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# Broadcasting Cable

The Newsweek

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Special Report

## Banner Business in Station Sales

**CBS in Limbo**  
Stringer exits,  
Lund takes over

**NBC's Talking**  
Longer News  
With Affiliates

**Billion-Dollar Broker**  
Brian Cobb of  
Media Venture Partners

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**Telemedia**  
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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**What's next for CBS?** New CBS/Broadcast Group President Peter Lund has to hunker down and address several problems at the network, including problems in its prime time schedule, a weakened affiliate lineup and an owned TV station group that is performing below its potential. / **6**

**Stringer's 'wrenching' decision** Howard Stringer's decision to leave CBS was not an easy one, he says. But when push came to shove, the opportunity to build and manage the joint media venture among Bell Atlantic, Nynex and Pacific Telesis was a once-in-a-lifetime career move that he couldn't pass up. / **10**

**Multimedia eyes major changes** After six years of failing to grow its stock price for shareholders, Multimedia has retained an investment banking firm to examine strategic options that could include the company's sale, a merger or a spin-off of one or more of its operations. / **11**

**NBC stakes its sweeps claim** NBC predicts that it will come out the winner as the February sweeps come to an end this week. Through last Thursday night, NBC was leading second-place ABC both in households and among adults 18-49. / **16**

**FCC seeks SF ownership details** In a letter to SF Broadcasting's lawyers, the FCC says it needs to know more about foreign investment in Savoy Pictures. The agency also wants details about Fox's role in the appointment of SF's board of directors. / **16**



One of NBC's star sweeps performers was the six-hour, three-part miniseries 'A Woman of Independent Means,' starring Sally Field. / **16**

## SPECIAL REPORT: STATION TRADING '94

### Sales encore in '94

The growth curve of the broadcasting business—TV and radio—continued to soar in 1994, making it the second year of booming station trading since the recession. In fact, last year saw a dollar volume that exceeded 1993's by almost \$2 billion. / **32**

### The \$1 million-plus club

As released by the FCC in 1994, the list of radio and television station sales worth at least \$1 million. / **34**

### Broadcasting's billion-dollar broker

In 1994, Media Venture Partners engineered radio and television station sales worth in excess of \$1 billion. Leading MVP's sales efforts is managing partner Brian E. Cobb. In an interview, Cobb discusses station-trading dynamics—both business and regulatory—and offers his take on a changing industry. Cover photo by Stephen R. Brown / **47**



Brian Cobb

## PROGRAMMING



Phil Hartman is one of the stars of 'NewsRadio.' / **22**

### NBC adds foursome to prime time

Hoping to plug some obvious holes in its prime time schedule, NBC is adding four new comedies and a drama in March and April. The comedies are *Hope & Gloria*, *NewsRadio*, *Pride & Joy* and *In the House*. The drama series is *Amazing Grace*. / **22**

### Springer buoyed by remake

Jerry Springer's four-year-old syndicated talk show has engineered a dramatic ratings rise during the past year by remaking itself to appeal to audience members young enough to be Springer's children. However, Springer, 51, admits the show has moved "downmarket" and is not the one he set out to do. / **22**

## RADIO

### RAB meeting marks prosperous year

The Radio Advertising Bureau's annual marketing

**"[I]t's not often at this stage, at 53, that you get offered something this new and this exhilarating and the opportunity to learn something new."**

—CBS/Broadcast Group President Howard Stringer on leaving the network

**FEBRUARY 27, 1995**

leadership conference in Dallas marked a particularly prosperous year in radio sales. More than 2,000 station general managers and sales managers were on hand to celebrate. / **55**

## WASHINGTON



**Bob Packwood says predictions of early telecommunications reform may be off.** / **59**

### **Packwood: No consensus on reform**

Telecommunications reform may not be on such a fast track after all, says Senate Communications Subcommittee Chairman Bob Packwood. The Senate is preoccupied with more pressing issues, such as balancing the federal budget, he says. / **59**

### **Senate holds key to fate of tax certificate**

Supporters of FCC minority tax certificates are optimistic that

the Senate will not follow the House's lead and vote to kill the program. That vote also jeopardized Viacom's plans to sell its cable systems to a minority-controlled company for \$2.3 billion. / **59**

### **NBC, Fox make peace**

In the wake of NBC's decision to drop its opposition to Fox and corporate offspring SF Broadcasting, it has reentered discussions with Fox parent company News Corp. for satellite distribution of CNBC in Asia. It also has pledged to work with Fox to win passage of favorable telecommunications reform in Congress. / **60**

## TECHNOLOGY



**As part of its 'hybrid' architecture, Sony is building a non-linear editing machine.** / **62**

### **Oracle providing software support to Sony**

With its developers preparing a new series of disk-based broadcast-production tools, Sony is tapping Oracle for software support. The companies will create a digital news-production system that will incorporate audio, video and text. They hope to show their first joint prototype product at the NAB convention in April. / **62**

### **TCI tests demand for NVD**

TCI's cable system in Mount Prospect, Ill., offers residents some 60 channels including PPV movies, premium multiplex and on-demand broadcast shows. Using a low-tech mix of previously abandoned cable plant and unused analog gear, TCI is searching for profitable lineups of compressed channels while the industry waits for compression technology to reach the market. / **50**

## Telemedia Week



**Jim Mitchell, project manager for TCI's Intelligent Television, says the Mount Prospect venture 'takes everything further' than previous near-video-on-demand efforts.** / **50**

### **Microsoft sets sights on interactivity**

The interactive television future, according to Microsoft, is one of "no prime time [and] no channels," says Craig Mundie, vice president of advanced consumer technology. Movies on demand, games and shopping are just the beginning, Mundie says. / **50**

### **Interactive joins online at Viacom**

"Online leads directly to interactive television, and an online business exists today," says Geoffrey Darby, president, Viacom Interactive Services, explaining why Viacom will consolidate its fledgling interactive television operations with its online unit. / **51**

### **Telco enters programing business**

US West has signed up 22 video program and information providers for its video dialtone gateway in Omaha. The telco expects to offer conventional cable and new interactive services to more than 45,000 households in the market trial area this year. / **52**

**USWEST**

### **Ameritech going interactive in Midwest**

Ameritech has awarded \$475 million worth of contracts for construction of interactive video networks throughout the Midwest. The telco is billing the network as an alternative service to cable TV, but details about the planned video programming are being kept close to the vest. / **54**

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## CBS's loss is telco's gain

*Stringer opts for information highway venture; Lund into the breach*

By Steve McClellan

**A**fter much hype and speculation, the grand programming and distribution alliance among Bell Atlantic, Pacific Telesis and Nynex has found its motive power. As Pactel Chairman Phil Quigley put it, Creative Artists Agency roped its first "star" as consultant to the venture, in Howard Stringer, head of the CBS/Broadcast Group.

The total person-power for the venture will be about 200, in various locations, including Los Angeles, New York, San Francisco and Reston, Va., where much of the technology is being developed. About 75 staffers are already at work, primarily on the technology side. Stringer will be based in New York, but he said he will probably have an office on American Airlines, a joking reference to all the travel he will do.

In late 1995, the partners hope to start rolling out video dialtone networks that will eventually reach between 30 million and 40 million phone customers in six of the top seven markets of the country. They include New York, Boston, Philadelphia, Washington, San Francisco and Los Angeles. Quigley said the venture has already wired some 300,000 homes in California. Announcements are expected soon concerning selections the venture has made for manufacturers of the file servers that drive the "on-demand" service, as well as for set-top boxes for consumers.

**S**tringer's departure from CBS last week, while anticipated, still left many wondering what's next for CBS.

In the near term, Stringer successor Peter Lund, who took over last Wednesday as president, CBS/Broadcast Group, has to hunker down and address several problems, including problems in its prime time schedule,



Peter Lund

a weakened affiliate lineup and an owned television station group that is performing well below its potential.

"What we need to do is balance a sense of urgency with some patience," he said.

In the longer term, most industry watchers continue to bet on a sale of the network, but the consensus last week was that Laurence Tisch will wait to see the outcome of deregulatory initiatives pending in Congress and at the FCC before entering serious negotiations.

A number of network ownership rules now on the books, if repealed, could dramatically expand the pool of potential buyers for CBS and, for that matter, NBC.

Current rules bar cable MSOs, telephone companies and foreign entities from owning networks. The rules also ban ownership of more than one network by a single company.

Elimination of those rules would allow, for example, Turner Broadcasting System and TCI (which may end up with 40% of Turner if it succeeds in buying additional TBS shares being sold by Time Warner) to make a deal with NBC or CBS. Columbia Pictures-owned Sony, based in Japan, also would become a potential network buyer.



Howard Stringer

**Bell Atlantic**  
**NYNEX**  
**PACIFIC TELESIS**

While positions on these matters change quickly, one potential buyer (assuming the lifting of the telco-network ownership rules) ruled itself out of the hunt for CBS last week—the venture for which Stringer now works.

Asked last week if the venture (controlled by Bell Atlantic, Nynex and Pacific Telesis) had an interest in buying CBS, Pactel Chairman Phil Quigley answered in one word: "No."

As usual, Tisch was keeping his cards close to the vest last week. He refused interview requests on the subject. Indeed, there is no reason for Tisch to show his hand at this point. He has refused to acknowledge that the network is for sale, and as recently as three weeks ago said no discussions had taken place with potential buyers.

Regardless of the outcome, Tisch already has earned a sizable fortune from Loews Corp.'s initial investment of some \$800 million in CBS stock. Through dividends and a series of CBS stock buybacks, Loews has made about \$850 million in cash (pretax) from that investment, and it still owns roughly 18% of outstanding CBS shares, valued at roughly \$688 million.

That's based on the current market price of about \$62.40 per share. Should Tisch sell, it's expected he'll get a premium. Jay Nelson, media analyst at Brown Brothers Harriman, thinks the company will sell for about \$80 a share, which is based on 10 times cash flow (but adjusting for the current depressed network cash flow, assuming an eventual rebound).

At \$80 per share, Loews' CBS

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holdings would be valued at more than \$880 million. If Tisch gets a buyer to pay that, Loews' profit, after recouping its initial investment, would be in the pretax range of \$930 million.

Tisch's only comment on last week's developments came in a memo issued to the staff that hinted at a willingness to take the phone companies up on their offer to utilize their video dialtone platform for network programming. "I look forward to continuing the very strong relationship we have with Howard, personally and professionally, as he moves into his new role," Tisch wrote.

In a teleconference with reporters

last week, Stringer said he hoped that all the networks would use the joint venture's video platform. "Obviously there will be competition, but I think the relationship will be more supportive and less hostile than was the case with cable. We're encouraging all of them to ride our network."

Meanwhile, Lund stepped into his new role last week, saying: "I'd like to do as well as [Stringer] did."

Prime time is an immediate priority, says Lund, because the network is right in the middle of the development process for next season. The goal, he says, is to make the network's demo-

graphic profile younger. It's likely that the network will dip to third from first in the prime time race this season.

Improving the owned stations' performance also is a priority, says Lund.

As to how the network and its various segments will end up in 1995, the television network is the wild card, says Lund. The network is being forced to offer a lot of make-good inventory because of the fourth-quarter ratings fall-off. "They tend to pile up on you," he says. "But fortunately we're in a very bullish advertising marketplace right now. And that can cover a lot of sins." ■

## Stringer's 'wrenching' decision



Howard Stringer, a 30-year CBS veteran who, until last week, was president of the CBS/Broadcast Group, says the decision to leave CBS to help forge a video highway for three Bell operating companies was not an easy one.

But when push came to shove, Stringer says the opportunity to build and manage the joint media venture among Bell Atlantic, Nynex and Pacific Telesis was a once-in-a-lifetime career move he couldn't pass up.

According to published reports, Stringer's compensation package may reach \$20 million when bonuses and profit participation are added to a \$2 million-plus salary. Asked during a teleconference with reporters about his financial interest in the venture, Stringer said it was "inappropriate" to discuss it.

The persistent rumor that CBS would soon be sold was not a decisive issue, said Stringer, as he contemplated the job change during the past few months.

Nevertheless, he said he was "disappointed" when last summer's CBS-Barry Diller-QVC merger fell apart, leaving the network adrift at a time when major media companies are seeking mergers and long-term strategic alliances.

"Larry [Tisch] handled [his own] exit strategy brilliantly with Diller," Stringer told BROADCASTING & CABLE last week. It was clear, Stringer said, that Diller wanted him to remain a key player on the CBS team, and "when that collapsed, I was disappointed. If Larry had said he was going to be around for the next four years, I probably would have signed on again."

"It was wrenching leaving CBS," he said. "But it's not often at this stage, at 53, that you get offered something this new and this exhilarating. I've done my current job for seven years, and that's the longest time I've held a job in my career." —SM

## The line on Lund

Peter Lund was named last week to succeed Howard Stringer as president, CBS/Broadcast Group. Before last week's announcement, there had been speculation that Lund, a 15-year veteran of the network, was a long shot to succeed Stringer because of a perceived falling out between Lund and CBS Chairman Laurence Tisch.



But last week Lund said that a falling out never occurred. At issue was an offer Lund received last year from Rupert Murdoch to run Fox Broadcasting Co. However, Lund had a long-term contract and Tisch wouldn't let him out of the contract, he said, because Fox was a direct competitor. One report said that Tisch's relationship with Lund had turned "frosty" over the incident, recalls Lund. "But it just isn't true. We have had, and continue to have, a comfortable and close professional relationship. I never even had a conversation about the opportunity at Fox with him. I simply talked to Howard, who talked to Larry about it. The answer was no, because it involved a direct competitor. It was an appropriate request on my part and an appropriate response. We will have a frosty relationship if I don't perform, I can tell you that."

Lund joined CBS in 1977 as vice president of the CBS-owned AM stations. Two years later he jumped to the owned TV stations as a vice president, and was named vice president/GM of O&O WBBM-TV Chicago in 1980. In 1983 he took the same post at WCBS-TV New York and a year later was named president of CBS Sports. In 1986 he became president of the owned TV stations division.

In 1987 he joined Multimedia as president of its entertainment division, but rejoined CBS in 1990 as executive vice president, CBS/Broadcast Group. Last year he took on the additional title of president, CBS Television Network. —SM



## Stewart denies knowledge of News Corp.'s foreign ownership

FCC Mass Media Bureau Chief Roy Stewart issued a sworn statement last Friday stating he had no knowledge in 1986 that Rupert Murdoch depended almost entirely on money from his Australian-based company to buy his first six U.S. TV stations.

"At no time was I aware that News Corp. would own 99% of the licensee's equity or any percentage above 25%," said Stewart's statement. He added: "Had I been aware of that fact, I would have requested additional information."

News Corp. is based in Australia. Under U.S. law, a foreign company may own no more than 25% of broadcast property. The six stations Murdoch bought from Metromedia in the mid-1980s are the foundation for the Fox network.

The Fox-Metromedia deal was announced in 1985, but did not receive FCC approval until 1986. At the time of the



Roy Stewart

transaction Stewart was the chief of the FCC's video services division and had responsibility for supervising the transaction's approval.

The NAACP has challenged Fox's qualifications to hold broadcasting licenses based on its foreign ownership. Stewart's statement came just days before Fox and the NAACP must submit their final arguments on the matter to the FCC. Those comments are due today, Feb. 27.

The NAACP has alleged that Fox misled the FCC about the degree of its foreign ownership. Fox conceded for the first time last May that News Corp. had come up with 99% of the money used to acquire six stations from Metromedia in the mid-1980s.

Last week's statement was the first time Stewart has spoken publicly about the issue since he made similar comments to the *Washington Post* last spring. —CSS

## Multimedia eyes sale, spin-off or merger

By David Tobenkin

**A**fter six years of failing to grow its stock price for shareholders, Multimedia Inc. has retained investment banking firm Goldman, Sachs & Co. to examine strategic options for the company that could include its sale, a merger or spin-off of one or more of its operations.

Officials of the Greenville, S.C.-based company, best known for its syndicated talk shows *Donahue* and *Sally Jessy Raphael*, and also owner of five TV stations, two radio stations, 125 cable franchises and 11 daily and other newspapers, say that Multimedia may be too small to maximize shareholder value in a rapidly consolidating media universe. However, the company has given no deadline for a decision on its fate and says it is not committed to a particular course of action.

"The short answer of why we are doing this is that at the end of 1989 our stock closed at \$31 a share and at the end of 1994 closed at \$29 a share," says Robert E. Hamby Jr., Multimedia's senior VP/CFO. "The industry is going through some rapid changes, and we have to go through this process to determine how to take the best action possible in the interest of shareholders."

The move by the highly profitable company follows increasing competition in almost all areas of its business. New talk shows have cut into the ratings of *Donahue* and *Sally Jessy*, with the former show's host, Phil Donahue, expected to retire within the next few seasons.

Meanwhile, the company's 400,000-subscriber cable systems, spread over five states, face competition from rapidly consolidating larger cable systems and have seen returns diminished by reregulation.

Multimedia's earnings from ongoing operations, excluding extraordinary financial events, were \$78.3 million in 1994, up 9% from \$72.2 million in 1993. Total operating revenue climbed from \$611.9 million to \$630.5 million.

Even with the company's current challenges, some stock and media analysts think its stock is substantially undervalued—as did the market. The company's stock price rose from a \$29.125 close on Nasdaq shortly after the announcement last Wednesday to a \$37.125 close—a 27% jump—on Thursday.

That is still below what the company could fetch, argue some.

"We think Multimedia has never

gotten the respect it should get because most of its assets are not trophy assets. Its newspapers, television and radio stations are in middle markets, and its cable systems are not high-tech systems," says Bishop Cheen, senior analyst at Paul Kagan Associates Inc., which values the company at \$2.75 billion, nearly double the \$1.45 billion market capitalization of the stock based on its Thursday close and equivalent to \$57 a share.

Cheen says that Goldman Sachs last year successfully auctioned two media concerns, Park Communications and Stauffer Communications, for about 27% more than was expected, and in each case kept the companies intact.

Analysts suggest that companies which would make a good strategic fit with Multimedia include large, diversified media companies such as Cox, Gannett, Tribune, Washington Post Co., E.W. Scripps, A.H. Belo Corp., and the New York Times Co. However, networks and phone companies looking to acquire cable systems could also make bids.

But many buyers would want only some of Multimedia's assets, making the company's breakup likely if it pursues a deal with an outside entity. ■



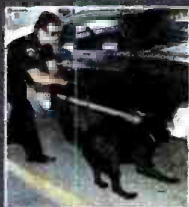
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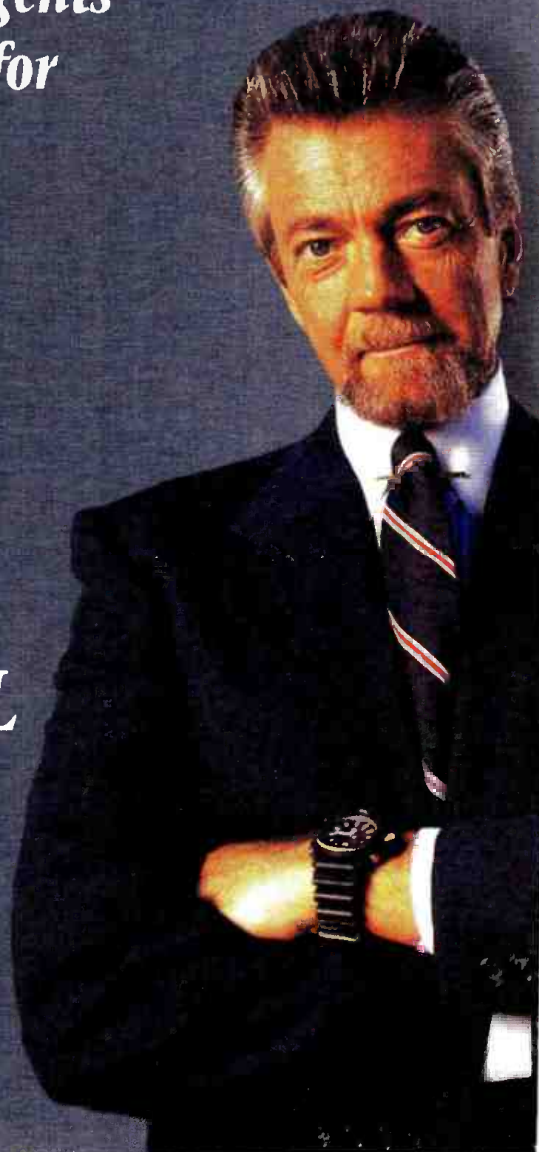
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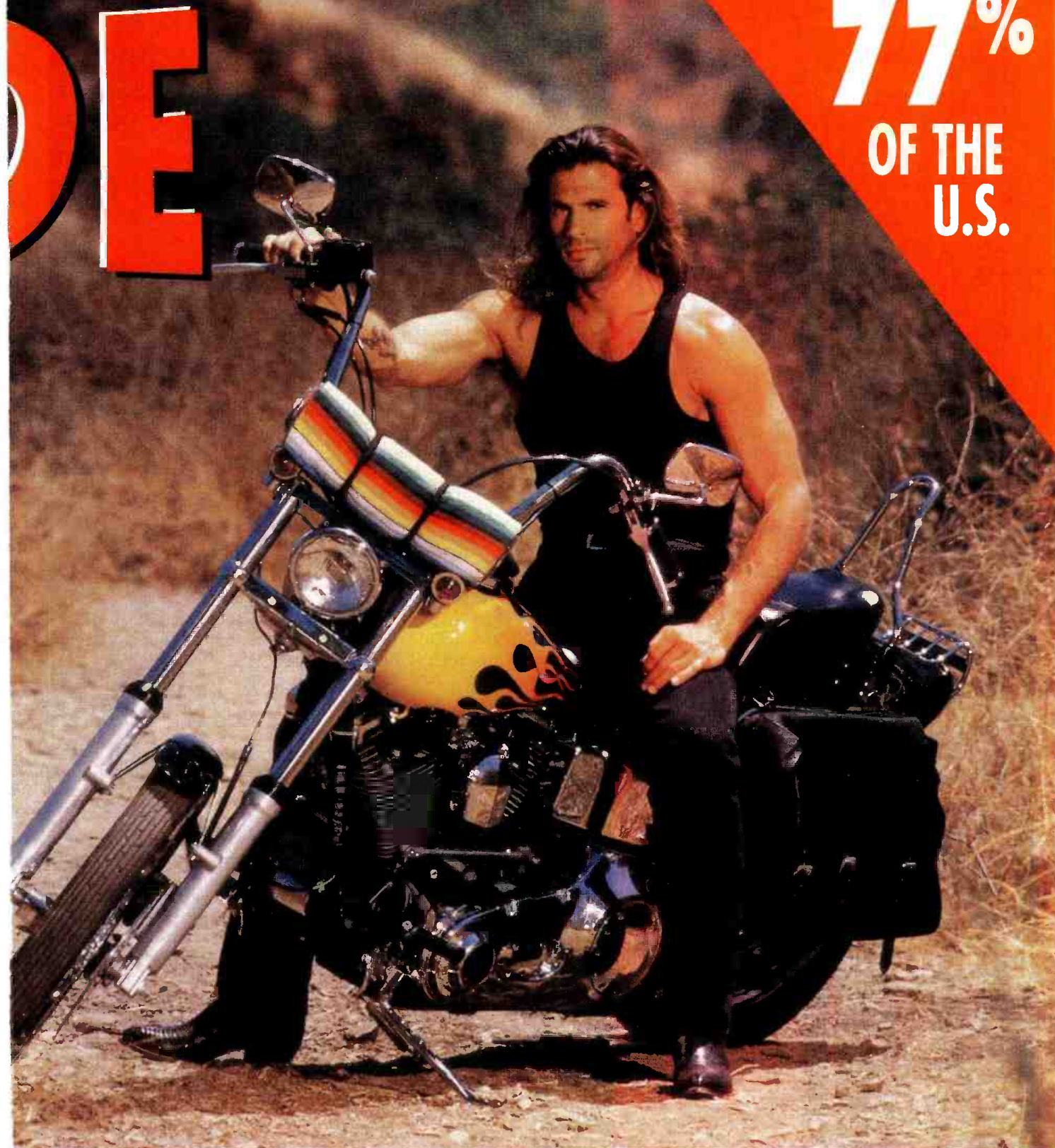


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# NBC claims sweeps win

By Steve Coe

**A**s the February sweeps come to an end this week, NBC will be the winner, predicts Warren Littlefield, president of NBC Entertainment.

"It's not too close to call right now," said Littlefield last Thursday (Feb. 23). "It's virtually impossible [for NBC to finish behind second-place ABC] unless someone drops the film can for Tom Clancy's *OP Center* and viewers turn to the repeat of [ABC's] 'Dances with Wolves.'" Littlefield was referring to NBC's four-hour, two-part miniseries starring Harry Hamlin that began last night (Sunday, Feb. 26) opposite the Kevin Costner movie. Part two of the miniseries airs tonight, Monday, Feb. 27.

Through last Thursday night, NBC was leading second-place ABC both in households and among adults 18-49. In households, NBC was averaging a 13.1 Nielsen rating/21 share compared with ABC's 12.2/19. Among the 18-49-year-old viewers, NBC was leading ABC with a 7.9, compared with a 7.0. CBS was third in households with an 11.4/18, and Fox was fourth with an 8.1/13. However, in the 18-49 demographic, Fox

was third with a 5.7 and CBS was last with a 5.5. If the demographic numbers hold, this will mark the second time CBS has finished behind Fox in a sweeps month. The first time was last May, when the order was ABC, NBC, Fox and CBS among the key demographic group.

One of the star performers for NBC in February was the six-hour, three-part miniseries *A Woman of Independent Means*, starring Sally Field. The series, which concluded last Wednesday, averaged a 16.6/25 over three nights and ranked first in each of its three airings. "Its most amazing performance was on Sunday night [Feb. 19, part one] when it went against [ABC's] 'Patriot Games' and [CBS's] 'Silence of the Lambs,'" said Littlefield. Despite a tepid lead-in on that night (6.7/11 for *Earth 2* at 7-8 p.m. and 8.5/13 for *seaQuest DSV* at 8-9), the first installment averaged a 17.8/27 at 9-11.

Although helped by sweeps-type programming, NBC has benefited greatly from its regular series, most notably its Tuesday and Thursday lineups. The network got off to a strong start with the first night of the sweeps falling on a Thursday. Last Tuesday's episode of *Frasier*, which



**Sally Field delivered three winning nights to NBC in 'A Woman of Independent Means.'** If this week's miniseries based on Tom Clancy's *OP Center* performs well, NBC will have a lock on first place in the sweeps.

featured Ted Danson reprising his role as Sam Malone from *Cheers*, scored an 18.8/27 and topped ABC's *Home Improvement* for the first time.

The miniseries helped NBC win the week of Feb. 13-19. It was the network's largest margin of victory for a regular season week, sans Super Bowls, since 1991. For the week, NBC averaged a 12.5/20, followed by ABC's 12.1/19, CBS's 11.3/18 and Fox's 7.8/12. ■

## NBC, affiliates ponder news merger

NBC and its affiliates are examining the feasibility of somehow integrating the *NBC Nightly News with Tom Brokaw* with local affiliate newscasts. "At this point, it is nothing more than an idea I have raised with some general managers and news directors as I explore the relationship between hometown and national news," said NBC News President Andrew Lack.

"We've done a lot of promoting of each other [at the network and local levels], and it's clear the network newscast can't survive without local news driving the audience into it," Lack told *BROADCASTING & CABLE* last week. "The question is how can we drive more people into the program and out of it and into



**"It's clear the network newscast can't survive without local news driving the audience into it."**

**—Andrew Lack**

other programs. We don't know what the answer is yet, and it could be that this idea is not the way to go about it. But I have raised the issue, and it's one that I and [key affiliate managers] agree we should spend more time on."

One of those to whom Lack has talked about the plan is Roger Ogden, general manager of NBC O&O KCNC-TV Denver, which NBC has agreed to sell to CBS. Ogden said the idea was interesting and merited further exploration. Affiliates could benefit from additional inventory, he said. But he added that it would behoove NBC, if it decides to go forward with such a plan, to test it in several markets before doing a national rollout. —SM



# Broadcasters take divergent routes to Hill

*Differences over ownership cap, duopoly splinter broadcast industry*

By Kim McAvoy

**T**V network affiliates will visit Capitol Hill this week to ask lawmakers not to change the broadcast ownership rules.

Under the auspices of the Network Affiliate Station Alliance (NASA), which represents ABC, CBS and NBC affiliate organizations, the broadcasters hope to meet with key policy-makers, including Senate Commerce Committee Chairman Larry Pressler (R-S.D.).

The affiliates are dead-set against Pressler's proposal to repeal most broadcast structural rules, including the national ownership cap of 25% and the broadcast-cable crossownership ban. Some of them, such as ABC and NBC affiliate organizations, also have taken a hard line against duopoly and LMAs.

The broadcast networks—ABC, CBS, Fox and NBC—prefer the Pressler approach to deregulation. They may decide to unite against the affiliates. Their Washington representatives may meet this week to discuss the possibility of a joint lobbying effort. Some of the larger groups, such as Tribune, also favor wholesale repeal of the broadcast rules.

With so much dissent among TV broadcasters about just how much deregulation is needed, industry coalitions representing other interests started emerging last week. These splits mean that the National Association of Broadcasters won't take a position before Congress or at the FCC on changes to broadcast ownership rules (see box).

Some TV groups, including LIN Television, Clear Channel Communications, Ellis Communications and Sinclair Broadcasting, have created the National Association of Multichannel Broadcasters to ask Congress to permit TV duopoly and protect their LMAs. They met last week in Washington.

"We're a one-issue organization with an interest in the concept of multichannel broadcasting," says Gary Chapman, president, LIN Television.

Meanwhile, broadcasters with newspaper interests are expected to seek repeal of the broadcast-newspaper crossownership prohibition. Cox, Tribune, Gannett and Scripps Howard are among those expected to undertake that initiative, but not necessarily as a formal coalition.

The splintering of these groups worries some in the industry. "Self-interest may become [a] bigger issue than the public interest," says Bill Ryan, president, Post-Newsweek Stations, and chairman, NAB TV board. He is especially troubled by those promoting TV duopoly and LMAs. "The public interest will suffer. We'll end up with fewer voices, and that's bad."

Although the affiliates expect to lobby Congress themselves, they are looking for some hired guns. At least one ex-Hill staff member, Gerry Waldron, a former counsel on the House Telecommunications Subcommittee for then-chairman Ed Markey (D-Mass.), will help NASA's efforts. Waldron is with Covington & Burling, which represents NASA.

But NASA still is looking for other representation, especially someone with Republican ties. The group is expected to conduct some interviews this week. A possible representative is Mary Jo Manning, coordinator, Television Operators Caucus. The TOC has yet to take a position on the ownership issue. ■

## Count NAB out

NAB is alive and well. Anyone who says NAB is "splitting apart at the seams is dead wrong," says NAB President Eddie Fritts concerning the association's decision not to take a position before Congress or at the FCC on changes to the TV ownership rules.

NAB is staying out of the debate over the rules because the TV board can't reach a consensus on the issue. "This is an intra-industry squabble. We've had them before, and we'll have them again," Fritts says.

"I voted for neutrality," says TV board member Ralph Gabbard. "I just didn't want to see this industry totally destroy NAB."

NAB may have to sit on the sidelines when it comes to congressional action on TV ownership rules. But the association will play a role in telecommunications-reform legislation. It's also likely NAB will push for radio deregulation, something the radio board unanimously supports.

"Broadcast ownership is clearly important, but there are many other issues we have to cover," says Fritts.

For starters, NAB wants to make sure that Congress grants broadcasters spectrum flexibility. Broadcasters want to use spectrum now reserved for HDTV for supplementary services. NAB also will work to insure that legislation includes so-called navigation safeguards guaranteeing TV stations a prominent place on the menus of interactive video networks.

Telco entry into video is another area on which NAB will focus. Broadcasters fear that Congress will permit telco delivery of video without safeguards to protect against anticompetitive behavior. Specifically, NAB would like to see mandatory carriage and retransmission consent requirements apply to telcos.

"Everybody recognizes that these issues are critical," says Fritts. —KM



NAB President Eddie Fritts says the division over ownership caps does not mean the association is 'splitting apart at the seams.'



# Public broadcasters look elsewhere for funds

*Endowment, tax among options being considered*

By Elizabeth Rathbun

**P**ublic broadcasters may have to find a new source of federal funding besides taxpayers' dollars, says National Public Radio President Delano Lewis.

Lewis envisions a tax, endowment, trust fund, spectrum fees or some other "whole new source of funds that would not be from the taxpayers directly." However, it would "keep 'public' in 'public broadcasting,'" he says. He expects to have a specific proposal soon.

These ideas are not new: The 1967 Carnegie Commission on Educational Television, which led to the formation of the public broadcasting system, recommended that federal funds be provided through an excise tax on TV sets. The 1993 Report of the Twentieth Century Fund Task Force on Public Television recommends exploring spectrum usage fees.

But the decades' worth of studies and recommendations may finally bear

fruit, as Congress acts to cut funding for the Corporation for Public Broadcasting. CPB's 1995 budget of \$285.6 million is funneled to NPR, the Public Broadcasting Service and about 950 public radio and TV stations.

Last Wednesday, the House Appropriations Committee's labor subcommittee agreed to cut CPB's budget 15% in 1996 and 30% in 1997. The full committee is expected to follow its subcommittee's recommendation, perhaps late this week.

"The decision was not totally unexpected, but it was a wrong move," Lewis says of the House subcommittee action. He plans to continue the fight in the House and Senate, where he is tallying public broadcasting's supporters. They include Communications Subcommittee member Ted Stevens (R-Alaska), former Commerce Committee Chairman Ernest Hollings (D-S.C.) and, apparently, subcommittee chairman Bob Packwood (R-Ore.) (see story, page 59).

"We can count on a few people," Lewis says.

Lewis is a member of an executive task force of public broadcasters that is fighting the cuts. So is the lobbying group America's Public Television Stations. "We assumed we would have to take a cut," president David Brugger says. But "the second-year [cut] is quite a bit, and that will really be difficult."

As for what might replace federal funding, Brugger says: "We don't know that there's any alternative." ■

## Wally Jorgenson dies at 71



Wallace Jorgenson, 71, former Jefferson-Pilot president, Hubbard Broadcasting executive vice president and past chairman of the National

Association of Broadcasters Joint Board, died of cancer Feb. 23 in Chapel Hill, N.C. Jorgenson began his career as a staff announcer at WCAL(AM) Northfield, Minn., in 1941. The former U.S. Marine (in charge of the Armed Forces Radio Network in Kyushu, Japan, in 1942-46) was hired as a sales representative for Jefferson-Pilot's WBT(AM) in 1948 and remained at the company for 30 years, rising through sales and management positions to become president and director in 1978. Jorgenson was known as an advocate of broadcast technology and strong editorial content. He also served as chairman of Maximum Service Television and was a former chairman of the CBS Affiliates Government Relations Committee. He was also a member of the National Association of Broadcasters TV code board. Jorgenson retired from Jefferson-Pilot in 1988, but immediately joined Hubbard Broadcasting. He is survived by his wife, Solveig, and five children. —CSS

## TCI, Turner considering buying TW's 18% of TBS

Top cable MSO Tele-Communications Inc. and Turner Broadcasting System Chairman/President Ted Turner are said to be eyeing Time Warner's 18% equity stake in TBS.

TCI and Turner reportedly are prepared to spend as much as \$1.6 billion for the stake, which represents about 6.2% of the voting shares in the cable programming company. An earlier agreement between TCI and Time Warner gives TCI first shot at buying the share, which Time Warner is unloading in an effort to pare its debt.

Ted Turner, who has been eager to recapture greater control in the company he founded, balked at earlier efforts by Time Warner to swap its share for some of TBS's assets. Ted Turner currently owns a 26% equity stake and 62.7% of the voting shares in TBS.

