to install auxiliary antenna system.

■ **El Paso, TX** KSET-FM 94.7 mhz—Magic Media Inc. seeks one-step application to

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Violence tempest

Editor: A hurricane of violence engulfs us as a nation; parents, church leaders, politicians and people from virtually all walks of life call in to talk shows, write articles and testify before Congress on the effects that make-believe violence has on our children. Almost literally, tons of money are funneled to researchers in psychology, sociology, anthropology and education to quantify exactly how many rapes, muggings and murders result from thousands of hours of television viewing by young, impressionable minds.

While the fictional depiction of violence by our entertainment industry may account for some small percentage of the maelstrom of mayhem engulfing us, overwhelmingly the cruelty flows, not from the world of make-believe, but from the very fabric of our society: the tremendous gulf between the "haves and have-nots," the deliberate creation and maintenance of an underclass. The true vio-

lence on television is not in the entertainment portion of our viewing but in the commercial message. That message hammers home the theme, "When you haven't got time for the pain..." as though the only thing preventing any of us from rushing out to buy new cars, fancy clothes, Caribbean cruises, or whatever, is simply our obstinacy in not availing ourselves of these conveniences. No matter that most of us are financially unable to secure what television, and indeed all our media, constantly cry out to us that we deserve. More homes in this country have television sets than flush toilets, meaning that even the poorest among us are constantly bombarded with the message, "When you haven't got time for the pain..." Therein lies the true violence on television. That violence creates a fantasy world of wealth at our fingertips. Is it surprising, then, that many of those fingers, unable to grasp that dream in their real world, become balled into fists?

Violence in America is not the re-

sult of television fantasies. Those fantasies, rather, are a reflection of the savagery that already exists. That real violence is our primal scream, warning us that something is dreadfully wrong. We will not eliminate, or even substantially mitigate it, by censoring what our children see on the little screen, but only by a fundamental shift in our values as a society. We need to truly believe that decent housing for everyone is a better thing than golden washbasins for a few, that creating a better life for all should be our top priority as a nation and as a people. Tragically, however, it is easier, and somehow more satisfying, to turn our big guns on a mosquito rather than face the 100-ton monster that is the true culprit. That monster is a society that belies the basic principle on which this nation was founded, a society that says, but doesn't follow through on the belief, that "all men are created equal." Instead, we generate a tempest in a teapot and blame it for the maelstrom raging around us.

—Del Cassidy, Glassboro, N.J.

THIS WEEK

March 6-11—"Ethical Decision Making," program sponsored by *The Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Jeannie Neisenbaum, (813) 821-9494.

March 7-8—"Convergence '94: Interactive Television," Marriott Marquis Hotel, New York. Contact: (303) 393-7449.

March 8—"Broadcast Pioneers and Broadcasters' Foundation Inc. annual Golden Mike Award dinner," Plaza Hotel, New York. Contact: (212) 830-2581.

March 9—"Federal Communications Bar Association CLE seminar," Washington Marriott, Washington. Contact: (202) 736-8149.

March 12-13—"National Academy of Television Arts and Sciences 15th annual Sports Emmys Awards judging panels," Marriott Marquis Hotel, New York. Contact: Trudy Wilson, (212) 586-8424.

MARCH

March 15—"Deadline for entries for *National Press Club Awards* in consumer journalism, diplomatic and environmental reporting," Contact: Barbara Vandegrift, (202) 662-7523.

March 14-16—"PCS License Valuation and Bidding Strategies," seminar sponsored by *Business Research and Ginsburg, Feldman and Bress*, Sheraton Carlton, Washington. Contact: (800) 822-6338 or (202) 842-3022.

March 16—"Comparative Lessons in Public Service Broadcasting: Australia's ABC, Japan's NHK and Britain's BBC," seminar sponsored by *The Freedom Forum Media Studies Center*, Columbia University, New York. Contact: (212) 678-6600.

March 16—"National Academy of Television Arts and Sciences, Washington, D.C. chapter, premiere screening," American Film Institute, Washington. Contact: (301) 587-3993.

March 16-19—"National Broadcasting Society convention," Omni Park Central Hotel, New York. Contact: Peter Ensel, (518) 564-2111.

March 18-21—"Broadcast Education Association," Las Vegas. Contact: (202) 429-5354.

Datebook

• **March 21-24**—"National Association of Broadcasters," Las Vegas. Contact: (202) 429-5300.

March 21-25—"Third annual Informercial Conference and Trade Show," Loews Santa Monica Hotel, Santa Monica, Calif. Contact: (310) 472-5263.

March 24—"National Association of Black Owned Broadcasters 10th annual communications awards dinner," Sheraton Washington, Washington. Contact: Fred Brown, (202) 463-8970.

March 24—"American Women in Radio and Television 19th annual national Commendation Awards," Waldorf-Astoria, New York. Contact: (212) 302-3399.

March 31—"The National Academy of Television Arts and Sciences 21st annual Daytime Emmy Awards nomination ceremony," Contact: Trudy Wilson, (212) 586-8424.

