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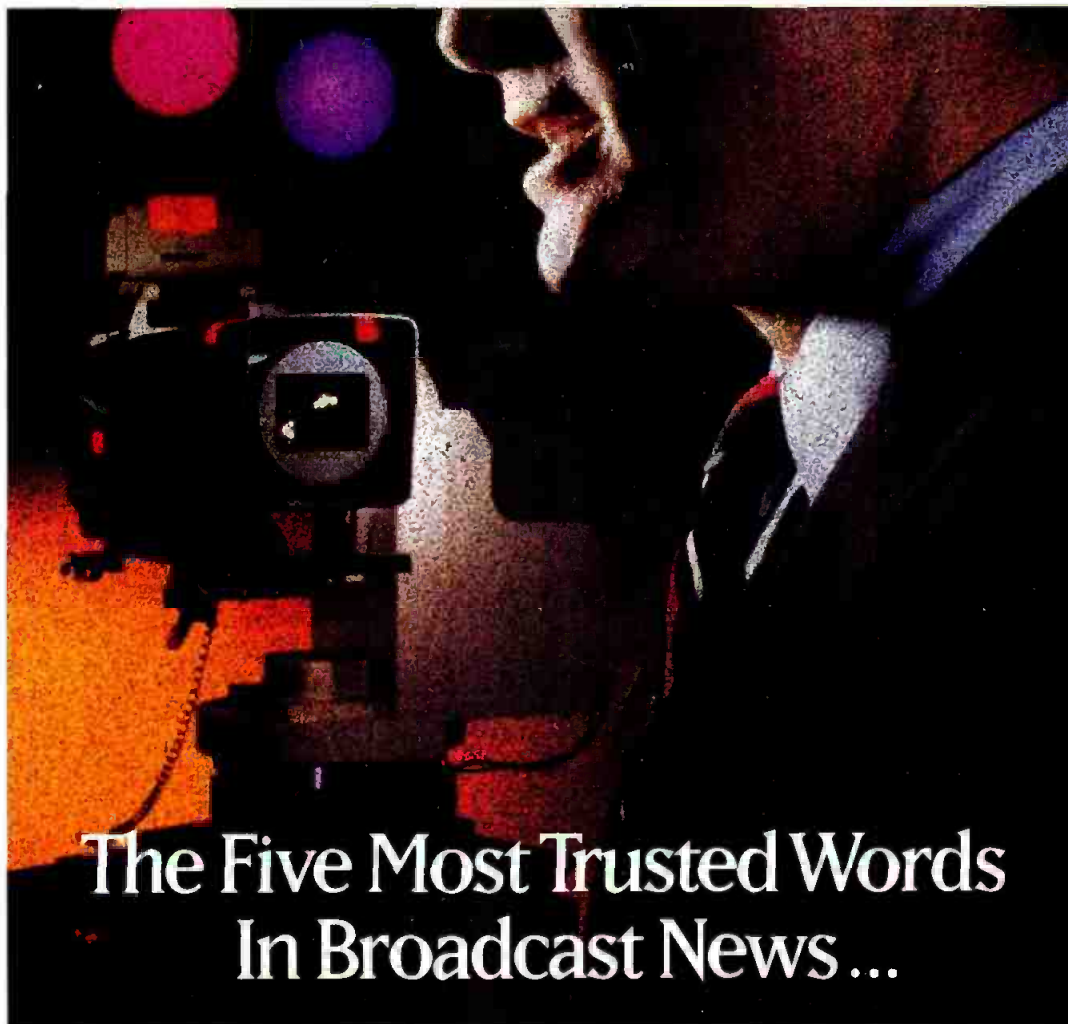
Broadcasting

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- HIGH NOON APPROACHES ON HIGH DEFINITION / 4
- CBS WINS WEEK ONE OF FALL SEASON / 22
- BROADCASTERS CHALLENGED ON KIDS TV COMPLIANCE / 40



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BASKETBALL
1992
Vol. 122 No. 41



#1 RIGHT

"FOX'S 'BATMAN' delivers justice with style
***1/2 (out of four)."

"Fox's pulse-poundingly dark cartoon version of Batman is too good to squander on mere daytime TV. This may be heady stuff for the impressionable young, but don't kids deserve quality TV, too? Seducing us with a neon universe of stylized deco geometry from the opening credits, this adventure...leaves the viewer impressed. Young and not-so-young will find separate pleasures in these sensational new-old exploits."

USA TODAY

September 4, 1992

"It deserves the big splash. This is one of the more stylish cartoons I've seen."

PEOPLE

September 7, 1992

"Viewers at times may marvel at the animation techniques of the new series, with broodingly executed plays of light and shadow in the backgrounds and a variety of unusual perspectives."

SAN FRANCISCO CHRONICLE

September 5, 1992

"Who'd have thought that the Fox network's classiest series would prove to be an afternoon cartoon show? Don't miss it, because it's an exhilaratingly imaginative effort. This is a very cool show."

ENTERTAINMENT WEEKLY

September 4, 1992

"As a contemporary cartoon, this version of the 'Batman' saga is stirring and visually appealing."

CHICAGO TRIBUNE

September 4, 1992

"Weekday afternoons also are starting to look better through the inclusion of Fox's new 'Batman: The Animated Series' from Warner Bros., one of the most sleek, ambitious and artistic cartoons ever conceived for children's television."

ORANGE COUNTY REGISTER

September 18, 1992



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Top of the Week

LATE-INNING DEBATE PITCH LEAVES NETWORKS WITH BASES LOADED



Now that the presidential candidates have put debates on the campaign schedule, the three broadcast networks are left to quickly figure out how and if they are going to air them.

The networks, particularly CBS, with several baseball playoff games conflicting with the proposed schedule, are facing a tough scheduling and logistical challenge. CBS is contractually obligated to carry the

baseball games live, and is scheduled to air the play-offs on the nights scheduled so far for the first three debates: Sunday, Oct. 11; Tuesday, Oct. 13 (the vice presidential debate), and Thursday, Oct. 15. The 8:30 ET starting time for those games leaves open the possibility that the 90-minute matchups could start at 7:00, but the early hour would likely hurt viewership,

Continues on page 11

FCC AND BROADCASTERS BATTLE TOWARD FLEXIBLE HDTV CONVERSION

Between tough talk from FCC's Alfred Sikes and Capcities/ABC's Daniel Burke at annual MSTV forum, common vision of market-responsive transition grows

By Peter Lambert

On the surface, the Sixth Annual Maximum Service Television HDTV Update had the makings for a high noon between broadcasters and regulators over how and when advanced digital television must be implemented.

Last month the FCC adopted a transition timetable stricter than broadcasters had advocated. MSTV and the commission contest the fundamentals of assigning HDTV channels. And some key representatives of the two sides took

tough stands Oct. 1 in Washington.

At one end of Main Street stood FCC Commissioner Alfred Sikes, warning, "Every industry that has failed to upgrade its plant is dead or dying." As HDTV's hour nears, he added, "now is not the time to get weak-kneed. Weak-kneed individuals

and industries fall behind in dynamic markets."

Beside him stood Richard Wiley, chairman of the FCC's Advisory Committee on Advanced Television, saying that broadcasters who "equivocate" on HDTV implementation risk losing the promised simulcast channel or, at best, increasing market share to high-definition competitors.

At the other end stood Capital Cities/ABC President and CEO Daniel Burke, suggesting in turn that "the rush to develop HDTV may have pushed aside practical, real-world considerations."