TBS already represents the largest single programming investment in TCI's portfolio. The estimated value of TCI's existing 21.3% equity stake in TBS is more than \$1.1 billion, according to Oppenheimer & Co. Other major programming items in TCI's portfolio include 49% of The Discovery Channel/The Learning Channel, valued at \$600 million; 19% of QVC, valued at \$470 million; 40% of Home Shopping Network, valued at \$392 million, and a variety of regional sports networks worth \$404 million. —RB

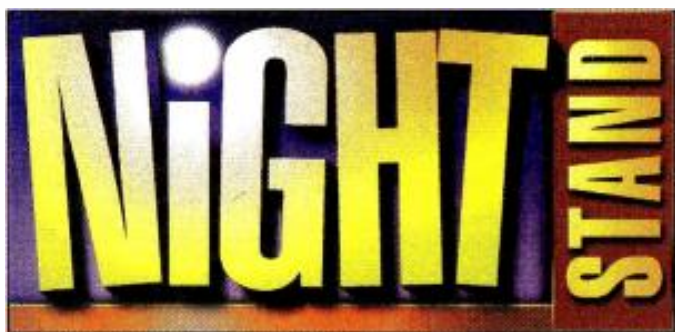


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Market	Station	Affiliation
New York	WWOR	UPN
Los Angeles	KCOP	UPN
Chicago	WPWR	UPN
Philadelphia	WTXF	FOX
San Fran.-Oakland	KBHK	UPN
Boston	WCVB	ABC
Washington D.C.	WDCA	UPN
Dallas	KTXA	UPN
Detroit	WXON	WB
Houston	KTRK	ABC
Seattle	KING	NBC

Market	Station	Affiliation
Minneapolis	KMSP	UPN
Miami-Ft. Laud.	WCIX	CBS
Denver	KTVD	UPN
Phoenix	KUTP	UPN
Sacramento	KXTV	CBS
Orlando	WOFL	FOX
Indianapolis	WTHR	NBC
Portland, OR	KPTV	UPN
San Diego	XETV	FOX
Kansas City	KCTV	CBS
Nashville	WSMV	NBC



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## NBC adds a foursome to prime time

*Strongest nights have most troublesome time slots*

By Steve Coe

**H**oping to plug some obvious holes in its prime time schedule, NBC is adding four new comedies and a drama to its lineup in March and April.

The comedies are *Hope & Gloria*, *NewsRadio*, *Pride & Joy* (working title) and *In the House*. The new drama series is *Amazing Grace*.

Two of the most problematic time periods this season have been on the network's two most successful nights—Tuesday at 8:30 and Thursday at 9:30. To that end, NBC will debut *NewsRadio* in the Tuesday slot beginning March 21. The comedy, starring Dave Foley and Phil Hartman, is about an all-news radio station in New York City. The show will replace *Something Wilder*, NBC's second attempt to find a suitable show for the *Wings* lead-out slot. *The Martin Short Show* started the season in the time period but was pulled for retooling.

To fill the Thursday hole, *Friends*, which now airs at 8:30, will move to 9:30. The first-year comedy is the highest-rated new comedy of the season and consistently has held on to the 8 p.m. *Mad About You* audience. Taking over the 8:30 time period is *Hope & Gloria*, which debuts March 9. Starring Cynthia Stevenson, Jessica Lundy and Alan Thicke, the show centers around two Pittsburgh neighbors. Former *Cheers* executive producers Bill and Cheri Steinkellner serve in the same capacity.

Also joining the Tuesday night schedule is *Pride & Joy*, which takes over the 9:30 post-*Frasier* time slot



'Hope & Gloria' (above) and Phil Hartman in 'NewsRadio'



on March 21. The show stars Julie Warner and Craig Bierko and features a group of friends dealing with careers and parenting. Marc Lawrence is executive producer of the Touchstone Television

production. *The John Larroquette Show*, which has been airing in the

time slot, will come off the schedule but will return at a later date.

In an effort to shore up its Monday night fortunes, the network is debuting *In the House* on April 3 in the 8:30-9 time slot. The night might become known as "rap-star Monday," as the series stars rapper LL Cool J and follows *The Fresh Prince of Bel-Air*, which stars rapper and actor Will Smith. Starring

with Cool J is Debbie Allen. The series is a Quincy Jones/David Salzman Entertainment production in association with NBC Productions.

Looking to take on CBS for the family audience on Saturday night, NBC is premiering *Amazing Grace* on April 1 from 8-9. The show stars Patty Duke as a struggling mother of two who restarts her life as an ordained minister. The series also stars Joe Spano and Dan Lauria. ■

## Springer buoyed by remake

*Format changes pay off in ratings boost*

By David Tobenkin

**A**t 51, Jerry Springer may seem an unlikely success story amid the recent flurry of young, hip, teen-targeted talk shows. But the former lawyer/mayor/news anchor's four-year-old syndicated talk show has engineered a dramatic ratings rise during the past year precisely by remaking itself to appeal to audience members young enough to be Springer's children.

In the first two weeks of the February sweeps, Multimedia Entertainment's *Jerry Springer Show* averaged a 4.6 Nielsen metered-market rating and a 15 share, up 53% in rating and 36% in share over the show's Febru-

ary 1994 performance. That placed it ahead of the average ratings of *Ricki Lake*, *Jenny Jones* and *Donahue* in those markets.

The show's 4.7/17 on WNBC-TV New York at 11 a.m. to noon beat *The Price Is Right* during the same period and was nearly double *Mike and Mary*, its nearest talk competitor in the time period. And on KCAL(TV) Los Angeles from 11 p.m. to midnight, the show earned a 5.1 rating for the sweeps through last Tuesday, consistently beating the *Late Show with David Letterman*.

All that has come on the wings of "relationship" shows that are more outrageous, youth-oriented and spon-





HOW  
IS SALLY  
CELEBRATING  
HER BIRTHDAY?



taneous than *Springer* shows before May, when show creator Burt Dubrow began reworking the show with new executive producer Richard Dominick and new senior producer Annette Grundy.

"Until I took over, this was a more serious show," says Dominick. "We had a show host with a lot of talents, and we were presenting him in a very straightforward manner. Now we get guests and audience members who are bubbling over with emotions, we don't give Jerry too many prepared questions and we see if we can make it a good mix."

Episode titles tell much of the story. Out are pre-May show topics: "Grandparents Raising Grandkids" and "I'm Not a Disabled Man; I'm Just a Man."

This week's shows include "I Hate My Lover's Sexy Job"; "Honey, I've Got a Secret" (one guest admits to infidelity), and a possible show featuring guests who have inspired the most hate mail confronted by those who wrote the letters.

The show's success is helping Multimedia sell it in more markets. *Springer* was cleared in 84% of the country in May, but that figure is

## PEOPLE'S CHOICE:

**Ratings for emerging broadcast networks, week of Feb. 13-19**

SOURCE: NIELSEN MEDIA RESEARCH

WB	
WEDNESDAY	1.9/3
8:00	97. The Wayans Bros. 2.1/3
8:30	97. The Parent 'Hood 2.1/3
9:00	99. Unhap Ever After 1.9/3
9:30	100. Muscle 1.5/2
WEEK'S AVGS	1.9/3
SSN TO DATE	2.0/3

## UPN UPN

MONDAY	5.3/8
8:00	78. Star Trek: Voyager 7.9/12
8:30	
9:00	94. Platypus Man 3.0/4
9:30	96. Pig Sty 2.3/3
TUESDAY	3.0/5
8:00	
8:30	93. Marker 3.5/6
9:00	
9:30	95. The Watcher 2.4/4
WEEK'S AVG	4.1/6
SSN TO DATE	5.3/8

expected to rise to 88%-90% by fall. The show has had 33 upgrades, mainly from late fringe to daytime time periods, since the beginning of this season.

However, outrageousness also has brought some embarrassment. A Feb. 7 show featuring a husband confessing to his wife that he had had an affair with their babysitter turned out to be a performance by actors who duped the show.

Springer concedes the show has

moved downmarket and is not the one he set out to do. "We're in the business of entertainment—if I'm not interesting for an hour, people won't watch," he says.

But that "anything-goes" philosophy is also a virtue in its own right, says Springer. "This show is one of the last remnants of free speech in America," he says. "We have no restrictions on subjects, only that it has to be truthful and it has to be interesting."

## SYNDICATION MARKETPLACE

### Newz New York sign-off

Columbia TriStar Television Distribution's low-rated, late-night syndicated sketch comedy show, *The Newz*, will soon lose its Chris-Craft/United clearance in New York on WWOR-TV Secaucus, N.J. Columbia TriStar and Chris-Craft continued to negotiate last week over whether the other five large-market Chris-Craft stations that carry the show would continue to run it. WWOR-TV, which airs the show at midnight, will drop it at the end of March. CTTD officials declined comment. Season-to-date through Feb. 5, the show averaged a 1.6 Nielsen gross average audience household rating.

### Bohbot kids show renamed

Bohbot Communications has named Hasbro and Hallmark Cards Inc. as leading licensees for its new syndicated kids show, *Enchanted Camelot*,

which has been renamed *Princess Guinevere and Her Jewel Adventures*. Hasbro will hold worldwide master toy rights to the show and Hallmark worldwide rights for greeting cards, paper party goods, gift wrap and stickers. *Princess* will anchor Bohbot's new *Amazin' Adventures II* syndicated weekend kids block, which launches in the fall.

### Baywatch ratings crest

All American Television's syndicated *Baywatch* action hour earned a show-record 8.4 Nielsen gross average audience rating for the week of Feb. 6-12, topping the previous record of 8.2 set a week earlier. The shows have rivaled those of Paramount Domestic Television's top-rated action hour, *Star Trek: Deep Space Nine*, in recent weeks.

### Mother Goose tops 41%

Promark TV Syndication's new *The*

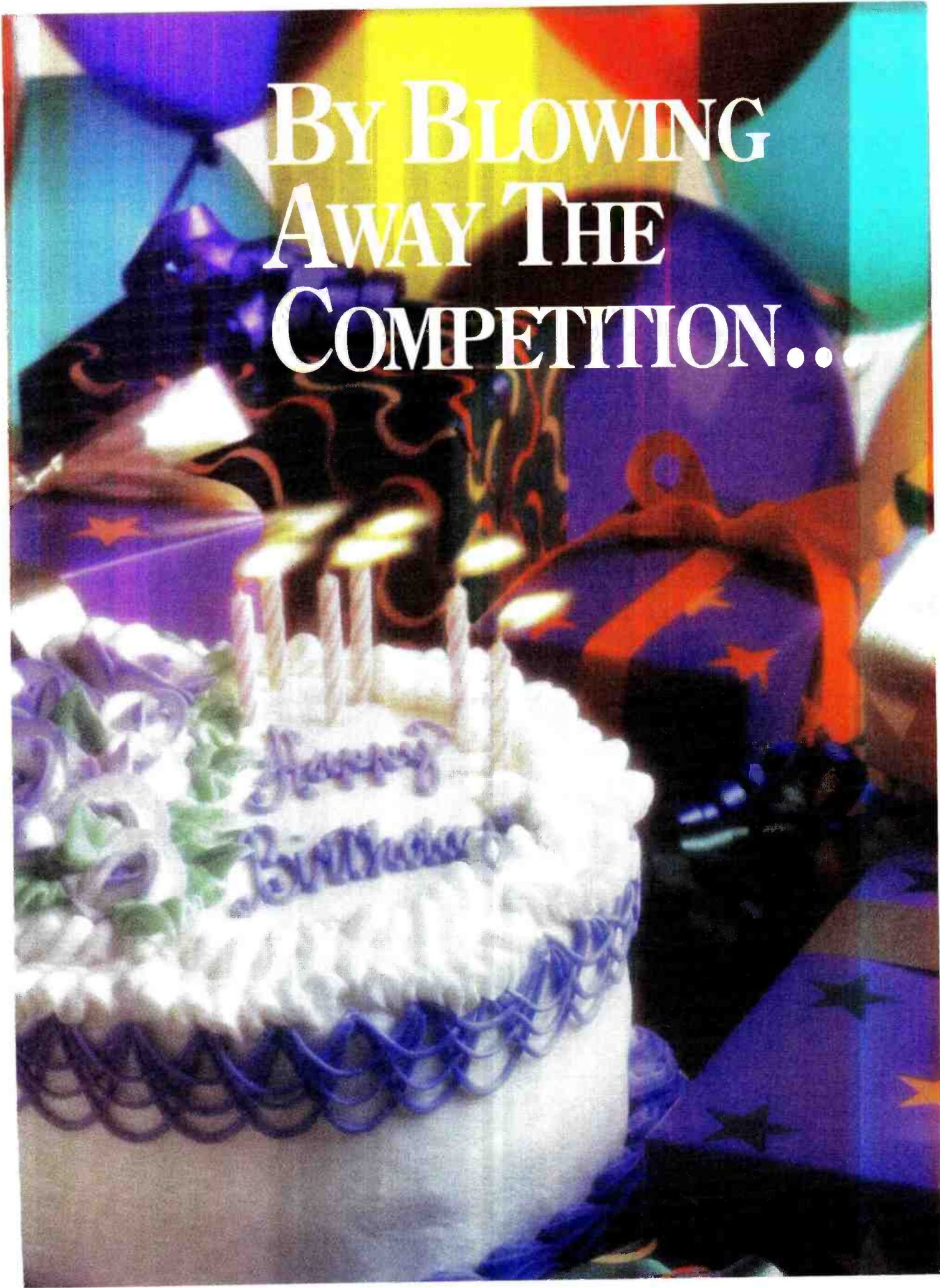
*New Adventures of Mother Goose* one-hour syndicated kids special has been cleared on 48 stations covering 41% of the country for an April 15-May 15 airing window. The special stars Sally Struthers as Mother Goose along with Emmanuel Lewis (*Webster*) and is produced by Martindale Hillier Entertainment. Clearances include WABC-TV New York, WLS-TV Chicago and WGTW-TV Philadelphia.

### Calling in the Coast Guard

MG/Perin's new syndicated weekly reality series *Coast Guard* has been cleared on all five Group W stations for a fall 1995 launch on weekend afternoons. The stations are KYW-TV Philadelphia, WBZ-TV Boston, KPIX(TV) San Francisco, KDKA-TV Pittsburgh and WJZ-TV Baltimore. The clearances bring the show's tally to 50 stations covering 45% of the country.



# BY BLOWING AWAY THE COMPETITION...





# PEOPLE'S CHOICE WEEK 22 *According to Nielsen ratings, Feb. 13-19*

	 <b>ABC</b>	 <b>CBS</b>	 <b>NBC</b>	 <b>FOX</b>
<b>MONDAY</b>	<b>13.0/19</b>	<b>12.6/19</b>	<b>14.5/22</b>	<b>8.6/12</b>
8:00	62. <b>Coach</b> 9.1/14	24. <b>The Nanny</b> 12.7/19	28. <b>Fresh Prince</b> 12.2/18	41. <b>Melrose Place</b> 10.9/16
8:30	83. <b>New Ballgame</b> 7.0/10	19. <b>Dave's World</b> 13.5/20	33. <b>Blossom</b> 11.4/17	
9:00		23. <b>Murphy Brown</b> 13.1/19		88. <b>Models Inc.</b> 6.2/9
9:30	15. <b>ABC Monday Night Movie—Texas Justice, Part 2</b> 15.4/23	32. <b>Cybill</b> 11.6/17	11. <b>NBC Monday Night Movies—Sister Act</b> 15.9/24	
10:00		27. <b>Chicago Hope</b> 12.4/19		
10:30				
<b>TUESDAY</b>	<b>15.8/25</b>	<b>9.6/15</b>	<b>10.6/17</b>	<b>6.5/10</b>
8:00	33. <b>Full House</b> 11.4/18	45. <b>Rescue: 911</b> 10.7/17	29. <b>Wings</b> 12.1/19	86. <b>Fox Tuesday Night Movie—Buffy the Vampire Slayer</b> 6.5/10
8:30	24. <b>Me and the Boys</b> 12.7/20		51. <b>Smthing Wilder</b> 10.2/16	
9:00	4. <b>Home Improvmt</b> 19.4/29	66. <b>CBS Tuesday Movie—Between Love and Honor</b> 9.0/14	20. <b>Frasier</b> 13.4/20	
9:30	5. <b>Grace Under Fire</b> 18.6/29		41. <b>J Larroquette</b> 10.9/17	
10:00	10. <b>NYPD Blue</b> 16.4/28		70. <b>Sports Illustrated Swimsuit Special</b> 8.6/15	
10:30				
<b>WEDNESDAY</b>	<b>12.8/20</b>	<b>9.2/15</b>	<b>11.4/18</b>	<b>8.9/14</b>
8:00	54. <b>Sister, Sister</b> 9.7/15	53. <b>Disney's Nancy Kerrigan Dreams on Ice</b> 10.0/15	49. <b>When Stars Were Kids</b> 10.5/16	36. <b>Beverly Hills, 90210</b> 11.2/17
8:30	52. <b>All American Girl</b> 10.1/15			
9:00	14. <b>Roseanne</b> 15.5/24	56. <b>The Nanny</b> 9.2/14	36. <b>Dateline NBC</b> 11.2/17	86. <b>Party of Five</b> 6.5/10
9:30	16. <b>Ellen</b> 14.7/23	79. <b>Dave's World</b> 7.8/12		
10:00	20. <b>Primetime Live</b> 13.4/23	56. <b>Northern Exposure</b> 9.2/16	26. <b>Law and Order</b> 12.5/21	
10:30				
<b>THURSDAY</b>	<b>10.0/16</b>	<b>8.6/13</b>	<b>20.7/32</b>	<b>8.4/12</b>
8:00	31. <b>Matlock</b> 11.7/18	62. <b>Due South</b> 9.1/14	9. <b>Mad About You</b> 16.5/26	62. <b>Martin</b> 9.1/14
8:30			8. <b>Friends</b> 16.9/25	56. <b>Living Single</b> 9.2/14
9:00	56. <b>The Commish</b> 9.2/14	66. <b>Walker, Texas Ranger</b> 9.0/13	3. <b>Seinfeld</b> 22.2/33	81. <b>New York Undercover</b> 7.7/11
9:30			2. <b>Seinfeld</b> 22.5/33	
10:00	56. <b>Day One</b> 9.2/15	81. <b>48 Hours</b> 7.7/13	1. <b>E.R.</b> 22.9/37	
10:30				
<b>FRIDAY</b>	<b>11.9/20</b>	<b>10.6/18</b>	<b>9.2/16</b>	<b>8.2/14</b>
8:00	36. <b>Family Matters</b> 11.2/20	45. <b>Diagnosis Murder</b> 10.7/19	55. <b>Unsolved Mysteries</b> 9.3/17	91. <b>M.A.N.T.I.S.</b> 5.2/9
8:30	43. <b>Boy Meets Wld</b> 10.8/19			
9:00	43. <b>Step By Step</b> 10.8/18	48. <b>CBS Special Movie—In the Heat of the Night</b> 10.6/18	62. <b>Soap Opera Awards</b> 9.1/16	36. <b>The X-Files</b> 11.2/19
9:30	49. <b>Hangin w/Mr. C</b> 10.5/17			
10:00	17. <b>20/20</b> 14.0/24			
10:30				
<b>SATURDAY</b>	<b>8.4/15</b>	<b>10.6/19</b>	<b>8.5/15</b>	<b>8.3/15</b>
8:00	77. <b>ABC Saturday Family Movie—The Computer Wore Tennis Shoes</b> 8.3/15	45. <b>Dr. Quinn Medicine Woman</b> 10.7/19	74. <b>AT&amp;T Skates of Gold</b> 8.4/15	79. <b>Cops</b> 7.8/14
8:30		66. <b>Here Comes the Bride</b> 9.0/16		74. <b>Cops</b> 8.4/15
9:00		29. <b>Walker, Texas Ranger</b> 12.1/22	70. <b>Sisters</b> 8.6/16	74. <b>America's Most Wanted</b> 8.4/15
9:30				
10:00	70. <b>The Marshal</b> 8.6/16			
10:30				
<b>SUNDAY</b>	<b>12.7/20</b>	<b>15.9/25</b>	<b>12.7/20</b>	<b>6.6/11</b>
7:00	40. <b>Am Fun Hm Vid</b> 11.1/20	7. <b>60 Minutes</b> 17.1/29	85. <b>Earth 2</b> 6.7/11	89. <b>Simpsons</b> 5.4/10
7:30	20. <b>Am Fun Hm Vid</b> 13.4/22			92. <b>Get Smart</b> 4.3/7
8:00	35. <b>Lois &amp; Clark</b> 11.3/18	13. <b>Murder, She Wrote</b> 15.6/24	73. <b>seaQuest DSV</b> 8.5/13	56. <b>Simpsons</b> 9.2/15
8:30				84. <b>House of Buggin'</b> 6.8/10
9:00	18. <b>ABC Sunday Night Movie—Patriot Games</b> 13.9/22	12. <b>CBS Sunday Movie—The Silence of the Lambs</b> 15.7/25	6. <b>NBC Sunday Night Movie—A Woman of Independent Means, Part 1</b> 17.8/27	69. <b>Married w/Chld</b> 8.7/13
9:30				90. <b>Dream On</b> 5.3/8
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>12.1/19</b>	<b>11.2/18</b>	<b>12.5/20</b>	<b>7.8/12</b>
<b>SSN. TO DATE</b>	<b>12.2/20</b>	<b>11.4/19</b>	<b>11.6/19</b>	<b>7.8/12</b>

RANKING/SHOW (PROGRAM RATING/SHARE) (nr)=NOT RANKED \*PREMIERE TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 954,000 TV HOMES

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# 2

	<u>Rating</u>
<b>Sally</b>	<b>6.0</b>
<b>Maury</b>	<b>4.8</b>
<b>Jenny</b>	<b>4.6</b>
<b>Geraldo</b>	<b>4.2</b>
<b>Rolonda</b>	<b>4.2</b>
<b>Montel</b>	<b>3.7</b>
<b>Ricki</b>	<b>3.4</b>



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Source: NSI Metered Market Overnights 2/2-2/15/95.

M-F 9:00 AM - 4:00 PM



## Top cable shows

Following are the top 15 basic cable programs for the week of Feb. 13-19, 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 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 5:30p	4,568	7.1 4.8
2. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 6:00p	4,341	6.8 4.6
3. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 5:00p	4,323	6.7 4.5
4. <i>O.J. Simpson Trial Coverage</i>	CNN	Thu 5:30p	4,266	6.7 4.5
5. <i>O.J. Simpson Trial Coverage</i>	CNN	Tue 5:30p	3,871	6.0 4.1
6. <i>O.J. Simpson Trial Coverage</i>	CNN	Thu 2:00p	3,708	5.8 3.9
7. <i>O.J. Simpson Trial Coverage</i>	CNN	Thu 5:00p	3,680	5.7 3.9
8. <i>O.J. Simpson Trial Coverage</i>	CNN	Thu 6:30p	3,668	5.7 3.8
9. <i>O.J. Simpson Trial Coverage</i>	CNN	Thu 7:00p	3,657	5.7 3.8
10. <i>O.J. Simpson Trial Coverage</i>	CNN	Fri 5:30p	3,648	5.7 3.8
11. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 2:00p	3,633	5.7 3.8
12. <i>O.J. Simpson Trial Coverage</i>	CNN	Tue 7:00p	3,585	5.6 3.8
13. <i>O.J. Simpson Trial Coverage</i>	CNN	Thu 1:00p	3,560	5.6 3.7
14. <i>O.J. Simpson Trial Coverage</i>	CNN	Tue 5:00p	3,533	5.5 3.7
15. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 1:00p	3,409	5.3 3.6

Following are the top five pay cable programs for the period of Feb. 13-19, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. <i>Movie: 'On Deadly Ground'</i>	HBO	Sat 8:00p	3,294	15.3 3.5
2. <i>Real Sex 11</i>	HBO	Sat 12:28a	3,239	15.0 3.4
3. <i>Boxing: De la Hoya-Molina</i>	HBO	Sat 10:00p	2,874	13.3 3.0
4. <i>Movie: 'Hard to Kill'</i>	HBO	Sun 8:00p	2,300	10.7 2.4
5. <i>Tales from the Crypt</i>	HBO	Wed 10:00p	2,297	10.6 2.4



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*Wall Street Journal*, November 2, 1994

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## HEAD ENDINGS

### TCI goes to Branson

Tele-Communications Inc. programming subsidiary Liberty Media has formed Americana Television Productions, which will produce and distribute programming from Branson, Mo. ATP already has a library of 600 hours of original programming purchased from the now-defunct Americana Television Network. Stanley Hitchcock, who founded the Americana network, will serve as president of the new subsidiary.

### Liberty picks up Pac-10

Liberty Sports, the sports programming division of top multiple system cable operator Tele-Communications Inc., has secured network and national cable TV rights to Pac-10 men's basketball games beginning in the 1995-96 season and continuing through the 1998-99 season. The deal includes up to 16 network appearances and 32-36 annual cable games.

### Women in History

Women's Project & Productions, a not-for-profit, off-Broadway theater group, is collaborating with Lifetime Television to create a series of vignettes focusing on Women's History Month (March).

### More history

A&E during the next several months will showcase programming from sister network The History Channel, including original and exclusive historical documentaries, movies and miniseries. Programming will include simulcasts on A&E and The History Channel of specials *The Last Days of World War II* and *Crusades*, both hosted by Roger Mudd.

### Jane Powell for TCM

Actress Jane Powell has signed with Turner Classic Movies as a network spokesperson and on-air personality.

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## NEW YORK

MONDAY - FRIDAY • 11:30PM - 12:00M

	<u>A18-34</u>	<u>A18-49</u>
<b>JENNY</b>	<b>5.9</b>	<b>4.6</b>
<b>LETTERMAN</b>	<b>3.8</b>	<b>3.9</b>
<b>NIGHTLINE</b>	<b>2.3</b>	<b>3.5</b>
<b>LENO</b>	<b>1.5</b>	<b>2.2</b>

SOURCE: NSI SNAP (TP AVG RTG) JANUARY '95

IN HER FIRST RATING BOOK IN LATE NIGHT IN NEW YORK, JENNY JONES BEAT LETTERMAN, LENO AND NIGHTLINE IN ALL YOUNG ADULT DEMOS. AND, THE JANUARY RATING BOOK STARTED ONLY 4 WEEKS AFTER JENNY'S LATE NIGHT DEBUT. THERE IS NO TOUGHER PLACE THAN LATE NIGHT IN NEW YORK. IF JENNY CAN MAKE IT HERE, IMAGINE WHAT SHE'LL DO IN YOUR CITY.



# Jenny Jones



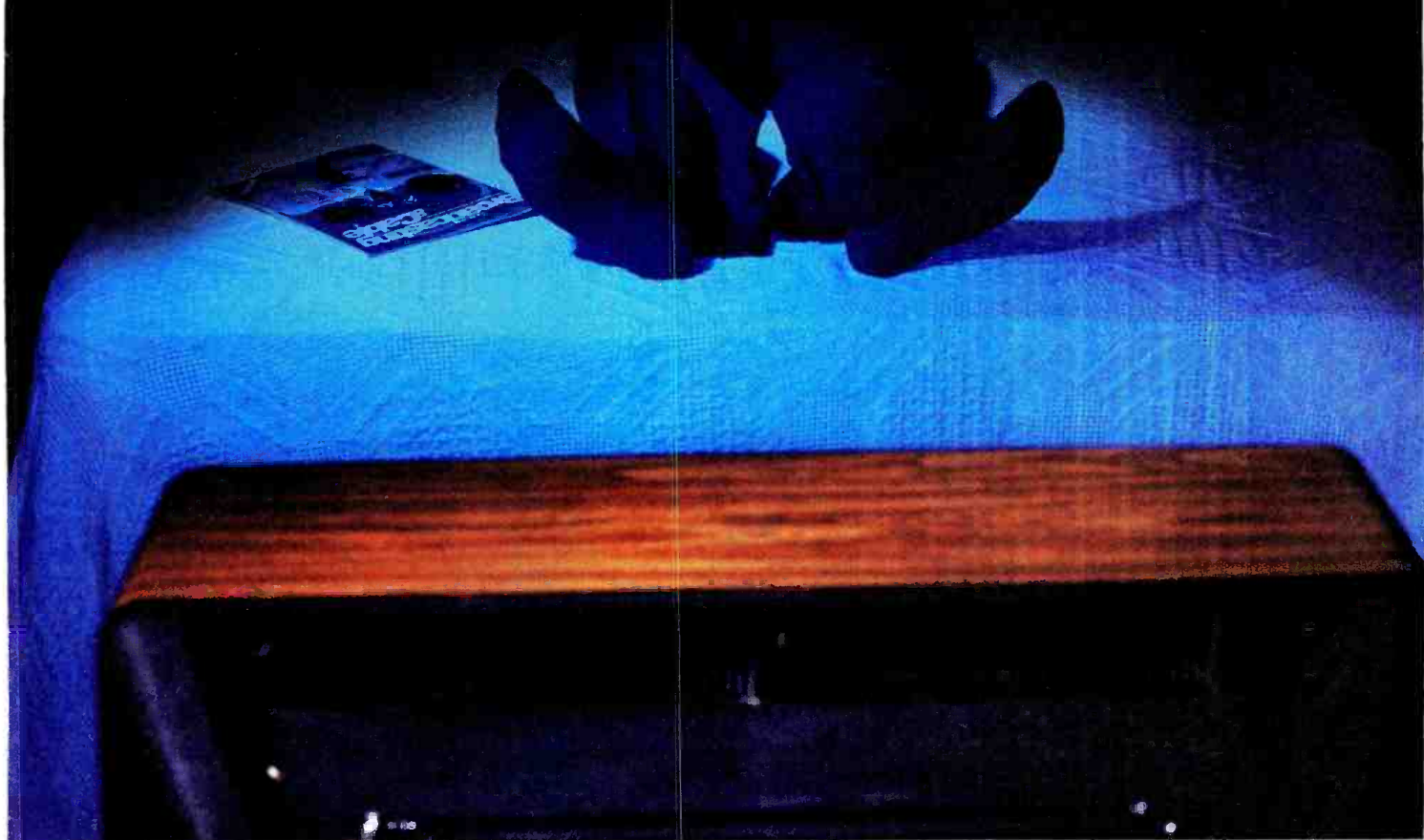
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***In their hotel rooms with NAB Today:*** This in-room program will provide attendees with the latest news and information on what's happening at NAB'95. A new show will be produced daily and will run 24 hours a day in all major Las Vegas hotels, as well as across North America and Europe via satellite. Your commercial will run 1X per hour for all four days for a total of 96X throughout the show.

***In the convention center on Videowalls:*** NAB Today will also be broadcast continuously on Videowalls in the convention center. These "walls" of high-resolution video monitors will literally stop attendees in their tracks – and focus their attention on your commercial.

***On their office desks in Broadcasting & Cable magazine's special issues:***

**April 3 Pre-Show issue** – Alert attendees to the products you'll feature at NAB'95. Features "Migration to Digital, Part IV." **Close: March 24.**

**April 10 Show issue** – Features show coverage, "Broadcasters on the Information Highway Special." **Close: March 31.**

**April 17 Post-Show issue** – wrap-up issue with highlights from the convention floor. **Close April 7.**

***In the magazine they'll reach for at the show!***

**Bonus distribution of the April 10 issue to NAB'95 attendees at the show.**  
Over-runs of the "Migration to Digital, Part IV" supplements will be stitched into these bonus copies.

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# Special Report

## STATION TRADING IN 1994

### Station sales encore in '94

*On the heels of a prosperous 1993, radio and TV sales continue their banner pace, doing \$5 billion in business*

By Julie A. Zier

**T**he growth curve of the broadcasting business continued to soar upward in 1994, marking the second year of booming station trading following the recession.

Although trading slowed mid-year, 1994 saw a dollar volume that exceeded 1993's by almost \$2 billion. Duopoly, the resurgence of equity and debt, and the economic recovery were among the factors contributing to the \$5 billion year.

Combination deals exploded, more than doubling total dollars from \$756 million in 1993 to \$1.8 billion. Television had another banner year of \$2.2 billion in deals, although several controversial deals have yet to be approved at the FCC.

Sale prices of standalone FMs rose 12.7%, from 1993's \$743.5 million to \$838 million, while the number of deals dropped 23%. Standalone AMs felt a similar decline in the number of deals, from 231 to 169 in 1994. But the total dollar value of AM sales shot up 84%, totaling \$132.3 million in 1994 over 1993's \$71 million.

#### RADIO

**W**hen the early 1990s are revisited and we look at radio, this will be viewed as a period of enormous structural change. You're not going to see trading like this five years from now. This trading is genetic engineering," says radio broker Gary Stevens.

Brokers and group owners agree that 1994, like 1993, was a year of phenomenal growth for the broadcasting industry and that the undisputed force behind the activity was duopoly.

"Duopoly has increased the value of stations," Jacor President/co-COO Randy Michaels says. "There is power in having a multibrand strategy in a single radio market."

In late 1992, the FCC loosened its ownership restrictions, allowing groups to own up to two AMs and two FMs in markets with at least 15 stations. The impact on the sluggish radio industry was unprecedented. By the end of 1993, the dollar volume of FM-only transactions almost tripled, to \$743.5 million, while group sales grew 44%.

American Radio System's co-COO David Perelman points to Buffalo, N.Y., as a model of duopoly's explosion. Fifteen months ago, Buffalo had several independently owned radio stations. Today, he says, four companies own 79% of the listening audience and 95% of the revenue. Only one station remains independently owned.

"Deals are being driven strategically rather than by multiples," Stevens says. Liberty Broadcasting, for example, follows a regional strategy of buying only stations on the East Coast.

"We've turned down opportunities out West because we don't want to be fragmented," Liberty President/CEO Jim Thompson explains. They were one of the year's most active groups, putting 19 transactions through the FCC. "We want to have some marketing influence in regions."

While the duopoly trend continued into 1994, other factors spurred trading activity. The economic recovery could be felt on all fronts of the radio industry. There was an availability of equity players. Banks began lending again, but unlike the freewheeling late 1980s, caution reigned. Lending multiples were capped at five or six times cash flow, Stevens says, versus the seven or eight times that was standard before the recession.

As a result, the structure of deals has taken on a new look. At the height of the recession, according to broker Bill Steding of Star Media Group, the average deal was 60%





equity and 40% senior debt. In 1994, senior subordinated debt was added to the mix, providing a less expensive capital structure.

"You don't have the leverage you had in the '80s," OmniAmerica Chairman/CEO Carl Hirsch says. "It's harder to enter the game now."

Another difference from the frenzy of the late '80s is in the nature of the beast, Liberty's CEO Jim Thompson says. "There were a lot of business people who didn't know radio, and a lot of radio people who didn't know business." In today's radio marketplace, he says, the two converge.

Advertising revenue set new records in 1994. Total radio ad revenue grew 11.3% last year, its highest increase since 1985, according to the Radio Advertising Bureau.

"The surge in radio revenues created a more robust operating income, which ultimately raised the prices and value of stations," broker Dick Foreman explains. "They've helped create more interest in the radio sector, and more people want to invest."

In mid- to late-1994, trading activity slowed. Part of the blame rested on multiples, which hovered at 10-11 times cash flow in major markets, 9-10 in medium markets and 7-9 in smaller markets. But most notably, interest rates rose five times last year.

"We can't be as aggressive on prices and what we might pay for a station in a rising-interest environment," EZ Communications President Alan Box says. "They're not stopping the good deals, they're just making everyone look a little closer before they sign on the dotted line."

"There is an eagerness to acquire stations now before interest rates go higher," broker Jim Blackburn says. "But that desire is not being satisfied because of a lack of supply."

The next flurry of activity will follow the widely expected changes in ownership rules, traders agree. The FCC has proposed raising or eliminating the radio ownership cap of 20 AMs and 20 FM's. Every broadcaster and broker interviewed for this article favors such a change.

"If we are going to be able to compete with cable companies and telephone companies and satellite technology and digital broadcasting, the

idea that we should be limited to a number of radio stations seems to be inappropriate," Infinity President/CEO Mel Karmazin says.

"Let the free market decide," says Steding, who also is in favor of eliminating restrictions on foreign ownership, another proposal on the table at the FCC. "The demons the Democrats expect to come forward will not."

But the FCC seems to have its bureaucratic hands full processing routine paperwork. Radio broadcasters are complaining the FCC is backlogged, delaying action on the most basic deals.

"Anything slightly controversial has stopped in the commission," Michaels says. "Almost every group broadcaster is frustrated about the fact that one or more applications are tied up because the commission has it sitting on someone's desk and doesn't really know what to do."