APRIL

April 5-7—"Virtual Reality Entertainment Forum," Grand Hyatt Hotel, New York. Contact: (212) 717-1318.

April 6—"International Radio and Television Society Gold Medal Dinner," Waldorf-Astoria Hotel, New York. Contact: (212) 867-6650.

April 6-8—"Redefining Local Exchange Competition: New Rules, New Players, New Technologies," seminar sponsored by *Business Research and Swidler and Berlin*, Ritz Carlton, Washington. Contact: (800) 822-6338 or (202) 842-3022.

April 10-12—"Cabletelevision Advertising Bureau," New York. Contact: (212) 751-7770.

April 12—"50th annual Radio and Television Correspondents' Association dinner," Washington Hilton. Contact: Ivan Goldberg, (202) 828-7016.

April 12—"The Business of Entertainment: The Big Picture," conference sponsored by *Wertheim Schroder and Variety*, Pierre Hotel, New York. Contact: (212) 492-6532.

• **April 15-20**—"MIP-TV," Cannes, France. Contact:

(212) 689-4220.

April 19—"National Academy of Television Arts and Sciences 15th annual Sports Emmy Awards," Marriott Marquis Hotel, New York. Contact: Trudy Wilson, David Beld or Rob Simmelkjaer, (212) 586-8424.

April 20—"Scripps Howard Foundation National Journalism Awards," Cincinnati Westin Hotel, Cincinnati, Ohio. Contact: (513) 977-3035.

April 23-24—"National Academy of Television Arts and Sciences 21st annual Daytime Emmy Awards judging panels," New York. Contact: Trudy Wilson, (212) 586-8424.

April 30-May 1—"National Academy of Television Arts and Sciences 21st annual Daytime Emmy Awards judging panels," Los Angeles. Contact: Trudy Wilson, (212) 586-8424.

MAY-SEPTEMBER

May 13-15—"Federal Communications Bar Association annual seminar," Nemacolin Woodlands Resort, Farmington, Pa. Contact: (202) 736-8149.

• **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.

• **June 1-4**—"CBS affiliates meeting," Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 975-4321.

June 8-11—"PROMAX International and Broadcast Designers Association," New Orleans. Contact: (213) 465-3777.

June 11-13—"ShowBiz Expo," Los Angeles Convention Center, Los Angeles. Contact: (714) 513-8400.

June 20-23—"Women in Cable 13th annual national cable management conference," Atlanta Hilton and Towers, Atlanta. Contact: Tracy Mitchell, (312) 661-1700.

• **June 23-24**—"Fox Broadcasting affiliates meeting," Century Plaza Hotel, Century Plaza, Calif. Contact: Cirio Abate, (310) 203-1169.

• **Sept. 16-10**—"International Broadcasting Convention," Amsterdam. Contact: 44-71-240-3839.

• **Major Meetings**

Joseph Walter Waz Jr.

Joe Waz had an improbable beginning for a Washington lobbyist who represents some of the nation's wealthiest and most powerful entertainment and communications companies. Right out of law school, Waz began working for Ralph Nader's Telecommunications Research and Action Center, where he championed consumers' rights in the realm of telecommunications.

But when Waz moved from Nader's public advocacy group into his lobbying office, he did not forget about consumers when shaping telecommunications policy. "I try to set up everything that any of my clients would do in terms of its consumer impact," Waz says. "If you just go in in this town and argue the other guy's a bad guy and I'm a good guy, it's just not enough. I always look for the consumer angle on what I do."

One of his biggest battles as a consumer advocate involved the right to tape television programs at home. While Waz fought for home taping rights, he also recognized the concerns of copyright holders. He established a moderate position that allowed for royalty payments if home taping showed "any demonstrable harm." His stand surprised the electronics industry, which did not expect such moderate views from a consumer advocate. And it was not long after his work on home recording that the consumer activist went to work for The Wexler Group, a Washington-based lobbying firm that is a unit of public relations giant Hill and Knowlton Inc.

Like many backers of the telecommunications legislation presently working its way through Congress, Waz says one key to helping consumers is competition. He singles out Comcast Cable Communications as a client that is particularly aggressive in boosting the kind of competition that will benefit consumers. "Comcast is really bringing new competition to market...and fundamentally, competition is in the best interests of consumers. I like to represent guys that are pro-competitive."

Waz gets high marks from consumer advocates with whom he continues to work as both ally and adversary.



"He is open, up front, direct and honest, and that makes a big difference" says Andrew Jay Schwartzman, executive director of the Media Access Project. Schwartzman has worked with Waz.

During the past 11 years, Waz has represented some of the biggest players in the industry, including the

Motion Picture Association of America, AT&T, Turner Broadcasting System and MCA Inc.

Many of Waz's clients belong to trade associations, but the growing complexity of the communications and entertainment industries makes it difficult for any single trade group to follow the sometimes competing interests of its members.

Waz points out that during the past few years, most of the top multiple system operators, including Tele-Communications Inc. and Cox Cable Communications, have added representation outside the National Cable Television Association. "There has been a realization that as the industry has become more diverse, the number of pots they have to watch has become more

numerous."