Calling on the FCC to heed

Continues on page 14

Facing off on HDTV: FCC Chairman Al Sikes and ABC President-CEO Dan Burke last week



This Week

HDTV DETENTE / 4

Broadcasters left last week's Maximum Service Television HDTV Update sessions encouraged that the transition to HDTV may respond to "real world" conditions.

LINE ON LENO / 6

With *The Tonight Show's* ratings running about even with last year's, Jay Leno's hold as host may be stronger than some industry watchers had thought.

CBS TAKES WEEK ONE / 22

CBS, buoyed by a 29.3 rating for *Murphy Brown*, won the first week of the new season, followed by ABC, NBC and Fox. CBS called its Saturday-night lineup "an across-the-board failure."

VH-1 TURNS TO SYNDICATION / 32

VH-1 hopes to reach a wider audience beyond cable with a syndicated weekly program called *Top 21 Countdown*, to be offered on a barter basis.

DUOPOLY SWAP / 35

In the first major swap inspired by duopoly-rule changes, Cox Enterprises and EZ Communications exchanged radio stations in



Professional basketball shoots for do-it-yourself TV production (p. 47)

Charlotte and Miami in a straight no-cash transaction.

KIDS ACT COMPLIANCE / 40

A study conducted by three citizens/education groups contends that broadcasters are circumventing the intention of the Children's Television Act by reclassifying standard fare, like *Casper* and *GI Joe*, as educational and informational programming.

SCI SPLIT / 44

Comcast and TCI have begun the process of raising more than \$1 billion each with which to redeem the high-yield debt and preferred stock of SCI Holdings, a prelude to breaking the seventh-ranked MSO in two.

S-A PROPOSES DIGITAL AUDIO STANDARDS / 52

Scientific-Atlanta announced last week it is ready to publish a set of standards for digital audio interface, and unveiled an audio compression system aimed at tripling the number of signals a radio programmer can squeeze into a bandwidth.

SPECIAL REPORT: BASKETBALL '92 / 47

Even with local rights fees growing from \$63 million five years ago to \$130 million this season, a growing number of NBA teams are producing their own games and selling ad time.

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NBC, AFFILIS AGREE ON NEW COMPENSATION

By Steve McClellan

NBC and its affiliates advisory board have signed off on a new compensation package for 1993, subject to market-by-market negotiations. Key elements of the new plan include reserving what one source close to the talks said was a "major amount of money" in the compensation pool to be used for affiliate promotion of NBC's prime time lineup and, to a lesser extent, its late-night lineup, where *The Tonight Show* is struggling to straighten out some well-publicized management problems and maintain its first-place position.

In addition, the network has earmarked additional dollars from outside the normal compensation pool to establish bonus pools for both *Nightly News* and the daytime lineup.

The two sides also agreed to swap some inventory. Affiliates will receive additional time to sell in prime time, but will give back some time in both daytime and late fringe.

Money earmarked for promotion will be used to buy spots on the affiliates in prime time access and late news to promote network program lineups. Three years ago, NBC switched to a "pay for performance" compensation structure. In theory, more promotion will mean higher ratings and more comp to affiliates. But the fact is NBC's ratings for the just-ended broadcast year were down 2%, which means the pool starts off at 2% less in January 1993. The 1992 pool was about \$115 million.

The network has also created a news bonus pool for stations that are number one in local news or improve their news numbers during the year, based on sweeps numbers. A one-time year-end payment would be made to stations that qualify. The network also agreed to reserve additional money for a daytime bonus pool based on ratings and clearances.

Sources said inventory swap was roughly equal in value. In exchange for a few prime time spots, the network will recapture inventory in both daytime and late fringe. ■

LATE-NIGHT NUMBERS HOLDING UP FOR LENO

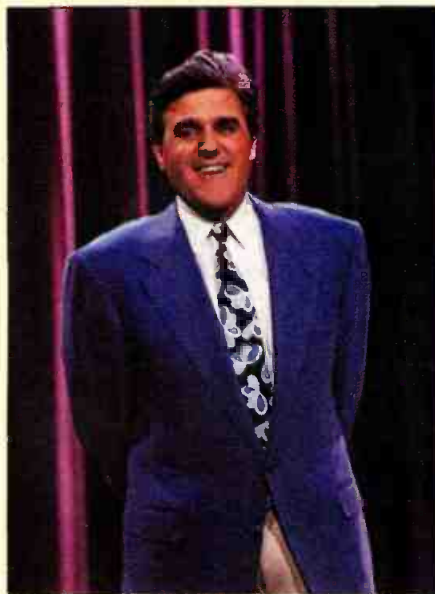
Ratings about even with year-ago; NBC denies any talk of replacement

By Mike Freeman

With published rumors ranging from David Letterman seriously entertaining offers to leave NBC (BROADCASTING, April 6, July 27), to the network setting some sort of timetable to replace Jay Leno on *The Tonight Show* if his ratings don't pick up by the end of the November sweeps, industry watchers would be well advised not to write Leno's epitaph given the fact *The Tonight Show* has not exhibited signs of major ratings erosion.

When asked if the November sweeps is the critical measure of Leno's future, NBC Entertainment President Warren Littlefield said no, adding, "We're not taking the short-term approach on Leno. There's no short leash. We're also talking to Dave [Letterman], and it's our hope he continues with us."

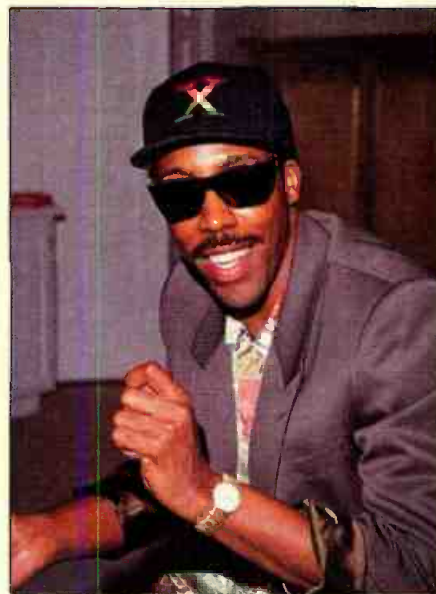
Excluding Leno's 8.2/28 debut-week spike (NSI, May 25-29) and de-



Jay Leno has NBC's vote of confidence in late-night competition with Arsenio Hall

layed telecasts during the Democratic and Republican conventions, *The Tonight Show* has a season-to-date 4.7/15 average (NTI, June 1-Sept. 20), down only 2% in rating from the comparable 4.8/16 average posted by Carson. And Eric Cardinal, NBC's vice president of program research, said that in the coveted younger demographic categories, Leno has a 2.6 rating average among men 18-49 and a 2.7 among adults 18-49, representing 8% and 4% increases, respectively, over year-ago levels.

However, in the first four-week period uninterrupted by political conventions and summer Olympics coverage (as was the case for NBC in July and part of August), the Aug. 24-Sept. 20



rating period indicated that Leno's household average was down 9% with a 4.3 NTI rating, compared with Carson's 4.7 a year ago. Small year-to-year losses were also recorded across the board in women 18-49 (down 11% with a 2.5 rating), men 18-49 (down 4% with a 2.2), women 25-54 (down 13% with a 2.7) and men 25-54 (down 3% with a 2.5).

(It should be noted that viewing levels traditionally decline slightly in late August-early September with teens and young adults returning to school, and during the week of Aug. 24, ABC's *Nightline* spiked to a 5.7 household rating due to coverage of Hurricane Andrew and its aftermath. Also, two new late fringe syndicated talk show strips, *The Whoopi Goldberg Show* and *Rush Limbaugh*, debuted with identical 2.5 rating averages [NSS, Sept. 14-18] their first week on the air.)