Radio broadcasters are predicting another active year in 1995, but not up to the 1993-94 levels.

"The easy, logical deals got done in 1994," Box says. "The more creative, or stretch, deals will be done in 1995 as people look around and try to make the best of what's available."

Box says the trend for this year will be group owners trying to establish duopolies in markets in which they do not now operate. "The dynamics are completely different," he says.

Certain unresolved factors that should be decided this year will have an effect on trading volume. "The industry is set for a nice trading pickup if capital gains are cut and ownership limits are lifted," says broker Tom Gammon of Americom. "Small markets could come more into play."

Some larger players that have achieved critical mass—loosely defined as enough stations and cash flow to entice investors—will begin to get impatient, Bergner says. The initial public offering market cooled off in mid-year, preventing some companies from tapping into public money.

"There will be more mergers and buyouts because companies are realizing they can get a lot more for their stations on the private market than the public market," Bergner predicts.

Overall, the mood of the industry

is one of optimism and excitement. Carl Hirsch, like others, is "bullish" on radio, and he hinted that television is also opportunity-rich. "I see the next three to five years as a wonderful window of opportunity," Hirsch says. Why? "Broadcasters are like crabs in a bucket; none of us can get out of the bucket, and none of us can get out of each other's way."

## TELEVISION

**O**f my 25 years in the business, 1994 was the biggest year for me," proclaims broker Ted Hepburn.

"The investment community was up, there was a lot of money chasing deals, the economic climate was much better, banks suddenly began lending again and interest rates were low," he says. "It was an outstanding year for television."

There were two types of buyers in 1994, ABRY's Managing Director Andrew Banks says. Those doing "conventional, tactical transactions" for growth purposes, or those doing strategic transactions. The latter category involved deals made "not from need or desire, but for use of the asset as a platform for other ambitions," Banks explains.

The most consequential of those transactions was implemented by Fox Chairman Rupert Murdoch. In a historic alliance, New World Communications agreed to switch its 12 stations from traditional network affiliations to Fox in exchange for \$500 million. ABC, CBS and NBC scrambled to recover in a battle for audience reach that spanned 33 markets and eight months.

"[Murdoch] totally fired up the industry," says Ellis Communications President/CEO Bert Ellis. "In some cases he turned it inside out and backward, but it definitely re-excited the industry, it definitely reignited the industry. It added a whole new dimension and it got the other three networks off their duffs."

As the networks played catch-up with audience numbers, they reentered the trading arena. CBS bought two UHF stations in Atlanta and Detroit; NBC and CBS swapped long-term O&Os in Philadelphia, Miami, Salt Lake City and Denver

and Capital Cities/ABC bought George Lilly's stations in Topeka, Kan., and Toledo, Ohio.

During the upheaval, the relationships between networks and group owners changed. New cooperative ventures emerged between the two that reversed the downward trend of affiliate compensation.

"I think it's benefited both parties," Group W's TV President Jonathan Klein says. Group W signed a far-reaching 10-year affiliation agreement with CBS that locked up affiliates in five markets and created a joint venture to buy stations. "Group owners have leveraged their assets to extract some things from the networks, but networks have done long-term affiliate agreements with increased clearances."

Further stimulating the industry was the prospect of two new networks, the Warner Brothers Network and the United/Parmount Network. "They have had an effect on the value of affiliates," Granite Broadcasting Chairman Don Cornwell says. "You essentially have six networks trying to get clearance and distribution. And while no one is casting aside ABC for WB right

now, nonetheless, there are other options for people at this point."

The television industry is anticipating even greater options with the advent of deregulation. The FCC will decide on raising or eliminating the ownership caps (currently 12 stations or 25% of viewing households) and allowing duopoly in TV. The prevalent concern of TV owners, as in radio, is the need to compete with developing forms of media.

"My short-term competition for the lion's share of the dollars today is the guy across the street," Ellis says. "But somewhere in the next 10 years, no doubt about it, my competition is going to be the cable operator or the telephone operator or both; or they may be one and the same, which would be the worst."

Hepburn has reservations about the elimination of caps: "I think the industry is healthier with some limits," he says. "Anything large and concentrated can't react as well; it's sluggish in its reactions."

Another hotly contested issue is local marketing agreements. Although LMAs are allowed under current FCC rules, some say they are being used to circumvent the

duopoly restrictions. Others say LMAs are boosting the television industry in a comparable fashion to the pre-duopoly radio business.

"The FCC crippled the television business the same way they crippled radio: by creating too many stations," broker Frank Kalil says. "They had all these construction permits that weren't worth anything a year ago, but now that there is an ability to LMA those, the CPs and independent stations are worth some money."

The outlook for 1995 is positive. The industry is healthy, and most groups are excited by the prospects of deregulation. Group mergers seem likely as owners look to grow without taking on more debt, Cornwell says.

"Trading in 1995 totally depends on if we get deregulation," says Clear Channel CEO Lowry Mays. His company is bumping up against the radio caps with 37 stations, but has some room to grow from its nine TVs. "If we get it, there will be a spurt of activity for a number of people. If we don't get it, we will continue like 1994, where people will be happy to pay the increased prices." ■

# The \$1 million-plus club

*Following are radio and television station sales of at least \$1 million approved and released by the FCC during 1994*



## ALABAMA

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

## CALIFORNIA

**KMPC(AM)** Los Angeles Buyer: Capital Cities/ABC. Seller: Gold-

en West Broadcasters. Price: \$17.5 million.

**KRCX(AM)** Sacramento Buyer: Embarcadero Media Inc. Seller: Fuller-Jeffrey Broadcasting Corp. Price: \$3 million.

**KSAC(AM)** Sacramento Buyer: J&C Equinox XX LP. Seller: Jonsen Communications Corp. Price: \$1.4 million.

**KSFO(AM)** San Francisco Buyer: Capital Cities/ABC. Seller: First Broadcasting. Price: estimated \$10 million.

## FLORIDIA

**WXKB(AM)** Cape Coral Buyer: Beasley Broadcasting. Seller: WRCC Partners. Price: \$3.7 million.

**WNZE(AM)** [formerly WRFA(AM)] Largo Buyer: Paxson Broadcasting. Seller: Largo Broadcasting Co. Price: \$1.078 million.

**WTMC(AM)** Ocala Buyer: Paxson Communications Corp. Seller: American Network Group Inc. Price: \$2.5 million.

**WGTO(AM)** Pine Hills Buyer: Paxson Broadcasting. Seller: Florida Media Inc. Price: \$1,336,500 plus \$200,000 in assumption of mortgage.

## LOUISIANA

**WBYU(AM)** New Orleans Buyer: EZ Communications. Seller: Radio Vanderbilt Inc. Price: \$1.1 million.

**WNOE(AM)** New Orleans Buyer: Communicom Co. Seller: Radio Equity Partners. Price: estimated \$1 million range.

## MASSACHUSETTS

**WSSH(AM)** Boston Buyer: Communicom Co. of America LP. Seller: Noble Broadcast Group. Price: estimated \$2 million.

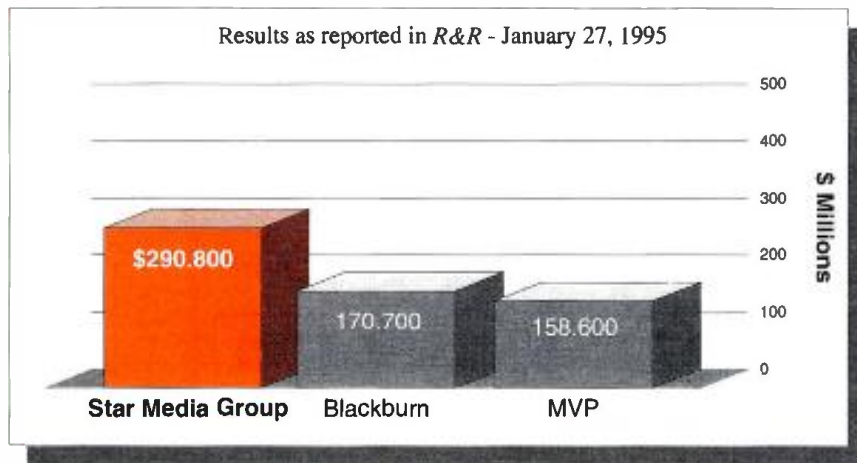
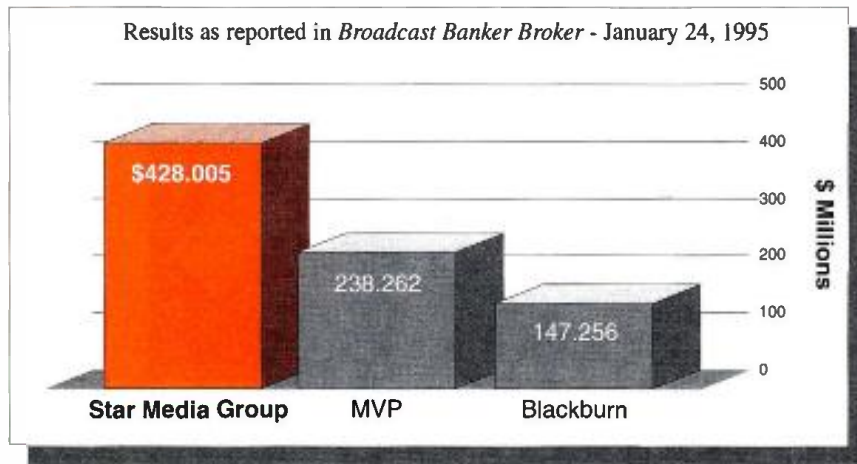
**WEEI(AM)** Boston Buyer: Back Bay Broadcasters. Seller: Boston Celtics Communications LP. Price: \$4 million.

## MICHIGAN

**WXYT(AM)** Detroit Buyer: Infinity Broadcasting Corp. Seller: Fritz Broadcasting Inc. Price: \$22.774 million.



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**MISSOURI**

**KXOK(AM)** St. Louis *Buyer:* WMUZ Radio Inc. *Seller:* Saul Frischling *Price:* \$1.575 million.

**NEW YORK WTAE(AM)** Mineola and **WVNJ(AM)** Oakland, N.J. *Buyer* of 50% stock of Universal Broadcasting: Howard and Miriam Warshaw. *Seller:* Marvin Kosofsky. *Price:* \$6.025 million.

**WKDM(AM)** New York *Buyer:* Way Broadcasting. *Seller:* United Broadcasting Co. *Price:* \$6.94 million.

**NORTH CAROLINA**

**WRSF(AM)** Nags Head *Buyer:* Multi-Market Radio Inc. *Seller:* Jones Eastern of the Outer Banks Inc. *Price:* \$1.05 million.

**OHIO**

**WCKY(AM)** Cincinnati *Buyer:* CR Acquisition Inc. *Seller:* Pathfinder Communications Corp. *Price:* \$1 million.

**WRDZ(AM)** Cleveland *Buyer:* Divine Mercy Communications Ltd. *Seller:* Gore-Overgaard Broadcasting Inc. *Price:* \$1.5 million.

**PENNSYLVANIA**

**WZZD(AM)** Philadelphia; **KSLR(AM)** San Antonio, and **WWDJ(AM)** Hackensack, N.J. *Buyer:* Salem Media Corp. *Seller:*

Communicom Co. of America LP. *Price:* \$5 million, \$1 million and \$8 million, respectively; \$14 million total.

**RHODE ISLAND**

**WRCP(AM)** Providence All outstanding shares of Neto Communications Inc. *Buyer:* Anthony Cruz. *Seller:* Manual Neto. *Price:* \$1 million.

**SOUTH CAROLINA**

**WVOC(AM)** Columbia *Buyer:* Benchmark Communications. *Seller:* Clayton Radio Inc. *Price:* \$2.5 million.

**TEXAS**

**KCMZ(AM)** [formerly **KMRT(AM)**] Dallas *Buyer:* Rodriguez-Heftel-Texas Inc. *Seller:* GCI Dallas II. *Price:* \$1.5 million.

**KAHZ(AM)** Fort Worth and **KTEK(AM)** Alvin, both Texas; **KCNW(AM)** Fairway, Kan.; **KYCR(AM)** Golden Valley, Minn.; **WDCT(AM)** Fairfax, Va., and **WYLO(AM)** Jackson, Wis. *Buyer:* Children's Radio Group Inc. *Seller:* Jim Runsdorf, liquidating agent *Price:* Marsh Broadcasting Corp., *Price:* \$7.25 million, assumption of debt.

**KENR(AM)** Houston *Buyer:* Salem Communications. *Seller:* Susquehanna Radio Corp. *Price:* Price estimated \$2.5 million.

**KTBB(AM)** Tyler *Buyer:* Gleiser Communications Inc. *Seller:* KTBB Radio Inc., debtor-in-possession. *Price:* \$800,000. Sale is part of three-station purchase totaling \$2.55 million.

**WASHINGTON**

**KING(AM)** Seattle *Buyer:* Bonneville Holding Co. *Seller:* Classic Radio Inc. *Price:* \$1.5 million.

**ARIZONA**

**KCRZ(FM)** Tucson *Buyer:* Rex Broadcasting Corp. *Seller:* Tucson Community Broadcasting Inc. *Price:* \$3.5 million.

**ARKANSAS**

**KFTH(FM)** Marion *Buyer:* Flinn Broadcasting Corp. *Seller:* Big Ben Communications Inc. *Price:* \$1.65 million.

**ALABAMA**

**WGCX(FM)** Atmore *Buyer:*

Capitol Broadcasting Co. *Seller:* Wescom of Alabama Inc. *Price:* \$3.3 million.

**WZBQ-FM Jasper (Birmingham)** *Buyer:* Ameron Broadcasting Inc. *Seller:* SIS Sound Inc. *Price:* estimated \$3.3 million.

**WOWC(FM)** (formerly **WZBQ**) Jasper *Buyer:* Ameron Broadcasting Inc. *Seller:* Sis Sound Inc. *Price:* \$3.185 million.

**WXXF(FM)** Prattville *Buyer:* Prattville Communications Corp. *Seller:* Downs Broadcasting II. *Price:* \$1.575 million.

**CALIFORNIA**

**KJAZ-FM Alameda** *Buyer:* Z-Spanish Radio Network Inc. *Seller:* KJAZ Inc. *Price:* \$6 million.

**KSLK(FM)** Auberry *Buyer:* Lotus Communications Corp. *Seller:* 105 Mountain Air Inc. *Price:* \$1.5 million.

**KHYL(FM)** Auburn *Buyer:* Chancellor Communications Inc. *Seller:* American Media Inc. *Price:* \$16.653 million.

**KOQQ-FM** (formerly **KCHT-FM**) Bakersfield *Buyer:* Buckley Communications Inc. *Seller:* J&C Equinox XX LP. *Price:* \$1 million.

**KKXX-FM Delano** *Buyer:* Lithosphere Broadcasting LP *Seller:* Grapevine Radio Inc. *Price:* \$1.515 million.

**KCQR(FM)** Ellwood *Buyer:* Spectacular Broadcasting Inc. *Seller:* South Coast Broadcasting Inc. *Price:* \$1.2 million.

**KTHT-FM Fresno** *Buyer:* New-Tex Communications. *Seller:* SpaceCom *Price:* \$1.5 million.

**KKDJ(FM)** Fresno *Buyer:* Henry Broadcasting Co. *Seller:* W. Lawrence Patrick, receiver for Pacific Quadracasting Inc. *Price:* \$1.725 million.

**KSXY(FM)** Fresno *Buyer:* EBE Communications Inc. *Seller:* Headliner Radio Inc. *Price:* \$1.73 million.

**KNAC(FM)** Long Beach *Buyer:* Liberman Broadcasting Inc. *Seller:* Keymarket of Los Angeles. *Price:* \$13 million.

**KVFX-FM Manteca** *Buyer:* Community Pacific Broadcasting Co. LP. *Seller:* Cal Valley Radio LP. *Price:* \$1.4 million.

**KDJK(FM)** Oakdale *Buyer:* Photosphere Broadcasting LP. *Seller:* W. Lawrence Patrick, receiver. *Price:* \$2.5 million.

**KOLA(FM)** San Bernardino *Buyer:* Island Empire Broadcasting Corp. *Seller:* Ray Stanfield, receiver. *Price:* 5 million.

**KYXY(FM)** San Diego *Buyer:* SFX Broadcasting Inc. (Robert Sillerman, chairman/CEO) *Seller:* Parker Broadcasting Inc. (John Parker, chairman) *Price:*

January 31, 1995



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**KMGX-FM San Fernando**  
Buyer: Chagal Broadcasting Inc.  
Seller: Buckley Communications Inc. Price: \$4.5 million.

**KSRY-FM San Francisco and KSRI-FM Santa Cruz-San Jose, both Calif.** Buyer: Crescent Communications. Seller: Viacom Broadcasting. Price: estimated \$16 million and \$18 million.

**KYA-FM San Francisco** Buyer: Alliance Broadcasting. Seller: First Broadcasting Co. Price: \$18 million.

**KRPQ(FM) Santa Rosa-Rohnert Park** Buyer: Fritz Communications Inc. Seller: Sunrise Broadcasting. Price: \$2.08 million. The new licensee, Results Radio of Sonoma LP, is a subsidiary of Fritz Communications.

#### COLORADO

**KBPI-FM Denver** Buyer: Secret Communications. Seller: Great American Television and Radio Co. Inc. Price: \$8 million.

**KZDG-FM Denver** Buyer: Shamrock Broadcasting. Seller: Premiere Radio Networks Inc. Price: \$5.5 million.

#### CONNECTICUT

**WPLR(FM) New Haven, Conn.; WGNE-FM Titusville; WKNN-FM Pascagoula, Miss., and KOLL(FM) Maumelle, Ark.** Merger of Southern Starr Broadcasting into Multi-Market Radio Inc. Price: estimated \$25 million to \$26 million plus assumption of debt worth an additional \$6 million to \$8 million. Deal is structured to swap 1,856,532 shares of Southern Starr stock for \$13.75 a share or cash plus Multi-Market stock alternative.

#### DISTRICT OF COLUMBIA

**WKYS-FM Washington, D.C.** Buyer: Radio One Inc. Seller: Albimar Communications Inc. Price: \$34 million.

#### FLORIDA

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

**WXXB(FM) Cape Coral** Buyer: Beasley Broadcasting. Seller: WRCC Partners. Price: \$3.7 million.

**WEDG-FM Edgewater (Daytona Beach)** Buyer: Black Crow Broadcasting Inc. Seller: Edge Broadcasting Inc. Price: \$1.25 million.

#### WAXY-FM Ft. Lauderdale

Buyer: Clear Channel Radio Inc. Seller: Ackerley Communications Inc. Price: \$14 million.

**WHEW(FM) Fort Myers** Buyer: Renda Broadcast Corp. Seller: Robert Hecksher, debtor-in-possession. Price: \$4 million.

**WMLO-FM Havana (Tallahassee)** Buyer: Partech Holdings. Seller: Ed Winton. Price: \$1.65 million.

**WISP-FM Holmes Beach** Buyer: Entercom. Seller: Alpalm Corp. Price: \$3 million.

**WIVY-FM Jacksonville** Buyer: Prism Radio Partners LP. Seller: J.J. Taylor Companies Inc. Price: \$7 million.

**WJBW(FM) Jupiter** Buyer: GGG Broadcasting Inc. Seller: Jupiter Broadcasting Corp. Price: \$1.725 million.

**WTPX-FM Miami** Buyer: New Age Broadcasting Inc. Seller: EZ Communications. Price: \$21.25 million.

**WIXI-FM Naples Park** Buyer: Radio Equity Partners LP. Seller: Wodlinger Broadcasting Inc. Price: \$3.35 million.

**WRLX-FM West Palm Beach** Buyer: Fairbanks Communications. Seller: Pearl Broadcasting. Price: \$5.5 million.

#### GEORGIA

**WZNY(FM) Augusta** Buyer: Savannah Valley Broadcasting Co. Seller: Benchmark Communications. Price: \$3.9 million.

**WQUL-FM Griffin (Atlanta)** Buyer: Radio One Inc. Seller: Design Media Inc. Price: \$4.5 million.

#### IOWA

**KQCR-FM Cedar Rapids** Buyer: KRNA Inc. Seller: Cedar Rapids-KQCR LP. Price: \$2 million.

**KTOF-FM Cedar Rapids** Buyer: Quass Broadcasting Co. Seller: Young Broadcasting Co. Price: \$2.3 million.

#### INDIANA

**WWSN-FM Corydon** Buyer: Regent Broadcasting. Seller: Harrison County Broadcasting Co. Inc. Price: \$2.6 million.

**WZPL(FM) Greenfield** Buyer: Mystar Communications Corp. Seller: Booth American. Price: \$10.8 million.

**WOWO-FM Huntington** Buyer: Inner City Broadcasting Corp. Seller: Price Communications Corp. Price: \$2.3 million.

**WBTU(FM) Kendallville** Buyer: Regional Radio Corp. Seller: Fort Wayne Media LP. Price: \$6.6 million.

#### KENTUCKY

**WIZF(FM) Erlanger** Buyer: Blue Chip Broadcasting Co. Seller: Inter-Urban Broadcasting of Cincinnati, debtor-in-possession. Price: \$4 million.

**WQLL(FM) Louisville** Buyer: The Owen Co. Inc. Seller: Neon Communications Inc. Price: \$1.77 million.

**WZZF-FM Hopkinsville** Buyer: WRUS Inc. Seller: Regional Broadcasting. Price: \$1.115 million.

**WBRV(FM) Russellville** Buyer: Keymarket Communications. Seller: Amaturo Group Ltd. Price: estimated value of \$5.5 million to \$6.5 million.

#### LOUISIANA

**KMDL(FM) Kaplan and KFTE(FM) Breaux Bridge** Buyer: Schilling Distributing Co. Inc. Seller: Mid-Acadiana Broadcasting Corp. Price: \$1.55 million.

#### MASSACHUSETTS

**WJMN(FM) Boston** Buyer: Pyramid Communications. Seller: Ardman Broadcasting Corp. Price: \$22 million.

**WCGY(FM) Lawrence** Buyer: American Radio Systems Inc. Seller: Gowdy Family LP. Price: \$12.5 million.

#### MICHIGAN

**WMXD(FM) Detroit** Buyer: Secret

December 1994

**\$33,000,000**

**PREFERRED STOCK**

has been arranged for

**PAXSON COMMUNICATIONS CORPORATION**

Lead Investors:

BT Investment Partners, Inc.  
First Union Capital Partners

Additional funding provided by:

Paribas North America, Inc.  
Union Venture Corp.

The undersigned represented the issuer in this transaction



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Communications. *Seller:* Fritz Broadcasting. *Price:* \$23 million.

**WBCT-FM Grand Rapids**  
*Buyer:* WOOD Radio LP. *Seller:* Radio Associates of Michigan Inc. *Price:* estimated \$9 million to \$10 million.

**WKEZ(FM) Holland** *Buyer:* Pathfinder Communications Corp. *Seller:* Holland Communications Inc. *Price:* \$3.75 million.

## MINNESOTA

**WLOL(FM) Cambridge** *Buyer:* 105 Point 3 Inc. *Seller:* Intrepid Broadcasting Inc. *Price:* \$1.2 million.

**KRXX-FM Minneapolis/St. Paul** *Buyer:* Capital Cities/ABC. *Seller:* Entercom Inc. *Price:* \$21 million.

## MISSISSIPPI

**WGCM-FM Biloxi-Gulfport** *Buyer:* J. Morgan Dowdy. *Seller:* Edmund Muniz. *Price:* \$1.1 million.

## MISSOURI

**KRJJ-FM St. Louis** *Buyer:* Heritage Media Group. *Seller:* Communications Fund Inc. *Price:* \$5.8 million plus considerations valued between \$2 million and \$3 million.

## NEBRASKA

**KKCD-FM Omaha** *Buyer:* Journal Communications Inc. *Seller:* Vantage Communications Inc. *Price:* \$3.55 million.

## NEW MEXICO

**KKJY-FM Albuquerque** *Buyer:* Bengal Communications LLC. *Seller:* MBC Southwest Inc. *Price:* \$1.75 million.

## NEW YORK

**WMXW-FM Binghamton (Vestal)** *Buyer:* Enterprise Media Partners Inc. *Seller:* Mix Radio Inc. *Price:* \$3.25 million.

**WRKS-FM New York** *Buyer:* Emmis Broadcasting Corp. *Seller:* Summit Communications Group. *Price:* \$53 million.

**WHFM(FM) Southampton** *Buyer:* Liberty Broadcasting of New York Inc. *Seller:* Faircom Southampton Inc. *Price:* \$1.85 million.

## NEVADA

**KRLV-FM Las Vegas** *Buyer:* Regent Communications Inc. *Seller:* Wescom Broadcasting of Nevada. *Price:* estimated \$5 million to \$6 million. Regent will exchange its stock for Wescom stock and it will assume certain debt obligations in connection with the merger of the station into Regent.

## NORTH CAROLINA

**WNEU(FM) Eden** *Buyer:* REP Florida GP. *Seller:* The Voyager Group. *Price:* \$3.5 million.

**WRCQ-FM Dunn (Fayetteville)** *Buyer:* Kinetic Communications

Inc. *Seller:* Metropolitan Broadcasting Associates LP. *Price:* \$2.8 million.

**WXRC(FM) Hickory** *Buyer:* Pacific Broadcasting Group Inc. *Seller:* Westcom Ltd. *Price:* \$3.05 million.

**WKOO(FM) Jacksonville and WKJA-FM Belhaven** *Buyer:* Nautical Broadcasting Inc. *Seller:* Winfas of Virginia Inc. *Price:* \$1.75 million.

**WTRG(FM) Raleigh** *Buyer:* HMW Communications Inc. *Seller:* Joyner Advertising Inc. *Price:* \$9 million.

## OHIO

**WRQN(FM) Bowling Green** *Buyer:* Fritz Broadcasting Inc. *Seller:* ABS Toledo Partners LP. *Price:* \$2.3 million.

**WWNK-FM Cincinnati** *Buyer:* Great American Television and Radio Co. Inc. *Seller:* Secret Communications. *Price:* \$15 million.

**WLQT(FM) Dayton** *Buyer:* Regent Communications Inc. *Seller:* Liggett Broadcast Inc. *Price:* \$5.5 million.

**WZJX-FM Englewood (Dayton)** *Buyer:* Regent Broadcasting of Dayton Inc. *Seller:* Miami Valley Communications Inc. *Price:* \$2.15 million.

**WBVR(FM) Van Wert** *Buyer:* Regional Radio Corp. *Seller:* Atlantic Resources Corp. *Price:* \$4.675 million.

## OKLAHOMA

**KCKI-FM Tulsa (Henryetta)** *Buyer:* Tulsa Great Empire Broadcasting Inc. *Seller:* Boulder Broadcasting Inc. *Price:* \$1.2 million.

## OREGON

**KBOY-FM Medford and KROG-FM Phoenix (Medford)** *Buyer:* DeSchutes River Broadcasting Inc. *Seller:* KBOY Radio Inc. *Price:* \$1.9 million.

**KXYQ-FM Portland (Salem)** *Buyer:* Trumper Communications *Seller:* KXYQ Broadcasting Co. Inc. *Price:* \$5.6 million.

## PENNSYLVANIA

**WFMZ(FM) Allentown** *Buyer:* Tele-Media Broadcasting Co. *Seller:* Maranatha Broadcasting. *Price:* estimated \$9 million to \$10 million.

**WRKU-FM Grove City** *Buyer:* Zapis Communications Corp. *Seller:* Western Pennsylvania Radio Inc. *Price:* \$1.4 million.

**WGLU-FM Johnstown** *Buyer:* Tele-Media Broadcasting. *Seller:* PAC Media Inc. *Price:* \$1.9 million.

**WHTO-FM Muncy (Williamsport)** *Buyer:* Williamsport SabreCom Inc. *Seller:* Pro Marketing Inc. *Price:* \$1 million.

**WUSL-FM Philadelphia and WTPX-FM Fort Lauderdale (Miami)** *Buyer:* EZ Communications Inc. *Seller:* Tak Communications Inc. *Price:* \$50 million.

## PUERTO RICO

**WZNT-FM San Juan and WOYE-FM Mayaguez** *Buyer:* Primedia Broadcast Group (new group owned by Rafael Oller, Felix Bonnet, Jose Acosta, BCI Advisors and Randy Jeffery) *Seller:* Zeta Communications Inc. and Prime Time Radio Corp. *Price:* \$15 million.

## SOUTH CAROLINA

**WWDM(FM) Columbia (Sumter)** *Buyer:* Radio Equity Partners LP. *Seller:* Threshold Broadcasting Inc. *Price:* \$13.75 million.

**WARQ(FM) Columbia** *Buyer:* Radio Equity Partners LP. *Seller:* Clayton Radio. *Price:* \$1.9 million.

**WJMZ(FM) Greenville** *Buyer:* HMW Communications Inc. *Seller:* AmCom Carolinas. *Price:* \$5.2 million.

**WXLY-FM North Charleston** *Buyer:* Kenter Broadcasting Inc. *Seller:* Charleston Signal Corp. *Price:* \$2.25 million.

**WWWZ-FM Summerville** *Buyer:* Southern Communications Inc. *Seller:* Millennium Communications of Charleston Inc. *Price:* \$2.05 million.

## TENNESSEE

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

**WWZZ(FM) Karns** *Buyer:* Jacor Communications. *Seller:* wcks Broadcasters Ltd. *Price:* \$1.8 million.

**WWTN-FM Manchester** *Buyer:* Nashville Acquisition Corp. *Seller:* John C. McLemore, trustee for estate of General Media-Nashville Inc. *Price:* \$2.8 million.

**WWTN-FM Manchester** *Buyer:* Nashville Acquisition Corp. *Seller:* John C. McLemore, trustee for estate of American General Media-Nashville Inc. *Price:* \$2.8 million.

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

**WYHY(FM) Nashville** *Buyer:* SFX Broadcasting Inc. *Seller:* Legacy Broadcasting Partners. *Price:* \$4 million.

## TEXAS

**KVET-FM Austin** *Buyer:* KVET Broadcasting Co. Inc. *Seller:* Spur Austin LP. *Price:* \$5.032 million.

**KKZR-FM Conroe (Houston)** *Buyer:* Salem Communications. *Seller:* U.S. Radio Corp. *Price:* \$12 million.

**KLUV-FM Dallas/Fort Worth** *Buyer:* Infinity Broadcasting. *Seller:* TK Communications Inc. *Price:* \$51 million.

**KPRR-FM El Paso** *Buyer:* U.S. Radio. *Seller:* Transcontinental Broadcasting. *Price:* \$2.6 million.

**KOFX(FM) El Paso** *Buyer:* Magic Media Inc. *Seller:* ELP Broadcasting Association LP. *Price:* \$3 million.

**KDGE-FM Gainesville (Dallas)** *Buyer:* Bonneville International Corp. *Seller:* EDGE Broadcasting Inc. *Price:* \$11 million.

**KQQK(FM) Galveston** *Buyer:* El Dorado Communications Inc. *Seller:* KQQK Inc. *Price:* \$10.25 million.

**KBXX-FM Houston** *Buyer:* Clear Channel Communications. *Seller:* Cook Inlet Radio Partners. *Price:* \$21 million.

**KFGI(FM) Luling** *Buyer:* Amaturio Group Ltd. *Seller:* New Thinking Inc. *Price:* \$2.5 million.

**KIOC-FM Orange** *Buyer:* Spring Broadcasting LLC. *Seller:* K-106 Inc. *Price:* \$2.05 million.

**KTYL-FM Tyler** *Buyer:* KTYL Radio Inc., debtor-in-possession, *Seller:* First Texas Radio Inc. *Price:* \$1.215 million. Sale is part of three-station purchase totaling \$2.55 million.

## UTAH

**KZHT(FM) Provo** *Buyer:* Bountiful Broadcasting Inc. *Seller:* W. Lawrence Patrick, court appointed receiver for Golden Bear-1 Broadcasting Inc. *Price:* \$1.1 million.

## VIRGINIA

**WMXN-FM Portsmouth (Norfolk)** *Buyer:* US Radio LP. *Seller:* ML Media Opportunity Partners. *Price:* \$3.5 million.

**WYYD-FM Roanoke/Lynchburg** *Buyer:* Benchmark Communications Inc. *Seller:* Winfas Communications. *Price:* estimated \$8 million-\$9 million.

## WASHINGTON

**KRXR-FM Seattle** *Buyer:* Alliance Broadcasting Co. *Seller:* Shamrock Broadcasting Inc. *Price:* \$11.7 million.

**KUBE(FM) Seattle** Part of merger of KRJ Radio Inc. and Century Management. *Price:* \$17.4 million.

**KZOK-FM Seattle** *Buyer:* EZ Communications. *Seller:* CLG Media of Seattle. *Price:* \$19.7 million.

## WISCONSIN

**WKFX(FM) Kaukauna** *Buyer:* 28.30 Productions Inc. *Seller:*



## STATION TRADING

Central States Network LP.  
Price: \$1.9 million.

**WEMI(FM) Neenah-Menasha**  
Buyer: Central States Network.  
Seller: Evangel Ministries. Price:  
\$2 million.



### ALABAMA

**WNTM(AM)-WKRD-FM Mobile**  
Buyer: Capitol Broadcasting  
LLC. Seller: Coast Radio LC.  
Price: assumption of debt worth  
\$4.46 million.

### ARIZONA

**KUKQ(AM)-KUPD-FM Tempe**  
(Phoenix) Buyer: Sandusky  
Radio. Seller: G&C Broadcasting  
Inc. Price: \$20 million.

**KJYK(AM)-KKLD-FM Tucson**  
Buyer: Apogee Communications  
Inc. Seller: Behan Broadcasting.  
Price: \$5.3 million. Price also

includes LMA with KUDO-FM, Tucson.

### CALIFORNIA

**KMYC(AM)-KRFD(FM)**  
**Marysville-Sacramento** Buyer:  
Embarcadero Media Inc. Seller:  
River Cities Radio LP. Price:  
\$1.5 million.

**KMIX-AM-FM Modesto (Tur-**  
**lock)** Buyer: Silverado Broad-  
casting. Seller: Radio Associates  
Group. Price: \$1.5 million.

**KIDD(AM) Monterey and**  
**KXDC-FM Carmel** Buyer: Radio  
Income Partners I LP. Seller: W.  
Dean LeGras, receiver. Price:  
\$1.005 million.

**KTRO(AM) Port Hueneme and**  
**KCAQ-FM Oxnard** Buyer: Alta  
Subordinated Debt Partners LP.  
Seller: Greater Pacific Radio  
Exchange Inc. Price: assumption  
of debt valued at \$1.1 million.

**KHTX(AM) San Bernardino and**  
**KHTX-FM Riverside** Buyer: San  
Bernardino Radio Inc. Seller:  
Henry Broadcasting Co. Price:  
\$10 million.

**KKZZ(AM) Santa Paula and**  
**KELF(FM) Camarillo** Buyer:  
Gold Coast Broadcasting Co.  
Seller: W. Lawrence Patrick,  
court-appointed receiver for  
Golden Bear Broadcasting Inc.  
Price: \$1.2 million.

**KSUR(AM) Soledad and KSUR-**  
**FM Greenfield** Buyer: EXCL  
Communications Inc. Seller: Mt.  
Wilson FM Broadcasters Inc.  
Price: \$1 million.

**KCVR(AM)-KWIN(FM) Stock-**  
**ton-Lodi** Buyer: Silverado  
Broadcasting Co. Seller: Front  
Line Communications. Price:  
\$3.3 million.

### COLORADO

**KIIX(AM) Wellington and**  
**KTCL(FM) Fort Collins** Buyer:  
Tsunami Communications Inc.  
Seller: U.S. Media Colorado LP.  
Price: \$3.95 million.

### CONNECTICUT

**WNEZ(AM)-WRCH(FM) New**  
**Britain** Buyer: American Radio  
Systems License Corp. Seller:  
Radio Corp. of Hartford. Price:  
\$15 million.

**WNLC(AM)-WTYD-FM New**  
**London** Buyer: Hall Communi-  
cations Inc. chairman) Seller:  
New London Broadcasting LP.  
Price: \$3.5 million.