As an example of the metamorphosis the industry is going through, he again points to Comcast. "Comcast is uniquely a company that is in the cable business and in the cellular business and in the competitive access business."

As the industry begins to reshape itself through forays into new businesses, strategic partnerships and mergers, Congress hopes to smooth the road for competition while protecting consumers with the most sweeping legislation since the Telecommunications Act of 1934. Members of Congress have promised to pass legislation this spring, but Waz has reservations. "I am not absolutely confident we are going to see legislation this year," he says.

Even if a bill becomes law, there still are broad issues to be examined in Washington as the convergence of the cable, telephone and computer industries continues. "We are still going to have to deal with regulatory disparity among players, where federal policies are going to have to iron things out," Waz says.

"There is way too much out there for companies to reduce their presence here."

There are many issues to be examined, he adds, including the role of intellectual property rights on the information superhighway. Under the model proposed by Vice President Al Gore, any student in the U.S. could look up any item in the

digitized collection of the Library of Congress. Waz points out that since the library includes almost every book, movie and sound recording, the electronic superhighway raises important copyright issues. Again, for Waz, it boils down to a consumer issue. If creators no longer have an incentive to create, he says, consumers will suffer in the long run. —CS

Executive vice president/general counsel, The Wexler Group, Washington; b. Jan. 13, 1953, Meriden, Conn.; BA, Boston University, College of Liberal Arts, 1975; JD, University of Connecticut School of Law, 1978; deputy director and general counsel, Telecommunications Research and Action Center, Washington; 1979-82; associate, Wexler, Reynolds, Fuller, Harrison and Schule, 1983-86; general counsel, 1986-89; principal, 1989-90; VP/general counsel, 1990-92; present position since 1993; m. Ann Stookey, Sept. 25, 1981; child: Joseph III, 5.

BROADCAST TV

Mel Swope, VP, production, Wilshire Court Productions, Los Angeles, joins MGM/UA Worldwide Television, Santa Monica, Calif., as senior VP, production.



Pollard

Veronica Pollard, director, corporate communications, Capital Cities/ABC Inc., New York, named VP, corporate public relations, there.

Ralph Goldberg, director, legal affairs, King World Productions Inc., New York, named VP, legal affairs, reality-based programing.

Tom Simon, VP, programing, production, National Geographic Television, Washington, resigns.

Pamela Donahue, director, marketing, Republic Pictures, Los Angeles, joins MTM Worldwide Distribution, Studio City, Calif., as director, creative services.

Appointments at Warner Bros. Domestic Television Distribution's *Entertainment News Television*: **Cynthia Kayan**, segment producer, *Entertainment Tonight*, New York, joins as senior segment producer there; **Erica Hanson**, segment/field producer, *Entertainment Tonight*, Los Angeles, New York and London, joins as segment coordinator, Los Angeles.

Lori Gottlieb, director, development, Edward R. Pressman Film Corp., Los Angeles, joins NBC Entertainment, Burbank, Calif., as manager, series development.

Jacqueline Parkes, account manager, gifts, stationery, Jim Henson Productions, New York, named senior account manager.

Jeanette Martinez, special assistant to the Commissioner for Press Relations, New York City Department of Telecommunications and Energy, joins Children's

Television Workshop there as assistant director, operations, *Sesame Street* Preschool Educational Program.

Bill Press, director, operations, Telemundo Network, Miami, named VP.

Evelyn Fine, director, corporate, member relations, Public Broadcasting Service, Alexandria, Va., leaves to develop two new retail ventures in U.S. and Europe.

Russ Wood, VP, BYU sports marketing, KSL-TV-AM Salt Lake City, named VP, marketing, sales, Bonneville International Corp., there.

Tom Arnost, GSM, KTLA(TV) Los Angeles, joins KMEX-TV there as station manager.



Glaser

Garrett Glaser, correspondent, Paramount Domestic Television's *Entertainment Tonight*, joins KNBC-TV Burbank, Calif., as correspondent, media/popular culture.

Marilyn Mitzel, health specialist, WSVN-TV Miami, assumes additional responsibilities as co-anchor, 5 p.m. news.

Heidi Korzec, news promotion producer, WMAR-TV Baltimore, named on-air promotion supervisor.

Appointments at KDAF-TV Dallas: **Lias Gregorisch**, news director, KSTU(TV) Salt Lake City, joins as VP/news director; **Andy Alexander**, director, research, named director, research, cable; **Rick Mitchell**, managing editor, WBBM-TV Chicago, joins as assistant news director.

Drew Scott, bureau chief/Long Island correspondent, WPIX-TV New York, joins WLIG-TV Melville, N.Y., as VP, news operations.

Lee McCarthy, former NBC News correspondent and anchor, WTXF-TV Philadelphia, joins Martel & Associates, Villanova, Pa., as executive VP, media, crisis counsel.

Bruce Barrett, GSM, KEZI-TV Eugene, Ore., named GSM, Chambers Communications, there.

RADIO

Robert Meyer Jr., group radio manager, Gaylord Communications Group, Nashville, named VP/GM, WSM-AM-FM, there.