Those mitigating factors also affected Paramount Domestic Television's syndicated *Arsenio Hall*, whose 2.9 household rating average (NSS, Aug. 25-Sept. 20) was 3% below his year-ago average. However, among his core demographic, women 18-49, *Arsenio* dropped 12% from year-ago levels to a 2.2 rating. A similar 12% pattern of erosion was evident in the men 18-49 demographic, which measured a 1.6.

Since Leno inherited *The Tonight Show*, *Arsenio* has averaged a 3.2 household rating (NSS, June 1-Sept. 20), down 9% from the program's comparable 3.5 average for the year-ago period. ■

CBS COMPENSATION DISPUTE SET FOR CHICAGO AIRING

CBS has asked its TV network affiliate board to meet in Chicago tomorrow, Tuesday, Oct. 6, to discuss the compensation issue. There were expectations, but no certainty, that one or both of the two sides were prepared to make concessions on the dispute over the network's proposed \$20 million-\$25 million compensation cut. Board members had not been told what, if any, new CBS proposals were on the table.

Tony Malara, CBS TV network affiliate relations president, confirmed the meeting was scheduled, but said he would not comment on the reason for the meeting with the full affiliate board; recent meetings have involved only affiliate relations chairman Mick Schafbuch and chairman-elect Cathleen Creany.

Said Malara, "We want this meeting to take place without the pressure of any expectations, that is why we have an agreement not to discuss developments in the press." The proposed compensation cuts are scheduled to take effect in January.

-GF

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SOLID OFF-NET START FOR 'ROSEANNE'

While it hasn't approached 'Cosby' levels, it made strong debut

By Mike Freeman

The highly anticipated off-network debut of *Roseanne* did not set off fireworks, but the Viacom Enterprises-distributed strip turned in a solid 5.6 rating/10 share four-day average (NSI, Sept. 28-Oct. 1) in the Nielsen metered markets, up 11% over its lead-in (4.7/9) and October 1991 and May 1992 time-period histories (both 5/9 averages).

Last Tuesday (Sept. 29), *Roseanne* posted a .9 rating spike with a 6.1/11 combined average, up 17% over her previous 5.2/9 debut-day average. On the subsequent two days (Sept. 30-Oct. 1), the sitcom, produced by Carsey-Werner Productions, leveled off with single-day 5.8/11 and 5.5/10 averages.

On the first-run side, Carsey-Werner, which founded its own distribution company last year, is finding its *You Bet Your Life* has yet to establish a significant pattern of growth. *You Bet Your Life's* 5.3/11 four-day metered market average (NSI, Sept. 28-Oct. 1) was the exact number posted from its outing the previous week. In its season-to-date ratings (NSI, Aug. 31-Oct. 1), the Bill Cosby-hosted game show's 5.6/12 STD average is

holding even with its lead-in programming (5.1/11) and October 1991 time period average (7/12).

Again, for the second week of its off-network rollout, *Designing Women* remained at the center of a lively discussion in the rep and station communities as Columbia Pictures Television Distribution continued to report the cume for the all-barter sitcom—a 5.6 cume rating (NSI, Sept. 28-30) from the double-runs in 23 of its 28 metered markets. Bob Cook, CPTD's senior vice president of marketing, said that not only is the studio selling the national advertising on a cume average for its double runs, many stations are selling their local spot advertising on the cume basis of back-to-back airings or similar HUT level airings in early and late fringe dayparts.

Some station reps, however, are sticking with single-run rating averages (1 p.m.-12 a.m. primary expo-

tures), where *Designing Women* turned in a 3.6/10, down 2 share points from the ratings of its lead-in programming, 4.6/12 combined market average. On that basis, the off-network sitcom is also 3 share points behind October 1991 (4/13) time period levels.

Besides *Roseanne*, Warner Bros. Domestic Television Distribution's *Murphy Brown* is even with the former at a 5.8/10 average last week and a 5.6/10 season-to-date (NSI, Sept.

14-Oct. 1). *Murphy* is just one share behind her lead-in programming (5.6/11) and is even with October 1991 (5/10). Turner Program Services' *Wonder Years* leveled off slightly with a 4.0/8 last week, holding even with its lead-in programming and October 1991 levels. MGM Domestic Television's *In the Heat of the Night* hour drama moved up 13% from its debut week ratings (2.4/7, Sept. 21-25) with a 2.6/8 last week. ■



'Roseanne' off and running

FIN-SYN RULES FACE TOUGH QUESTIONS IN COURT

A three-judge panel of the U.S. Court of Appeals in Chicago, in a hearing on the challenges of the FCC's new financial interest and syndication rules, peppered proponents of the rules with questions, leaving the impression with at least some on hand that the rules may be in jeopardy.

"I would say it went very well from the perspective of the [FCC] dissenters," said Robert Corn-Revere, an aide to one of the dissenters, Commissioner James Quello.

"The consensus was the rules are in trouble. If I had to put money on it, I would expect at least a remand"—a return of the rules to the FCC for a second look.

But Corn-Revere also warned that attempting to divine court decisions from judges' questions is an inexact science.

Declining to repeal the fin-syn rules, an FCC majority of Commissioners Sherrie Marshall, Ervin Duggan and Andrew Barrett adopted a relaxed, but still tough, set of rules that keeps substantial restrictions on the big-three networks' ability to own and syndicate pro-

gramming they air.

The networks challenged the rules as too restrictive; Hollywood, as too liberal. It was up to the FCC to convince the judges the commission had taken the proper middle-of-the-road course and had fully justified it in its rulings.

Circuit Judge Richard Posner was the most active, questioning the logic of the FCC rules and attacking what he believed may be inconsistencies in them. Those questions were aimed mostly at FCC Associate General Counsel Daniel Armstrong and Diane Killory, who represents the Hollywood interests.

Senior Judge Thomas Fairchild, a Lyndon Johnson appointee with a purported liberal bent, raised First Amendment concerns, saying the rules involve expression, not "grain sales," and suggested the FCC may have to meet a higher standard in justifying the rules.

The third member of the panel was Chief Justice William Bauer, a Reagan appointee and a former Illinois state and federal prosecutor.

—HAJ



Democratic Veep nominee Al Gore bashing Bush on cable bill in Morganton, N.C.

S.12 STILL IN BUSH'S COURT

At end of last week, President was trying to line up enough senators to sustain a veto, expected to come very soon

By Randy Sukow

Congress and communications industry lobbyists were watching and waiting late Friday (Oct. 2) for an almost certain presidential veto of S. 12, the cable reregulation bill. Anticipation of a veto had Bush Administration officials and Senate Republican allies readying for a last push to kill the bill.

A Senate override vote is widely anticipated for today (Oct. 5).

A week of White House pressure on the Senate, the most likely body to sustain the veto, culminated with a meeting Friday afternoon in Minority Leader Bob Dole's (R-Kan.) office. James Baker, President Bush's chief of staff, met there with eight of the 24 Republicans who voted against the President and for the S. 12 conference report, which passed the Senate 74-25 in a Sept. 22 vote (BROADCASTING, Sept. 28).

The senator's who reportedly participated in the meeting were: Thad Cochran (Miss.); Alfonse D'Amato (N.Y.); Pete Domenici (N.M.); James Jeffords (Vt.); Nancy Kassebaum (Kan.); Frank Murkowski (Alaska); Alan Simpson (Wyo.); Arlen Specter

(Pa.), and John Warner (Va.).