### FLORIDA

**WGUL(AM) Dunedin and**  
**WGUL-FM New Port Richey**  
Buyer: Alta Subordinated Debt  
Partners LP. Seller: William  
Brandt Jr., receiver. Price:  
assumption of \$3.4 million debt.

**WHOO(AM)-WHTQ-FM Orlando**  
Buyer: Granum Communications  
Inc. Seller: TK Communications.  
Price: \$11.5 million.

**WCOA(AM)-WWRO(FM) Pen-**  
**sacola, Fla. and WKRG-AM-FM**  
**Mobile, Ala.** Buyer: Coast Radio  
LC. Seller: WKRG-TV Inc. Price:  
\$4.46 million.

**WSPB(AM)-WSRZ-FM Sarasota**  
Buyer: D&F Broadcasting Inc.  
Seller: Wilks-Schwartz Broad-  
casting Inc. Price: \$5.5 million.

**WBZT(AM)-WIRK-FM West**  
**Palm Beach** Buyer: American  
Radio Systems. Seller: Price  
Communications. Price: \$22 mil-  
lion.

### GEORGIA

**WGUS(AM)-WFXG-FM Augusta**  
Buyer: Don and Jeff Wilks. Sell-  
er: Benchmark Communications.  
Price: \$1.525 million.

### HAWAII

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

### ILLINOIS

**WJPC(AM) Chicago and**  
**WJPC-FM Lansing** Buyer:  
Broadcasting Partners Inc. Sell-  
er: Johnson Communications

September 30, 1993

**WHP-TV**  
**Harrisburg, PA**  
to  
**Becker Television, Inc.**  
*THE TED HEPBURN COMPANY*

December 6, 1993

**WAKR AM & WONE FM**  
**Akron, OH**  
to  
**Gordon-Thomas, Inc.**  
*THE TED HEPBURN COMPANY*

February 1, 1994

**WAQZ FM**  
**Cincinnati, OH**  
to  
**WAQZ, INC.**  
*THE TED HEPBURN COMPANY*

March 1, 1994

**WOI-TV**  
**Des Moines, IA**  
to  
**Capital Communications Co.**  
*THE TED HEPBURN COMPANY*

April 18, 1994

**WAKC-TV**  
**Akron-Cleveland, OH**  
to  
**VVI Akron, Inc.**  
*THE TED HEPBURN COMPANY*

May 31, 1994

**WWL-TV**  
**New Orleans, LA**  
to  
**A.H. Belo Corporation**  
*THE TED HEPBURN COMPANY*

August 11, 1994

**WRLX FM**  
**West Palm Beach, FL**  
to  
**Fairbanks Communications Corp.**  
*THE TED HEPBURN COMPANY*

October 20, 1994

**KDLT-TV**  
**Sioux Falls, SD**  
to  
**Red River Broadcast Corp.**  
*THE TED HEPBURN COMPANY*

December 1, 1994

**KXXV-TV**  
**Waco, TX**  
to  
**Centrex Television Ltd**  
*THE TED HEPBURN COMPANY*

December 27, 1994

**WHAI-TV**  
**Bridgeport-New York**  
to  
**VVI Bridgeport, Inc.**  
*THE TED HEPBURN COMPANY*

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Inc. Price: estimated \$8 million.

#### INDIANA

**WOWO-AM-FM Huntington**  
Buyer: Pathfinder Communications Corp. Seller: Inner City Broadcasting. Price: \$1.6 million.

**WIBC(AM) Indianapolis and WKLR(FM) Shelbyville** Buyer: Emmis Broadcasting. Seller: Horizon Broadcasting. Price: \$26 million.

#### KANSAS

**KFH(AM)-KXLK-FM Wichita**  
Buyer: Radio Management Inc. Seller: Midcontinent Broadcasting Co. Price: \$2.25 million.

**KQAM(AM)-KEYN-FM Wichita**  
Buyer: Radio Management Inc. Seller: Clear Channel Radio Licenses Inc. Price: \$2 million.

#### KENTUCKY

**WBBE(AM)-WTKT-FM Georgetown** Buyer: Village Communications Inc. Seller: Kentucky Radio LP. Price: \$2.214 million.

**WVLK-AM-FM Lexington**  
Buyer: HMH Broadcasting Inc. Seller: WVLK Radio Inc. Price: \$10.9 million.

**WDJX-AM-FM Louisville**  
Buyer: Regent Communications Inc. Seller: American Radio Systems. Price: \$5.5 million.

#### MARYLAND

**WBMD(AM)-WQSR-FM Baltimore** Buyer: American Radio Systems. Seller: Sconnix Broadcasting Co. Price: \$39 million.

#### MICHIGAN

**WMKT(AM)-WKHQ-FM Charlevoix, Mich.** Buyer: MacDonald Broadcasting Co. Seller: Jan Meyers, receiver for A.J. Walker Communications Inc. Price: \$1.5 million.

**WGRD-AM-FM Grand Rapids, Mich.** Buyer: Liggett Broadcast Inc. Seller: Regional Broadcasters of Michigan Inc. Price: \$3.7 million.

**WAMX(AM) Saline and WIQB(FM) Ann Arbor** Buyer: American Media Management. Seller: Mediabase Research Corp. Price: \$3.6 million.

#### MINNESOTA

**KYSM-AM-FM North Mankato**  
Buyer: Ingstad Mankato Inc. (James Ingstad, president) Seller: F.B. Clements & Co. LP (Lanese Butler, GP) Price: \$1.7 million.

#### MISSISSIPPI

**WVM(AM)-WQID(FM) Biloxi**  
Buyer: Southern Starr Broadcasting Group Inc. Seller: Tele-South Communications. Price: \$1.9 million.

#### MISSOURI

**KWTO-AM-FM Springfield**  
Buyer: Meyer Communications Corp. Seller: Cole Media Inc. Price: \$1.882 million.

#### NEBRASKA

**KEZO-AM-FM Omaha** Buyer: Journal Communications. Seller: Narragansett Radio LP. Price: \$9 million.

#### NEVADA

**KFMS-AM-FM Las Vegas**  
Buyer: Regent Communications. Seller: Broadcast Associates Inc. Price: \$7.75 million.

**KMTW(AM)-KKLZ(FM) Las Vegas** Buyer: Radio Management Inc. Seller: Southern Nevada Radio Inc. Price: \$2.018 million.

#### NORTH CAROLINA

**WAQS(AM)-WAQQ-FM Charlotte** Buyer: Pyramid East Corp. Seller: Adams Radio of Charlotte Inc. Price: \$4 million.

**WSMY(AM) Weldon and WPTM(FM) Roanoke Rapids** Buyer: MainQuad Communications Inc. Seller: Moran Communication Inc. Price: \$1.05 million.

#### NEW MEXICO

**KQEO(AM)-KMGA(FM) Albuquerque** Buyer: Citadel Communications Corp. Seller: Space-Com Inc. Price: \$1.45 million.

**KKOB-AM-FM Albuquerque**  
Buyer: Citadel Communications Corp. Seller: Southwest Radio Corp. Price: \$7.8 million.

#### NEW HAMPSHIRE

**WCQL-AM-FM Portsmouth**  
Buyer: Knight Quality Stations. Seller: Sunshine Group Broadcasting. Price: \$1.6 million.

#### NEW YORK

**WGNA-AM-FM Albany** Buyer: Liberty Broadcasting Inc. Seller: WGNA Broadcasting Inc. Price: \$13.5 million.

**WBNF(AM)-WHWK(FM) Binghamton** Buyer: Wicks Broadcast Group. Seller: American Radio Systems. Price: estimated between \$4.7 million and \$4.9 million.

**WWKB(AM)-WKSE-FM Buffalo**  
Buyer: Keymarket Communications. Seller: Price Communications Corp. Price: \$5 million.

**WECK(AM)-WJYE-FM Buffalo**  
Buyer: American Radio Systems Seller: EB Communications. Price: estimated \$9 million-\$10 million.

**WBEN(AM)-WMJQ(FM) Buffalo**  
Buyer: Larry Levite Corp. Seller: Keymarket Communications. Price: \$10.2 million.

**WWWS(AM)-WUFX-FM Buffalo**  
Buyer: Rich Communications Corp. Seller: Metroplex/Robin-

son Broadcasting Co. Price: \$4.7 million.

**WIQT(AM)-WQIX(FM) Horseheads** Buyer: Victor Michael Jr., Ronald Kyle and Van A. Michael. Seller: Panosian Enterprises Inc. Price: \$1.083 million.

**WGSM(AM) Huntington and WMJC-FM Smithtown** Buyer: Gary Starr. Seller: Greater Media. Price: \$5 million.

**WRKL(AM) New City and WRGX-FM Briarcliff Manor** Buyer: Odyssey Communications Inc. Seller: West Land Communicators Inc. Price: \$4.5 million.

**WTLB(AM)-WRCK-FM Utica**  
Buyer: The Radio Corp. Seller: H&D Media LP. Price: \$1 million.

#### OHIO

**WCWA(AM)-WIOT-FM Toledo**  
Buyer: Enterprise Media Partners. Seller: Reams Broadcasting. Price: \$7 million.

**WSPD(AM)-WLQR-FM Toledo**  
Buyer: Ellis Communications. Seller: Commonwealth Broadcasting. Price: estimated \$6 million to \$6.5 million.

**WHOT-AM-FM Youngstown**  
Buyer: Connoisseur Communications. Seller: WHOT Inc. Price: \$6 million.

**WBBW(AM)-WBBG-FM Youngstown** Buyer: Connoisseur Communications. Seller: H&D Media Inc. Price: \$5 million.

#### OKLAHOMA

**KATT-FM and KYIS-FM Oklahoma City** Two stations are merging for estimated value of \$10 million. KATT-FM is owned by Cat Communications Inc. KYIS-FM is owned by Desert Communications Inc.

#### OREGON

**KDUK(AM) Eugene and KDUK-FM Florence** Buyer: Quack Radio Corp. Seller: PTI Broadcasting Inc. Price: \$1.025 million.

#### PENNSYLVANIA

**WBVP(AM)-WWKS-FM Beaver Falls** Buyer: a new partnership headed by Michael Schwartz, Aaron Daniels and Frank Torio. Seller: the Baltimore Radio Show. Price: \$2 million.

**WDAS-AM-FM Philadelphia**  
Buyer: Beasley FM Acquisition Corp. Price: Unity Broadcasting Network Inc. Price: \$25.85 million.

**WVPO(AM)-WSBG(FM) Stroudsburg** Buyer: Nassau Broadcasting Co. Inc. Seller: Commonwealth Broadcasting Co. Inc. Price: \$2.2 million.

#### SOUTH CAROLINA

**WTMA(AM)-WSUY(FM) Charleston and WTMZ(AM)-WSSX-FM Dorchester Terrace** Buyer: Wicks Radio

Broadcasting LP. Seller: Southern Communications Inc. and Dixie Communications Inc. Price: \$5.75 million.

**WOIC(AM)-WNOK-FM Columbia**  
Buyer: Emerald City Radio Partners LP. Seller: HMW Communication Inc. Price: \$5 million.

**WOMG-AM-FM Columbia**  
Buyer: Bloomington Broadcasting Corp. Seller: Price Columbia Co. Ltd. Price: \$3 million.

**WFBC-AM-FM Greenville and WORD(AM) Spartanburg**  
Buyer: Keymarket. Seller: Multimedia Inc. Price: \$6 million.

#### TENNESSEE

**WPTN(AM)-WGSQ(FM) Cookeville** Buyer: Paxton Communications Corp. Seller: American Network Group Inc. Price: \$2.5 million.

**WLAC-AM-FM Nashville** Buyer: Keymarket Communications. Seller: Fairmont Communications Corp. Price: \$11.6 million.

#### TEXAS

**KTAM(AM)-KORA-FM Bryan**  
Buyer: Springer Broadcasting Inc. Seller: Clear Channel Radio Inc. Price: \$2.25 million.

**KAKS-AM-FM Canyon** Buyer: Madison Radio Group Inc. Seller: Heritage Communications Corp. Price: assumption of debt worth \$2.5 million.

**KEPS(AM)-KINL-FM Eagle Pass** 50% interest of Eagle Pass Broadcasters Inc. Buyer: Willis Jay Harpole. Seller: Mary E. Harpole. Price: \$1.06 million.

**KYOK(AM)-KMJQ(FM) Houston** Buyer: Noble Broadcasting. Seller: Clear Channel Communications. Price: \$38.5 million.

**KPRC(AM)-KSEV(AM) Houston**  
Buyer of 80%: Clear Channel Communications. Seller: Sunbelt Broadcasting. Price: \$26.8 million.

**KMND(AM)-KNFM(FM) Midland**  
Buyer: ICA Media LLC. Seller: Dennis Elam, trustee. Price: \$1.6 million.

**KTEM(AM)-KPLE-FM Temple**  
Buyer: Stellar Communications. Seller: KTEM Inc. Price: \$1.225 million.

#### VIRGINIA

**WCYK-AM-FM Crozet** Buyer: Clark Broadcasting Co. Seller: High Communications Partnership. Price: \$1.17 million.

#### WASHINGTON

**KORD-AM-FM Richland-Pasco, Wash.** Buyer: Deschutes River-Tri-Cities Broadcasting Inc. Seller: 4-K Radio Price: \$1.3 million.

**KJR(AM)-KLTX(FM) Seattle**  
Part of merger of KJR Radio Inc., a subsidiary of Ackerley Communications Inc. and Century Management valued at \$12 million.



**WISCONSIN**

**WHIT(AM)-WWQM-FM Madison** Buyer: Enterprise Media Partners Inc. Seller: Media Capital of Madison Inc. Price: \$5.625 million.

**WRJN(AM)-WHKQ(FM) Racine** Buyer: M G Radio LLC. Seller: Vision Broadcasting. Price: estimated \$2 million. M G Radio is a new company formed by the merger of Vision Broadcasting and the Marcus family of Milwaukee.

**WHBL(AM)-WWJR(FM) Sheboygan** Buyer: Sheboygan Radio Inc. Seller: Sheboygan County Broadcasting Co. Price: \$3.675 million.

**ALABAMA**

**WDBB-TV Tuscaloosa** Buyer: Hand P Communications Inc. Seller: Channel 17 Associates Ltd. Price: \$1.5 million.

**ARKANSAS**

**KTHV-TV Little Rock** Buyer: Gannett Co. Inc. Seller: Arkansas Television Co. Price: stock transaction of \$27 million.

**CALIFORNIA**

**KHSL-TV Chico** Buyer: Golden Empire Television Corp. Seller: the Estate of Mickey McClung. Price: \$7.6 million.

**KSMS-TV Monterey** Buyer: California Heartland Broadcasting Inc. Seller: Villanueva Media Inc. Price: \$4.29 million.

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

**KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California** Buyer: EP Communications Inc. Seller: Gillett Holdings Price: \$35 million.

**KZKI(TV) San Bernardino (Los Angeles)** Buyer: Paxson Communications Corp. Seller: Sandino Telecaster. Price: \$18 million.

**KSCH-TV Stockton** Buyer of broadcast license and physical assets: Channel 58 Inc. Seller: Pegasus Broadcasting. Price: \$1 million. The station's intangibles are being sold to Kelly Broadcasting Corp. Price: \$7 million.

**COLORADO**

**KREZ-TV Durango** Buyer: Lee Enterprises Inc. Seller: W. Rus-

sell Withers Jr. Price: \$1.75 million.

**CONNECTICUT**

**WHAI-TV Bridgeport** Buyer: ValueVision International. Seller: Bridgeways Communications Corp. Price: \$3.8 million plus contingent payment of up to \$12 million subject to final affirmation of current must carry provisions of Cable Act of 1992.

**WTNH-TV New Haven** Buyer: LIN Broadcasting Corp. Seller: Cook Inlet Communications Inc. Price: \$120.17 million.

**DELAWARE**

**WTGI-TV Wilmington** Buyer: Paxson Communications Corp. Seller: Delaware Valley Broadcasters LP. Price: \$9.635 million.

**FLORIDA**

**WTVX-TV Fort Pierce/West Palm Beach** Buyer: Whitehead-Media Inc. Seller: Krypton Broadcasting, debtor-in-possession. Price: \$17.175 million.

**WNFT-TV Jacksonville** Buyer: RDS Broadcasting. Seller: Krypton Broadcasting, debtor-in-possession. Price: \$10 million.

**WPBF(TV) Tequesta** Buyer: Paxson Communications Corp. (Lowell "Bud" Paxson, chairman) Seller: Phipps-Potamkin TV Part-

ners (Dennis O. Boyle) Price: \$31.85 million.

**GEORGIA**

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

**WTLK-TV Atlanta** Buyer: Paxson Communications Corp. Seller: TV-14 Inc. Price: \$9.5 million.

**WLTZ-TV Columbus** Buyer: Piney Creek Broadcasting Co. Inc. Seller: Lewis Broadcasting Corp. Price: \$4.3 million.

**ILLINOIS**

**WGBO-TV Joliet (Chicago)** Buyer: Univision Television Group Seller: Combined Broadcasting. Price: \$35 million plus working capital.

**WCEE(TV) Mount Vernon** Buyer: McEntee Broadcasting Inc. Seller: Sudbrink Broadcasting. Price: \$1.475 million.

**INDIANA**

**WMCC-TV Marion** Buyer: Wabash Valley Broadcasting Corp. Seller: Marion T.V. Inc. Price: \$10 million.

**KANSAS**

**KWCH-TV Hutchinson-Wichita, KBSD-TV Ensign, KBSH-TV**

**Hays and KBSL-TV Goodland** Buyer: The Spartan Radiocasting Co. of Spartanburg Seller: KBS LP and SD Communications Inc. Price: \$58 million.

**KOAM(TV) Pittsburg** Buyer: Saga Communications Inc. Seller: Scarecrow Inc. Price: \$8.55 million.

**LOUISIANA**

**WWL-TV New Orleans** Buyer: A.H. Belo Corp. Seller: Rampart Operating Partnership. Price: \$110 million.

**WLAE-TV New Orleans** Buyer: Educational Broadcasting Foundation Inc. Seller: the Archbishop of the Roman Catholic Church of the Archdiocese of New Orleans. Price: \$1.3 million.

**KMSS-TV Shreveport** Buyer: Associated Broadcasters Inc. (Thomas Galloway Sr.) Seller: stockholders Byrum and J. Gray Teekell, Arthur Lanham and Joe Waggoner Price: \$1.5 million.

**MASSACHUSETTS**

**WFX(TV) Boston** Buyer: Fox Television Stations Inc. Seller: Boston Celtics Broadcasting LP. Price: \$80 million.

**WMFP(TV) Lawrence (Boston)** Buyer: Shop At Home Inc. Seller: MFP Inc. Price: \$7 million.

**BONNEVILLE HOLDING CORPORATION**

HAS SOLD THE STOCK

OF

**KIRO - TV****SEATTLE, WASHINGTON**

FOR

**\$162,500,000**

TO

**A.H. BELO CORPORATION**

CHARLES A. DUNBAR OF THE UNDERSIGNED

REPRESENTED A.H. BELO CORPORATION

**MEDIA BROKERS INCORPORATED**

7329 PINE TREE LANE

LAKE CLARKE SHORES, FLORIDA 33406

(407) 585-8121

**MICHIGAN**

**WGPR-TV Detroit** Buyer: CBS. Seller: WGPR Inc. Price: \$24 million.

**MINNESOTA**

**KAAL(TV) Austin, Minn. and KTWQ(TV) Casper and satellite KKTU(TV) Cheyenne, both Wyoming** Buyer: Eastern Broadcasting Corp. Seller: MDM Broadcasting Inc. Price: \$13 million.

**MISSOURI**

**KTVI(TV) St. Louis; WVTM(TV) Birmingham, Ala.; KDFW(TV) Dallas and KTBC(TV) Austin, both Texas.** Buyer: New World Communications. Seller: Argyle Communications. Price: \$717 million.

**MISSISSIPPI**

**WLOX-TV Biloxi** Merger of Love Broadcasting Co. into Cosmos Broadcasting Corp. Price: \$41 million.

**WAPT-TV Jackson, Miss.; WNAC-TV Providence, R.I., and WZZM-TV Grand Rapids, Mich.** Buyer: Argyle Television Holdings II. Seller: North Star Television. Price: \$108 million.

**MONTANA**

**KTVQ-TV Billings** Buyer: KTVQ Communications Inc. Seller: SJL

of Montana Associates LP. Price: \$8.5 million.

**NEVADA**

**KREN-TV Reno** Buyer: Pappas Telecasting. Seller: Sainte Ltd. Price: \$3 million.

**NEW YORK**

**WXXA-TV Albany** Buyer: Clear Channel Communications Inc. Seller: Heritage Broadcasting Group. Price: \$25.5 million.

**WOKR(TV) Rochester** Buyer: Guy Gannett Communications. Seller: Veronis Suhler & Associates-Hughs Inc. Price: \$68 million.

**NORTH CAROLINA**

**WASV-TV Asheville** Buyer: Pappas Telecasting Companies. Seller: Video Marketing Network Inc. Price: \$1.22 million.

**WHNS(TV) Asheville, N.C. (Greenville), KPDX(TV) Vancouver, Wash., WCPX(TV) Orlando and 16 LPTVs** Buyer: First Media Television. Seller: Cannell Communications. Price: \$96 million.

**WRDC(TV) Durham** Buyer: ComCorp of America. Seller: Paul Brissette Jr. and shareholders. Price: \$34 million.

**WYED-TV Raleigh-Durham-Goldsboro** Buyer: Outlet Com-

munications Inc. Seller: Group H Broadcasting. Price: \$5.4 million.

**WLFL-TV Raleigh-Durham** Buyer: Paramount. Seller: Sinclair Broadcast Group. Price: \$55.5 million.

**NORTH DAKOTA**

**KTHI-TV Fargo** and TV translators Buyer: Meyer Broadcasting Co. Seller: Spokane Television Inc. Price: \$6.7 million.

**OHIO**

**WKEF-TV Dayton** Buyer: Paxon Communications Corp. Seller: KT Communications. Price: \$26 million.

**OKLAHOMA**

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

**OREGON**

**KEVU-TV Eugene** Buyer: California Oregon Broadcasting Inc. Seller: Telecasters of Eugene Inc. Price: \$2.65 million.

**KEBN-TV Salem (Portland)** Buyer: Channel 32 Inc. Seller: James R. McDonald, receiver. Price: estimated \$1 million.

**PENNSYLVANIA**

**WHTM-TV Harrisburg** Buyer:

Price Communications Corp. Seller: Smith Broadcasting Group. Price: \$40.5 million.

**WYOU-TV Scranton, Pa.; WABI-TV Bangor, Me., and WPDE-TV Florence, S.C.** Buyer: Vision Communications. Seller: Diversified Communications. Price: 35.5 million.

**PUERTO RICO**

**WPRV-TV Fajardo** Buyer: The Catholic, Apostolic and Roman Church of Puerto Rico Seller: WPRV-TV Inc. Price: \$1.5 million.

**SOUTH DAKOTA**

**KDLT-TV Sioux Falls** Buyer: Red River Broadcast Corp. Seller: Heritage Media Corp. Price: \$4 million.

**TENNESSEE**

**WATE-TV Knoxville; WRIC-TV Richmond, Va., and WBAY-TV Green Bay, Wis.** Buyer: Young Broadcasting. Seller: Nationwide Communications. Price: \$150 million.

**WSMV-TV Nashville** Buyer: Meredith Corp. Seller: Cook Inlet Television Partners. Price: \$159 million.

**WHBQ-TV Memphis** Buyer: Fox. Seller: ComCorp. Price: \$75 million-\$80 million.

**WHBQ-TV Memphis** Buyer: ComCorp of Tennessee Inc. Seller: Adams TV of Memphis Inc. Price: \$43 million.

**TEXAS**

**KBVO-TV Austin** Buyer: Granite Broadcasting Corp. Seller: Canaan Communications Inc. and Beard Management Inc. Price: \$54 million.

**KVIA-TV El Paso** Buyer: News-Press & Gazette Co. Seller: Marsh Media Inc. Price: \$19.9 million.

**KXLN(TV) Houston** Buyer: Univision TV Group. Seller: Pueblo Broadcasting Group. Price: \$20 million.

**KRR(TV) San Antonio** Buyer: Myron Jones and John Kanzius. Seller: Paramount. Price: \$30 million.

**KXXV(TV) Waco** Buyer: Drewry Communications. Seller: Shamrock Television. Price: \$5.4 million.

**UTAH**

**KUTV(TV) Salt Lake City** Buyer: NBC. Seller: George Hatch. Price: estimated at more than \$100 million.

**VIRGINIA**

**WTVZ(TV) Norfolk** Buyer: of all non-FCC license assets: Sinclair Broadcast Group. Seller: Charles McFadden. Price: \$47 million.

*Continues on page 76*

January 1995

**SOLD**

**SAMMONS COMMUNICATIONS OF N.Y., INC.**

*Serving 21,350 subscribers in  
Johnstown, Gloversville and Cortland, New York*

has been sold to

**FANCH COMMUNICATIONS OF N.Y., L.P.**

*Denver, Colorado*

The undersigned represented the seller in this transaction



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## Media Venture Partners' Brian Cobb

# Broadcasting's billion-dollar broker



In 1994, Media Venture Partners engineered radio and television station sales worth more than \$1 billion, the largest dollar volume of any broker—quite a year for a market that a few years ago was thought to be in decline. Leading MVP's sales efforts is managing partner Brian E. Cobb. The son of a Nevada radio broadcaster, Cobb spent time in the trenches at radio and TV stations in Denver and Nashville. In 1981 he became a broker with Chapman Associates and in 1987, with three partners, founded MVP. In the following interview with Donald West and Julie Zier, Cobb talks about station trading dynamics—both business and regulatory—and offers his take on a changing industry.

**What's the state of the combat these days? Are stations an easy sell or a hard sell?**

On a scale of 1 to 10, it's probably a 7. There were more buyers than sellers in 1994, and I think 1995 will be the same. Rising interest rates don't help at all. If the capital gains rate comes down anything under 20, you'll have quite an influx of sellers. If it comes down just a little bit, I don't expect that to motivate people. It's got to be a lot.

**Do you make it both ways?**

There has to be a balance between buying and selling, but I would rather have sellers because it doesn't help to have buyers and no properties to buy. So there has to be motivation for people to sell, and that's a function of pricing. In the past 15 to 16 months there have been motivated sellers and moti-

vated buyers, so it has to be a give-and-take market.

**What motivates the buyers and what motivates the sellers?**

Sellers are motivated by profit and how much they can net when they're done. It's pretty simple. The quality of the business or how good business is drives this market. You can talk about all the other reasons, but if business isn't good, buyers aren't interested. And business is good: 1994 was a great year; 1995 so far is higher than people had thought it would be. Initially, they were thinking it would be 4% to 5% increases in sales, considering you're coming off a big election year. There were a lot of double-digit sales gains in January, and February's pacing that way too. So '95 looks very strong.

**For both radio and television?**

Mostly TV, but radio too. Interest rates have some effect, but we're not at a point where people have to stop what they're doing and say, "It's going to be too hard to buy properties." Another half point and we'll feel it, but right now we're not quite there.

**What's the rate at the moment?**

It depends on the size. Obviously, Capcities pays a different rate than others, but most broadcasters are one to two points over prime. And they may not like it going up, but they can live with that range. You get interest rates around 12 and it starts having a definite effect on multiples. But we're not there yet.

## COVER STORY

The other part of it is that there's a lot more equity than there has been. In the '80s, when there was that transaction frenzy, a lot of that was bank-driven, and banks were really reaching to help get deals done. Now it's a balance between equity and banks, so they're better-balanced deals, which means that with more equity in them, there'll be a little more patience and that equity hasn't dried up. So I still don't see any signs of it slowing down.

**How many sellers do you have in your databank?**

Let's call it hundreds.

**Hundreds at any given moment, or...?**

Well, it depends on the property: where it is, how big it is, whether it's an independent or affiliate. We bring the list down to a pretty small prospect bank.

**Where are the deep pockets in this industry—on the buying side—and who are they? Are we looking at corporations, or are there a lot of individuals, new entrepreneurs, in the business?**

It's a mix, and it's a fairly healthy mix of buyers right now. The groups are more active than they've been in a long time as buyers, and frankly, they're overshadowing a lot of the entrepreneurs and start-up buyers because they're quick. When they want to do something, they know why they want to do it, they usually have their financing already done, and they move quickly. The entrepreneurs are still there, but when a major group wants something, they move much faster and they usually get it. But it's a nice mix, because the equity is there to help the entrepreneurs, and the groups are active too.

**Do you include the networks among the groups, or is that a separate category?**

I don't consider it a separate category; I don't mentally categorize them any differently. But you have to consider the networks active buyers.

**How much of 1994 did you owe to Rupert Murdoch?**

It was a major assist. A lot of broadcasters, indirectly or directly, have been assisted by Rupert Murdoch. And network compensation increases in television came about because of what he did. A lot of transactions were spurred on by what he did. So it was one of the major factors that drove a lot of the activity.

**How do you feel about the proposed changes in the multiple ownership rules?**

I have mixed emotions, but overall I'm in favor of the changes. They have been too restrictive. There is nothing wrong with groups owning more than they own now. They're competing against 100-channel cable systems, against DBS, against newspapers. I don't see any reason not to raise the limits to 50% penetration because penetration and actual viewership are, you know, two different things.

Where it gets questionable is whether duopolies are adopted and how deep it goes. There's room for duopoly

in major markets. It would be questionable to have two stations under the same banner in a four-station market.

**"Questionable" from what point of view?**

It would be very difficult in a four-station market to have two of them under the same ownership and then have two stand-alones trying to compete against somebody else who has two of the four outlets. But I don't think the FCC would deal with that.

**But you're aware of Senator Pressler's bill permitting 100% penetration?**

Yes, but I don't think that will get all the way through. That will be resolved somewhere in the middle.

**Do you anticipate that the attribution-type deals will be a permanent fixture, or do you think that was a phenomenon that will pass with the new ownership rules?**

It will pass. I don't know which is coming first, whether the FCC will try to decide how this works or whether they will be told how this works. And my feeling is that Congress is going to set out a different set of guidelines—I hope quickly, because there are a lot of station transactions that either are in limbo or are being thought about. Frankly, the FCC has not been very active lately in making decisions. They seem to schedule hearings rather than make decisions, and it's probably time for them to make some decisions.

**What were the principal factors that heated up the market in 1994, other than Murdoch and the competition for network affiliations?**

The market would have been healthy anyway. That helped, but the fact that business was up in double digits helped more. The tremendous amount of equity that came into our business was the second thing that drove it, and then the banks came back. Two years ago I could count on two hands the number of banks that were lending. Now there are a healthy number of banks lending. As long as you have business that's good and capital available, that's what drove it.

**Is that on both sides—radio and television?**

Yes. In 1994 a lot of the radio transactions were still driven by the duopoly factor. Everyone was still playing Pac-Man. That was a continuation of what was going on in '93, and that will continue. People will refine that and start trading some more. It hasn't filtered down as quickly as I thought it would in the smaller markets, into the medium to small markets. And part of that is that sometimes the lending community does not dip down enough to cause that to happen, but sooner or later you'll see more duopoly transactions happen in radio.

**How much of the radio industry is consolidated now? What percentage?**

I don't know if I can name a percent. In some markets—Boston, for example—the duopoly happened very quick and very deep. Denver [is] another market that looks like that, so in some markets there's not a lot of room for any



more duopolization. However, there are a tremendous number of markets where it has not really been tapped.

**What market sizes would you say have been untapped?**

The markets 50 and under. Most of the duopolization has taken place in the major-market areas, where the big groups were trying to protect their turf. And they not only protected their turf, they helped their bottom line at the same time.

**How long do you think this seller's market in broadcast properties will continue?**

This will continue until mid-'96. And what will keep driving it is if the capital-gains rate comes down, and if you believe the premise that interest rates will stay where they are now or maybe go up only a little bit, and the feeling is that business in radio and TV will continue to be good—'95 looks good. And '96 we're all anticipating to be a very good year, with the Olympics in the U.S. and elections—that will continue to drive the business. After mid-1996, I don't know.

**What do multiples look like right now? Large, medium, small markets?**

I'll start with large. Both radio and TV are right around 10; some are even 11. Medium markets, 9 to 10.

Radio tends to be a little lower right now, but it depends on the situation. If it's a duopoly situation, multiples are not scrutinized as hard as if it's a non-duopoly situation, so it really depends. If it were a non-duopoly situation and all other things being equal, radio might be half a point to a point lower than a TV multiple at this time. But if it's duopoly, then that's different. A year and a half ago, it was the opposite. So radio and TV tend to track pretty close, but not always at the same time.

And in small markets, television's anywhere from 8 to 9 1/2, and radio's 7 1/2 to 8 1/2, right in there.

**If interest rates rise again, would radio or television be affected most?**

They would be affected equally. It wouldn't be healthy to see interest rates go up more than a quarter of a point very quickly.

**Could 1995 be as successful a year for television as 1994?**

It could be as successful. I would be hesitant to say it will exceed it, because '94 was really an unusual year. But '95 could come close.

**How about the United Paramount Network and Warner Bros.? How much of a role will they play?**

In the transaction market, I don't think they've played a specific role yet. There's no question in my mind that they will, because there is room for more networks. I don't care what the big networks say, there is room for more networks and they will make it because they have the resources to do it.

**Which part of the country is hot now?**

The Southeast is very hot, but that kind of correlates with the economy. It's fairly well spread out around the country, but the Southeast definitely has an edge.

**Any markets that have cooled off?**

California is still struggling. There's no way to avoid that issue. Particularly Southern California, but that's mostly tied to Los Angeles.

**How is the brokerage business?**

Speaking for MVP, it's excellent.

**Was this the first year that you were number one?**

Since 1990, we have sold more stations than any other firm.

**That's more dollar volume?**

No, some years other brokers sold more dollar volume than we did, but we usually sold more stations. And then last year we did more dollar volume. It hasn't been our goal to begin each year to see if we can do more dollar volume, but we try to be very focused on doing as much as we can. But in our eight years of existence we've never had a year that hasn't been better than the year before.

**A couple of radio questions: AM radio. Dead? Alive? Any kind of resurgence there?**

It's not dead. There are a lot of strong AMs doing well. But I don't see a resurgence.

I hate to say this, and at the expense of making some AM broadcasters mad, but I don't see anything on the horizon that's going to make AM stations more valuable tomorrow than they are today. I mean, they'll grow with the economy and as revenues grow they'll be worth more, but I don't see anything that's going to propel them in some kind of leap that makes them more competitive with FM, not just in listenership and revenue, but in trading. I just don't see it. It's a valuable piece of the spectrum like everything else, but technologically it's just not as good as FM. And listeners noticed that, and it's not changing.

**My other question has to do with small markets, specifically radio. How did they do in '94, and were they able to get out from under debt as leveraged in the late '80s?**

A lot of the small markets are doing very well. They had pretty good years. But small-market owners have a lot of trouble getting capital. And it's somewhat unfortunate because the numbers in a lot of small-market stations are very good. But you cannot get banks and big venture houses to focus on that because they're all trying to do the medium and large deals. There's a lot of volume in smaller markets in radio that I really wish banks would take a harder look at doing—and equity players too—because there's a lot of duopoly that hasn't happened that should happen, but the lack of capital is not allowing it to happen. I think it's an untapped area that should be tapped. ■

# Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week

## Near-Video-on-Demand



Looking at program choices in Mount Prospect, Ill.

## TCI tests demand for near-video-on-demand

Limited promotion keeps I.T. subscribers to 5% of town population

By Chris McConnell

**S**am Keller has seen more of the information superhighway than he cares to for the time being.

The Mount Prospect, Ill., resident signed up his family for an early peek at one of cable television's trial runs of advanced programming services and found they just couldn't get enough television. A few bills later, Keller decided to pull the plug on what had become a \$250-a-month pay-per-view habit.

"It just got out of hand," says Keller, adding that the last straw was when his eldest son reneged on a promise to reimburse the cost of all the movie buys.