Joel Simon, account executive, WLTW-FM New York, named local sales manager.

Todd Wallace, president/CEO, Todd Wallace Associates, Phoenix, joins KTAR(AM) there as operations manager. **Kathy Wallace**, director, research operations, Todd Wallace Associates, named VP/GM.

Edward Ables, GM, WWDJ(AM) Hackensack, N.J., joins WJUX-FM Dumont, N.J., in same capacity.

Appointments at WSPD(AM)-WLQR-FM Toledo, Ohio: **Chuck Buckenmyer**, local sales manager, named director, sports/franchise sales; **Sam Jacobs**, GSM, WNWO-TV Toledo, joins as director, retail sales.

CABLE



Shea

John Shea, VP, ad trade marketing, MTV, New York, named senior VP.

Appointments at Times Mirror Cable, Irvine, Calif.: **David Limebrook**, marketing director, Times Mirror Cable, Orange County, Calif., named VP, tactical marketing; **Eric Brown**, founder, Cabason Inc., San Diego, Calif., joins as VP, strategic marketing.

Bruce Lazarus, corporate controller, Reiss Media Enterprises, Englewood, Colo., named VP/CFO.

Appointments at Gaylord Communications Group, Nashville: **Carl Kornmeyer**, executive director, business, financial affairs, named VP/controller, communications group; **Paul Morris**, director, admin-

istrative services, Nashville Network, named VP/GM, ancillary business, cable networks.

Shirley Rohn-Saito, western director, affiliate sales/relations. National Cable Advertising, Los Angeles, joins Adam & Eve Channel, Northridge, Calif., as VP, sales, marketing.

H. Lee Johnson, regional manager, Northland Communications Corp., Seattle, named divisional VP.

Appointments at ESPN, Bristol, Conn.: **Brenda Coleman**, production assistant, Vision Cable, Pinellas, Fla., **Brian Colton**, production

intern, WPTZ-TV Plattsburgh, N.Y., and **Shannon Farley**, studio technician, KJEO-TV Fresno, Calif., join as electronic graphic operators I; **Takuro Kato**, graduate, Southern Connecticut State University, New Haven, Conn., and **Lynn**

Underwood, graphic designer, WJAR-TV Providence, R.I., join as electronic designers I; **Amy Reppert**, master control operator/satellite coordinator, KDUB-TV Dubuque, Ia., joins as electronic graphic operator I; **Richard LeFler**, director, international sponsorship, National Basketball Association, New York, joins as

director, international sales; **Meg Green**, production coordinator/writer's assistant, Grant/Tribune Productions, Los Angeles, joins as manager, multilingual services; **Daniel Hawks**, application programmer, Stanley Works, New Britain, Conn., joins as program analyst; **Pamela Diggins**, network operations coordinator, IDB Communications, Los Angeles, joins as assignment editor; **Daniel Margulis**, intern, programming department, named programming administrative coordinator;

Richard Feinberg, director, planning, production, Sports Television International, New York, joins as coordinating producer; **John Krauser**, director, operations/chief engineer, WVTM-TV Birmingham, Ala., joins as senior remote operator; **Richard Kvietkus**, associate director, WVIT-TV West Hartford, Conn., joins as studio technician I.

Daniel Meyers, senior account executive, Cablevision, New York, named sales manager.

Craig Lariscy, account executive, advertising sales, eastern region, E!

Kriegel joins New York PR firm

Jay Kriegel, former CBS senior vice president, has joined the New York-based public relations/consulting firm Abernathy MacGregor Scanlon as counselor. Kriegel said he has started work on international and multimedia projects and is interested in "linking mass media to new technologies." He also is expected to add to the firm's government and public affairs business.

One of the firm's principals, John Scanlon, knew Kriegel from previous work in New York City politics and government. Among the firm's clients are Turner Broadcasting, King World Productions and QVC.



—GF

Entertainment Television, Los Angeles, named senior account executive.

Appointments at Encore Media Corporation, Englewood, Colo.:

David Salinger, director, programming, audience development, KRON-TV San Francisco, joins as VP, thematic multiplex service; **Jane Lynn**, founder, Jane Lynn Associates, there, joins as director, thematic multiplex service.

ADVERTISING

Mark Weinfeld, senior account executive, Backer Spielvogel Bates West, Irvine, Calif., named senior VP/management representative.

Appointments at The Lippin Group, Los Angeles: **Peter Berk**, **Erin Dittman**, **Dan Harary** and **Barbara Tollis**, senior account executives, named VPs.

Mark Rosch, staff publicist, Weissman/Angellotti, North Hollywood, named VP.

Lynne Feld, account supervisor, J. Walter Thompson, New York, joins D'Arcy Masius Benton & Bowles, St. Louis, in same capacity.

Appointments at Wunderman Cato Johnson, New York: **Amy Rubenstein**, account supervisor, named management supervisor; **Bob Ulrich**, account supervisor, named management supervisor; **Michele Cohen**, assistant account supervisor, named account executive; **Melissa Grimshaw**, junior art director, named art director; **Joe Raun**, account executive, named account supervisor; **Celia Jackson**, assistant

account executive, named account supervisor.