Congress has failed to override all of nearly three dozen vetoes during the Bush presidency. But there were indications last week that S. 12 could be the first. Baker's message to the defecting Republicans during the Friday meeting was that there was political safety in numbers if they acted together to save the veto. A first Bush veto loss a month before the presidential election could be a damaging blow to the reelection campaign.

Meanwhile, S. 12 cosponsor Albert Gore (D-Tenn.) and Democratic vice presidential nominee, made a campaign stop in Morganton, N.C., to bash President Bush for his opposition to the bill. "President Bush has blocked progress at every turn, every year, stubbornly standing with the cable companies instead of their customers," Gore said at a town meeting (pictured above).

Morganton held symbolic value for Gore. The town was the site of a six-year court battle over revocation of a Tele-Communications Inc. franchise. The TCI system was ousted by public referendum earlier this year and replaced by a municipally owned system (BROADCASTING, March 16). ■

DEBATES

Continued from page 4

particularly on the West Coast.

Two of those nights could be open, however, if the league championships are decided by the fifth game or sooner. The 13th is the sixth game of the National League Championship, and the 15th is game seven of the American League Championship.

NBC, ABC and CNN have all said they will carry the debates, but ABC has a conflict with Monday Night Football (Cincinnati Bengals vs. Pittsburgh Steelers) if the final debate is held as planned on Oct. 19.

The last-minute debate decision also presents a problem for the network news divisions. "It's a logistical challenge for us to get ready for four debates in the span of eight days, with little advance notice as to what their location is," says Bill Wheatley, political director, NBC News.

The formats of the presidential debates have been decided, mixing the Commission on Presidential Debates' recommendation for a single moderator and the Bush campaign's preference for a panel of questioners. The first debate, on Oct. 11, will have a panel of journalists; the second, Oct. 15, will have a single moderator, and the third, Oct. 19, will include both a panel and a moderator.

Perot buys ad time

Ross Perot's foray back into the campaign is bringing with it something not seen in his earlier dalliance: TV ads.

Said to have dozens of campaign ads ready for airplay, the Perot campaign is starting off by purchasing two to three half-hour commercials on the networks.

The pricing runs the gamut. Perot bought a half-hour on CBS at 8 p.m. on Tuesday, Oct. 6, before a playoff game, for \$380,000-\$390,000. That slot usually goes to *Rescue 911*. On ABC on Friday, Oct. 9, Perot is paying \$620,000 for a half-hour at 9:30, replacing *Camp Wilder* and leading into *20/20*. And NBC is offering Perot—who has yet to make a decision—its 10:30 slot on the same night for \$150,000. CNN has also had inquiries from the campaign about time buys, but what Perot will actually spend—and what influence his presence will have on the other candidates' ad spending—remains to be seen.—SDM



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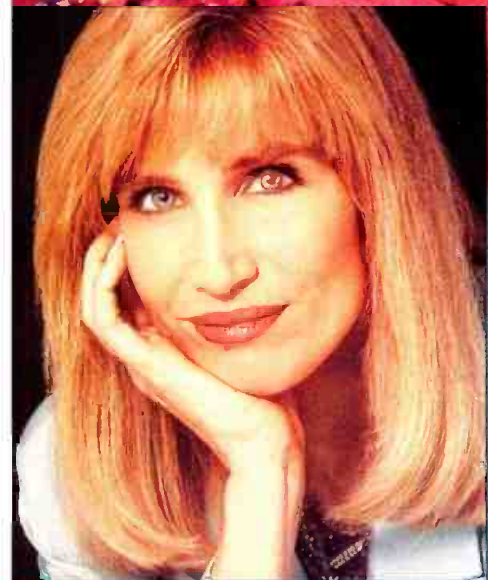
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HDTV

Continued from page 4

the "law of unintended consequences," Burke said he fears the high cost of HDTV equipment and programming over the 15-year transition period adopted last month by the FCC could spell the death of small-market stations.

If small stations go dark, he said, a "significant portion" of the networks' national audience could disappear "perhaps permanently [and] the universal, free over-the-air delivery system as we now know it" could end,

"Now is the time to thoroughly consider the future consequences of changes we undertake today."

Daniel Burke,
President and CEO, Capital
Cities/ABC

making the United States "a nation of urban haves and small-community have-nots."

Echoing Burke's estimate that ABC and its owned stations "could spend well over \$150 million just to stay in the game," Bruce McGorrill, chief executive officer for WCSH-TV Portland, Me., rose from the audience to tell Sikes: "We're going to be forced to spend \$5 million to \$10 million, with little or no opportunity to recoup that investment for a long time. And, say, 15 years from now, we will be back where we started, with one channel in an increasingly multichannel environment, but with an enormous debt load."

More threat than promise?

Yet, by the end of the seven-hour HDTV marathon—encompassed by the theme "Countdown to Consensus" and featuring taped demonstrations of five working HDTV systems—many of the broadcasters described themselves as more encouraged that the transition may indeed allow responses to the "real world" and even allow a wide avenue to digital TV.

"Many today see HDTV as more threat than promise, particularly in the near term" when broadcasters face

significant, initial capital costs, MSTV President Margita White said at day's end. "But broadcasters, judging by what we've heard here today, may already have much of the flexibility we are asking for."

She and others attributed their increased hope to a combination of FCC comments.

Mass Media Bureau Chief Roy Stewart told an afternoon session on implementation, "The commission is not unaware that marketplace forces may dictate a different result, and it has built in review dates to address that."

But Wiley was more blunt, addressing the Media Institute a day earlier: "My advice to broadcasters is 'Get the channel.' If necessary, go back in future years and say 'this [the HDTV implementation timetable and simulcast requirements] is not working out.' I believe the FCC is going to be responsive."

And, though FCC staff remain skeptical on MSTV's claims that HDTV and NTSC assignments can be paired station-for-station, Tom Stanley, chief of the FCC's Office of Technology, said, "Our skepticism isn't based on principles; it's simply that we're not quite sure how you can do it." Added Sikes: "We are committed to working closely with broadcasters to allot the channels in an acceptable manner."

Crack in the multiplexing door?

It was on the subject of flexible use of the advanced TV channel, however, that many attendees left the Update more sanguine.

Although Sikes again rejected the idea of "offering more of the same by packing a channel with multiple NTSC signals," he and FCC policy chief Robert Pepper sent at least an equivocal message on the subject of broadcast multiplexing.

The drive toward digital TV, said Sikes, is not based on "just better pictures and improved sound. One of the primary challenges we face is to choose an advanced standard that...doesn't preclude further innovations. The system will also do much more," including an interactive video revolution.

Such a "flexible digital system...will mean innovative video. For instance, the signal could carry multiple scenes and camera angles or multiple programs. Smart receivers would allow

viewers to decide which to select."

Asked later how "multiple programs" differs from multichannel NTSC, Sikes said there are "political, economic and legal reasons why" the transition must be from one 6 mhz channel to one 6 mhz channel. However, he added, "You won't find any-one more enthusiastic and ambitious about what the broadcasters can do with the 6 mhz channel." He suggested hypothetically that HDTV technology might improve to the point of needing only 3 mhz, leaving half a channel for broadcasters to deliver any additional service they choose—an idea soundly rejected by several

"With a flexible digital system...the signal could carry multiple scenes and camera angles or multiple programs."

Alfred Sikes,
FCC Chairman

HDTV proponents.