The onslaught of films reached the Keller home through Intelligent Television, or I.T., Tele-Communications Inc.'s near-video-on-demand project. Since April 1994, the company's cable system in Mount Prospect has been offering residents of this Chicago suburb some 60 channels of PPV movies, a la carte channels, premium multiplex channels and on-demand broadcast

shows. Using a low-tech mix of previously abandoned cable plant and unused analog gear, TCI is searching for profitable lineups of compressed channels while the industry waits for compression technology to reach the market.

### Taking things further

While the system uses analog technology and carries the "trial" tag, the Mount Prospect project "takes everything further" than have similar near-video-on-demand tests, says I.T. Project Manager Jim Mitchell.

The Illinois cable system is going further by offering I.T. to all of the town's cable-subscribing households, which number roughly 9,000. Rather than sell to a preselected group of participants, as test administrators have done during TCI's ongoing video-on-demand trial in Denver, the MSO rolled out the service to all in Mount Prospect who wanted it. So far, 900 have signed on.

*continues on page 52*

## Interactive

## Microsoft sets sights on interactivity

Movies on demand, shopping seen as just beginning for interactive TV

By Elizabeth Rathbun

**T**he interactive television future, according to Microsoft, is one of "no prime time [and] no channels," says Craig Mundie, vice president of advanced consumer technology for the software giant.

Instead, "every single television [will] be delivered its own unique programming," Mundie said last Wednesday during an appearance on Capitol Hill. Mundie was in Washington to expand on Microsoft's telecommunications future with reporters and to meet with members of the Washington state congressional delegation. The company wants to insure that telecommunications reform allows the "open competition between the various mediums and the various companies...that we enjoy in the computer industry."

In fact, reform is more important than any technological breakthrough, Mundie said, although "it has the side effect" of encouraging technological advances.

Microsoft also is interested in encryption and security to insure that the company is paid for the use of its "intellectual assets." "A huge amount of money is being lost to American companies who do business overseas," Mundie said, adding, "the new Congress is quite receptive to these issues."

Another Microsoft message was to discourage "premature standardization." The process of building the so-called information superhighway will



be "incredibly complicated," Mundie said. "It's very important...to let the market mature. Many companies will have to be created in finding the ultimate application."

Inspired by the "magnitude of the business opportunity" it sees as the information superhighway is built, Microsoft is branching out and creating alliances to make sure that it is a major player. Using its software origins as a base, Microsoft is making a media server with Sony and is testing its interactive TV software in trials with a cable and a telephone company: Tele-Communications Inc. in Microsoft's hometown of Redmond, Wash., and telco SBC Communications (formerly Southwestern Bell) in Richardson, Tex. The tests, to begin this year, will show "we have a system that can work with either kind of company," Mundie said.

Movies on demand, games and shopping are just the beginning for interactive TV, Mundie said. The future that Microsoft envisions is much more sophisticated. For example, driver's licenses will be renewed via TV; games will allow for multiple players, and an automated voice will remind viewers of necessary medical checkups. An appointment can then be made and personalized directions to the clinic provided.

Using a remote control, viewers will work their way through layers of video content, much like computer users click through menus and submenus. "It sounds very simple, but there's a huge amount of technology that potentially underlies that," Mundie said. Selections can be made at any time, with video stopped, fast-forwarded and reversed. "In the future, there [are] no channels, there's no prime time," Mundie said.

However, consumers shouldn't have to pay for the necessary equipment, he said. Microsoft envisions "whole cities [being] converted en masse" so that the company can compete with existing franchises. Who will pay for this ambitious future isn't clear. "No one's quite sure what the business models are," Mundie said. However, advertisers may find that "niche programing" pays handsomely. And "for that kind of success, [advertisers] might be willing to pay a whole lot." ■

**Broadcasting & Cable** Feb 27 1995

# Viacom consolidates online, interactive activities

*Division is negotiating deal with online service; Castro Valley trial idle*

*By Mark Berniker*

**V**iacom will consolidate its fledgling interactive television operations with its online unit under one umbrella called "interactive services."

"We've merged our interactive television and online activities," says Geoffrey Darby, president of Viacom Interactive Services. "Online leads directly to interactive television, and an online business exists today," Darby says, adding that the company is negotiating a deal for all of its properties with one of the major online services.

Darby says that Viacom Interactive Services will not dictate to the various Viacom TV, film, publishing and other divisions what is best for them: "They know their product better than anybody." The Viacom units (ranging from MTV to Simon & Schuster) will decide what they want to do with their intellectual property. Thus, the focus is being shifted back to the divisions and away from central management control.

But Viacom's purchase of Paramount and Blockbuster has resulted in a political shake-out that has reached into the interactive division. Darby says Viacom has decided to shut down Paramount Advanced Technology's lab known as the Media Kitchen, which was involved in interactive TV and multimedia software

development. He says the company laid off roughly 20 people who were "mostly administrative." Some creative and technical staff from the lab were transferred to other interactive production units, such as the company's Buffalo Grove, Ill., facility.

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ny's online, CD-ROM

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ny's online, CD-ROM and videogame projects are moving forward, Darby expects it will take longer for the interactive TV market to evolve.

The cable and telephone infrastructure needs to be built to handle "nonlinear, on-demand services," Darby says, but he sees video on demand as an interim step toward more advanced interactive TV services.

"True interactive television," Darby says, will include a "whole range of things you will be able to do through your television

**"Interactive television doesn't really exist, and people got carried away with the potential of it."**

**Geoffrey Darby, president, Viacom Interactive Services**

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control system.

"Interactive television doesn't really exist, and people got carried away with the potential of it," Darby says, adding that the whole market has been "overhyped." He expects critical mass will not arrive for interactive until 1998 or later.

Darby says Viacom's proposed sale of its Castro Valley, Calif., cable system to Intermedia throws into jeopardy its planned interactive TV trial with AT&T. The Castro Valley trial is "idle until the new owners decide what they want to do with it," Darby says.

However, Viacom still is expected to offer content for the trial if it goes forward. Viacom also will provide some content from its properties for Bell Atlantic's video dialtone trial in Reston, Va. ■

## Errata

A chart accompanying the Feb. 20 story about program guides (page 53) misidentified the names and offerings of two companies. Starsight Telecast offers fast forward/rewind; point and tune; point and record; program theme sorting; PPV info, and favorite channels macro. VideoGuide offers fast forward/rewind; point and tune; point and record; program theme sorting; PPV info, and search by title.

# US West signs 22 programmers for Omaha video network

By Mark Berniker

**U**S West has begun to answer the question of what programming it will offer as it prepares to compete against cable operators in the Omaha market.

The telco has signed a number of contracts and has made verbal deals with 22 video program and information providers for its video dialtone gateway, TeleChoice.

US West has been rushing to seal deals with movie studios, television production houses, videogame producers and other sources of video material for its interactive TV network. US West is the first telephone company to detail programming offerings; Bell Atlantic is expected to announce its offerings within the next few weeks.

As with others entering interactive TV, US West has delayed the commercial launch of its cable and interactive video network several times. The company backed away from specific dates, but did say it "anticipates to begin during the second quarter of 1995," according to a company statement.

US West expects to offer conventional cable and new interactive services to more than 45,000 households in the Omaha market trial area this year. But that's a fraction of the 25 million customers it serves across 14 western and midwestern states.

Suddenly, with telephone companies pushing into the cable business, video programming is becoming a valuable commodity. Programming quality and price will be the distinguishing differences between competitors.

All 22 of the programming providers named by US West will put their shows into massive video servers, creating a library of video choices that consumers can access in an on-demand format.

US West will offer products at varying prices, including traditional basic and premium cable offerings as well as a video-on-demand service. ■



I.T. Project Manager Jim Mitchell

## NEAR-VIDEO-ON-DEMAND continued from page 50

"We focus on [subscriber] acquisition," Mitchell says. "We can throw the product out there and see who takes it and who wants it."

At first, interest in the service was too much for the system to handle. TCI couldn't sign all those who wanted it. Mount Prospect Trustee Irvana Wilks, for instance, says she initially signed for the service, but lost interest while waiting to be hooked up.

"It's a good problem to have," Mitchell says of the initial customer response. The initial rush has since ebbed, so there no longer are delays in hooking up new subscribers.

### Marketing information sought

Besides looking for subscribers, TCI is seeking marketing information during the open-ended test, Mitchell says. Important buy-rate information has been collected, as has some unexpected information on operating a near-video-on-demand system. Mitchell cites as an example having to adapt billing-system equipment to fit the Mount Prospect trial.

Those who want I.T. pay an equipment charge of \$4.85 per month. The special receiver set-top is free for the first six months. Beyond the equipment charge, and another \$1.35 a month for the printed Intelligent Television channel guide, subscribers pay for most of

the programs on a per-view basis.

Top hit movies from the "Hits at Home" service go for \$2.99 per view. Action titles go for \$2.49, and adult titles are priced at \$3.99. For those spending the day indoors, a 12-hour block of adult titles is available for \$6.99.

"It's a big seller," Mitchell says of the adult block. "It's a big chunk of our revenue."

The service includes a secret four-digit code that parents can use to block particular programs or limit program ordering, he says. Reviewing the case of Keller and his \$250 bill, Mitchell suspects that the code did not stay secret.

The service also offers multiplex cable channels free to those who subscribe to the same channels on the regular cable system. HBO customers, for instance, receive HBO-2 and HBO-3 at no extra charge, while Disney Channel customers receive The Disney Channel West. Additional cable channels not available on the regular Mount Prospect system also are available on an a la carte basis. For instance, The Travel Channel, Bravo, The Learning Channel and E! Entertainment are each available for \$1.50 per month.

### Your Choice one offering

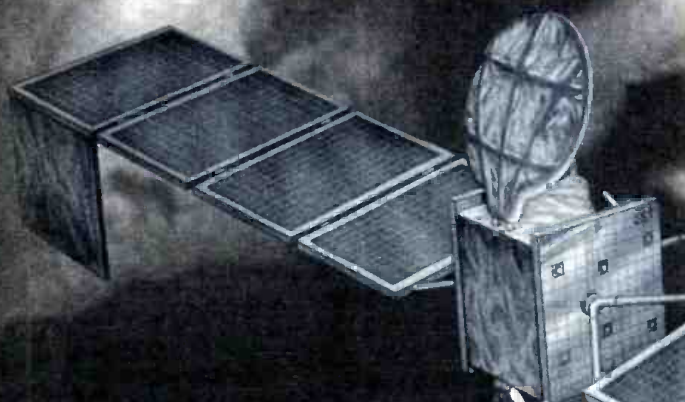
Also appearing on the system is Discovery Communications' Your Choice TV, making Intelligent Television the only cable trial in which Your Choice is offered along with other new services,

### Mount Prospect at a Glance

Population	53,170
Households	20,243
Families	14,621
Cable Homes	8,800
Median Household Income	\$46,508



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## Calendar

**Feb. 27-March 1**—Consumer Online Services II: Entry Strategies for Mainstream Media, sponsored by Jupiter Communications and CMP Publications. Crowne Plaza Hotel, New York. Contact: Harry Larson, 212-941-9252.

**Feb. 28-March 3**—Satellite '95, sponsored by Phillips Business Information. Sheraton Washington, Washington. Contact: 1-800-777-5006; 301-424-3338.

**March 14-16**—New Media Expo, sponsored by The Inter-face Group. Los Angeles Convention Center, Los Angeles. Contact: 617-449-6600.

**March 20-23**—SUPERCOMM '95 with ICA EXPO, sponsored by the Telecommunications Industry Association, the United States Telephone Association and the International Communications Association. Anaheim Convention Center, Anaheim, Calif. Contact: ICA, 214-716-4140; TIA, 202-457-4935; USTA, 202-326-7279.

Mitchell says. Through Your Choice, subscribers can purchase broadcast TV shows that have aired in the past week for prices ranging from 49 cents to \$1.49 per title. Shows carried in Mount Prospect include *60 Minutes*, *20/20*, *Saturday Night Live* and *The Tonight Show*.

"It's yours to use when you want to use it," Mitchell says of I.T.'s offerings. "You determine how much you're going to spend."

Although subscriber Keller eventually made his determination by canceling the service, others say they have set their target at \$10 per month. Mount Prospect resident Phyllis Moliere has set a limit of three films per month. Betty Wimer, whose family signed for the service in late December, wants to keep spending in the \$10-\$15 range. That's what her household normally would spend at the video store, she says.

## I.T. offerings

Service	Cost
Installation	Free during introductory period
Equipment charges	\$4.85/mo. (waived first 6 mos.)
Printed channel guide	\$1.35/mo.
"Hits-at-Home" top hits (choice of up to 30)	\$2.99/title
"Hits-at-Home" action titles	\$2.49/title
"Hits-at-Home" adult titles	\$3.99/title
"Hits-at-Home" adult blocks	\$6.99/12 hours
Your Choice TV	49 cents-\$1.49/program
HBO-2, HBO-3	Free to HBO customers
Disney Channel West	Free to Disney Ch. customers
"Select Entertainment": Travel Channel, Bravo, Learning Channel, ESPN2, Cartoon Network, E! Entertainment	\$1.50 each/mo.
Four SE networks	\$3.95/mo.
All 6 SE networks	\$5.95/mo.
TV Japan!	\$14.95/mo.

Wimer voices a typical subscriber preference for pay-per-view feature films. "The best feature is the pay per view," Wimer says of I.T. "I don't think there's anything that good on [broadcast] TV."

TCI, which has been interviewing subscribers in addition to watching buy rates and sign-ups, has found that customers generally purchase Intelligent Television for one service and often do not know that other program options even exist, Mitchell says. "We've really learned that

we've got to continually promote [programming services]," Mitchell says.

For example, "I don't think Your Choice TV has been a resounding hit," says Mount Prospect Communications Administrator Cheryl Pasalic, who has followed the test for the town's Communications Division.

Your Choice says it has not been trying that hard, maintaining that I.T. is a test rather than a full-fledged commercial

service.

And the Your Choice marketing drive has been stunted in Mount Prospect, Mitchell says: "The cable system prevented Your Choice from using its standard marketing tools during I.T.'s rollout. This year, Your Choice will be free to handle more of its own marketing rather than ceding the task to TCI."

Even without the marketing support, the programmer says, Your Choice has been selected at least once by 53% of I.T. subscribers. ■

# Ameritech awards video network contracts

Telco makes \$475 million in deals with SA, DEC and ADC; plans to be up by end of '95

By Mark Berniker

Ameritech has committed to contracts worth nearly a half-billion dollars with three major vendors for the construction of interactive video networks throughout the Midwest.

The company has awarded \$475 million worth of contracts for various pieces of equipment from Scientific-Atlanta, Digital Equipment Corp. and ADC Telecommunications for its ambitious planned video network.

Ameritech is billing the network as an alternative service to cable TV, and although the company disclosed the broad terms of its equipment contracts, it is far more se-

cure about the video programming services it plans to offer.

"We're keeping those details close to our vest for competitive reasons. TCI would love to know what we're going to offer," says Dave Onak, Ameritech spokesman.

Onak says Ameritech will not conduct any trials and will begin its commercial rollout. It plans on passing 300,000 households by the end of this year, and will add 1 million households per year through 2001.

For its vendors, the multi-year contracts are a shot in the arm. Scientific-Atlanta won a five-year deal worth as much as \$400 million for analog and digital set-top boxes and

accompanying remote controls as well as equipment for the headend of various network switching centers of the telephone company.

Ameritech's total deal with Scientific-Atlanta is worth close to \$700 million because of a contract worth \$300 million for other network components for its interactive video network.

In addition to its expanded pact with Scientific-Atlanta, Ameritech has signed another five-year contract with Digital Equipment Corp. for up to \$40 million of its video server equipment.

Also, Ameritech signed a six-year deal with ADC Telecommunications Inc. for

up to \$35 million for "cabins" in neighborhoods that will connect fiber optic and coaxial cables, linking the video network to consumer households. ADC already won a \$100 million contract to provide transmission systems for Ameritech's video network.

Ameritech will proceed with the construction of its interactive video network in 134 midwestern communities, acquiring video programming from a variety of sources and filing tariffs with state regulators. Then comes the challenge of marketing and attempting to steal customers from incumbent cable operators. ■



## RAB meeting marks prosperous year

*With 11% increase in radio ad revenue for 1994, association's annual conference is upbeat*

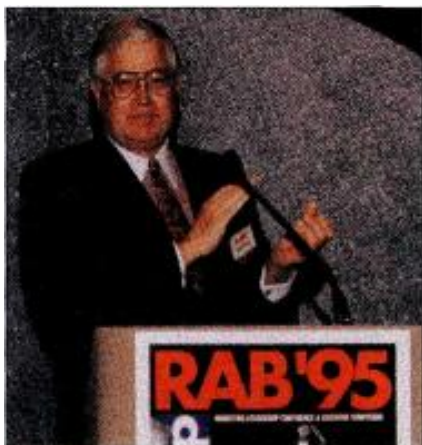
By Donna Petrozzello

**R**adio Advertising Bureau President Gary Fries at the RAB's annual marketing leadership conference in Dallas congratulated radio station sales teams for billing more than \$10 billion in advertising revenue in 1994. More than 2,000 station general managers and sales managers were on hand, double the number in attendance just four years ago.

The conference marked a particularly prosperous year in radio sales. Combined 1994 revenue for radio from local, national and spot advertising garnered \$10.65 billion, an 11.3% overall increase over 1993 levels. In addition, stations nationwide billed a combined \$1 billion during May 1994 alone.

In his opening remarks, Fries said that radio's strong performance last year made it the fourth-largest advertising medium for the year, surpassing the amount billed by other national advertising mediums, including telephone book yellow pages.

"We've created an environment



**"I don't think anybody can stop this industry."**

**RAB President Gary Fries**

of deep respect for us, the people in the radio industry, as it [radio] is a part of the media scheme" purchased by advertisers, Fries said. "The landscape has changed. I think this is our moment and our opportunity."

Fries also predicted more rev-

enue growth in markets nationwide for 1995: "I don't think anybody can stop this industry. I think we'll keep going forward at a pace that those of us who have been around for a while have never seen before."

The RAB conference included panel discussions on sales and marketing techniques and trends, consultant forums, a new technology exhibit floor and keynote addresses by authors and sales experts. Several exhibitors debuted programs intended to boost radio sales.

Among software products, Arbitron showcased "LocalMotion," which provides qualitative data on consumer buying habits and media usage to help small and midsize-market radio stations compete for retail advertising revenue against local newspapers in their markets.

Media Marketing Technologies displayed its "MediaMAPS" system, which help stations to define more precisely their listening audience both demographically and geographically within their market. ■

## ABC cuts ribbon on new Texas-sized headquarters

Coinciding with the RAB conference, ABC Radio Networks officially opened its new 70,000-square-foot broadcasting facility in Dallas on Feb. 16. ABC Radio Networks President Robert Callahan described the complex as "the most up-to-date and efficient facility of its kind anywhere in North America" and the largest commercial radio broadcast operation in the U.S.

The network's new headquarters house more than two dozen broadcasting studios, nine 24-hour-format studios, various performance studios and morning-show suites, production rooms and ABC's international production facility.

The Dallas center serves as ABC's headquarters for its 24-hour formats, affiliate marketing, advertising sales, programming, research, computer systems, finance, marketing, promotions, engineering, opera-



**ABC Radio President James Arcara with ABC Radio Networks' Bob Callahan, president, and David Kantor, executive VP.**

tions, station clearances and ABC Radio International departments. ABC Radio's news headquarters remains in New York along with the East Coast divisions of its advertising sales and affiliate services. —DP

## Christian network sells news services

Major Networks has agreed to purchase broadcast news services Standard News and ZapNews from Pat Robertson's Broadcast Equities Inc. Combined, the services provide hourly newscasts and a news wire service to more than 900 radio and television stations nationwide. The value of the deal was not available.

Chicago-based Major Networks is a subsidiary of Major Broadcasting Cos., which also owns production and syndication company Major Television. Major Networks syndicates several national radio talk shows, including Alan Colmes and Michael Reagan, five music formats, and short sports-talk segments. Broadcasting Equities Inc. (BEI) of Virginia Beach, Va., is owned by the Christian Broadcasting Network, which is chaired by Pat Robertson.

"Major Networks is well positioned" to expand both Standard News and ZapNews, says Mike Carter, executive vice president, BEI. The deal is expected to close on March 1.

Developed and launched in January 1993 by BEI, Standard News provides hourly newscasts to more than 600 radio affiliates. ZapNews was acquired by BEI in September 1993 from Tribune, which launched the service as a daily news fax. ZapNews now is provided via fax or computer link to more than 300 radio and television broadcast outlets.

Neither the Christian Broadcasting Network nor Major Networks would comment on whether the agreement involves a cash deal or a transfer of assets between BEI and Major Networks. Standard News offers its service to some of its affiliates on a non-cash basis, trading the news product in exchange for assets.

—DP

## Broadcast TV posts double-digit gains

By Harry A. Jessell

It's official: 1994 was a very good year for broadcast TV.

Revenue rose 15% for the year, from \$23.7 billion to \$27.1 billion, according to a report released last week by the Television Bureau of Advertising (TVB).

It was the industry's first double-digit annual increase since 1984, says Harold Simpson, TVB's top researcher.

Local sales were up 13%; national spot increased 17%, and network rose 9%, says the TVB report, which is based on data from New York-based Competitive Media Reporting. TVB's own survey of nearly 400 TV stations found local up 12.2%; spot, 15.5%.

"Winter Olympics and record

### TV ad revenues jump

	1993 (in billions)	1994 (in billions)	% change
Local	\$5.7	\$6.3	13%
Spot	5.6	6.6	17
National synd.	1.6	2.4*	46*
Network	10.9	11.9	9
<b>TOTAL</b>	<b>23.7</b>	<b>27.1</b>	<b>15%</b>

\* 1994 syndication total is inflated by change in Competitive Media Reporting's methodology. TVB estimates actual figure is closer to \$1.8 billion, a 13% increase.

Source: Competitive Media Reporting and TVB

political spending contributed, but more significantly, several sleeping [advertiser] categories came to life with major increases," Simpson says.

Local advertisers posting the biggest increases in spending were auto parts retailers (51%), loan and mortgage companies (35%), hardware stores (25%) and auto dealers (20%).

Their spot counterparts were computers and office equipment (65%), consumer electronics (55%), pet supplies (48%) and insurance (47%). ■

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## Court OKs Tak sale

The U.S. Bankruptcy Court in Wisconsin has approved the sale of the remaining Tak Communications TV stations to Argyle II. WGRZ-TV Buffalo, N.Y., was sold for \$91 million and KITV(TV) Honolulu plus its satellites for \$51 million. The total \$146 million includes an additional \$4 million upon closing.

Tak is headed by Sharad Tak. Argyle II is headed by Bob Marbut, Blake Byrne, Ibra Morles and Harry Hawks. The buyer has no ownership in and is separate from Argyle I, owner of KDFW(TV) Dallas and KTBC(TV) Austin, both Texas; KTVI(TV) St. Louis, and WVTM(TV) Birmingham, Ala.

Argyle owns WZZM(TV) Grand Rapids, Mich.; WNAC(TV) Providence, R.I., and WAPT(TV) Jackson, Miss.

KITV is an ABC affiliate on ch. 4 with 100 kw visual, 20 kw aural and antenna 50 ft. WGRZ-TV is an NBC affiliate on ch. 2 with 100 kw visual, 20 kw aural and antenna 941 ft.

—JAZ

## Capcities honors Keller



Charles Keller, former vice president, corporate initiatives, Capital Cities/ABC, was presented with the Lowell Thomas Award for Distinguished Achievement

at the company's senior management meeting in Phoenix Feb. 8. At Capcities, Keller was responsible for a wide range of corporate programs and policies, including advanced management training for women and the employee drug rehabilitation program. Capcities' Lowell Thomas Award recognizes significant achievement by employees. Keller, a 37-year veteran of the company, retired in 19TKtk.

# Changing Hands

This week's tabulation of station and system sales

**KKCW-FM Portland, Ore.** □ Purchased by Citicasters Inc. (John Zanotti, president/CEO) from Trumper Communications Inc. (Jeffrey Trumper, president/CEO) for \$30 million. **Buyer** owns 4 AMs, 10 FM and 2 TVs. **Seller** owns WLAP(AM)-WMXL-FM/WWYC-FM Lexington, Ky.; WTDR-FM/WEZC-FM Charlotte, N.C., and KXYQ-AM-FM Portland, Ore.

KKCW-FM has full-service AC format on 103.3 mhz with 9 kw and antenna 1,653 ft. **Broker:** Star Media Group.

**WGXA-TV Macon, Ga.** □ Purchased by GOCOM Television of Macon LP

### Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$2,500,000 □ 1

FMs □ \$40,600,000 □ 3

Combos □ \$17,320,000 □ 4

TVs □ \$22,700,000 □ 3

Total □ \$83,120,000 □ 11

So far in 1994:

AMs □ \$17,972,000 □ 23

FMs □ \$156,329,000 □ 45

Combos □ \$82,828,500 □ 41

TVs □ \$2,244,757,834 □ 70

Total □ \$1,265,749,500 □ 117

(Ric Gorman, president) from Russell Rowe Communications Inc. (Don Heald, president) for \$11.75 million.

**Buyer** is pending FCC approval for purchase of WFXI-TV Greenville-New Bern, N.C. **Seller** has no other broadcast interests. WGXA-TV is ABC affiliate on ch. 24 with 1290 kw visual, 252 kw aural and antenna 800 ft. **Broker:**

Media Venture Partners.

**WWRX-FM Westerly, R.I.** □ Purchased by REP Rhode Island GP (George Sosson, managing general partner) from Westerly Broadcasting

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Co. (Natale Urso, chairman) for \$10 million. **Buyer** owns WNOE-FM/KLTZ(FM) New Orleans and KTGR(FM) Port Sulphur, both Louisiana; WREC (AM)-WEGR(FM)/WRXQ (FM) Memphis; WSJS(AM)-WTQR(FM)/WXRA(FM) Greensboro and WNEU(FM) Eden, both North Carolina; KXXY-AM-FM/KTST(FM) Oklahoma City; WWBB(FM) Providence, R.I.; WHYN-AM-FM Springfield, Mass.; WIXI(FM) Naples and WCKT(FM) Fort Myers, Fla., and WWDW (FM)/WARQ(FM) Columbia, S.C. WWRX-FM has classic rock format on 103.7 mhz with 37 kw and antenna 570 ft.

**KTFH-TV Conroe (Houston), Tex.** □ Purchased by Paxson Communications Corp. (Lowell "Bud" Paxson, chairman/director) from San Jacinto Television Corp. (Max Vigil, president) for \$7.9 million. **Buyer** owns WTGI-TV Wilmington, Del.; WPTN(AM)-WGSQ(FM) Cookeville, Tenn.; WTLK-TV Rome, Ga.; WPBF-TV Tequesta, WZNZ (AM)/WNZS(AM)/WROO-FM Jacksonville, WAIA-FM Callahan, WINZ(AM) Miami, WLVE-FM/WZTA-FM Miami Beach, WWNZ (AM) Orlando, WJRR-FM Cocoa Beach, WNZE(AM) Tampa, WEZY(FM) Lakeland, WMGF-FM Mt. Dora, WHNZ(AM) Pinellas Park and WHPT-FM Sarasota, all Florida. **Seller** has no other broadcast interests. KTFH-TV is licensed to ch. 49 with 4100 kw aural and antenna 1,775 ft. Filed Feb. 3 (BALCT-950203KJ). **Broker:** Fox Media Inc.

**KXYQ-AM-FM Portland, Ore.** □ Purchased by Heritage Media Corp. (James Hoak, chairman; Paul Fiddick, president/radio) from Trumper Communications (Jeffrey Trumper, president/CEO) for \$7 million. **Buyer** owns WRTH(AM)-WIL-FM/WRJY-FM St. Louis; WEMP(AM)-WMYX-FM/WEZW-FM Milwaukee; KCFX-FM Kansas City, Mo.;

WBBF(AM)-WBEE-FM/WKLX-FM Rochester, N.Y.; WOFX-FM Cincinnati, and KULL(AM)-KRPM-FM Seattle and KKS-AM-FM Portland, both Oregon. **Seller** owns WLAP(AM)-WMXL-FM/WWYC-FM Lexington, Ky.; WTDR-FM/WEZC-FM Charlotte, N.C., and KXYQ-AM-FM Portland, Ore. KXYQ(AM) has sports format on 1010 khz with 4 kw day. KXYQ-FM has hot AC format on 105.1 mhz with 100 kw and antenna 1,840 ft. **Broker:** Star Media Group.

**WRAI(AM)-WLDI-FM San Juan, P.R.** □ Purchased by Primedia Broadcast Group (Raphael Oller, Felix Bonnet and Jose Acosta) from Radio Aeropuerto Inc. (Pirallo family trust) for \$4.32 million. **Buyer** is purchasing WZNT-FM San Juan and WOYE-FM Mayaguez, both Puerto Rico. **Seller** has no other broadcast interests. The proposed assignee plans to immediately sell WRAI(AM). WRAI has Spanish contemporary format on 1520 khz with 10 kw. WLDI has oldies format on 94.7 mhz with 32 kw and antenna 1,778 ft. **Broker:** Media Venture Partners.

**WHEZ(AM)-WFAT-FM Portage, WTVB(AM) Coldwater and WNWN-FM Kalamazoo, all Michigan** □ Purchased by Tri-State Broadcasting Co. Inc. (Gary Mallernee) from KLMS/ KFMQ Inc., wholly owned by Midwest Communications Inc. (Duke Wright) for \$4 million. **Buyer** owns 3 AMs and 6 FM. **Seller** has no other broadcast interests. WHEZ has easy listening format on 1560 khz with 4.1 kw. WFAT-FM has AC format on 96.5 mhz with 3 kw and antenna 321 ft. WTVB has AC format on 1590 khz with 5 kw day and 1 kw night. WNWN-FM has contemporary country format on 98.5 mhz with 50 kw and antenna 500 ft. **Broker:** J.N. Wells & Co.

**WGOT(TV) Merrimack, N.H., and translator** □ Purchased by Paxson Communications of Boston-60 Inc. (Lowell "Bud" Paxson, chairman/director) from Paugus Television Inc. (William Putnam, primary owner) for \$3.05 million. **Buyer** owns WTGI-TV Wilmington, Del.; WPTN(AM)-WGSQ(FM) Cookeville, Tenn.; WTLK-TV Rome, Ga.; WPBF-TV Tequesta, WZNZ(AM)/WNZS(AM)/WROO-FM Jacksonville, WAIA-FM Callahan, WINZ(AM) Miami, WLVE-FM/WZTA-FM Miami Beach, WWNZ(AM) Orlando, WJRR-FM Cocoa Beach, WNZE(AM) Tampa, WEZY(FM) Lakeland, WMGF-FM Mt. Dora, WHNZ(AM) Pinellas Park and WHPT-FM Sarasota, all Florida. **Seller** has no other broadcast interests. WGOT is on ch. 60 with 1410 kw visual, 141 kw aural and antenna 1,010 ft. Filed Jan. 27 (BALCT-950127KF). **Broker:** MediaOne.

**KMPQ(AM) Rosenberg-Richmond, Tex.** □ Purchased by Tichenor Media Systems Inc. (McHenry Tichenor Jr., president/director) from Roy Henderson for \$2.5 million. **Buyer** owns KGBT (AM)-KIWW(FM) Harlingen, KBNA-AM-FM El Paso, KLAT(AM) Houston and KCOR (AM)/KROM(FM)/KXTN-AM-FM San Antonio, all Texas, and WIND(AM)-WOJO(FM) Chicago/Evanston, Ill. KMPQ has Spanish format on 980 khz with 1 kw.

**WSTP(AM)-WRDX(FM) Salisbury, Md.** □ Purchased by The Dalton Group Inc. (William Dalton, president, 53.9% stockholder) from WSTP Inc. (Thomas Harrell Jr., president) for \$2 million. **Buyer** owns WWMG(FM) Shelby, N.C., and WGRR (FM) Hamilton, Ohio. **Seller** has no other broadcast interests. WSTP has news/information format on 1490 khz with 1 kw. WRDX has rhythm and beach format on 106.5 mhz with 100 kw and antenna 1,003 ft. Filed Feb. 3 (AM: BAL950203GP; FM: BALH-950203GQ).

**KBAC(FM) Las Vegas, N.M.** □ Purchased by QMI KBAC Inc. (Dino Ianni, president/CEO) from Masada Ltd. (Keith Shwayder, president) for \$600,000. **Buyer**, a wholly owned subsidiary of Quantum Media Inc., owns KISZ(FM) Cortez, Colo., and is proposed assignee of KRYD(FM) Telluride and KSKE(FM) Vail, both Colorado. KBAC has new rock format on 98.1 mhz with 97 kw and antenna 1,037 ft. Filed Jan. 30 (BALH950-130GL).



**Seller Chester Smith (l), general partner, Sainte Ltd., hands the key to the front door of KREN-TV Reno to new owner Harry J. Pappas (third from left), president/CEO, Pappas Telecasting Cos. The closing of the \$3 million deal took place earlier this month. Looking on are media brokers Frank Kalil (second from left), president, Kalil & Co., and Kalil Vice President Frank J. Higney.**



## Packwood: No consensus on reform

*Senate subcommittee chairman predicts bill may not pass in this session of Congress*

By Kim McAvoy

**T**elecommunications reform may not be on such a fast track after all.

"I don't think there will be a bill through the House and Senate before Labor Day," predicts Senate Communications Subcommittee Chairman Bob Packwood (R-Ore.), a key insider in the workings of Congress and this issue.

Packwood also warned that if Congress isn't "reasonably close" to moving legislation by then, lawmakers might run out of time. At the end of a legislative session—usually early October—anyone can delay a bill.

Packwood, who spoke at a Media Institute luncheon last week, also stated his support for public broadcasting. He said he would maintain funding for the Corporation for Public Broadcasting because public broadcasting "fills a niche," especially in rural areas.

But although he thinks Congress will maintain CPB's funding, "there's almost nothing that's not at risk."

Until now, most lawmakers have been promising quick action on a telecommunications-reform bill. Senate Commerce Committee Chair-



*Senator Bob Packwood says Commerce Committee Chairman Larry Pressler's prediction for passage of telecommunications reform may be off.*

man Larry Pressler (R-S.D.) has targeted July 4 as the date to get legislation through the Senate.

But Packwood thinks that fast action on a bill is impossible. He said that the Senate is preoccupied with more pressing issues, such as balancing the federal budget. "There [are] going to be long, acrimonious debates on it. Communications just isn't rising to the level of [the Republicans'] 'Contract With America' or anything else.

"Plus, there's no consensus. There's not going to be a consensus.

If we wait for a consensus, we may never get a bill," Packwood said. "At some stage, you've got to draw the line...and say, 'Those who want to leave, go ahead and leave, but we're going ahead, and those who want to stay with us, come on along.'"

The senator also made clear his desire to see as much deregulation in the bill as possible. He wants competition to begin within the cable and local and long-distance telephone markets on a "date certain."

Packwood also said repealing cable rate regulation is a high priority for him. A draft bill by Pressler proposes repealing all rate regulation, but Senate Democrats are balking at the idea.

Packwood also expressed his disappointment with the cable industry's position: Cable has asked Congress to deregulate only enhanced basic cable rates. "I wish cable had not given up so early," Packwood said.

Packwood, a longtime proponent of broadcast deregulation, was asked where he stood on Pressler's proposal to repeal broadcast ownership rules. "I tilt toward it. I know the problem of affiliates versus networks and who can own so much. But by and large, I tilt toward deregulation." ■

## Senate holds key to fate of tax certificate

By Christopher Stern

**S**upporters of minority tax certificates were optimistic last week that the Senate would not follow the House's lead and vote to kill the FCC program.

The House last Tuesday voted 381-44 to abolish the tax certificate, a cornerstone of the FCC's effort to enhance minority ownership. Tax certificates allow the seller of a broadcast or cable property to defer capital-gains tax if it sells to a minority or a woman.

The vote also jeopardized Viacom's plans to sell its cable systems to a minority-controlled company for \$2.3 billion.

Viacom says it will not go through with the deal unless it gets a tax certificate. The certificate could be worth as much as \$600 million to Viacom.