Rebecca Bossart, VP, business development, North American Integrated Marketing Inc., San Francisco, joins Wunderman Cato Johnson there as account supervisor.

Janice Garjian, operations manager, Petrie Marketing Group, Petrie Television Inc., New York, joins Television Bureau of Advertising there as manager, national sales, marketing, membership.

INTERNATIONAL

Richard Arroyo, senior VP, marketing, Philips Media, Los Angeles, join MTV Latino, Miami, as senior VP/managing director.

DEATHS

Jim Gibbons, 55, reporter, WLS-TV Chicago, died Feb. 16 of leukemia there. Gibbons began his broadcasting career at KLOE-TV Goodland, Kan., in 1962. Two years later he joined WWTW-TV-FM Cadillac, Mich. In 1967 he went to WLWD-TV Dayton, Ohio. He had been with WLS-TV since 1969.

Lois Peyser, 70, movie and TV scriptwriter who wrote for shows including *My Three Sons* and *Mission: Impossible*, died Feb. 18 of ovarian cancer in Los Angeles. She and her husband, Arnold, collaborated on scripts for *The Dick Van Dyke Show*; *Love, American Style* and the Alcoa, Goodyear and General Electric theater series. The couple also wrote the screenplay for the 1969 Elvis Presley movie "The Trouble with Girls."

The NCTA Satellite Network

Committee is looking for candidates for outside monitors to assess the amount of violence on television. The request for proposals was sent to qualified organizations across the U.S. The cable industry promised Congress earlier this year that it would establish an outside monitor to track violence on cable television.

The NAACP and the NAB have filed with the FCC, asking the commission to fine-tune its policy on Equal Employment Opportunity. In its filing, the NAB claimed its rights to due process had been violated when the commission adopted an EEO policy without public comment. The NAB said any actions based on the policy were "ripe for judicial review." The NAACP commended the FCC for its EEO policy and suggested that it be broadened.

General Electric said its broadcasting and cable operations in 1993 **reported a 31% jump in operating profit**, to \$264 million, on revenue of \$3,102,000,000. The increase occurred despite \$81 million of "restructuring provisions." The absence last year of Olympics telecasts led to revenue decline but helped profits.

Combined Broadcasting's decision to



Racing fan David Letterman (l) presents Nigel Mansell with an ESPY for "Auto Racer of the Year" at ESPN's annual American Sports Awards on Feb. 28.

Merger deals present moving target

Mergers, present and prospective, continued in the news last week. Viacom successfully completed the cash portion of its tender for Paramount last Thursday and now owns slightly more than half of Paramount's stock. Viacom executives also let it be known last week that they expect to replace Paramount President Stanley Jaffe.

Speculation that the Viacom-Blockbuster merger might be in for a change was reflected in the latter's stock price, which at 26 5/8 on Friday was well above the roughly \$23 at which Viacom's offer was valued. Pressure on Viacom to raise its offer was increased by reports that TCI President John Malone met with Blockbuster Chairman Wayne Huizenga. Viacom already has pending in federal court a suit against TCI which, among other allegations, claims that TCI interfered with Viacom's merger with Paramount.

The tender offer for National Media by ValueVision International is set to expire today, March 7. One takeover investor says the stock price of National Media, a Philadelphia-based infomercial company, reflects the belief that ValueVision's 10 1/2-per-share offer will succeed. But officials at National Media, which has fought the ValueVision proposal, have suggested they were talking with other companies, indicating that a counter offer might come as early as this week.

—GF

Bertelsmann, Canal+ forge joint venture

German media giant Bertelsmann and French pay TV group Canal+ have formed a strategic alliance to develop pay TV and other digital-based video-on-demand services throughout Europe. Bertelsmann chief Marc Wossner and Canal+ Chairman Pierre Lescure signed a letter of intent last Thursday setting out a framework and timetable for joint projects that the two companies say will not conflict with their existing commercial and pay TV operations. Bertelsmann cited the need to create a European equivalent of some of the major undertakings of its U.S. peers investing heavily in the digital future.

"The agreement will guarantee the development possibilities of our concerns in the electronic media future, which will be shaped by pay TV, pay-per-view, video on demand and special consumer services," the statement said. The alliance will begin activities later this spring. Bertelsmann officials called the agreement "a significant element in German-French cooperation."

In a recent wave of alliances and high-tech development plans among Europe's major TV and telecommunications groups, this new combination could prove a potent force in Europe's most lucrative market. Bertelsmann currently has significant holdings in three German commercial channels as well as the pay TV service Premiere (in which Canal+ is also a 37.5% shareholder). For its part, Canal+ lays claim to more than five million pay TV subscribers among its five affiliate channels.

The joint venture with Europe's pre-eminent pay TV power was a logical supplement to Bertelsmann's recent agreement with the Kirch Group and German PTT Deutsche Bundespost Telekom in a deal calling for cooperation in advanced digital TV services and technical distribution.