But Pepper said the standard adopted next year could give broadcasters flexible control of the ATV channel through "dynamic scalability," a concept "very different from, say, four NTSC channels." For example, he said, after filling the 6 mhz with a single video signal to deliver a prime time movie, a station might simultaneously offer its viewers a choice among a half-hour of news, a half-hour of weather or a half-hour of sports at 11 p.m., rather than running them in sequence.

Given FCC success in adopting a scalable standard, he said, each signal could be assigned a number of digital bits appropriate to the picture complexity and multiplexed through the channel at the same time. Pepper said he believes such a scenario would satisfy simulcasting requirements and would not compromise the integrity of the standard.

"I've concluded that calling it multiplexed NTSC is the problem," said one broadcaster afterward. "The commission is sending a message that, whatever that dynamic scalability allows you to do—including multiplexed program menus—is okay," he said. ■

FCC TO MAKE ROOM FOR SATELLITE DAB

Commission expected to allocate S-band spectrum for new service

By Harry A. Jessell

Despite mounting opposition of the broadcasting industry, the FCC is preparing to take the next step this week toward the establishment of a satellite-delivered digital audio broadcasting service that would compete with AM and FM stations throughout the country.

Up for likely adoption at this Thursday's (Oct. 8) meeting is a staff proposal to allocate 50 mhz of S-band spectrum (2310-2160 ghz) for DAB, terrestrial or satellite. DAB promises audio quality superior to FM.

Although the proposal does not preclude terrestrial DAB, most believe the S-band unsuitable for such a service because of its poor signal propagation. That effectively leaves the

spectrum to satellite DAB players.

Thus far, just one satellite player has stepped forward: Satellite CD Radio. Indeed, representatives of the company have been pressuring the FCC in recent weeks to get the spectrum proceeding underway ("Closed Circuit," Sept. 21).

The start-up company is proposing to launch its own satellite system, from which it will beam 30 channels of music to integrated AM/FM/satellite receivers. As a pay service, Satellite CD would not compete with conventional radio stations for advertising, but it could take away audience.

It is "anathema" to the radio industry, said Jeff Baumann, executive vice president, general counsel, National Association of Broadcasters, vowing to oppose the satellite service.

Broadcasters are currently investigating so-called in-band DAB systems, which would allow each AM and FM station to upgrade to digital within the existing AM and FM bands.

The 2310-2390 ghz band is now used for mobile services, primarily aeronautical telemetry. The FCC staff has proposed allowing current users in the prospective 2310-2360 ghz DAB portion of the band to stay put on a secondary basis or to migrate to the upper 30 mhz portion unaffected by the FCC action. As a secondary occupant, users could be bumped by DAB applicants. ■

For More Late-Breaking News, See "In Brief," Pages 68 and 69

NBC, SARNOFF GROUP PROVIDE FIRST PUBLIC HDTV SIMULCAST

For those who may have been counting it out after laboratory test delays this past summer, the Advanced Television Research Consortium (ATRC) counted itself back into the HDTV standard race in Washington last Wednesday, Sept. 30, when it provided the first public simulcast of live programming over both standard analog and digital HDTV channels. ATRC showed HDTV, NTSC, downconverted HDTV and upconverted NTSC on side-by-side widescreen (16:9) and narrow-screen (4:3) monitors.

In addition to simulcasting NBC-owned WRC-TV's 5 p.m. newscast (NTSC over channel 4 and Advanced Digital HDTV over channel 38), NBC, Sarnoff Research, Philips Laboratories and Thomson Consumer Electronics demonstrated an HDTV-NTSC co-channel interference challenge—delivering both signals over channel 38 at the same 5 kw of power.

The transmission constituted "more evidence that HDTV is going to happen," said Richard Wiley, chairman of the Advisory Committee on Advanced TV Service, joined at the demonstration by FCC Chairman Alfred Sikes.

At sites around Washington, ATRC also used a van to test both the 5 kw AD-HDTV signal (transmitted from a directional antenna mounted 260 feet above the ground, halfway up WRC's tower) and a 5 kw NTSC signal (from a low-power, mobile transmitter), both on

channel 38. A 30-foot antenna height was used at all sites. The consortium claimed it received clear picture and sound from as far away as 70 miles, with its two-tiered modulation scheme successfully defeating co-channel interference.

The AD-HDTV picture and sound broke up briefly during a half-minute co-channel interference demonstration, a glitch the consortium attributed to unexpected power surges that boosted the NTSC power above the HDTV power.

Michael Sherlock, president of NBC operations and technical services, said WRC estimated that just over \$1.5 million would pay for the encoding equipment, transmitter, transmission line and the directional antenna temporarily installed for the test.

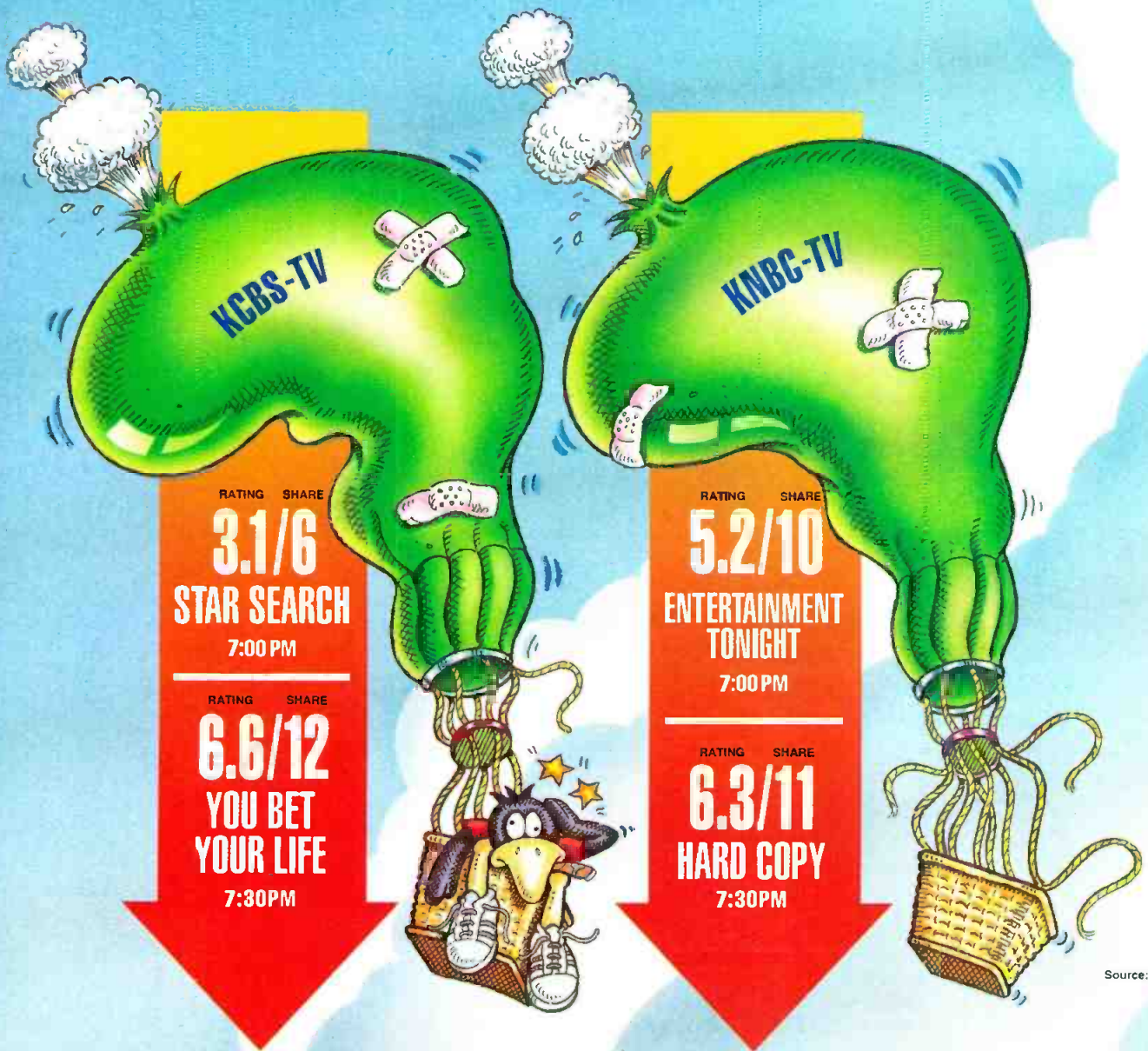
Nat Ostroff, president of Comark (a Thomson subsidiary), disputed earlier industry cost estimates, insisting that the 50 kw IOT transmitter Comark donated to the demonstration would come in under \$500,000. Using about 9 kw DC power, he said, would put power consumption at a single-digit percentage of standard analog UHF transmitter power usage.