The House bill earmarks an estimated \$1.4 billion in savings that would be gained from ending the program to offset the cost of a proposal that would allow the self-employed a 25% deduction on health insurance

expenses. Congress may not increase the budget without offsetting the cost.

Minority broadcasters are hopeful that the Senate will proceed with the tax deduction without linking it to the tax certificate program. "The two are not related, and there is no reason why they can't move on one without the other," says James Winston, executive director of the National Association of Black Owned Broadcasters.

Certificate supporters say the vote to end the program is the opening salvo in the Republican goal to repeal

all affirmative-action programs.

Senate Finance Committee Chairman Bob Packwood (R-Ore.) says he will hold hearings on the issue: "If it comes out [that] it is purely an affirmative-action [program], then its days are numbered."

The tax certificate program attracted attention after Viacom late last year said it planned to sell its cable properties to Frank Washington, a California-based African-American businessman. Washington heads Mitgo, a limited partnership that will own 21% of the cable properties. Most of the money is coming from InterMedia Partners, an investment group that includes TeleCommunications Inc. Washington played a key role in creating the minority tax certificate program in 1978 when he worked at the FCC.

FCC General Counsel William Kennard says the Viacom transaction is not representative of the majority of tax certificate deals. Almost 94% of all television stations owned by minorities were acquired through the

tax certificate program, Kennard says.

If the Senate votes to abolish the tax certificate program, deals now pending at the FCC should be grandfathered under existing rules, says Shaun Sheehan, vice president-Washington, Tribune Broadcasting.

Tribune has a lot at stake through its \$75 million investment in Qwest, a minority firm headed by African-American producer/entrepreneur Quincy Jones. Qwest has deals to acquire WATL-TV Atlanta and WNOL-TV New Orleans.

Twenty requests for tax certificates are pending at the FCC, all of which would be denied if the House bill becomes law.

Minority broadcasters acknowledge that the program has some problems. An unsuccessful amendment would have set a cap of \$50 million on any tax certificate. It also would have required any minority or female who acquired a station through a tax certificate to hold on to the station for five years. ■

## NBC, Fox make peace

By Christopher Stern

**N**BC's decision to drop its opposition to Fox and offspring SF Broadcasting was the result of global business ambition and political reality, network executives say.

In the wake of NBC's retreat at the FCC, it re-entered discussions with Fox parent News Corp. for satellite distribution of CNBC in Asia. It also pledged to work with Fox to win passage of telecommunications reform.

But the frankness with which NBC conceded that business concerns played a role in its Feb. 17 decision to drop its opposition to Fox could lead to some difficulties at the FCC, industry observers say.

Under FCC rules, a petition cannot be withdrawn in return for compensation. NBC executives say talks about carriage of CNBC on News Corp.'s Star TV were cut off when NBC filed at the FCC, and resumed only after the decision was made to withdraw. Industry observers say NBC was forced to patch up its relationship with Fox after a Chinese satellite exploded in late January.

NBC executives stand behind their allegations that Fox and SF are attempting to evade the FCC's attribution and foreign ownership rules. "The content of the petitions was accurate when we filed them, and they are accurate today," General Counsel Rick Cotten says.

SF Broadcasting is the Fox-Savoy Pictures partnership that has agreements to buy stations. NBC claimed Fox was using the company to get around FCC rules that bar broadcasters from owning more than 12 TV stations.

There is no need to proceed with the opposition to Fox, since the FCC recently decided to revisit both its attribution and foreign ownership rules, NBC executives say. "It is our view [that] the FCC, in effect, granted our request," Cotten says.

NBC also says the information in its filings may not be withdrawn from the record, though it no longer will be a party to the proceeding. ■

## Equal-employment violations again attract fines

Broadcasters have been reminded that the FCC is not letting an adverse court decision get in the way of its ability to fine stations for equal employment opportunity violations.

Earlier this month, one television and three radio stations were notified that they are liable for fines of \$10,000-\$27,500 for failing to recruit enough minority staff members.

The proposed forfeitures caught broadcasters' attention. They are among the first handed out since the FCC last summer was forced to abandon its new EEO policy. The U.S. District Court ruled that the FCC must allow the public to comment on new policies. Public comments were not considered when the FCC issued its EEO policy, so the commission is issuing fines on a case-by-case basis.

Radio station group owner Norm Feuer, president/CEO, Force II Communications, says the FCC has taken the good intentions of the law "a step further" by enforcing stricter hiring and recruiting guidelines. Although stations in his group have not been cited with fines related to hiring, meeting the guidelines can be difficult, Feuer says.

"The thing that's sometimes frustrating for any manager is the inability to recruit and find minorities to apply [for jobs]," he says. "It's frustrating to be in one of the few industries that can be fined for not recruiting employees to the satisfaction of the government."

Although FCC mandates and fines "certainly get a broadcaster's attention," heavy fines may be too strict for broadcasters who routinely try to abide by the law, Feuer says.

"If there is a flagrant abuse of the law by people who demonstrate that they will abuse it, they should be cited with fines," Feuer says. "But if people demonstrate an intelligent effort [to comply], that should be enough."

—DP, CSS



**Republicans have booked some of the nation's top communications chief executives for their March 8 "megaconference" on telecommunications.**

Among the CEOs who have accepted invitations are BellSouth's John Clendenin, Pacific Telesis' Philip Quigley, Time Warner's Gerald Levin, NBC's Bob Wright, Comcast's Brian Roberts and Tribune's James Dowdle. The conference is sponsored by the National Policy Forum, a policy group supported by the Republican Party. Also expected are Senate Republicans Bob Dole (Kan.), the majority leader; Commerce Committee Chairman Larry Pressler (S.D.); Finance Committee Chairman Bob Packwood (Ore.); and House Telecommunications Subcommittee Chairman Jack Fields (Tex.). The conference comes just two months after Democrats held a post-election telecommunications summit with state and local regulatory officials.

**Fin-syn is coming back for what could be its last act on the Washington policy-making stage.**

In April, the FCC is expected to begin a proceeding to determine whether what's left of the financial interest and syndication rules—a prohibition against the Big Three broadcast networks entering the domestic syndication business—should be allowed to lapse into regulatory history this November. After a long and bitter fight between Hollywood and the networks, the FCC two years ago gutted the fin-syn rules, which blocked the networks from virtually any role in producing or syndicating programs on their own prime time schedules. It set the syndication prohibition to expire this November, but said it would give Hollywood one last chance to make a case for its preservation. That chance comes in the April proceeding.

The coalition of big studios, independent producers and TV stations that wants to keep programing restraints on the networks already is gearing up for the proceeding. "Our position is the same as it has been," says Warner Bros.' Barbara Brogliatti, a spokeswoman for the pro-fin-syn forces. "Without rules, the networks are apt to abuse the power they derive from the control of prime time network TV." Hollywood will have an uphill fight: James Quello and Andrew Barrett, two of the commissioners who voted for the sunset in 1993, are still around. And FCC Chairman Reed Hundt has indicated that the burden of proof on those advocating an extension of the rule will be a heavy one.

**Local broadcasters will be in town this week for the National Association of Broadcasters annual state leadership conference.**

Key Capitol Hill policy-makers, including Senate Communications Subcommittee Chairman Bob Packwood (R-Ore.) and House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.), will speak to the broadcasters, most of whom represent state broadcasting associations. FCC Commissioner Susan Ness also will address the group. And FCC officials will provide an overview of commission activity during a

panel discussion that will feature Mass Media Bureau chief Roy Stewart, Audio Services Division chief Larry Eads, Enforcement Division chief Chuck Kelley, Video Services Division chief Barbara Kreisman, Policy and Rules Division chief Douglas Webbink, and Compliance and Information Bureau chief Beverly Baker.

**FCC Inspector General Walker Feaster is one of several federal inspector generals who have been summoned to Capitol Hill**

this week to testify about their agencies' budgets. A subcommittee of the House Appropriations Committee is looking for places to cut the federal budget. Subcommittee members also may want to hear Feaster's opinion on the quality of the FCC's bookkeeping. Feaster's predecessor, James Warwick (now retired), last year reported that the FCC's books

were such a mess that they were "unauditable." At the time, the commission blamed its bookkeeping problems on another federal agency that handled its accounts. The FCC since has switched federal accountants. FCC Chairman Reed Hundt is expected to make his way to the Hill on March 21 to testify before the subcommittee that oversees the commission's budget.



*C-SPAN Chairman Brian Lamb talks with President Clinton in the Oval Office.*

**C-SPAN marked President's Day last Monday by airing an interview with President Clinton.**

C-SPAN Chairman Brian Lamb asked the President what he thought was the best method by which to get his message across to the public. Clinton said it is his annual State of the Union address, but he also enjoys "town hall meetings." "I love the town hall meetings, and they're the best forum because there you have an honest dialogue with people," Clinton said. However, there can be difficulties with that format: "If there are 40 questions and 38 are positive and two are negative, and you're slightly off, the real hazard...is that one then becomes an evening news story, and 100 million people hear one thing and then maybe 1 million people hear the town hall meeting." Clinton received a statue of Abraham Lincoln and Stephen Douglas from C-SPAN as a commemoration of C-SPAN's coverage of the reenactment of the 1858 Lincoln-Douglas debate. ■

## Sony picks Oracle for digital support

*Equipment manufacturer will use third-party software for news production system*

By Chris McConnell

**W**ith its developers preparing a new series of disk-based broadcast production tools, Sony Corp. is tapping Oracle Corp. for software support.

The company is teaming with Oracle to create a digital news production system incorporating audio, video and text. Sony, which earlier said it was negotiating with a third-party software developer for its planned "end-to-end" broadcast system, says the two companies hope to show their first joint prototype at the April National Association of Broadcasters convention. The prototype is one of several products slated for an April unveiling that will make up Sony's digital production system.

The planned system, Sony executives say, will incorporate an Oracle Media Server for storing digitally compressed audio and video along with text. Users will be able to access the "multimedia library" for preparing news stories. A second server, to come from Sony, will handle storage and management of material to be broadcast.

"The Oracle server instructs the Sony server," says Louise Velazquez,

senior vice president of Oracle's New Media Division. Sony plans to show a prototype of its magneto-optical disk-based production server at the NAB's Las Vegas show.

The company's alliance with Oracle comes as broadcast engineers say they increasingly are keeping an eye on software when buying production equipment. With more computers making their way into broadcast facilities, engineers describe software as a distinguishing feature of disk-based broadcast equipment.

"It's not hardware anymore, it's software," says Del Parks, operations-engineering director at WBFF(TV) Baltimore. "This is just indicative of this whole trend toward computer-based video."

"The software is going to be the key to making it all work," says Tom Hankinson, assistant director of engineering for ABC's owned TV stations.



*Sony will offer a nonlinear editor for news at this year's National Association of Broadcasters convention.*

Hankinson and others expect more such pairings between traditional broadcast hardware companies and software companies. "That's probably going to be the case with most equipment manufacturers," Hankinson says.

"It's potentially an excellent move for both [Sony and Oracle]," says ABC Engineering Vice President David Elliot, who adds that the market for such end-to-end digital production systems "is still very much anybody's race."

"The general direction is probably

## Dates set for Kahn AM stereo suits

Technology developer Leonard Kahn next month is taking the first in a series of AM stereo-related lawsuits to court.

Oral arguments have been scheduled for March 13 in Kahn's appeal of the FCC's 1993 decision naming Motorola's C-Quam system as the national AM stereo standard. The arguments will take place before a three-judge panel in the U.S. Court of Appeals for the District of Columbia Circuit.

The appeal, filed last year, maintains that the commission did not give adequate consideration to Kahn's AM stereo technology before choosing the Motorola system. The lawsuit asks the court to reverse the FCC's decision.

The action is one of three that Kahn has filed concerning AM stereo technology. Another, charging Motorola with violating antitrust laws in promoting its AM stereo system, has a May 8 trial date in the U.S. District Court for New York's Eastern District. Motorola lawyers have maintained that the lawsuit has no merit. Unlike Kahn's appeal of the FCC decision, the antitrust trial will take place before a jury.

Later this summer, a judge for another New York court will hear a third suit charging General Motors with infringing Kahn's patent in manufacturing AM stereo receivers. The lawsuit is scheduled to go to trial July 5 in the U.S. District Court for the Southern District of New York. —CM



the way the whole industry is going to go," says PBS's Mark Richer, citing a trend toward standardized architectures among broadcast plants. Richer says that as the industry adopts common architectures, common protocols will be needed to enable communication among the various components within a broadcast facility. "It has to exchange files just like computers," says Richer, vice president of engineering and computer services.

Sony's plans call for incorporating computers with tape and other storage technologies in a "hybrid" architecture. As part of the hybrid system,

the company also plans to show a new nonlinear news editing machine at the NAB convention.

The edit machine, one of several products slated for an April unveiling, will use JPEG compression and will include configurations for multi-VTR control to provide a "print-to-tape" option. Sony also plans to introduce another edit workstation for live applications such as sports. The disk-based edit machine will allow users to capture and manipulate segments while recording a live video stream onto the hard disk.

Both products should be available this fall. The company has not

announced prices for the DNE-300 news editing workstations, but says the DLE-300 highlights editor will list for about \$65,000.

Although Sony already has introduced a disk-based editor in the Destiny machine, the new nonlinear machines will target specific chores in news and sports production, says Sony's Anthony Gargano.

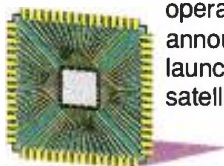
"These are very application-specific," says Gargano, senior video president of broadcast and production systems. He describes the Destiny machine as a "full-capability" system for broader post-production applications. ■

## Cutting Edge

By Chris McConnell

**Orion Network Systems** wants to launch a domestic satellite. The separate satellite system, which launched its Atlantic Ocean satellite late last year, has asked the FCC for permission to launch a domestic satellite to the 127 degrees west orbital slot. GE Americom also has proposed shooting a satellite to the same orbital slot.

**Stockholm-based HD-DIVINE** will bring its coded orthogonal frequency division multiplex (COFDM) technology to April's NAB convention as part of a special technology exhibit. HD-DIVINE is preparing a COFDM system for the COFDM Evaluation Project, which includes NAB, NBC, Fox, Capcities/ABC and the Association for Maximum Service Television. The evaluation group has said the COFDM



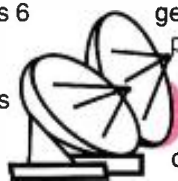
transmission technology may provide benefits such as increased coverage area and greater resistance to ghosting.

**Comsat Corp.** reports net income of \$77.6 million for 1994. The company says revenue increased almost 10% over 1993 for a total \$826.9 million. The company reported \$10.5 million in entertainment revenue, up from \$6.5 million in 1993. The On Command Video in-room video distribution system boosted its installed base by 34,000 rooms during the year, and On Command Video reached 268,000 rooms by the end of 1994, Comsat says.

**GE Americom** has signed Business India Television as the anchor tenant for its new international satellite service. The satellite operator in late January announced that it would launch an international satellite service from transponders leased on the

Intersputnik Express 6 satellite, scheduled for launch this year. The company hopes to deliver a mix of English- and Hindi-language programming to the Indian subcontinent. GE Americom also says it is considering the addition of U.S. and European programming to its international service. Four channels are planned by Business India Television: a general entertainment channel; a news channel; a "youth" channel with popular music, sports and lifestyle programming; and a regional channel with programming targeted to the different regions of India, Pakistan, Bangladesh, Nepal and Sri Lanka.

**Bellcore** is planning a study of spectrum-sharing in the 28 ghz band. The study, commissioned by the International CellularVision Association, will assess the feasibility of sharing between satellite and cellular services in the band. Although companies have proposed satellite services employing frequencies at 28 ghz, the band also has been tar-



geted for use by providers of local multipoint distribution service (LMDS), a version of wireless cable TV.

**Recognition Concepts Inc. (RCI)** has introduced a videodisk recorder capable of recording high-resolution video with existing 4:2:2 equipment. The unit employs a pair of RCI's standard 4:2:2 videodisk recorders that can operate as independent units or as a single 8:4:4 recorder. For recording high-definition material, the disks are accelerated to three times normal speed to provide the necessary bandwidth. The two disks can store 13 minutes of 8:4:4 material or 13 minutes each of 4:2:2 material.

**JVC Professional Products Co.** has introduced a professional HDTV VTR. The company's SR-W320U can record component video signals with 1,125 lines for up to three hours. A standard-definition mode also allows the unit to record NTSC or other signals in component format. The VTR carries a list price of \$9,850.

# Classifieds

See last page of classifieds for rates and other information

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**Immediate opening for experienced News Director** at progressive small market A.C. FM in DeKalb, Illinois. Call Jim Day for details. 815-758-0950. Women and minorities encouraged to apply. EOE.

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**Chief Engineer Radio Station.** North Jersey powerhouse WMTR/WDHA is looking for an experienced Chief Engineer. Successful candidate must be proficient in FCC rules and regulations, AM and FM transmitter operations and maintenance, AM directional antenna systems, automated satellite format delivery, remote broadcasts, studio maintenance and construction, telephone hybrid systems, and computers. Must be able to work in a fast paced environment, for two highly active North Jersey radio stations, and be able to generate and maintain budgets. EEO employer. Please forward resume to: Business Manager, WMTR/WDHA Radio, 55 Horsehill Road, Cedar Knolls, NJ 07927 or Fax (201) 538-3060.

### HELP WANTED ANNOUNCER

**Wanted-** Morning announcer, small market radio KAWL AM full service. Send tape/resume to 713 West Nobles Street, York, Nebraska 68467. EOE. 402-362-4433.

**Experienced announcer** with opportunity for promotion to Program Director. AM/FM with excellent facilities. Good salary and benefits. Jack Borgen, KTXJ, Box 2008, Jasper, Texas 75951. EOE/M/F. Immediate opportunity.

**\$50,000+** for AM Drive co-host. Now that we've got your attention, get our attention with your tape and resume. Send to Box 00294 EOE.

**Announcer** wanted for major market commercial classical radio station. 3-5 years commercial radio experience required. Familiarity with and ability to pronounce names associated with format. Pleasant on air delivery, strong public speaking skills and demonstrated community involvement a must. Tapes and resumes only to Box 00310 EOE.

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**98 ROCK/Baltimore** is seeking a Production Director ASAP! Our ideal candidate is creative in the studio as well as in front of the typewriter. Digital experience is a plus. We are looking for someone who can produce more than just "run-of-the-mill" stuff. EOE. Females and minorities are encouraged to apply. If you know how to make magic between the music, rush your most compelling work to WIYY, 3800 Hooper Avenue, Baltimore, MD 21211, attention Rick Strauss.

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**KABC-TV** is seeking an experienced Sales Manager with at least 3-5 years in major market television sales. Experience with local and national sales a plus. Knowledge of JDS Station Traffic System preferred. Send resumes to: John Riedl, General Sales Manager, KABC-TV, Dept TSM-BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer.





**Local Sales Manager.** Dominant Affiliate with prominent group ownership in Top 50 market seeks leader to take veteran local staff to next level of success. You must have documented skills in building local relationships, employing top resources, creating growth ideas and achieving ambitious budgets. Send facts and resume: Personnel Director, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. No phone calls, please. Drug free workplace. KOAT-TV is an equal opportunity employer.

**Local Sales Manager - WTVZ-TV, Norfolk, Virginia** has an immediate opening for a team leader in local sales. We are an aggressive Fox affiliate in need of an experienced manager that can motivate a staff to be the best. Our future LSM must have a minimum of three years local and/or national television sales experience. PC knowledge, including TV Scan, Qualitap, and CMR are crucial. Additionally, new business talents will give you an edge. Resumes and cover letters should be sent to: General Sales Manager, WTVZ-TV, P.O. Box 148, Norfolk, VA 23501-0148.

**General Sales Manager: WTVR-TV - The South's First Television station** is looking for the person with the leadership ability to guide our sales staff through an exciting and expansive time in our station's history. The candidate we select will need to be able to grow our station's revenues as well as market revenues and will need to have a realistic understanding of today's total media environment and how to deal therein. Our candidate will focus on the local/regional side as well as work with traffic and support staff, 7 AEs and a Research Director. Specific areas of interest to us include hiring and training, qualitative research, inventory control, pricing and collections plus various developmental methods, the difference between "value added" and "free" and how sale is supported and supports the entire station operation. This is a job with lots of opportunity for personal growth and satisfaction. Please send a letter, resume and any additional pertinent data to: Mark Keown, EVP/GM, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. WTVR-TV is an equal opportunity employer. M/F.

**General Sales Manager - S.E. United States.** We need a creative, experienced leader. Must have college degree. Previous experience as GM or GSM is a plus. LSM and National Rep experience a must. If you have a successful track record and want to live in a great area, send your resume and cover letter to Box 00307 EOE.

**Business Manager:** Nevada based NBC, group owned television and radio station seeks a Business Manager with strong accounting background preferably broadcast. Computer experience in Microsoft Excel and Word, ability to operate 10-key and audit accounts necessary. Knowledge of FCC regulations, EEO personnel regulations and Traffic/Accounting software helpful. Salary range: \$32,000 - \$37,000 annually. Excellent benefit package included. Send resume to Ralph Toddre, General Manager, KRNVT-TV, 1790 Vassar Street, Reno, Nevada 89510. EOE.

**Fox affiliate** ready for experienced proven Sales Manager to lead local team to full potential. Strong leadership skills, creative ideas, positive motivation and ability to market and position station. EOE. Send resume to: KMSS FOX 33, Attn: Susan Newman, P.O. Box 30033, Shreveport, LA 71130.

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Located in San Francisco.  
Might be a home for you!

We're looking for successful radio and television account executive applicants with proven sales experience, detail oriented and willing to learn. College education and strong communication skills a must. TV applicants must have a minimum 3 years experience in media sales and radio applicants must have a minimum 2 years experience in outside sales. Must have a car and valid driver's license. EOE/M/F/V/H.

Please send resume to:

KPIX/HUMAN RESOURCES  
855 BATTERY STREET  
SAN FRANCISCO, CA 94111  
NO TELEPHONE CALLS, PLEASE!

**KPIX 5**

**Account Executive - NBC affiliate** in Binghamton, NY looking for aggressive, creative professional with TV sales experience for regional account executive position. Salary plus commission, car allowance. Send resume to Alice Riehl, GSM, WICZ-TV, P.O. Box 40, Vestal, NY 13851. EOE.

**Television Syndicated Sales.** Looking for dynamic Television Syndicated sales executive with successful track record and station relationships. Opportunity for profitable ground-floor participation in growing new media company launching 1/2 hour barter program and cash news insert series. No relocation necessary. Base, commission, expenses and materials provided. Fax resume to Holigan Group (214) 386-7141.

**Account Executive.** WVIT, seeks candidate with strong emphasis on agency and new business development. Minimum two years sales experience and college degree required. Resumes to Rob Ewert, Local Sales Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

**Daily (Print) Publication** in Elkhart, IN seeks advertising sales rep. Excellent opportunity for top sales producer with a winning attitude. Fax resume and cover letter to: JNW (708) 627-1233.

**Street wise Sales pro needed.** Can you sell creatively? If so, we offer excellent compensation, fringe benefits and bonus plan. Show us your stuff and you can make \$\$ money. Reply P.O. Box 2220, Florence, AL 35630.

**Fast growing Fox affiliate** has an immediate need for 1-2 experienced Account Executives. Must have two years minimum experience in TV sales with a solid new business development track record, proficient with Nielsen and BMP, self-starter. If you want to grow with a dynamic company on the beautiful Texas Gulf Coast, then KDF-TV may be your future. Send resume and brief cover letter to: Local Sales Manager, KDF-TV, 2209 North Padre Island Drive, Suite R, Corpus Christi, TX 78408. No phone calls, please. Equal opportunity employer. Minorities and women are encouraged to apply.

HELP WANTED TECHNICAL

**DIRECTOR OF ENGINEERING  
& BROADCAST OPERATIONS**

**KDFW-TV, Channel 4; CBS affiliate** soon to become a FOX affiliate in Dallas/Fort Worth has immediate opening for Chief Engineer experienced in all aspects of broadcast engineering. We are searching for a high-tech, hands-on leader who is highly organized, experienced in leading major projects, and who possesses strong, positive people skills. The successful candidate should have at least five years of recent prior experience as a top 10 market CE or assistant CE or equivalent network experience in a union environment.

The successful candidate will lead the charge in an affiliation switch, continue our successful LMA with UHF independent, and launch a second cable channel within their first year.

Our North Texas lifestyle makes this a rare opportunity. Send letter, resume, salary requirements and at least three references to:

Jeff Rosser, General Manager,  
KDFW-TV, 400 N. Griffin St., Dallas, TX  
75202. EOE.



**SNG Truck Operator.** Dominant ABC affiliate in the 49th DMA needs an SNG Truck Operator for our soon-to-arrive new satellite vehicle. This position will require someone who has ENG shooting and editing experience and who is willing and able to do shooting and editing when not involved in truck operation. Prefer someone with prior SNG truck experience. Candidate must have, or be able to attain, Commercial Driver's License. Resume/tape: Dave Mathews/ENG Supervisor, KOAT-TV, P.O. Box 25982, Albuquerque, NM 97125. Drug free workplace. Equal opportunity employer.

For all your Classified needs  
call Antoinette Fasulo  
Tel: 212.337.7073 Fax: 212.206.8327

## KDKA-TV 2

KDKA-TV has just lost 2 of its pioneering visionary maintenance technicians to retirement and replacing them will be difficult. We are looking for two electronic maintenance technicians with the same sort of pioneering vision to work in our Broadcast Operations and Engineering department. Applicant must have at least 5 years maintenance experience and a thorough knowledge of broadcast technical systems and electronics used in a state of the art broadcast television station with a minimum of an Associates Degree in Electronic Technology. Included, is the understanding and ability to use state of the art test equipment and troubleshoot, at the component level, the electronics and mechanics of cartridge video tape machines, news and studio cameras, editing control, microwave relay, portable earth station systems, digital electronics, miscellaneous video, audio and communications equipment, along with a high level of versatility with computers and computer networks. Good communication skills with the ability to interact with photographers, editors, operating technicians and equipment manufacturers is essential. FCC General Class license and/or SBE certification is desirable. Successful candidate must exhibit the desire and ability to remain contemporary as equipment and processes change in the broadcast industry. Duty times vary reflecting the broadcasting environment. Send resumes to:

Chuck deCourt  
KDKA-TV  
1 Gateway Center  
Pittsburgh, PA 15222.

No phone calls please.  
KDKA-TV is an affirmative action / equal opportunity employer.

CNBC, a cable service of NBC, is looking for an audio engineer experienced in live and taped TV production.

Strong candidates should have work experience using the Yamaha 3000. An understanding of patching, mix minus, phase cancellation, RF miking, and dolby mismatch is also a must. If you have the ability to thrive under deadline pressure and work well in a team environment, please send your resume to: Personnel Manager, AE2, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an Equal Opportunity Employer.

**CNBC**  
FIRST IN BUSINESS • FIRST IN TALK

**Chief Engineer/Maintenance Engineer** combination for full broadcast station. UHF experience a must. KNAT-TV 23, 1510 Coors Road NW, Albuquerque, NM 87121. EOE.

**WCAU-TV, Philadelphia, CBS O&O**, seeking Assistant Chief Engineer. Must be experienced in design, installation and maintenance of major technical facility. Must have experience with budgets and have solid computer skills. Please fax resume to David Harvey, Director, Engineering, 610-668-5618.

**Chief Engineer.** WVIT, Connecticut's NBC Station is looking for an experienced manager to lead its engineering and operations department. Candidates should have experience in: budget preparation and oversight; managing the design and maintenance of all station facilities; staff training and development; and excellent organizational, leadership and interpersonal skills. Resumes to Al Bova, General Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

**Maintenance Engineer:** KDFW-TV, Dallas, TX has an immediate opening for a System Maintenance Engineer, with a strong computer background. This opening is for our lead maintenance person on our newsroom computer, master control automation system and graphics systems. A strong background in Beta and 1" is also required. Send resume to Director of Engineering, KDFW-TV, 400 North Griffin Street, Dallas, Texas 75202. EOE.

**ENG Maintenance Engineer.** WIS, the dominant TV station in South Carolina's state capital, is looking for an ENG Maintenance Engineer with 3-5 years experience. The successful candidate will be highly qualified in BETA SP, U-matic, ENG/EFP Camera, microwave equipment, news computer system and field equipment maintenance. FCC General Class Radio-Telephone License or SBE Certificate required. Variable shift work, mostly second shift. Position available on or before 4/15/95. Send resume to Chief Engineer, WIS Television, P.O. Box 367, Columbia, SC 29202. EOE.

**Teleproduction Chief Engineers:** The Health Care Financing Administration (HCFA) is looking for an Engineer/Team Leader to head teleproduction operations at the central office in Baltimore. Incumbent must possess extensive professional/technical knowledge of electronic engineering applicable to teleproduction and satellite engineering and the ability to provide technical leadership. For additional information please call: Cindy Porter (410) 966-9623. HCFA is an equal opportunity employer.

**Electronic Technician:** WTEN is seeking qualified person for a studio maintenance position. An Associate Degree in electronics or previous electronic maintenance experience required. Broadcast experience preferred. Comprehensive benefits package offered. Send resumes to WTEN, c/o Studio Maintenance, 341 Northern Boulevard, Albany, NY 12204. EOE.

For all your Classified needs  
call Antoinette Fasulo

Tel: 212.337.7073 Fax: 212.206.8327

**Broadcast Designer/Paintbox** WCCO-TV, CBS O & O is seeking Quantel paintbox whiz for News, Promotion, and Sales Projects. Great station, great people, new equipment! Send tape and resume to: Catherine Wompey, Design Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. EOE.

### HELP WANTED NEWS

**WSB-TV, Atlanta's Number One News Station**, is looking for the best Producer to work in the Olympic City.

**1. SUPERVISING PRODUCER:** Oversees coverage, writing, producing of 5PM and 6PM newscasts. Produces, opens and oversees all pre-production of both hour newscasts. Supervising or major market experience required.

**2. PRODUCER:** Atlanta's highest rated evening newscast and one of the most watched newscasts in the country. Must possess strong writing skills and ability to work with talented writers, reporters, and editors.

Please send resume tapes and writing samples to:

**LAUREN WATKINS**  
ASSISTANT NEWS DIRECTOR  
WSB-TV

1601 WEST PEACHTREE STREET, NE  
ATLANTA, GEORGIA 30309

We are an Affirmative Action, Equal Opportunity Employer - M/F/ADA.

## NEWSWRITER

KABC-TV is seeking an experienced Newswriter for our daily newscast. Assignment desk and segment producing background a plus. Send resumes to: Cheryl Kunin Fair, News Director, KABC-TV, Dept N-BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer.

**KABC-TV**

**Reporter/Weekend Anchor** - needed at NBC affiliate in beautiful Helena, Montana. Need hard worker who is self-sufficient, creative and a team player. If you're hungry for a challenge rush in a resume and tape to Mr. Ashley Webster, News Director, KTVH-TV, 2433 North Montana Avenue, Helena, MT 59601.



**Weekend Anchor/Reporter.** Weekend Sports Anchor/Sports Reporter and Bureau Anchor/Reporter needed for Pacific Rim television and radio news department. We're a state-of-the-art newsroom with a strong emphasis on hard news and award winning investigations. We don't do puff and fluff. If you have at least a year of professional experience in a television or cable newsroom, send resume and tape to: News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. No phone calls.

**Photographer** - ABC affiliate in Peoria, Illinois has a Photographer opening. If you love to beat the fire trucks to the fire, police to the crime scene, have a good, creative eye for compelling video...we want you! You must be a great visual storyteller, enthusiastic attitude and love to work with people. Experience with beta and 3/4 equipment preferred. Rush resume and tape to John Sprugel, News Director, WHOI-TV, 500 N. Stewart, Creve Coeur, Illinois 61610. Minorities and women are encouraged to apply. WHOI-TV is an equal opportunity employer.

**Videographer** to work in all Beta shop. We believe pictures and sound make the story, and back that up by sending a photog to the NPPA workshop each year. We have the right tools, including SNG and ENG. All photogs have their own gear, including take-home cars and wireless mikes. If you have at least one year of professional experience, we want to hear from you. Send non-returnable tape and resume to: News Director, WTVG, 410 West Sixth Street, P.O. Box 1150, Chattanooga, TN 37401. No calls accepted! Actively seeking qualified women and minority candidates. Equal opportunity employer.

**News Reporter.** WDTN's News Department has an opening for a General Assignment News Reporter. Applicants should be a motivated, energetic journalist who can communicate with our viewers. Prerequisites include excellent communication skills, writing and organizational skills, thorough knowledge of reporting techniques and strong interest in current events. Two years experience reporting and broadcast communications or journalism degree preferred. Computer experience preferred. Send resume and non-returnable tape to Personnel Adm., P.O. Box 741, Dayton, OH 45401. M/F/V/H. EOE.

**General Assignment Reporter.** NewsChannel 20, WICS-TV, is looking for an aggressive enterprising reporter who knows how to tell a good story. Candidate must have at least two years of reporting and live experience. Send resume and non-returnable tape to: News Director, NewsChannel 20, 2680 East Cook Street, Springfield, Illinois 62703. Women and minorities encouraged to apply. No phone calls.

**WBRE Eyewitness News** is looking for a morning/noon co-anchor to compliment our female anchor. Candidate must be a conversational writer with a pleasant personality. Live skills are essential. Tapes and resumes ASAP to: Micah Johnson, News Director, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. Absolutely no phone calls! EOE.

**Telenoticias**, international Spanish cable TV, looking for a Meteorologist with computer skills, ASAP. Urgent request. Call Fran at: 305-889-7219 - Leave phone - business, beep and home. Must move to Miami.

**Executive Producer** - Top 40 market. Great job! Great place to live and work! You'll have complete control of our award winning late news. Strong editorial judgement and management skills are required. Prior producing experience is mandatory, preferably in a large market. If your ultimate goal is News Manager, this is a step in that direction. Please reply with resume and non-returnable tape to Box 00321 EOE.

**WTVR NewsChannel 6** is seeking top-notch, talented individuals for the following positions on our team: Reporter/Photographer: We want a creative story-teller who can work a beat better than anyone in town. Minimum of two years television experience required, preferably as a "one-man" band. Potential anchors need not apply. We are looking for that hard-hitting reporter who can do it all, including live shots. Sports Videographer/Reporter: We need someone who can shoot and report sports (and an occasional news story). Strong photography and editing skills a must. Female and minority candidates are strongly urged to apply. News Photographer: If you have two years news editing and shooting experience, please send your tape. No beginners. Producer: If you are creative, a strong writer and more than a show-stacker, send your resume and news philosophy. For all positions: East Coast applicants encouraged to apply. Do not call, but send your non-returnable tapes to: Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. EOE, M/F.

**The market leader in Alabama's capital city** is looking for a dynamic co-anchor for its 5:00 newscast. Will anchor alongside a female anchor who is a 5-year veteran in the market. Will also report for the 10:00 newscast. Live experience a must. Must also be able to produce newscasts when needed. Send non-returnable tapes (VHS ok) and resume to: Lucy Riley, News Director, WSFA-TV, 12 East Delano, Montgomery, AL 36105. EOE.

**Meteorologist.** Wanted...full time meteorologist for strong number one newscast. Experience a must. EEO. Send tape and resume to: Neil Goldstein, WRGB-TV, 1400 Balltown Road, Box 1400, Schenectady, NY 12301-1400.

**Producer.** Looking for dynamic individual who can be creative energy for morning hour-long broadcast. Staff includes four anchors, tape editor and live shot photographer. For your part, organize the newscast, write and supervise staff. Non-returnable tapes and resumes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama 36602. EOE, M/F.

**6 and 10PM Anchor...** Midwest network affiliate is looking for a primetime male anchor. Must have two years anchor experience. Candidate must be heavily involved in community affairs, have great news delivery, presentation and writing skills. You will work with a frontline team that is dedicated to their work, has great presentation style, and is extremely community oriented. This position requires the candidate to report as well as anchor. Must work well with others and have a "can do" attitude. Reply to Box 00316 EOE.

**News Director:** Bakersfield's #1 News Station is looking for a strong leader to take a great staff to the next level. Resumes only to Chris Westerkamp, V.P. and General Manager, KERO-TV, 321 21st Street, Bakersfield, CA 93301.