—MA

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

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Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1994 by Reed Publishing USA. Rates for non-qualified subscriptions, including all issues: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Except for special issues where price changes are indicated, single copies are \$2.95 U.S. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

cancel its sale of WGBS(TV) Philadelphia to Fox has thrown into question the station lineup for the Paramount and Fox networks. Fox had intended to pull its affiliation from Paramount-owned WTXF and move it to WGBS once it bought the station. Robin French of Combined Broadcasting said that he still expects WGBS to land one of the network affiliations: "There are six networks and there are six TV stations in Philadelphia."

A Los Angeles federal court has awarded cable MSO Continental Cablevision \$2.75 million as part of a judgment against one of the nation's largest suppliers of pirate cable decoder boxes. The court ruling also ordered defendant William S. Prevost and the companies he controlled—Novaplex Inc., Plex Communications, Prime Time Cable and Cable Ready Co.—to cease the manufacture, storage and sale of the boxes.

The U.S. Court of Appeals in Washington denied the Cable Telecommunications Association and Intermedia Partners' petition for an immediate stay of the cable rate freeze, saying, "Petitioners did not seek a waiver of the freeze or a stay of the order from the FCC."

Cable MSO Columbia Associates filed a writ of mandamus with the U.S. Court of Appeals in Washington stating that its First Amendment rights had been violated by the latest cable rate regulations and the rate freeze. In its reply, the FCC says its actions were mandated by Congress: "Columbia is thus, in fact, seeking an order declaring that Congressional action is unconstitutional."

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 20. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel of Fortune	16.0/228/99
2. Jeopardy!	13.2/219/99
3. Star Trek	11.9/247/99
4. Oprah Winfrey Show	10.8/237/99
5. Entertainment Tonight	9.2/179/95
6. Roseanne	8.2/184/97
6. Star Trek: DS9	8.2/229/99
8. Hard Copy	7.7/161/92
9. Current Affair	7.4/179/93
10. Baywatch	7.3/192/94
10. Inside Edition	7.3/161/93
12. Imagination II	6.8/146/95
12. MGM Lion's Pride	6.8/159/96
14. Married...with Children	6.6/175/94
15. Action Pack Network	6.5/160/95

Stauffer ponders a sale

Closely held group owner and publisher Stauffer Communications is considering a sale of the company. The Topeka, Kan.-based owner of seven affiliated TV stations and four radio stations has retained Goldman Sachs & Co. to explore various alternatives to "maximize shareholder value."

Stauffer's decision comes roughly two years after outside directors were added to the board and a new CEO search was undertaken. One of those new directors was Fred Eychaner, whose Newsweb Inc. owns roughly 22% of Stauffer shares. Several generations of family members control about 38% of the stock.

Stauffer's stations are KCOY-TV Santa Maria, Calif.; KTVS(TV) Sterling, Colo.; WIBW-AM-FM-TV Topeka; KMIZ(TV) Columbia, Mo.; KSTF(TV) Scottsbluff, Neb.; KGNC-AM-FM Amarillo, Tex.; KGWC-TV Casper, KGWN-TV Cheyenne, KGWL-TV Lander and KGWR-TV Rock Springs, all Wyoming.

In 1993 Stauffer, which also owns newspapers serving 275,000 sub-

LOS ANGELES

TPEG dealing for DSL?

The Producers Entertainment Group (TPEG) is negotiating with Drew Levin, president, DSL Productions, to acquire his company, a source says. An agreement is expected no later than the end of the month. According to the source, Levin will remain with TPEG to continue running DSL. Calls to Levin were not returned. However, Reuben Sussman, DSL's CFO, denied any acquisition talks are under way. Sussman says the two companies have been holding talks, but only for "some possible co-productions."

SAN ANTONIO

More for Clear Channel?

Clear Channel and Heritage Communications may be close to striking a deal for three of Heritage's TV stations. The ABC affiliates—wbya-tv Green Bay, Wis., wric-tv Richmond, Va., and wate-tv Knoxville, Tenn.—are estimated to be worth at least \$100 million.

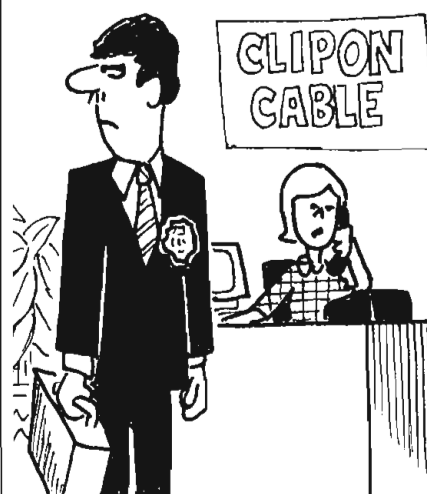
Ben McKeel, Nationwide's VP of television, offered a "no comment," and said the rumors of a sale have persisted since Nationwide sold KITT-TV Minneapolis to Clear Channel for \$36 million last summer.