Meanwhile, General Instrument has been privately field-testing DigiCipher HDTV in San Diego over a VHF channel squeezed between upper and lower adjacent channels and against a co-channel NTSC signal, said Robert Rast, GI vice president for HDTV business development. —PDL



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Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

EUROPE

ABC DISHES IT OUT

ABC, ESPN and World Television News expanded their broadcast, cable and SMATV potential in Europe Oct. 1, inaugurating part-day, mid-power Ku-band capacity aboard Intelsat K. Switching from PanAmSat to a K bird lease from BrightStar Communications, ABC News becomes the first network programming aboard Intelsat's first dedicated TV bird, which can reach small dishes in more of Europe, Scandinavia and North and South America, where Italy's RAI plans direct TV service on the bird. So far, affiliates receiving *ABC World News Tonight*, *Nightline*, *World News Sunday* and *Good Morning America* are TV2 Denmark, Sky News in the U.K., Canal Plus Spain and Tele 5 Germany. But the K bird's wide footprint has ABC negotiating with broadcasters in the former East Bloc and Commonwealth of Independent States.

LONDON

UNIVERSAL COMPRESSION

Approaches to digital compression may come significantly closer to universality this month, thanks to the Motion Picture Experts Group, Cable Television Laboratories and an elite group of manufacturers. Cable Labs, General Instrument, AT&T, Thomson, Philips and others brought their ideas to a Sept. 28-30 MPEG meeting in Tarrytown, N.Y. As a result, when MPEG meets late this month in London to draft a worldwide computer-telecommunications-TV compression standard (to be adopted next March), it will now be able to incorporate TV industry compression techniques. The ramifications may be huge for cable, which would gain access to high-volume circuit chips built globally to MPEG specs, thereby infusing more computer-TV interoperability into the millions of digital NTSC decoders TCI, Viacom and PBS plan to buy next year.

POOL TROUBLE FOR FOX

One sign that Fox News is having an impact on the market is the fact the four major news organizations—ABC, CBS, NBC and CNN—have made it difficult for the fledgling service to participate in the ongoing network pool arrangements. Paul Amos, executive vice president, Fox News, said Fox's experience is similar to CNN's (where he was at the time) when it was first getting off the ground over a decade ago. Ultimately, CNN took the networks and the White House to court and won. "The networks aren't treating us very seriously," said Amos. "It's been a bit of a problem in coordinating the conventions, debates and the inauguration. But it wasn't unexpected. They're not used to us being here." Amos said Fox was "stiff-armed" at the Democratic convention, where the four networks succeeded in shutting the news service out of pool coverage up until the last day. "Then we brought out our all-star team of lawyers, and they said, 'no problem. It was all a misunderstanding.'" Amos said it was unclear whether Fox would have to take the three networks and CNN to court over the pool issue, but it is clearly an option Fox will exercise if necessary, he said. Network news officials declined comment. —SM

LOS ANGELES

WOLF AT THE DOOR

There's yet another hour series from Dick Wolf waiting in the wings at NBC. The creator and executive producer of *Law & Order* is readying a crime drama set in Miami that will star Yancy Butler, the co-star of last season's *Mann & Machine*, which Wolf also created. The mid-season project is being produced by Wolf and Bob DeLaurentis. Wolf also has *Crime & Punishment* on the shelf at NBC, and there's no word yet on what the title of the Yancy Butler project will be or whether the trend toward ampersands will continue.

TABLE FOR ONE, PLEASE

There is the possibility of pyrotechnics—and, at the least, lively lunch table conversation—at today's scheduled Academy of Television Arts & Sciences luncheon in Los Angeles, which will feature *The Tonight Show* host Jay Leno as the principal speaker. Also in attendance will be Helen Kushnick, the show's former executive producer and Leno's friend, who was dumped by NBC two weeks ago. Leno will be taking questions from the audience.

ALEXANDRIA

PBS PARTNERS

Pending board approvals, word is PBS will announce more than one "Education Satellite" partner this week. PBS has invited all regional and national educational programmers, from CNN and Whittle to Kentucky Public TV, to join it aboard Telstar 401, an AT&T satellite that will offer interactive, Ku-band services to small, rooftop dishes nationally after it is launched in October 1993. Carriers are heating competition for that market. GE Americom signed some EDSAT partners for at least the short term last month, and Hughes Communications is publicizing a similar project.

PITTSBURGH

SALEM BUYS WPIT(AM)

Look for religious broadcaster Salem Communications Corp. (10 AM's, 7 FM's) to acquire WPIT-AM-FM Pittsburgh from Pyramid Broadcasting (5 AM's, 7 FM's) for \$6.5 million. Salem already owns WORD-FM there, which they will sell. Broker Gary Stevens, who handled the WPIT-AM-FM transition, will also handle the sale of WORD-FM.

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Monday Memo

"The biggest concern in responding to a reference request is liability for defamation."

With the large turnover of employees in the broadcasting industry, one of the most troublesome aspects of employment relations is responding to a reference request for a former employe who was terminated or asked to resign.

Many station managers, news directors and production managers have become intimidated into silence by fear of a lawsuit from a former employe. The resulting "name, rank and serial number" reference is a disservice to both the prospective employer and the broadcasting industry.

On the other hand, some employers believe expansive reference conversations held "off the record" are the best way to handle a sensitive request.

Both approaches are probably inappropriate. Television and radio stations should have a formal

system for handling reference requests that promotes full disclosure of information, and managers should inform supervisors and others about the ramifications of discussing former employes outside the established system.

The biggest concern in responding to a reference request is liability for defamation—libel (based on written statements) or slander (based on oral statements). Reduced to its essence, defamation can occur under the following circumstances:

- A false statement is made, either negligently or knowingly.

- The false statement is made to a third person.

- The statement is disparaging because it lowers the person's reputation in the community or deters others from dealing with the person.

Broadcasters can minimize liability for defamation in connection with reference requests in a number of ways. Perhaps the best and safest approach is to insist that a prospective employer furnish a written and signed authorization from the ex-employe, allowing

the former employer to provide a reference. This release will protect the former employer from liability.

After reviewing the authorization, you would send appropriate information about the former employe.

Although there may be an administrative burden associated with obtaining these authorizations, the process can be simplified. Your station should have on file a standard form to give to everyone you interview. The applicant can sign the forms, made out to each of several employers, at the same time he or she fills out the application itself.