**News Producer: WXYZ-TV Detroit.** We are looking for someone who recognizes the major stories of the day and knows how to creatively put them on TV. Previous news producing experience required. Must be able to motivate and lead. Send resume/tape to: Walter Kraft, News Director, WXYZ-TV, P.O. Box 789, Southfield, MI 48037. No phone calls. EOE.

**Editor.** Growing creative team loves basketball and ethnic cooking/eating, seeking a creative and inventive editor to operate D3 and Betacam on-line edit suite. Professionalism and excellent client skills a must. Major market location and competitive salary. Previous candidates need not apply. Send resume, salary requirements and sample reel that will knock our socks off to: Media General Productions, P.O. Box 10800, Chantilly, VA 22021-0800. Attn: Human Resources. EOE. M/F/D. No phone calls please.

**Sports Anchor/Reporter.** WDTN's News Department has an opening for a Sports Anchor/Reporter. Applicant should have a minimum of three years experience in television reporting, live reporting and experience anchoring fast-paced sports segments and specials. Prerequisites include excellent communication skills, writing and organizational skills, thorough knowledge of reporting techniques and strong interest in current events. Broadcast communication degree preferred, including some journalism background. Computer experience preferred. Send resume and non-returnable tape to Personnel Adm., P.O. Box 741, Dayton, OH 45401. M/F/V/H. EOE.

**Meteorologist** to work in state-of-the-art weather center as fourth member of our weather team. We have the tools, including lightning detection, Triton I-7, Difax, Weather Service Wire and all the data you can digest. National Weather Service is pulling out of our area, so forecast abilities are essential. Even if you have little or no TV experience, don't hesitate to send a tape. We are looking for talent, not experience. Send non-returnable tape and resume to: News Director, WTVG, 410 West Sixth Street, P.O. Box 1150, Chattanooga, TN 37401. No calls accepted! Actively seeking qualified women and minority candidates. Equal opportunity employer.

**Editor** - 3-5 years experience - D2, Abekas 53, GVE200. AVID experience plus. Good client skills a must. Leading Atlanta production company. Please send tape/resume to: Barry Sikes, 1465 Northside Drive, Suite 110, Atlanta, GA 30318.

**Executive News Producer.** Named Best Newscast in Florida by the Associated Press, Fox News at 10 in the Naples/Ft. Myers market, seeks number two person in news department. Successful candidate must possess 3 to 5 years experience in top 75 market. Candidate must be a leader, an exceptional writer and Foxified. Send non-returnable tape to: Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an equal opportunity employer.

**Affiliate in Southeast** is looking for a competitive, driven News Director with good people skills. Multi-market experience a plus. Competitive market experience a must. Excellent Broadcast Company. Reply to Box 00306 EOE.

**Director/Associate Director:** Great opportunity for small or medium market director to advance to top 20 Midwest CBS affiliate. We need an experienced director to direct live newscasts several days per week and to perform other directing and production duties. Full time position offers opportunity for growth. A college degree and 2 years directing live newscasts required. Equal opportunity employer. Please send resume, references and non-returnable tape Box 00309 EOE.

**Co-Anchor Reporter.** West Texas, CBS affiliate, seeks a Co-Anchor/Reporter for the 10:00 P.M. newscast. Must be able to gather, write and edit three-quarter inch video for broadcast. On-air affiliate experience and degree required. Send resume and tape to: Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Anchor.** Aggressive 100 plus Sunbelt market is looking for a top-notch anchor to compliment our established female anchor. Strong delivery and excellent communicator essential, excellent reporting and writing skills highly desirable. Previous experience in television news anchoring a must. No beginners. Minority candidates encouraged to apply. Send tapes and resumes to Box 00317 EOE.

**Anchor.** Primary weekday broadcasts co-anchor. Must be an experienced journalist who can write, report and deliver for leading Gulf Coast station. Style should be upbeat and conversational. Tape should include set work and live shots. Previous anchoring experience preferred. Non-returnable tapes and resumes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama 36602. EOE, M/F.

**Anchor/Reporter** needed by Pacific Northwest affiliate. The successful candidate will complement our female anchor. In addition to being an excellent communicator, you must have strong journalistic skills including writing, producing, editing and shooting. This position is not for beginners, although we are an entry-level market. We are the recognized news leader with a strong record of excellence. We are located in one of the most desirable areas of the country. Send resume and non-returnable tapes showing us how you communicate and how you tell a story to Box 00319 EOE.

**Director/Photographer.** NBC affiliate in Montana's Capital City looking for a news professional who's not afraid of hard work. Will shoot for news then direct the late show. If you want to work and live in the "Last Best Place," send resume to Ashley Webster, News Director, KTVH-TV, 2433 North Montana Avenue, Helena, MT 59601.

**Correspondent.** The Christian Broadcasting Network is seeking a highly qualified Correspondent to work in its Washington, D.C. News Bureau. The successful candidate will possess the following qualifications: Experience in broadcast news reporting; experience in videotape news production and post production; and excellent oral and written communication skills. Experience as a Washington, D.C.-based news reporter preferred. Travel is required. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800) 888-7894 to request an application. For full consideration applications and resume tapes must be received no later than 20 March 1995. Resumes without applications will not be considered.

## HELP WANTED PRODUCTION

**Graphic Artist/Designer.** If you've got an eye for clean design, an interest in journalism, an understanding of deadlines and a willingness to work hard, we've got a great opportunity waiting for you at the CapCities/ABC O&O in the Heart of Carolina. Our current designer is moving up to one of our sister stations, so we're looking for an electronic artist with superior design skills to service the daily graphic needs of our newscasts. Work with brand new equipment and live in the number one spot in the country. Macintosh design experience required (Photoshop, Illustrator, Quark); Quantel paintbox, Chyron iNFiNiT! and television production experience a plus. Rush non-returnable tape and resume to David Rhoades, Creative Services Manager, WTVT, 411 Liberty Street, Durham, NC 27701. EOE.

**3D Animator.** Experienced 3D artist for Mac-based ElectricImage software. Excellent opportunity with leading Atlanta production company. Please send tape/resume to: Ken Virgins, 1465 Northside Drive, Suite 110, Atlanta, Georgia 30318.

**Commercial Writer/Producer.** WVIT, seeks candidate to work with local sales department in creating concepts and writing commercial copy for clients as well as supervise production of commercials. Resumes to Ron Pulera, General Sales Manager, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

**Post-Production Editor.** Immediate opening for highly qualified #1 editor/director for top-file digital post suite. Minimum 3 years experience in computer video editing and strong graphic ability required. Familiarity with D-2 and Ampex Ace touchscreen preferred. Photography skills a plus. Excellent people skills absolutely essential. Must be able to take responsibility and manage projects with minimum supervision. Assignments are both long and short form. Strong interface with News, Promotion. Great opportunity and benefits with one of America's top communications corporations. Send resume and tape to KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113, attention Mac Troy. (405) 478-6640. Fax: (405) 475-5242. EOE.

**Director/TD/Editor:** WSB-TV, an ABC affiliate and the #1 station in Atlanta, is looking for a Director/TD who has extensive CMX-Editing experience. This person will primarily work the nightshift editing promos, commercials, long-form programming, etc., and will be required to do some newscast switching and directing. If you would like to be part of the #1 team in a top ten market and are qualified, please send resume (no phone calls) to: David M. Lamothe, Director of Broadcast Operations, WSB-TV, 1601 West Peachtree Street, Atlanta, GA 30309. EOE.

**Director/Tech Director:** WSB-TV, an ABC affiliate and the #1 station in Atlanta, is looking for a solid Newscast Director/Switcher who is very familiar with the GVG-300 and Abekas A-53D. This person is someone who enjoys switching and directing fast-paced newscasts and will be a part of the best production staff in a top ten market. Send resume (no phone calls) and tape with director track to: David M. Lamothe, Director of Broadcast Operations, WSB-TV, 1601 West Peachtree Street, Atlanta, GA 30309. EOE.

**Commercial Production Editor:** Affiliate with large volume of commercial production with all the latest toys has opening for 2nd editor/Assistant Production Manager with hands-on experience with time code editing, 2-channel DVE, Still Store and CG. Work at the beach with good salary and benefit package. Send tape, salary requirements to John Cannon, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE. M-F.

**Designer.** Washington DC, ABC affiliate has immediate opening for a top notch addition to its design team. We're looking for a conceptually strong, creative talent who has imagination, energy and a contemporary style to produce work that will make its market in the #7 market. News, promotion, programming and marketing support is all part of the job. Undergraduate degree in design and a minimum of 3 years broadcast/production house experience required. V-Series Paintbox and post production a must. SGI Matador, Mac and Chyron Scribe all a plus. NO PHONE CALLS. EOE. Send your resume and non-returnable reel to: Design Manager, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008.

**TV Associate Producer:** New York City TV production company seeking motivating self-starter to work under the direction of Senior Producer. Person must have strong writing skills, extensive TV production background (3-5 years experience required), sports remote experience and handle busy travel schedule. Must be willing to relocate. Send letter and resume to: Attn: Senior Producer, PO Box 784, Radio City Station, NYC, NY 10101.

**On-Line Editor** for Miami Post-Production facility. Great work environment! Minimum 2 years experience with 1", Beta, D-2, Abekas, ADO. Send reel, resume, references and salary requirements to Box 00320 EOE.

**Graphic Designer.** Produce on-air and print graphics for television station. Must be highly-skilled on the Macintosh and experienced with Photoshop, Illustrator and PageMaker software. Send resume/tape/print samples to: Mike Cunningham, Promotion Director, KCCI, 888 Ninth Street, Des Moines, IA 50309.

## HELP WANTED RESEARCH

**Research Director:** For ABC affiliate in 24th ranked Indianapolis. Seeking a qualified Research Director with a minimum of three years television or related experience. Must have strong ratings, qualitative and trend analysis skills. Excellent verbal and written skills a must. Data base and computer experience a plus. Send resume to Deanne Haviland, WRTV, 1330 North Meridian, Indianapolis, IN 46202 or fax (317) 269-1400.

## HELP WANTED PROMOTION

**We're looking for the best** to work at Washington's best news and information station. WUSA-TV needs a top-notch Promotion Writer/Producer with 3-5 years promotion producing experience. A great reel w/emphasis on break-through news and programming promotion, strong writing skills and flexible hours a must. Send resume and non-returnable reel immediately to: Dawn Rodney, Promotion Manager, WUSA-TV, 4100 Wisconsin Avenue, NW, Washington, DC 20016. No phone calls please. EOE.



## ON-AIR PROMOTION PRODUCER/SCHEDULER

**KGO-TV** has an immediate opening for a dynamic on-air promotion producer with emphasis on news topical and image promotion. Must have 3 to 5 years creative experience in all facets of broadcast promotion. Must have strong writing, production and post-production skills. Expertise in non-linear editing a plus. Should be well organized and able to assist with program logs and in-inventory control. Must be able to work under tight deadlines. Application deadline is March 10, 1995. Please send resume, cover letter, and tape to:

**KGO-TV PERSONNEL**  
900 FRONT STREET  
SAN FRANCISCO, CA 94111  
EOE

**Promotions Manager.** Creative and motivated writer/editor wanted to take charge of Promotions Department at small market east coast affiliate. Responsible for on-air news, weather and sports promotions, syndicated promotions and on-air station and news image. To apply, send tape with resume and salary history to John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. Equal opportunity employer. EOE. M/F.

**Topical Promotion Producer** - KCRG-TV has an immediate opening for a Topical Promotion Producer. Come to America's Heartland where the topical is king. It's definitely not the daily grind. Besides topicals, add sales promotion, image spots...lots of print...and radio promotion to the mix and it's the big city job without the big city headaches. If it's time for you to grow, and you have at least two years experience in TV promotion writing and producing with a heavy emphasis of daily news topicals...send resume and non-returnable tape to Dan Austin, KCRG-TV, 2nd Avenue at 5th Street, SE, Cedar Rapids, Iowa 52401. No phone calls. EOE.

**Senior Producer, Promotion** wanted immediately to join highly-aggressive top-twenty Creative Services Department. If you love news promotion and your reel stands out from the ordinary rush a copy to: Creative Services Department, KTVI, 5915 Berthold, St. Louis, MO 63110. EOE.

**How would you like to work with Sam Malone, Roseanne Conner, Jerry Seinfeld and Captain Janeway?** We're looking for a talented Promotion Writer/Producer that can do it all. Write. Shoot. Edit. If you have a great eye for graphics, like to work hard and never waste a good explosion, come to the UPN affiliate in Las Vegas and promote some of the best shows on television. For consideration, fax your resume to (702) 382-1351 and send your tape to: Dale Palecek, KRLR-TV, 920 South Commerce, Las Vegas, NV 89106. EOE. Women and minorities encouraged to apply.

For all your Classified needs  
call Antoinette Fasulo  
Tel: 212.337.7073 Fax: 212.206.8327

## WANTED: BIG THINKER

Writer/Producer for CBS On-Air Promotion. With creative skills, writing skills, and ideas that are big on one ingredient:

### INNOVATION!

Send us your big innovative demo reel. Do not call. Reels are non-returnable.

Send to:

**CBS**

Ms. Barbara Lucchese  
7800 Beverly Boulevard, RM 15 • Los Angeles, CA 90036  
Equal Opportunity Employer

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9 Music Square South  
Nashville, TN 37203  
(615) 298-2245  
Fax (615) 298-5299

## SITUATIONS WANTED SALES

**Successful TV ad sales executive** in #1 Market seeks challenging and financially rewarding sales/marketing position. 7 years sales/management experience including the launch of 3 ad sales operations. MBA in Marketing. Prefer NY based position. Reply to Box 00278.

## VIDEO SERVICES

**Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.**

## TALENT SERVICES

### ON-CAMERA WEATHERCASTING SEMINAR

NWN, America's Virtual Weathercenter also offers daily on-camera weathercaster training sessions. Work the Chroma-Key and make your on-air demo tape. Single and multi-day sessions available.

Call 601-352-6673.



## INTERACTIVE/MULTIMEDIA

## SERVICES

### VIDEO-ON-DEMAND

**\$400\* per subscriber or less**

Give your subscribers what they really want. They want the convenience of Cable with the selection and control of videotapes. Give them TRUE Video-On-Demand.

Delta Beta's Video-On-Demand systems provide instant **START**, instant **PAUSE & UNPAUSE** to **ALL SUBSCRIBERS**, for **ALL TITLES**, at **ALL TIMES** with **NO** network modifications.

Delta Beta Pty. Ltd. - Paris, France  
Tel +331 47104388 Fax +331 47104384

\*Excluding standard digital Set Top Box

## CABLE

### HELP WANTED PRODUCTION

**Network Production Manager.** Major East Coast cable network is seeking a Production Manager with demonstrated experience in all facets of film and video production, post production, budgeting and project management. Requirements include a minimum 5-7 years of experience in documentaries as well as feature film and/or television work as a Production Manager. Must have a solid understanding of production logistics, rights issues, talent negotiations and union issues, post production, budgeting and project management. Strong communications skills also essential. For consideration, please send resume to Box 00293 EOE.

## HELP WANTED NEWS

## OUTDOOR LIFE CHANNEL

Outdoor Life Channel is a new 24 hour per day cable channel featuring outdoor activities. We have the following exciting positions available:

### Hosts/Hostesses Field Reporters

We are currently seeking individuals with professional on-air experience and knowledge of outdoor activities. Full-time and freelance positions exist. Please send a resume and tape to:

**Kim Putman**  
**OUTDOOR LIFE CHANNEL**  
2 Park Avenue  
New York, NY 10016  
eeo/m/f/v/h

## HELP WANTED SALES

**Agent \$ High Six Figure \$** to sell package of 52 Feature Movies, directly to the Cable Networks. All U.S. produced, and all produced within the last three years. Some names! We only want an experienced party "who has done this before," and can move on this immediately. A flat twenty per cent commission can net "Agent" a high six figure sum immediately. No time wasters please!! Movies are ready to go! Fax resume for appointment. American Partnership, Fax: 703-941-3463.

## HELP WANTED LEGAL

### ENTERTAINMENT ATTORNEY

Home & Garden Television Network is seeking an experienced Entertainment Attorney to join our staff in our Knoxville office. This individual will play an important role in the area of intellectual property as well as pro-gramming contract negotiation and management of other legal areas. Qualified candidates should possess the following credentials:

- J.D. Degree with a concentration in Intellectual Property.
- 5+ years of experience in Intellectual Property practice for a law firm or corporation.
- Contract negotiation skills and knowledge of television programming contracts.
- Working knowledge of general employment law.
- Effective interpersonal skills and a willingness to be a team player.

If you possess these qualifications and are interested in joining our team, please submit your resume and salary history/requirements to: Home & Garden Television Network, Attn: James B. Clayton, P.O. Box 50970, Knoxville, TN 37950. Home & Garden Television Network is an Equal Opportunity Employer.



## BLIND BOX RESPONSE

Box Number, 245 West 17th St.  
New York New York 10011  
Tapes are now accepted

## ALLIED FIELDS

## HELP WANTED INSTRUCTION

## BRIDGEWATER STATE COLLEGE

### DIRECTOR, JOHN JOSEPH MOAKLEY CENTER FOR TECHNOLOGICAL APPLICATIONS

Bridgewater State College seeks an experienced professional to direct the television, satellite and video activities of the John Joseph Moakley Center for Technological Applications. The Center is a new building currently under construction on campus that will open in June, 1995. The building will be the center of an important, new campus-wide initiative to apply, promote and improve the integration of multimedia technologies into the undergraduate curriculum. In this effort, the Director of the Center will have specific responsibility for the development and management of television, broadcast and satellite technologies.

♦ **THE CENTER.** The Center will be an important resource for educators in the region by providing broadcast communications and training programs. The Center will have both C and Ku band satellites for receiving and transmitting that will form the basis for distance learning programs and applications. The building will have a television studio, control room, teleconference facilities and several digital- and analog-based editing rooms. Working in partnership with businesses and organizations in the region, the Center will serve as an economic resource for Southeastern Massachusetts. Organizationally, the Moakley Center will comprise one of four departments in a newly-created unit on campus, Academic Information Resources. The other three units are the Libraries, Media Services and Academic Computing. The Director of the Moakley Center will work with these other units to promote and develop the integration of television and broadcast technologies into the campus and the curriculum.

♦ **THE SUCCESSFUL CANDIDATE.** Reporting to the Assistant Vice-President for Academic Information Resources, the successful candidate will have:

- A Master's degree in an appropriate field with the Ph.D. preferred;
- Extensive knowledge and experience with technologies related to television, communications, satellite transmission and distance learning;
- Supervisory and management experience;
- Excellent interpersonal skills with a good sense of humor;
- A strong sense of professional ethics;
- Writing skills, program development and grant acquisition experience;
- An awareness of the issues regarding the convergence of television, computing and networking technologies.

Experience with multi-media applications, non-linear editing systems and networking technologies is preferred. All candidates are encouraged to submit a sample video cassette illustrating production of program development skills.

♦ **THE COLLEGE.** Bridgewater State College was founded in 1840 as one of the first normal schools in the United States. Currently, it offers liberal arts and professional programs in 29 undergraduate and 36 graduate degrees and certificate programs to 8,300 students. With a scenic campus, the College is located just 30 miles south of Boston and one hour west of Cape Cod.

♦ **THE APPLICATION PROCESS.** The deadline for a complete application file: open and continuing; review of complete applications will begin on March 24, 1995. (Letter of intent, resume, and the names, addresses and telephone numbers of at least three 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.



**Bridgewater**  
STATE COLLEGE

## 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 418, SSU, Springfield, IL 62794-9243. (217) 786-7494. EOE.

## WANTED TO BUY STATIONS

**AM Radio Nightmare?!?! LMA Turnaround Specialist. Guaranteed Profit Within Three Months. Equity or Ownership Terms Negotiable. AM-Star Broadcast, Co. Call 1-800-300-5008.**

Retiree looking for small market radio opportunity in Vermont or New Hampshire. G. King, Box 621, Lake Hughes, CA 93532.

## FOR SALE STATIONS

### FLORIDA FM STATION FOR TRADE

Will trade 6kw FM station with C-2 Upgrade approval for boat, airplane, real estate station in top 160 market.

**Call 703-516-2536.**

### FOR SALE UNDERDEVELOPED FM STATION

Highly regarded Green Bay-Appleton, Wisconsin ADI (DMA) with \$21 Million radio revenue and very limited competition. This opportunity is reasonably priced.

**SERIOUS INQUIRIES ONLY  
312-348-3434**

Florida Keys, attractive combo and FM. Small combos Central Florida, North Georgia, Central Texas. FM New Jersey. Beckerman Associates, 813-971-2061.



## KTTY TELEVISION SAN DIEGO

### NOTICE OF SALE OF 62% OF THE OUTSTANDING SHARES OF SAN DIEGO TELEVISION, INC.

Pursuant to the Order of the United States District Court for the Southern District of California, approximately 62% of the outstanding shares of San Diego Television, Inc., FCC licensee for KTTY-Channel 69, San Diego, California, are to be sold by public bid and auction, pursuant to certain Bidding Procedures approved by the Court.

For copies of the Bidding Procedures, Bid Form, form Purchase and Sale Agreement and further information, contact the Court - appointed broker:

Mr. Richard A. Foreman  
President  
RICHARD A. FOREMAN  
ASSOCIATES, INC.  
330 Emery Drive East

Only bidders pre-qualified pursuant to the Bidding Procedures will be allowed to participate in the auction, to be held on April 6, 1995.

North Central WV, Top rated 25kw FM station; Southern Gospel Format. Price \$275,000. Contact: T&W Management, P.O. Box 2282, Clarksburg, WV 26302.

AM/FM combo, small great plains market, high power FM, \$126,000 cash flow on \$442,000 revenue. Excellent equipment. Reply to Box 00311.

For Sale. 100 KW Class C FM. Good facility with regional coverage. Montana. \$380,000. Call Paul 612-222-5555.

For Sale 50kw AM and Class C FM in fast growing Southwestern Top 50 market city. Serious buyers only. Call 808-845-1111. P.O. Box 25670, Honolulu, HI 96825.

#### WANTED TO BUY EQUIPMENT

Upgrading FM's, need transmitters, 10k, 25k, 30k. Call Pat (501) 521-5566.

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

#### FINANCIAL SERVICES

Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

#### EQUIPMENT FOR SALE

## STOCK ANSWERS.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call:

(800)238-4300 **CARPEL**  
VIDEO

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.

1" VTR, Ampex VTR-80 and Hitachi Waveform Monitor and Vectorscope VO-79 and VO-69. Excellent condition. \$14,900 or take over lease. 713-432-0435, Houston, TX.

For all your Classified needs  
call Antoinette Fasulo  
Tel: 212.337.7073 Fax: 212.206.8327

#### EMPLOYMENT SERVICES

## JOBPHONE®

Inside Job Openings, Nationwide

- PRESS**
- ① Radio Jobs, updated daily
  - ② Television Jobs, updated daily
  - ③ Hear "Talking Resumes"
  - ④ To record "Talking Resumes" and employers to record job openings
  - ⑤ Entry level positions

OUR  
6<sup>TH</sup>  
YEAR

**1-900-726-JOBS**

\$1.99 per min. JOBPHONE, NEWPORT BEACH, CA

**TV JOBS**  
Get the best leads  
in the business  
without going broke.  
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THE BEST JOBS ARE ON THE LINE  
for more about how you can get daily  
updated job information call  
**800-237-8073**  
Since 1986

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- \*LATEST NEWS DIRECTOR/STATION LISTING GUIDE

CALL CJ: 603-888-6788



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"Together, we will put your best-self forward"

#### PROFESSIONAL JOBS WITH ENTERTAINMENT COMPANIES

BROADCAST & CABLE TELEVISION, DISTRIBUTORS,  
MOTION PICTURE, POST PRODUCTION & MORE

Entry to senior level jobs nationwide in ALL fields  
(news, sales, production, management, etc.).

Published biweekly. For subscription information:

**(800)335-4335**

In CA, (818)757-3025.

Entertainment Employment Journal™

#### California Broadcast Job Bank

For application information call

**(916) 444-2237**

California Broadcasters Association

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

## CLASSIFIEDS

**TV Reporters, Anchors and Producers!!!** You deserve the best chance to achieve your career goals. Call Tony Windsor at *NewsDirections* (800) 639-7347.

### 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.

### SALES TRAINING

**LEARN TO SELL  
TV TIME**  
Call for **FREE Info Packet**  
**ANTONELLI MEDIA  
TRAINING CENTER**  
(212) 206-8063

### EDUCATIONAL SERVICES

## Announcing the Garth C. Reeves, Sr. Eminent Scholar Chair in Journalism and Graphic Arts at Florida A&M University

Florida A&M University enrolls more than 10,000 students in Florida's state capital. FAMU is one of our nation's leading educational institutions, and is an equal opportunity/equal access university.

FAMU's School of Journalism, Media and Graphic Arts is nationally recognized, and its Division of Journalism was the first at an historically black university to be nationally accredited by the Accrediting Council on Education in Journalism, and Mass Communications.

Florida A&M University announces the opening of the second application and nomination period for the Garth C. Reeves, Sr. Eminent Scholar Chair in Journalism and Graphic Arts. This \$1 million endowed chair is an opportunity to expose Florida A&M University students and faculty to persons of substantial scholarly and/or professional accomplishment through resident participation in programs of the FAMU School of Journalism, Media and Graphic Arts for periods from three weeks to an academic semester (16 weeks) or longer. Appointees to the chair should represent the needs and interests of the School's two instructional divisions and tracks within them—newspaper journalism, broadcast journalism, magazine production, public relations, photography, graphic design, printing management and printing production. Appointments will alternate between divisions and among tracks. Salary negotiable.

Potential appointees may be identified by nomination or application. Consideration will be given to distributing chair appointments to represent variety in gender, age, race, and ethnic origin.

#### Qualifications:

- Candidates must be able to relate to students in teaching and leadership roles.
- Appointees should have achieved substantial status in their fields, measured by such factors as national or international prizes or awards, scholarly productivity/expertise, industry or academic reputation, and recognition and prestige. "Substantial status" will be the judgment of the selection committee, mindful of the specific needs of the School's programs.

Appointment to this chair will be for the 1995-96 academic year or part of it. Applications or nominations should be submitted to arrive at the address below by March 30, 1995 for the 1995-96 academic year. Nominators should supply nominee biographies with full mailing addresses and phone numbers. Applicants should send current resumes. Please write to:



**Robert M. Ruggles, Dean**  
**School of Journalism, Media, and Graphic Arts**  
**108 Tucker Hall**  
**Florida A&M University**  
**Tallahassee, FL 32307-4800**

### BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to **BROADCASTING & CABLE, Classified Department**, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

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 (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

New Deadline is Monday at 5:00pm 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: \$1.85 per word, \$37 weekly minimum. Situations Wanted: 95¢ per word, \$19 weekly minimum. Optional formats: Bold Type: \$2.15 per word, Screened Background: \$2.30, Expanded Type: \$2.85 Bold, Screened, Expanded Type: \$3.25 per word. All other classifications: \$1.85 per word, \$37 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: \$160 per inch. Situations Wanted: \$80 per inch. 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 (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

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

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



# For the Record

## OWNERSHIP CHANGES

### Granted

**WABB-AM-FM Mobile, AL** (AM: BAL94-1206GP; FM: BALH941206GQ)—Action Dec. 30.

**WNTM(AM)-WMXC(FM) Mobile, AL** (AM: BTC941209GF; FM: BTCH941209GH)—Action Dec. 23.

**WHHY-AM-FM Montgomery, AL** (AM: BTC941115KG; FM: BTCH941115KH)—Action Dec. 30.

**WRNB(AM) Prattville, AL** (BAL941024-EA)—Action Dec. 29.

**KENI(AM) Anchorage, AK** (BAL941012-EA)—Action Dec. 23.

**KOPA(AM)-KSLX(FM) Scottsdale, AZ** (AM: BTC941215GN; FM: BTCH941215GV)—Action Dec. 29.

**KTWV(FM) Los Angeles, CA** (BTCH94121-9GG)—Action Dec. 30.

**KTBG(FM) Paso Robles, CA** (BAPH941-213GF)—Action Dec. 28.

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

**KPRL(AM)-KDDB(FM) Paso Robles, CA** (AM: BAL941116EF; FM: BALH941116-EG)—Action Dec. 29.

**KRXQ(FM) Roseville, CA** (BTCH941215-GT)—Action Dec. 29.

**KSEG(FM) Sacramento, CA** (BTCH9412-15GU)—Action Dec. 29.

**KZDG(FM) Greeley, CO** (BAPH9412-13GF)—Action Dec. 28.

**WDCA(TV) Washington, DC** (BTCCT941-206KG)—Action Dec. 16.

**WKYS(FM) Washington, DC** (BTCH941-214GI)—Action Dec. 30.

**WKYS(FM) Washington, DC** (BALH9411-03GE)—Action Dec. 29.

**KPIX-FM San Francisco** (BALH941108-KM)—Action Dec. 16.

**WXTB(FM) Clearwater, FL** (BTCH941215-GP)—Action Dec. 29.

**WINK-AM-FM Fort Myers, FL** (AM: BTC94-1121KE; FM: BTCH941121KF)—Action Dec. 20.

**WINK-TV Fort Myers, FL** (BTCCT94-1121KG)—Action Dec. 20.

**WSRX(FM) Naples, FL** (BALED941027-GE)—Action Dec. 23.

**WWRO(FM) Pensacola, FL** (BTCH941209-GI)—Action Dec. 23.

**WCOA(AM) Pensacola, FL** (BTC941209-GG)—Action Dec. 23.

**WTSP(TV) St. Petersburg, FL** (BTCCT941-215GX)—Action Dec. 29.

## THIS WEEK

**Feb. 27-28**—"Managing Change in an Evolving Industry" course, presented by *Women in Cable & Telecommunications*. Denver. Contact: Christine Bolletino, (312) 634-2335.

**Feb. 27-28**—"Marketing in a Competitive Environment" course, presented by *Women in Cable & Telecommunications*. Charlotte, N.C. Contact: Christine Bolletino, (312) 634-2335.

**March 1-17**—"The Museum of Television & Radio's 12th Television Festival. Directors Guild of America Building, Los Angeles. Contact: David Lewis, (212) 621-6685.

**March 3**—Deadline for entries to the *New York Festivals Radio Programming & Promotions Awards*. Contact: Anne White, (914) 238-4481.

**March 3**—Deadline for entries to the *Radio-Mercury Awards*. Contact: *The Radio Creative Fund*, (212) 387-2156.

**March 5**—2nd annual Children's Interactive Media Festival, sponsored by the *Academy of Television Arts and Sciences, Academy of Interactive Arts and Sciences, International Interactive Communications Society* and *American Center for Children's Television*. Contact: Andrew Zucker, (213) 653-3393.

**March 5-7**—"NIMA International fourth annual midyear meeting. Waldorf-Astoria, New York City. Contact: David Savage, (202) 962-8342.

## MARCH

**March 9-10**—"Convergence: Partners in Progress" course, presented by *Women in Cable & Telecommunications*. Denver. Contact: Christine Bolletino, (312) 634-2335.

**March 14**—51st annual *Radio & Television Correspondents' Association* dinner. Washington Hilton, Washington. Contact: Ivan Goldberg, (202) 955-1366.

**March 14-15**—"Cable 101: Past, Present and Future Challenges" course, presented by *Women in Cable & Telecommunications*. New York City. Contact: Christine Bolletino, (312) 634-2335.

• **March 14-17**—MediaVisión '95, Latin American conference on programing and promotion,

## Datebook

co-sponsored by *NATPE International, Promax International* and *NIMA International*. Hyatt Regency Santiago, Santiago, Chile. Contact: Christine LeFort, (310) 453-4440.

**March 15**—*Federal Communications Bar Association* luncheon featuring Court TV's Steven Brill. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**March 16**—"Setting Priorities for the Future," workshop presented by the *Cable Television Administration & Marketing Society (CTAM)*. Playboy Bldg., New York City. Contact: Rebecca Kramer, (212) 818-9151.

**March 16-17**—"The Law and Business of Refranchising" course, presented by *Women in Cable & Telecommunications*. Orlando, Fla. Contact: Christine Bolletino, (312) 634-2335.

**March 19-22**—*Cable Television Public Affairs Association* annual forum. Stouffer's Resort, Orlando, Fla. Contact: Sally Flynn, (202) 667-0901.

**March 20-23**—Supercomm '95 global telecommunications conference and exhibition, co-sponsored by the *Telecommunications Industry Association* and *United States Telephone Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (202) 326-7300.

## APRIL

• **April 3-5**—Cable & Satellite 95 conference and exhibition, sponsored by *Reed Exhibitions*. The Grand Hall at Olympia, London. Contact: 081 948 9800.

• **April 7-12**—MIP-TV international television marketplace, sponsored by *Reed Exhibitions*. Palais des Festivals, Cannes, France. Contact: (212) 689-4220.

• **April 9-13**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

• **April 10-11**—*Television Bureau of Advertising (TVB)* annual sales and marketing conference. Las Vegas Convention Center, Las Vegas.

Contact: Robert Romano, (212) 486-1111.

## MAY

• **May 7-10**—44th annual *National Cable Television Association* convention. Dallas Convention Center, Dallas, Tex. Contact: (202) 775-3669.

• **May 21-24**—35th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. The Mirage, Las Vegas. Contact: Cathy Lynch, (708) 296-0200.

## JUNE

• **June 1-3**—44th annual *American Women in Radio and Television* convention. Beverly Hilton, Beverly Hills, Calif. Contact: (703) 506-3290.

• **June 7-10**—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Sheraton Washington Hotel and Washington Hilton & Towers, Washington, D.C. Contact: (213) 465-3777.

• **June 8-13**—19th *Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland.

• **June 18-24**—16th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-5357.

## SEPTEMBER

• **Sept. 6-9**—Radio Show & World Media Expo, sponsored by the *National Association of Broadcasters, Radio Television News Directors Association, Society of Broadcast Engineers* and *Society of Motion Picture and Television Engineers*. New Orleans, La. Contact: Lynn McReynolds, (202) 429-5350.

## CONTINUING

**Through March 31**—"African American Images in Television Advertising," exhibit presented by *The Museum of Broadcast Communications* and *Burrell Communications Group*. The Museum of Broadcast Communications, Chicago. Contact: (312) 629-6000.