COLUMBIA

Farrakhan into radio

A Columbia/Lexington, S.C., AM radio station was recently bought by

the Chicago-based African American Religious Connection, a group of about 50 African American ministers, including Nation of Islam leader Louis Farrakhan. WLGO(AM), a Black Gospel formatted station, was among a number of stations the group has reportedly considered purchasing. A representative at the station could only confirm that the station was sold to the group of ministers sometime during the last two weeks, but had no knowledge of Farrakhan's involvement. A spokeswoman for the group contacted in Chicago confirmed the purchase of the station and that the Nation of Islam leader is "among a number of individuals" involved in the purchase.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"There's an officer here from the Cable Rate Police!"

High five

Indecency issues excepted, the Sikes FCC is looking better all the time. Helping burnish that image was the news out of Japan that that country's Hi-Vision HDTV system was being laid low. Japan's Post and Telecommunications ministry said it was withdrawing its support from the country's MUSE analog delivery of HDTV signals and putting its yen on the all-digital standard being developed in the U.S., which it believes is likely to become the world standard.

The ministry later backpedaled vigorously under pressure from angered Japanese technology companies and broadcasters that have invested millions in MUSE, assuring them that analog broadcasts would continue. But that half-hearted retreat notwithstanding, it had tipped a hand many had already seen: that the country must drop its analog system in favor of digital delivery, and in doing so likely will become a serious HDTV player to be either welcomed or feared, depending on your point of view. As Michel Pelchat, a major proponent of digital HDTV put it last week in an interview with BROADCASTING & CABLE: "We view it with joy because it gives us more satisfaction that we have won on ideas, but economically they're going to put the [pressure on]."

If the Grand Alliance system does indeed take hold, and become the worldwide Très Grand Alliance that Pelchat advocates, it's in no small part due to those—then-FCC Chairman Sikes and Dennis Patrick and CBS's Joe Flaherty conspicuously among them—who refused to be pressured into adopting enhanced analog TV, a fork in the road that would have had us backpedaling as well. In February 1992, when NBC effectively threw in the towel on analog, we praised those who opted to strive for the horizon rather than simply to make it over the next hill.

The way things are moving, the horizon may be just over that hill. If so, the U.S. is poised to lead the way.

Adding insult to injury

Our wonderment over FCC Chairman Reed Hundt grows apace. On top of his punitive swipe at the cable industry (after seeking to impose an incredible 28% cut in rates) he's now insulted the broadcasting industry by gratuitously cancelling his promised appearance before the NAB convention in Las Vegas March 21. Why? Because he wants to tag along with his mentor, Vice President Al Gore, on a junket to Buenos Aires. The chairman's cavalier attitude toward the regulated industries is a growing scandal. Not because they deserve preferential treatment, but because they are critically affected by the FCC and are by far the most expert witnesses about this country's information media and technologies. He who will not listen will not learn, which appears to be unfortunately the new truism at 1919 M Street.

Atop the platform

What to make of CBS's avalanche-victory in the sweeps, due almost entirely to the Olympics, the single most-watched TV event in history. The Tonya factor cannot be discounted, but CBS was a winner in non-prime time as well as prime, on nights devoid of tears or toe loops and with coverage that was tape-delayed by hours, with results available to anyone with a car radio.

There were probably a number of factors: the weather, which made a captive audience of many Americans, especially on the East Coast; the fact that an American won the first prestige ski event—the men's downhill—and other Americans were expected to do well. CBS believes its packaging of feature stories to spice up the coverage on slow nights helped. Whatever the premise, the inescapable conclusion is that broadcasters can still get them into the tent.

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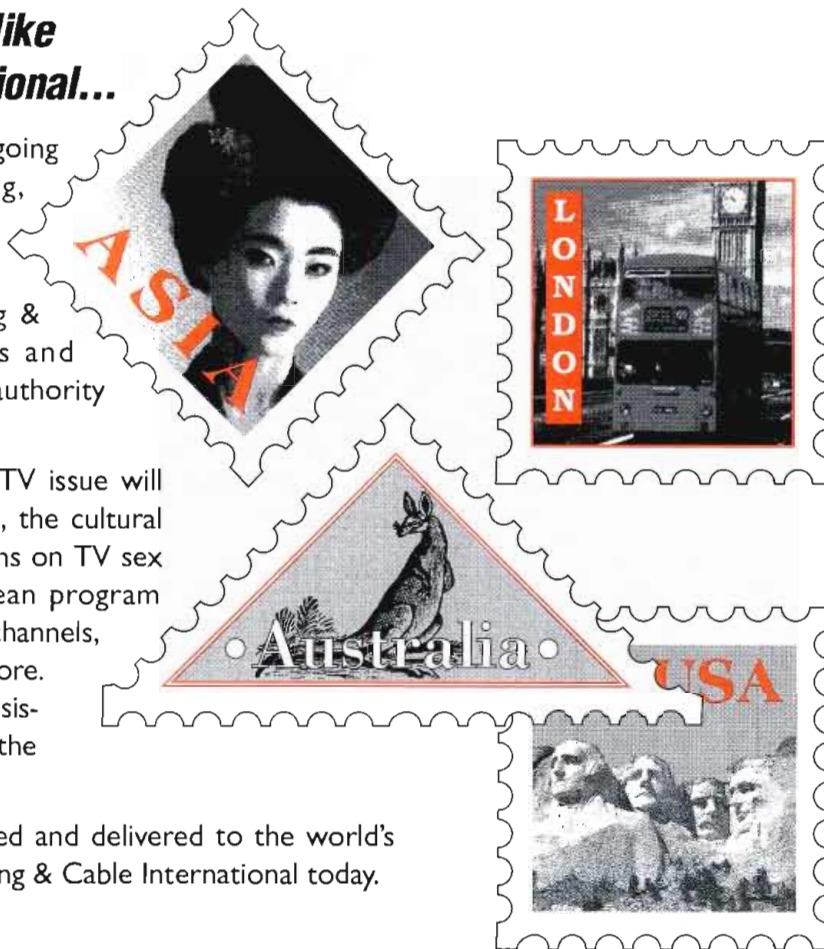
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Publication date: April 1994