If an applicant refuses to sign an authorization, that is plainly a clue that there may have been past performance difficulties.

Apart from the authorization, stations should adopt additional steps to minimize liability:

- Insist that all requests for references be submitted in writing.

- Designate one individual who will respond to all reference inquiries.

- Maintain in each former employe's file a final evaluation or similar document that contains verified, factual information on the employe's performance, which will serve as the basis for a reference request response.

- Insure that statements regarding former employes are true and specific; avoid generalities or conclusory statements (for example, "fired for stealing") in favor of established facts ("terminated for unauthorized possession of company supplies").

- Never assume that conversations about former employes are "off the record," or that conversations away from work or after hours are different from those at the office.

The bottom line is that employers should do all they can to facilitate the exchange of meaningful information while at the same time protecting themselves against potential liability. It's in the station's best interest. ■



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BRIGHT STAR

SIMPLY THE BEST CONNECTIONS

Television

'MURPHY' HELPS CBS TO FIRST-WEEK WIN

ABC takes second, NBC third and Fox fourth; CBS tags Saturday night 'failure'

By Steve Coe

CBS, picking up where it left off last season, handily won the first week of the new season, thanks in large part to the hefty 29.3 rating/41 share for the season premiere of *Murphy Brown* and a strong showing for its new Friday night schedule. The news was not entirely upbeat for the network, however, as Peter Tortorici, executive vice president, CBS Entertainment, called the network's Saturday night lineup "an across-the-board failure" at a press briefing in New York on Tuesday. He acknowledged the network would overhaul the night following the World Series in October.

CBS averaged a 13.1/22 for the week of Sept. 21-27, followed by ABC's 11.9/20. NBC was third in household numbers with an 11.4/19 average, and Fox was fourth with a 7.6/13. Overall, the four networks were down compared with premiere week last season. Individually, CBS was down 10%; NBC dropped off 8%, and Fox lost 3% from last year's opening week. Only ABC, which saw an increase of 8%, was on the rise. In demographic numbers for the week, the importance of which varies depending on the network you speak to, ABC was number one among adults 18-49 with a 7.6 rating, followed by NBC with a 7.5. CBS was third, despite its first-place finish among households, with a 6.9, and Fox was fourth with a 5.4.

CBS won Monday and Sunday nights, while placing second on Tuesday and Friday nights. ABC won Tuesday and Friday nights, while NBC won Wednesday, Thursday and Saturday nights.

Warren Littlefield, president, NBC



'Murphy Brown' season premiere earned prominent spot in CBS album as family values translated into ratings value.

Entertainment, said he was "totally satisfied" with the network's first week of the season. NBC, since being overtaken by CBS as the top-ranked network, has focused its efforts on improving its demographics, namely trying to bring in more younger viewers. "We knew we would be taking two steps forward demographically while taking one step back in household numbers," said Littlefield.

What CBS will use to fill the Saturday night schedule in October is yet to be determined, but the network has several series on ready, including two hour shows: *Bodies of Evidence*, starring Lee Horsley, and *Dr. Quinn, Medicine Woman*, starring Jane Seymour. The network also has available *Good Advice*, a half-hour comedy, starring Shelly Long.

Not surprisingly, Monday night was the most-watched night of the week for the big three networks. CBS averaged a 21.6/33, winning every hour but 10-11 p.m. The *Murphy Brown* numbers were the high-point on the CBS schedule, which also saw *Evening Shade* score a 16.8/26, *Hearts*

Afire average a 19.3/29 and a special hour premiere of *Love and War* pull in a 17.4/28 in the 10-11 slot. ABC was hurt by the 7.4/12 garnered by *The Young Indiana Jones Chronicles* but rebounded with a 16.2/27 with *Monday Night Football*, which won the 10-11 hour. NBC got a strong start, with its 8-9 comedies of *Fresh Prince* and *Blossom* scoring a 14.1/22 and 13.1/20, respectively, and its Monday movie averaging a 13.3/20. ABC finished with a 14.0/23, and NBC was third with a 13.420.

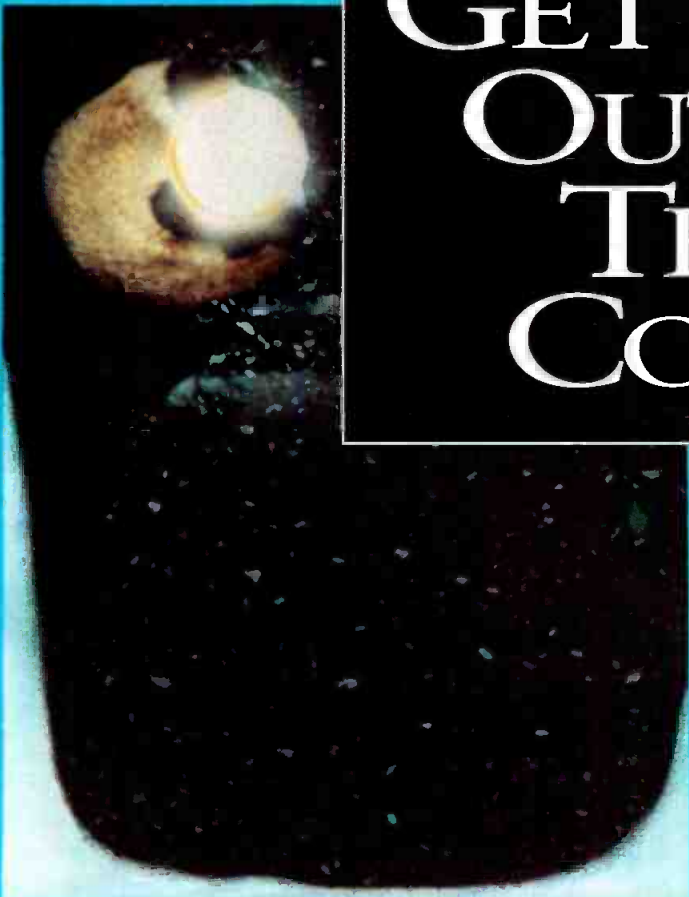
ABC should have little concern Tuesday night as long as *Roseanne* remains in the 9-9:30 anchor slot. The network outpaced second-place CBS by two rating points on the way to a 16.5/26 average for the night. The only hole in the night for ABC appears to be *Going to Extremes*, which came in second for the 10-11 hour behind the second hour of the CBS movie. NBC finished well out of the race with an 11.0/18 average from a two-hour *Quantum Leap* and *Dateline NBC*.