• **Major Meetings**

—Compiled by Kenneth Ray

## FOR THE RECORD

**WTWC-TV Tallahassee, FL** (BTCCT94111-5KF)—Action Dec. 30.

**WKLS(FM) Atlanta** (BTCH941215GW)—Action Dec. 29.

**WAZX-FM Cleveland, GA** (BALH941115-GL)—Action Dec. 28.

**KGAN(TV) Cedar Rapids, IA** (BTCCT9411-07LU)—Action Dec. 19.

**WICD(TV) Champaign, IL** (BTCCT9411-07LV)—Action Dec. 19.

**WCEE(TV) Mt. Vernon, IL** (BALCT94110-2KE)—Action Dec. 16.

**WICS(TV) Springfield, IL** (BTCCT941107-LT)—Action Dec. 19.

**WCTB(FM) Fairfield, ME** (BTCH941125-GG)—Action Dec. 30.

**WGME-TV Portland, ME** (BTCCT941107-LR)—Action Dec. 19.

**WSKW(AM)-WTOS-FM Skowhegan, ME** (AM: BTC941125GF; FM: BTCH941125-GH)—Action Dec. 30.

**WJZ-TV Baltimore** (BALCT941108KK)—Action Dec. 16.

**WBZ-TV Boston** (BALCT941108KJ)—Action Dec. 16.

**WGGB-TV Springfield, MA** (BTCCT941-107LS)—Action Dec. 19.

**WLLZ(FM) Detroit** (BALH941219GI)—Action Dec. 30.

**WKBD(TV) Detroit** (BTCCT941206KI)—Action Dec. 16.

**WHPR-FM Highland Park, MI** (BALED93-1210GG)—Action Dec. 20.

**WSTD(FM) Standish, MI** (BALH941-110GF)—Action Dec. 29.

**KKJM(FM) St. Joseph, MN** (BAPH9407-15GK)—Action Dec. 15.

**WLOX-TV Biloxi, MS** (BALCT940926KE)—Action Dec. 22.

**WZMP(FM) Marion, MS** (BALH9407-05GI)—Action Dec. 23.

**WMGP(AM) Meridian, MS** (BAL940705-GH)—Action Dec. 23.

**KXTR(FM) Kansas City, MO** (BALH941-214GE)—Action Dec. 23.

**WDAF(AM) Kansas City** (BTC941215-GL)—Action Dec. 29.

**KYYS(FM) Kansas City, MO** (BTCH941-215GR)—Action Dec. 29.

**WKZF(FM) Bayboro, NC** (BALH9408-26GN)—Action Dec. 23.

**WVBS(AM) Burgaw, NC** (BAL941011EA)—Action Dec. 23.

**WHPY(AM) Clayton, NC** (BAL941003EE)—Action Dec. 23.

**WRCQ(FM) Dunn, NC** (BALH941117GE)—Action Dec. 29.

**WELS(AM)-WKGK(FM) Kinston, NC** (AM: BAL941122GE; FM: BALH941122GF)—Action Jan. 4.

**WLFL(TV) Raleigh, NC** (BTCCT941206-KH)—Action Dec. 16.

**WRGX(FM) Briarcliff Manor, NY** (BALH-941102GE)—Action Dec. 29.

**WRKL(AM) New City, NY** (BAL941102-EA)—Action Dec. 29.

**WNEW(FM) New York** (BTCH941219-GH)—Action Dec. 30.

**WIRY(AM) Plattsburg, NY** (BAL940714-EB)—Action Dec. 23.

**WPXY-FM Rochester, NY** (BALH94100-7GI)—Action Dec. 30.

**WHLO(AM) Akron, OH** (BAL941215GI)—Action Dec. 30.

**WTOF-FM Canton, OH** (BALH941215-GG)—Action Dec. 30.

**WKRC-TV Cincinnati** (BTCCT941215-GY)—Action Dec. 29.

**WKRQ(FM) Cincinnati** (BTCH941215-GO)—Action Dec. 29.

**WRDZ(AM) Cleveland** (BAPL941103EA)—Action Dec. 29.

**WTVN(AM) Columbus, OH** (BTC941215-GK)—Action Dec. 29.

**WLWQ(FM) Columbus, OH** (BTCH941215-GQ)—Action Dec. 29.

**WBRJ(AM) Marietta, OH** (BAL941104-EB)—Action Dec. 29.

**KEX(AM)-KKRZ(FM) Portland, OR** (BTC941215GM)—Action Dec. 29.

**WHTO(FM) Muncy, PA** (BALH941121-GF)—Action Dec. 29.

**KDKA-TV Pittsburgh, PA** (BALCT941108-

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# PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

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KH)—Action Dec. 16.

**KYW-TV Philadelphia (BALCT941108KI)**—Action Dec. 16.

## FACILITIES CHANGES

### Actions

**Tucson, AZ KKHG(FM)** 104.1 mhz—Granted app. of F.E.M. Ray Inc. for CP to make changes: ant. 31 m. Action Dec. 14.

**Sacramento, CA KXJZ(FM)** 88.9 mhz—Returned app. of California State University, Sacramento, for MP to make changes: the present DA. Action Dec. 16.

**Lakeland, FL WEZY-FM** 94.1 mhz—Granted app. of Chapman S. Root 1982 Living Trust for mod. of CP to make changes: ant. 455 m.; TL: SE Hillsborough Co., FL, 3 km N

of Manatee Co. line, and 5.4 km W of Polk Co. line. Action Dec. 19.

**Tallahassee, FL WBZE(FM)** 98.9 mhz—Dismissed app. of HVS Partners for CP to make changes: ERP: 17.6 kw; ant. 568 m.; TL: Roddenberry Rd. 3.5 miles SE of Metcalf, Thomas Co., State of Georgia. Action Dec. 20.

**Springfield, IL WSCT(FM)** 90.5 mhz—Granted app. of Illinois Bible Institute for CP to make changes: ERP: 1.5 kw. Action Dec. 30.

**Forest, MS WQST-FM** 92.5 mhz—Dismissed app. of American Family Association Inc. for CP to relocate outside community of license. Action Dec. 23.

**Birch Tree, MO KBMV-FM** 107.1 mhz—Granted app. of Jack Hunt for mod. of CP to make changes: ERP: 15 kw; ant. 100 m.; TL:

Old U.S. Hwy 60, approx. 5 km W of Birch Tree, Montier Township, Shannon Co., Mo., and to change antenna supporting structure height. Action Dec. 14.

**Silver City, NM KSCQ(FM)** 92.9 mhz—Granted app. of Avila Beach Ltd. for CP to make changes: ERP: 3.86 kw; ant. 311.8 m.; frequency changed to 92.9 mhz and class changed to C2 (per MM docket 90-9). Action Dec. 22.

**Gilmer, TX KFRO-FM** 95.3 mhz—Granted app. of Curtis Broadcasting Stations Inc. for CP to make changes: ERP: 5.85 kw; ant. 203 m.; and TL: atop Tidwell Mtn., 1.7 miles NE of W Mtn, Upshur Co., TX. Action Dec. 14.

**Tacoma, WA KSTW(TV)** ch. 11—Granted app. of Gaylord Broadcasting Co. for MP to change the TL and coordinates to: 1715 E. Madison St., Seattle, WA. Action Dec. 22.

## STATION TRADING

### MILLION DOLLAR CLUB

Continued from page 46

#### WASHINGTON

**KIRO-TV Seattle** Buyer: A.H. Belo. Seller: Bonneville International Corp. Price: \$160 million.

#### WEST VIRGINIA

**WYVN-TV Martinsburg** Buyer: Paxson Communications Corp. Seller: Flying A Communications LP. Price: \$1.9 million.

#### WISCONSIN

**WEAU-TV Eau Claire, Wis.; WWMT-TV Kalamazoo, Mich., and KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska** Transfer of control of Busse Broadcasting Corp. Seller: Lawrence Busse. Buyer: Mikael Salovaara and Alfred Eckert III. Transferees will acquire 98% of company's voting stock. Price: \$110 million.



**KSAZ(TV) Phoenix; WGHP(TV) Greensboro-High Point, N.C.; WBRC(TV) Birmingham, Ala., and WDAF(TV) Kansas City, Mo.** Buyer: New World Communications Group Inc. Seller: Great American Television and Radio Co. Inc. Price: \$350 million in cash and warrants valued at \$10

million.

**KOVR-TV Stockton; WSYX(TV) Columbus, Ohio; WAXA-TV Anderson; WLOS(TV) Asheville, N.C.; KZRR(FM), KLSK(FM) and KZSS(AM)** all Albuquerque, N.M. Buyer: River City Broadcasting Seller: Continental Broadcasting Ltd. Price: \$287 million.

**KCOY-TV Santa Maria; KMIZ-TV Columbia, Mo.; WIBW-TV Topeka, Kans.; KGWN-TV Cheyenne, KGWR-TV Rock Springs, KGWL-TV Lander/Riverton, and KGWC-TV Casper, all Wyoming; KSTF-TV Scottsbluff, Neb.; KTVS-TV Sterling, Colo.; KGNC-AM-FM Amarillo, and WIBW-AM-FM Topeka, Kans.** Buyer: Morris Communications Corp. Seller: Stauffer Communications Corp. Price: \$275 million or \$283 per share.

**WOCL-FM DeLand; WALK-AM-FM Patchogue, N.Y.; WUBE-AM-FM Cincinnati and WYGY(FM) Hamilton, both Ohio; KTCJ(AM)-KTCZ(FM) Minneapolis, and KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California** Buyer: newly-formed MBD Broadcasting Inc. Seller: American Media Inc. Price: \$163.603 million.

**KXXY-AM-FM and KOQL(FM) Oklahoma City, Okla.; WSJS(AM)-WTQR(FM) Winston-Salem, N.C.; WNOE-AM-FM New Orleans and KTGR(FM) Port Sulphur, both Louisiana, and WREC(AM)-WEGR(FM) Memphis** Buyer: Radio Equity Partners. Seller: NewMarket Media Corp. Price: \$100 million.

**WLRS-FM Louisville; WBLI-FM Long Island, N.Y.; WHCN-FM**

**Hartford, Conn., and WSNE-FM Providence, R.I.** Part of merger of Beck-Ross Communications into Liberty Broadcasting valued between \$34 million-\$40 million.

**WRDU-FM Raleigh-Durham and WMFR(AM)-WMAG-FM Greensboro-Winston Salem, both North Carolina; WLWZ-FM Greenville-Spartanburg and WOIC(AM)-WNOK-FM Columbia, both South Carolina** Buyer: HMW Communications. Seller: Voyager Communications. Price: \$26.5 million.

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

**WESC-AM-FM/WBBO-FM/WHYZ(AM) Greenville/Spartanburg** Four stations merged by The Estate of Robert Schmid, AmCom General Corp. and Benchmark Communications, respectively. Price: \$15 million. The stations will operate under new venture, Benchmark Communications VII.

**KNUE-FM Tyler, KKYR-AM-FM Texarkana, and KCKR-FM Waco, all Texas** Buyer: Gulfstar Communications Inc. Seller: Broadcasters Unlimited Inc. Price: \$12.5 million.

**KDMI(AM)-KHKI-FM/KGGO-FM Des Moines, Ia.** Buyer: Community Pacific Broadcasting Co. LP. Seller: American Radio Systems Inc. Price: \$11 million.

**WHHY-AM-FM Montgomery, Ala. and WTWC-TV Tallahassee** Buyer: Soundview Media Investments Inc. Seller: Thomas

Duddy, receiver for Holt-Robinson Communications Corp. Price: \$7.1 million.

**KYSN-FM East Wenatchee and KXAA-FM Rock Island, both Washington; KBLG(AM)-KYYA(FM)/KRKX-FM Billings, KXTL(AM)-KQUY(FM)/KAAR-FM Butte, KGRZ(AM)-KDXT-FM Missoula and KXGF(AM)-KAAK-FM Great Falls, all Montana** Buyer: Fisher Broadcasting Inc. Seller: Sunbrook Communications Corp. Price: \$6.7 million.

**WADO(AM) N.Y. and WGLI(AM) Babylon, both New York, and WQBA-AM-FM Miami** Buyer: Heffel Broadcasting Corp. Seller: Radio WADO Inc. and Broadcast Holdings Inc. Price: \$6.6 million.

**WFPG-AM-FM and LMA partner WKOE-FM Atlantic City, N.J.** Buyer: Connissuer Communications. Seller: H&D Media Inc. Price: \$6.5 million.

**KDWG(AM)-KCTR-FM/KKBR(FM) Billings, KBOZ(AM)-KATH(FM) Bozeman, and KBOZ-FM Livingston, all Montana** Buyer: Deschutes River Broadcasting Inc. Seller: Citadel Broadcasting Co. Price: \$5 million.

**KCCN-AM-FM and KINE-FM Honolulu** Buyer: Diamond Head Radio Inc. Seller: KCCN Broadcasting Co. Inc. Price: estimated \$5 million.

**WHJJ(AM)-WHJY(FM) Providence, R.I.; WPOP(AM) Hartford-WYSR(FM) Waterbury, Conn., and WTRY(AM) Troy and WPTY(AM) Albany, both New York.** Merger of the Griffin Group into Liberty Broadcasting valued at \$40 million. ■



## William Henry Siemering

**W**hen Bill Siemering dreams of expanding public radio's reach, he thinks globally.

Since winning a MacArthur Foundation Fellowship in 1993, the inventor of National Public Radio's landmark *All Things Considered* news-magazine program has concentrated on helping communities in South Africa and Eastern Europe develop public radio broadcasting systems of their own.

Through the Open Society Foundation for South Africa, Siemering is advising communities in that emerging democracy about establishing public radio systems that link towns and peoples, sometimes for the first time. Four public radio signals now serve South African communities, with more planned.

The timing of Siemering's work is key, he says, because the nation's Independent Broadcasting Authority recently decided to award broadcasting licenses to nonprofit community radio signals before it awards them to commercial radio. With public radio, the IBA hopes to help South African communities receive local news and other programming in their regional dialects.

The IBA recognizes "that people who have been disenfranchised need to be helped first," Siemering says. "These communities are so isolated and they had no medium to unite them, so we're creating a community on air that doesn't exist on the ground."

Siemering's plans for the Open Society for South Africa include finding U.S. radio stations to act as "mentors" or partners with newly created public radio stations there, he says. The U.S. stations would provide advice on equipment purchases, program development and scheduling.

Besides his work in South Africa, Siemering has presented workshops on developing public radio programming in Hungary and has worked with broadcasters in Slovakia to introduce the U.S. model of public radio to independent broadcasters.

Siemering is singularly qualified to set up paradigms for public broadcast-



ing. As a founding member of National Public Radio's board of directors, he in 1970 wrote NPR's mission statement. The statement, Siemering says, points out the need to "maintain a good balance between conservatives and liberals, reflect a pluralism that is America, be inclusive of the arts of the day [and] use sound to tell stories."

Siemering then created *All Things Considered* and hired many of the show's original staff members. His career with NPR earned him the Edward R. Murrow Award from the Corporation for Public Broadcasting in 1986. "When I began working for NPR, a lot of people thought it couldn't amount to much," he says.

Jim Russell, one of ATC's original reporters and later executive producer of *Marketplace* for Public Radio International, remembers NPR's original shows as ground-breaking.

"Siemering believed radio could do stories in-depth in a highly produced, documentary way with sound, and believed we could take on different subjects," Russell says. "Bill believed that radio had another life,

and he invented that other life."

Besides breaking ground, Siemering's incentive to bring thoughtful social and news commentary wrapped in visual images to radio set a standard for NPR's later programs, including its weekly documentary *Soundprint* and cultural news series *Fresh Air*. He helped create *Fresh Air* at NPR affiliate WHYY-FM Philadelphia, where he served as vice president and general manager.

Siemering first was attracted to radio as an undergraduate working on the campus radio station at the University of Wisconsin-Madison. He parlayed his love of radio into ideas for new programming that included profiles of artists, authors and documentaries on cultural and social changes. These were stories he felt commercial radio did not have the time to tell.

"Public radio was attractive because it lets you hear beyond the headlines," Siemering says. "It is the most personal of media because you have a human voice without the distraction of appearance."

In recent months, public broadcasting on both radio and television has been harshly criticized by congressional leaders including House Speaker Newt Gingrich (R-Ga.), who wants to eliminate federal funding to public broadcasters through the CPB.

Siemering describes the threat to cut CPB funding as "govern-

ment interference into an independent journalistic organization."

"It's so damn good," Siemering says of public radio programming. "Everyone should enjoy it. It's worth sharing with other people in the world. It touches their lives. It's not for the elite."

—DP

**Radio consultant, Open Society Foundation of South Africa and Eastern Europe, Cape Town, South Africa; b. Sun Prairie, Wis., Oct. 26, 1934; BS, University of Wisconsin-Madison, 1956; MS, University of Wisconsin-Madison, 1960; station manager, WBOF(FM) Buffalo, 1962-70; director, programming, National Public Radio, Washington, 1970-72; manager/producer/reporter, KCCM-FM Moorhead, Minn., 1973-77; vice president, programming, Minnesota Public Radio, St. Paul, 1977-78; VP/station manager, WHYY-FM Philadelphia, 1978-87; executive producer, Soundprint, WJHU-FM Baltimore, 1987-92; current position since 1993; m. Lucretia Robbins, Sept. 8, 1986; children (from previous marriage): Alice, 38; Karla, 34; Sarah, 17.**

## BROADCAST TV

**Charles Lachman** and **Sheila Sitomer**, senior producers, *Inside Edition* and *American Journal*, King World, New York, named co-executive producers.

Appointments at NBC Entertainment, Burbank, Calif.: **Marla Goldstein**, director, media planning, advertising and promotion, and **Vivi Zigler**, director, affiliate advertising and promotion services, named senior directors.



**Beth Braen**, director, creative services, NATPE International, Los Angeles, named VP.

**Trace Harris**, manager, strategic planning, Warner Bros., Burbank, Calif., named

director, international channel operations, Warner Bros. International Channels.

**Dan Weiser**, executive news producer, WGAL(TV) Lancaster, Pa., named assistant news director.

**Dave Winstrom**, news director, WSAV-TV Savannah, Ga., joins WATE-TV Knoxville, Tenn., in same capacity.



**Bob Bowdon**, independent television producer, joins NewsTalk Television, New York, as information specialist.

**Robert Rios**, account executive, KENS-TV San Antonio,

Tex., joins KDVA(TV) there as local sales manager.

**Gary Hymowitz**, licensing manager, Lucasfilm Ltd., Los Angeles, joins The Samuel Goldwyn Company there as VP, merchandising and promotions.

**Sandra Baragiola**, sales associate, The Movie Group, Los Angeles, joins Century Group Ltd. there as international sales executive.

**Robert Siegal**, director, original pro-

gramming, USA Networks, New York, joins DIC Entertainment, Burbank, Calif., as GM, cable and syndicated programming.

**Will Givens**, director, creative services, KMPH(TV) Visalia, Calif., named president, Fox Broadcasting's promotion advisory council.

**Lisa Salters**, general assignment reporter, WBAL-TV Baltimore, joins ABC News, Los Angeles, as West Coast correspondent, *NewsOne*.

Appointments at WAGA-TV Atlanta: **Ed Stevenson**, editor, named chief editor; **Kathy Soifer**, writer/producer, named executive producer.

## RADIO

**Eugene Hegedus**, VP/GSM, WHLD(AM) Niagara Falls, N.Y., named station manager.

**Matt Bisbee**, production director, WLUP-FM Chicago, named director, programming and production.

**Gary Moss**, program director, KWNR(FM) Henderson, Nev., joins KIKK-FM Houston in same capacity.

**Steve Downes**, consultant, Teamradio, joins Pueblo Broadcasters, Pueblo, Colo., as GM, KCSJ(AM)/KGHF(AM)/KYZX(FM), all Pueblo.

**Deborah Kane**, national vendor director, Entercom, Bala Cynwyd, Pa., named director, strategic selling.

**Taylor Walet**, GM, KEZO-AM-FM Omaha, adds KKCD(FM) there to his responsibilities as GM.

## CABLE

Appointments at Time Warner Cable, New York: **Craig Tyler**, supervisor, broadcast operations, named manager; **Dana Stein**, supervisor, Manhattan technical operations, named manager.

**Joel Celestin**, manager, marketing research, Gannett Outdoor Group, New York, joins A&E Television Networks there as manager, new business development.

**Michael McMurray**, research manager, Rainbow Advertising Sales Corp., New York, named director, research.

**John Collins**, director, national sales,

Time Warner CityCable Advertising, New York, joins Cable Networks Inc. there as VP, affiliate relations.

**Barry Watkins**, public relations director, New York Rangers, New York, joins Madison Square Garden Network there as VP, public relations and marketing.

**Dean Goldberg**, production supervisor, TKR Productions, Warren, N.J., named director, corporate media and creative services.

Appointments at Nostalgia Television, Washington: **Robert Wussler**, chairman/CEO, Command Performance Network Ltd., and **Henry Lash III**, associate professor, George Mason University School of Law, elected to board of directors; **Trudy Jacobson**, director, sales administration, USA Today Sky Radio, Arlington, Va., joins as national director, marketing; **Dan Holdgreive**, general counsel, Potomac Television Communications Inc., Washington, joins in same capacity.

## MULTIMEDIA



**Kevin Murphy**, director, sales, WGN Cable Network, Chicago, named director, Network Sales, Tribune Broadcasting Co. (parent) there.

Appointments at Cox Communications, Atlanta: **John Dyer**, VP, operations, and **Kate Silva**, manager, marketing production, Times Mirror Cable Television, Irvine, Calif., join as VP, financial planning and analysis, and manager, marketing services, respectively.

## ADVERTISING/MARKETING

**Scott Morey**, writer, Bader Rutter & Associates, Milwaukee, named senior writer, public relations group.

**Rena Salzman**, director, marketing services, WBTV(TV) Charlotte, N.C., joins Television Bureau of Advertising, New York, as director, retail mar-



keting research.

**Maria Piironen**, VP, international operations, Bates Worldwide, New York, named senior VP.

**Robert Sukys**, associate director, U.S. TV commercial production, Proctor & Gamble Co., New York, named chairman, Association of National Advertisers, production management committee.

**Michael Kronenfeld**, VP/sales manager, Adam Young Inc., New York, named VP/GSM.

**Gordon Agan**, associate media director, Grey Advertising, Los Angeles, joins Time Buying Services there as media planning director, West Coast.

Appointments at Wunderman Cato Johnson, New York: **Amy Rubenstein**, management supervisor, named VP/management supervisor; **Daisy Cruz**, administrative assistant, named VP/office manager; **Richard Muehlberg**, copywriter, Ammirati & Puris, New York, joins as associate creative director; **Dan Sylvester**, copywriter, Ogilvy & Mather Direct, New York, joins in same capacity; **Tim Jones**, account supervisor, named VP/management supervisor.

## SATELLITE/WIRELESS

**Jerry Brantley**, VP/GM, south region, Southwestern Bell Mobile Systems, San Antonio, Tex., joins Mainstreet Wireless Communications, Lubbock, Tex., as executive VP/GM.

**Byron Harlan**, anchor/reporter, KGTV(TV) San Diego, Calif., joins CBS Newspath, New York, as staff correspondent.

Appointments at Group W Satellite Communications: **Teri Kelly**, public relations coordinator, named publicist, New York; **Nancy Wise**, publicist, special projects, Liberty Records, Nashville, joins TNN there as publicist.

Appointments at Time Warner Satellite Services, Stamford, Conn.: **Andrew Bast**, **Steven Everett**, **Sal Grenillo**, **Andrew Logan** and **Randall Watson**, regional managers, named regional directors.

**Steven Cox**, corporate counsel, Science Applications International Corp., San Diego, Calif., joins DIRECTV, Los Angeles, as VP,

## Stanton fellow named

Barry Sherman (l), professor of telecommunications at the University of Georgia, has been named the 1995 Stanton Fellow, awarded by the International Radio & Television Society Foundation for "outstanding contribution to electronic media education." Frank Stanton (r), president emeritus, CBS, presented the award during IRTS's annual industry conference earlier this month. Sherman is also director of UGA's Peabody Awards.



business affairs, and general counsel.

## INTERNATIONAL



Chan

**Jackie Chan**, producer, Singapore Broadcasting Corporation, joins ESPN Asia, Hong Kong, as manager, multilingual services.

Appointments at Turner Broadcasting, London:

**Joyce Renney** and

**Claudia Coles**, public relations officers, named public relations manager, news, CNN International and public relations manager, entertainment, international, respectively; **Ross Portuguese**, executive VP, Turner Entertainment Networks International, London, named managing director, Turner International Television Licensing.

**Cynthia Hudson Fernandez**, VP, programming and production, Telemundo Network, Miami, joins United International Holdings, Denver, as director, programming for Latin America.

**Mark Callan**, producer/director, joins Grundy Europe, London, as senior VP, drama.

## WASHINGTON

Appointments at NAB: **Patricia Spurlock**, legislative assistant to Sen. Charles Robb (D-Va.), joins as director, Senate government relations; **Lynn**

**Claudy**, VP, science and technology, named senior VP.

**Ronald Machtley**, former congressman, R.I., joins law firm Wilkinson, Barker, Knauer & Quinn as partner.

**Jill Rosengard**, assignment editor, ChicagoLand Television, Oak Brook, Ill., joins the Associated Press as Midwest regional television executive, broadcast division.

## DEATHS

**John J. Louis**, 69, communications executive, died Feb. 15 at his home in Winnetka, Ill. After a career in advertising and marketing, Louis helped form Combined Communications Corp. in Arizona. The company, which owned newspapers and several radio and TV stations, eventually merged with Gannett Co., where Louis served on the board of directors. He is survived by his wife, Josephine; two daughters, and six grandchildren.

**Samuel Miller**, 82, lawyer, died of cancer Feb. 17 at a nursing home in Potomac, Md. Miller specialized in communications law, worked for the Justice Department and the FCC, and had a private practice. He retired as a partner in Washington law firm Miller & Miller. He is survived by his wife, Nedra; three children, two sisters and six grandchildren.

—Compiled by Denise Smith

**Senator Fritz Hollings (D-S.C.) has introduced a bill**—the Children's Protection from Violence Act of 1995—to ban violent TV programs when children are "reasonably likely" to make up a "substantial part of the audience." The odds of the legislation's passage in the Republican-dominated Congress are not good.

**Most veteran syndicated series took steep ratings dives in the first full week of the February sweeps**, likely the victims of viewer migration to cable coverage of the O.J. Simpson trial. Shows including King World's *Wheel of Fortune*, *Jeopardy!*, *Inside Edition*, *American Journal* and *Oprah Winfrey*; Paramount Domestic Television's *Entertainment Tonight* and *Hard Copy*; Twentieth Television's *A Current Affair*, and Multimedia's *Donahue* and *Sally Jessy Raphael* all fell more than 15% Feb. 6-12 from the comparable week last year, according to figures from Nielsen Media Research's weekly syndication rankings report. Exceptions were Warner Bros. Domestic Television Distribution's *Jenny Jones* and Columbia TriStar Television Distribution's *Ricki Lake*, which grew dramatically from a year ago, allowing them to register more than 40% growth over last year, and Multimedia's *Jerry Springer*, which grew 22%.

**The WB Network has signed wciutv Chicago to carry its Kids' WB children's programming block.** Debuting this fall, the block initially will consist of a three-hour Saturday and one-hour weekday block. wciutv, which converted from Spanish- to English-language format in January, can run the weekend kids block on either weekend day and can run the weekday hour either mornings or afternoons. The station also has agreed to carry any programming that

## FCC asks SF for more details on foreign investors, Fox link

The FCC wants more information about SF Broadcasting's relationship to its corporate parents, Savoy Pictures and Fox.

In a letter delivered to SF's lawyers last week, the FCC said it needed to know more about foreign investment in Savoy Pictures. The agency also wanted details about Fox's role in the appointment of SF's board of directors.

SF Broadcasting has agreements to buy four Burnham Broadcasting stations for \$267 million. The NAACP and NBC have opposed the transfers, alleging that Fox is using SF to evade the FCC's 12-station ownership limit. NBC announced recently that it would withdraw its opposition to Fox (see story, page 60).

SF's opponents have claimed that Savoy and Fox are not qualified to own stations because they each allegedly have foreign investors in excess of 25%. Fox is under investigation for allegedly violating the foreign ownership cap.

Savoy Pictures claims aliens own just over 23.8% of the company. But the FCC wants to know how Savoy calculated that number. "Explain whether that figure represents all of the equity held by aliens. If not, please provide the correct percentage," wrote Barbara Kreisman, chief of the commission's video services division. Kreisman also said the FCC would "not take a position" on Fox's foreign ownership, since it already is under investigation. —CSS

## CBS Radio renews NFL contract

CBS Radio Sports has signed an exclusive four-year contract for broadcast rights to National Football League games beginning with the 1995 season. CBS Radio has held the broadcast rights to NFL regular and post-season games since 1978, with the exception of the 1985 and 1986 seasons, when NBC Radio held the rights.

In CBS's prior five-year contract with the NFL, signed in 1990, the network paid \$7 million annually for the rights. While not disclosing the terms of the latest contract, CBS officials said the new deal was "in keeping with" the terms of the 1990 contract.

The new contract provides CBS with a 53-game package of 41 regular season and 12 post-season games, including the Super Bowl. In addition, CBS Radio's Hispanic network, known as CBS Americas, will provide Spanish-language coverage to five post-season games, ending with the Super Bowl. —DP

the main WB affiliate in the market, Tribune's WGN-TV, cannot carry due to sports and other commitments, says Neal Sabin, wciutv's GM.

**Fox will debut *Sliders* at 9 p.m.** Wednesday on March 29. On March 22, the network will premiere the show

as a two-hour special at 8 p.m. The show, from St. Clare Entertainment and MCA Television Limited, stars Jerry O'Connell, John Rhys-Davies, Cleavant Derricks and Sabrina Lloyd.

**The WB Network has set its Saturday morning lineup** with the

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# Closed Circuit

addition of *Adventure Man*, which will debut with the other previously announced series in September. The network has ordered 13 episodes of the half-hour animated series. *Adventure Man* airs at 10:30-11 a.m., the last half-hour of the three-hour block. According to Warner Bros., the Kids' WB block garnered \$22 million in upfront advertising for its Saturday morning and weekday morning programming.

**A New Jersey grand jury declined to indict *Frasier* star Kelsey Grammer on second-degree sexual assault charges** involving a minor. Grammer had been accused by a 17-year-old girl of having sex with her in 1993 when she was 15.

**Rysher Entertainment received a 13-episode order from the United Paramount Network** for *Live Shot*, a one-hour ensemble drama/comedy about a TV station news team created by Dan Guntzelman and Steve Marshall (*Head of the Class*, *Growing Pains*). Rysher said the show—first reported in development by BROADCASTING & CABLE (Jan. 2)—would debut at the end of April in time for the May sweeps, but a UPN spokesman later said the launch had not been set and Rysher backed away from its initial statement. Vulnerable to cancellation or being put on hiatus are the network's two Tuesday dramas, *Marker* and *The Watcher*, which have failed to match the high ratings of Monday's *Star Trek: Voyager*.

## NSS POCKETPIECE

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

1. Wheel of Fortune	14.4/227/99
2. Jeopardy!	11.7/219/99
3. Oprah Winfrey Show	9.2/238/99
4. Entertainment Tonight	8.2/180/94
5. Star Trek: Deep Space 9	8.2/239/99
6. Baywatch	7.9/218/97
7. Wheel of Fortune-wknd	7.8/178/80
8. Roseanne	7.1/185/96
9. Hard Copy	6.7/185/95
9. Inside Edition	6.7/173/93
9. The Simpsons	6.7/133/85
12. Family Matters	6.4/196/94
13. Fresh Prince of Bel-Air	6.2/135/87
13. Married...With Children	6.2/178/93
15. Cops	5.5/187/95

## LOS ANGELES

### Decisions, decisions

KCBS-TV Los Angeles will face some tough choices when determining its early fringe schedule for fall. When not preempting its lineup for the Simpson trial, the station now follows the last of its daytime network commitments, CBS-TV's low-rated *The Guiding Light*, with talk show *Geraldo* at 3 p.m. and a two-and-a-half-hour news block beginning at 4. It committed to Tribune Entertainment to run *Geraldo* in early fringe (3-7 p.m., Pacific time) when it renewed the show for 1995-96. The station also is committed to running the new Group W-CBS-produced, news lead-in magazine show *Day & Date* in early fringe. In addition, sources say the station was able to secure Warner Bros. Domestic Television Distribution's coveted *Carnie* talk show for fall by promising it the 3 p.m. slot. "No decision has been made regarding our fall schedule," says Sybil MacDonald, KCBS-TV director of media relations.

## CINCINNATI

### What's in a name

Multimedia Inc., which is entertaining buyout offers for some or all of its assets, could find that one of its most valuable assets is not on its balance sheet. "'Multimedia' is one of the few marquee names in the entertainment business," says Bishop Cheen, senior analyst at Carmel, Calif.-based firm Paul Kagan Associates.

## NEW YORK

### Attention SportsFan

SportsFan Radio Network has signed a deal with the National Hockey League to syndicate *In the Crease*, a national talk show featuring live reports from NHL games, team profiles and interviews with players and coaches. The deal marks the first national radio show for the NHL officially licensed by the league, say SportsFan and NHL officials. SportsFan's hour show debuted last week with host John Hadley, and the network plans to syndicate the show to some 70 affiliates in the U.S.

## DENVER

### TCI closes Denver trial

TCI has quietly decided to shut down its interactive television trial in Denver, shifting focus to its separate trial with Microsoft in Seattle. The trial is to test several interactive television services using Microsoft's Tiger software system, which is also being used by SBC Communications, formerly Southwestern Bell.

## SANTA BARBARA

### Smith buys three

Santa Barbara, Calif.-based Smith Broadcasting has signed a letter of intent to buy three Television Station Partners stations for more than \$63 million. The group, headed by Martin Pompadur, has been for sale since late October. Smith is buying WROC-TV Rochester, N.Y. (CBS), WEYI-TV Flint-Saginaw-Bay City, Mich. (CBS, but soon to be unaffiliated), and WTOV-TV Steubenville, Ohio (NBC). Media Venture Partners is brokering the sale.

## WASHINGTON

### Tough spot

What does the Hill think about the NAB's decision to stay out of the broadcast ownership debate? "They don't have any choice," says Senate Communications Subcommittee Chairman Bob Packwood (R-Ore.). "From the standpoint of the NAB, it's better not to take a position than [to] take a position that splits their organization and may cost them membership," says Packwood.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"...buy Nynex...."

## Banner year

The bad news for the Network Television Association—which is folding its tent after four years—is good news for the network medium in general. The gloomy outlook that gave rise to NTA's creation has been replaced by the sunny smiles of network executives watching TV advertising rebound solidly. It is appropriate that news of NTA's departure came on the heels of some pretty impressive figures out of TVB. Broadcast TV ad revenues posted their first double-digit increase in a decade, according to the bureau, with revenues in network, spot and local up 15%. Olympics and campaign spending can be credited with some of that jump, but there were also healthy jumps in major ad categories.

Coupled with the boom in broadcast station sales (see special report, page 32), 1994 was a very good year indeed. Encore.

## Great minds

The *Washington Post* beat us to it last week. Its Friday edition carried an editorial that mirrors most of our current thinking on public broadcasting. In the spirit of seconding the motion:

The thrust of our joint position is that it's time to accept the certainty that some curtailment of federal funds is in the cards and that the main game is in determining how to replace them. This is how the *Post* put it:

"Internal tensions at CPB over whether to enter into this effort or, instead, to hang tough and plead a save—Big Bird version of the Washington Monument game have been plainly visible in the arguments as set

forth. But now that the various components of public broadcasting face certain trouble, hard and creative thinking takes on a new meaning. If knowledgeable people can come forward with a blueprint for how to produce high-quality public programming and support wide access for less, whether [by] eliminating services or by finding new nonfederal sources of money for part of the budget, it will be easier for moderate lawmakers to make the argument for continued funding."

We differ from the *Post* primarily in not arguing for continued federal funding in the first place. That's what's gotten public broadcasting into the jam it's in now. And, in our view, that's what's holding it back from greatness. The good, they say, is the enemy of the best.

We remain confident about the final result: a stronger-than-ever public broadcasting. But today's public broadcasting must first forget about "that was then" and concentrate on "this is now."

## Graham's Law

Senator Bob Graham (D-Fla.) has done singlehandedly what he would have had a hard time persuading the Congress to do: preventing the Defense Department, Postal Service and Amtrak from advertising in "excessively violent" programming. Graham tried to pass such legislation last year, but stayed his hand when those agencies volunteered to wear his handcuffs. We don't fault their decision if made freely; this page is no friend of random or gratuitous violence. But the thing about regulation by raised eyebrow is that it takes only one eyebrow. If Graham and like thinkers want to trash the First Amendment, let them run the legislative gantlet like everybody else.

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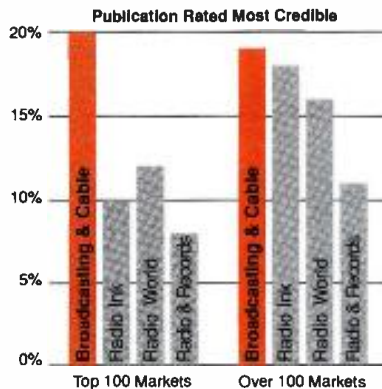
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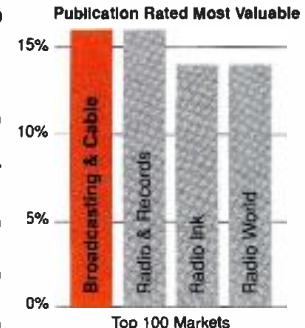


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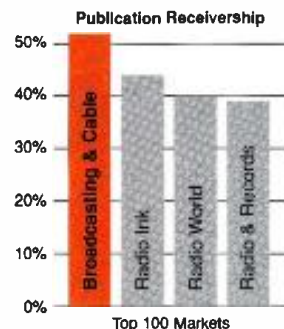
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