Ad deadline: March 28, 1994

BONUS DISTRIBUTION: MIP-TV in Cannes, France/CAB in New York, NY/CTAM PPV Conference in Orlando, FL.



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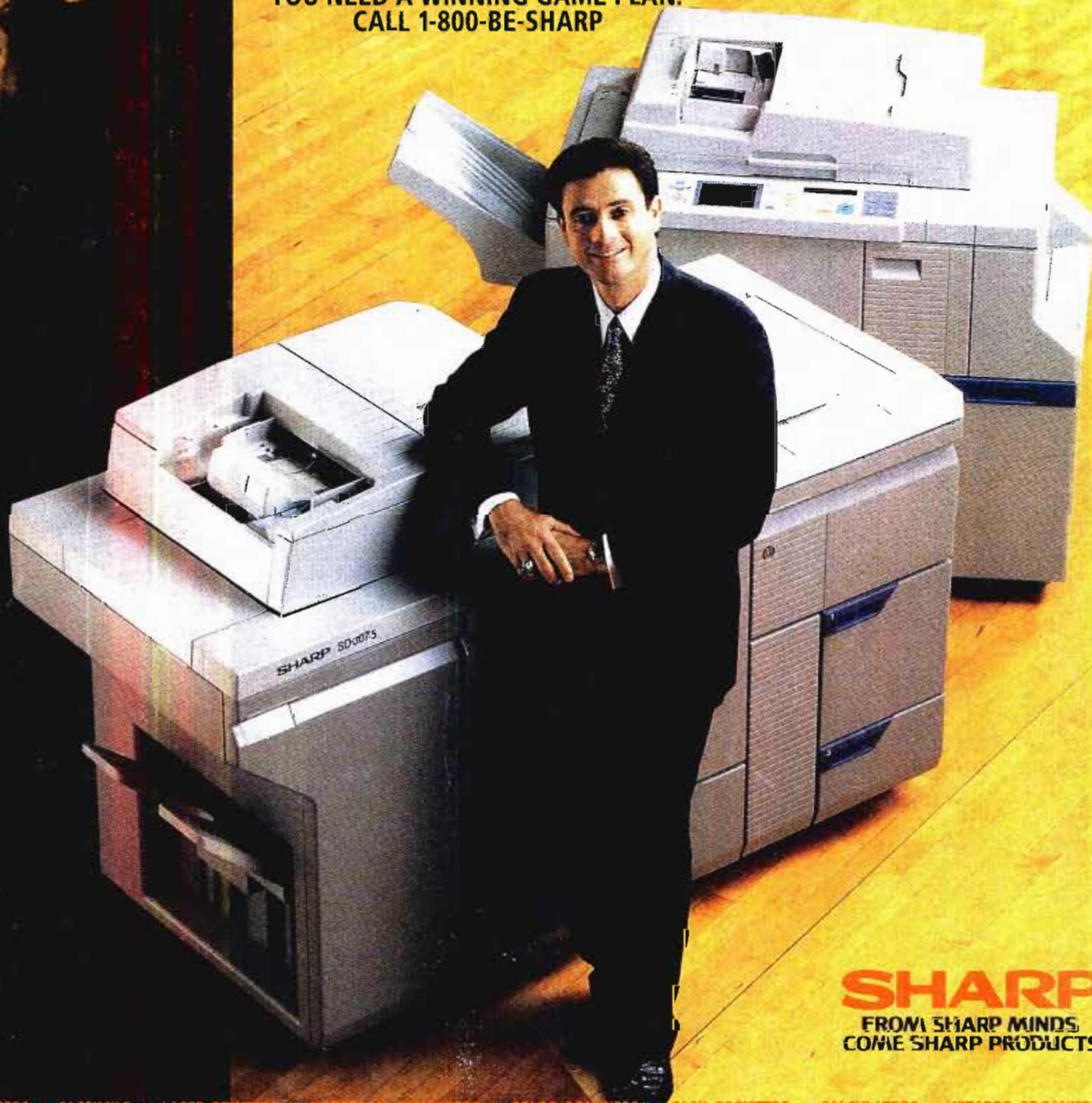
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