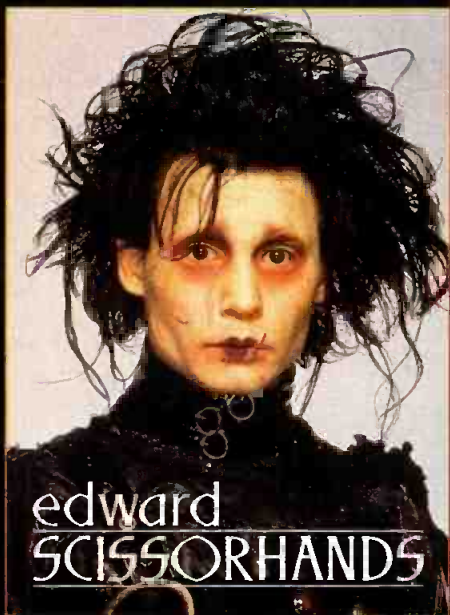
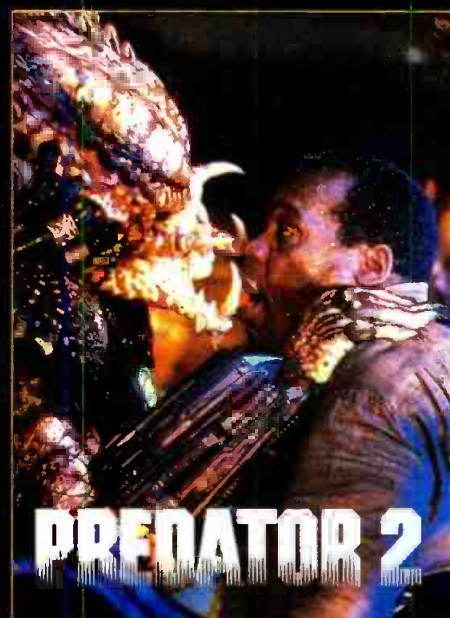
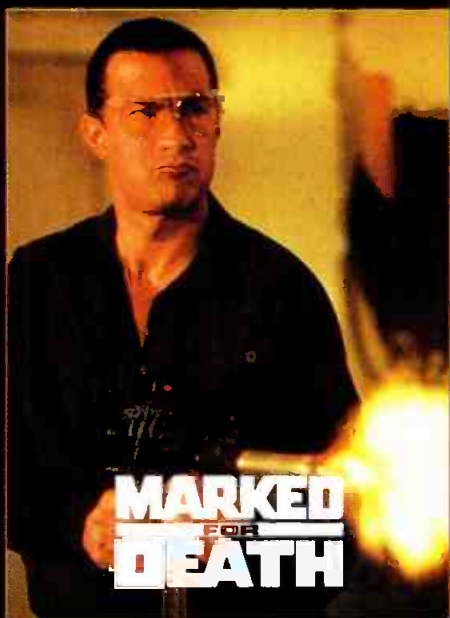
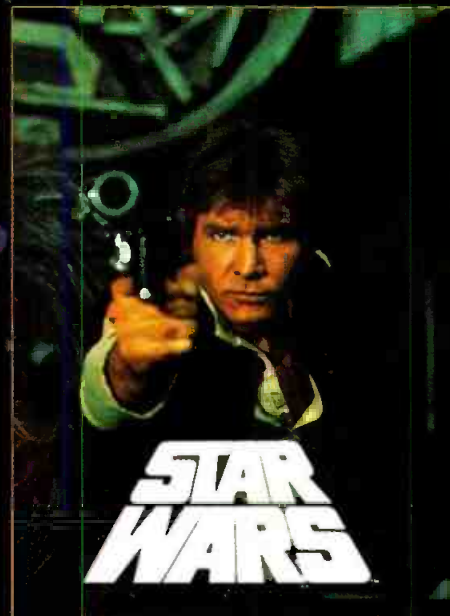
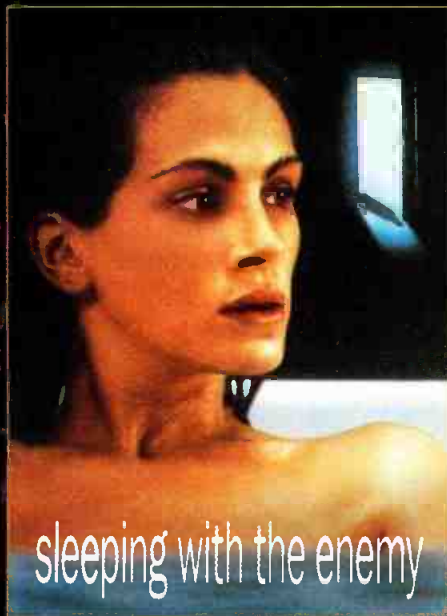
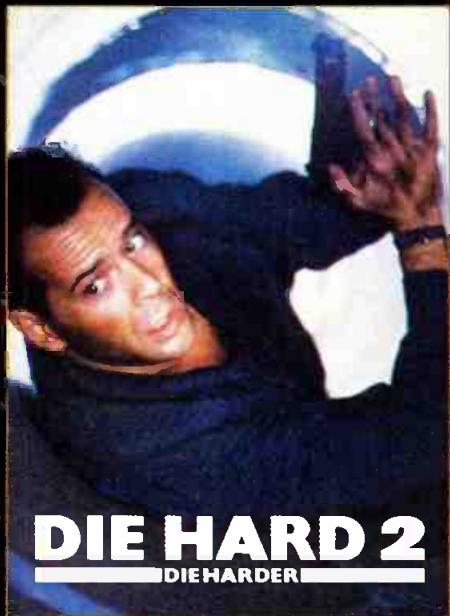
Wednesday looks to be up for grabs among the big three networks, with only two-tenths of a rating point separating first-place NBC and second-place ABC. Each of the networks won one hour of the night, with NBC taking 8-9 with *Unsolved Mysteries* (15.1/25), ABC winning from 9-10 thanks to *Home Improvement* (18.7/29) and *Coach* (16.4/26), and CBS taking the 10-11 hour paced by *48 Hours* (13.2/24). CBS may be looking to make a change in the 8-9 hour as *The Hat Squad* was hung on the rack, coming in fourth place with an 8.3/14 average.

NBC still dominates Thursday night. NBC averaged a 13.3/22 for the night and saw the premiere of *Rhythm & Blues* pull in a 12.1/20, picking up



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a rating point from its *A Different World* lead-in. Fox's *Simpsons* won the 8-8:30 time period, and ABC won the 10-11 time period with *Primetime Live*. NBC won 8:30-10 with *Rhythm & Blues*, *Cheers* and *Wings*.

While CBS has emerged to battle ABC for dominance on Friday night, NBC continues to struggle on the night. CBS finished four-tenths of a rating point behind ABC, winning an hour-and-a-half of the night with *Golden Palace* at 8, *Designing Women* at 9 and *Bob* at 9:30. In addition, CBS's *Picket Fences* averaged a 10.9/20 at 10-11. ABC managed the

win by finishing strong, with *20/20* averaging a 14.9/28 in the final hour. NBC averaged only a 7.2/13 on the night, with the reality duo of *Final Appeal* and *What Happened?* scoring a 6.7/13 and 8.0/15, respectively. The latest from Aaron Spelling, *The Round Table*, was third with a 7.2/13.

Saturday continues to be controlled by NBC, which won the night with a 10.6/20. However, none of the big three networks is starting strong, as Fox captured the 8-9 hour with the hour version of *Cops*. While CBS has announced revamping plans for the night, ABC may follow suit, with the

three-drama lineup of *Covington Cross*, *Crossroads* and *The Commish* posting a 7.3/14, 6.1/11 and 10.6/21.

CBS once again won Sunday, thanks to *60 Minutes* and *Murder, She Wrote*. The network won the night by 4.7 rating points over second-place NBC, which got a strong performance from *King Ralph*. The movie averaged a 14.8/23 and finished a close second to CBS's movie, *House of Secrets and Lies*. Fox saw dismal performances from two of its premieres, with *The Ben Stiller Show* at 7:30-8 p.m. scoring a 4.3/8 and *Whoops!* pulling in a 5.0/9 at 10:30-11. ■

NBC CANS 'SANTA BARBARA,' GIVES BACK TIME

Affiliates will get half-hour from network, NBC puts Rohrbeck in charge of daytime

By Steve Coe

NBC made the move speculated about for the past year when it announced last week the cancellation of the multi-award winning but low-rated daytime soap *Santa Barbara*. In addition, the network has turned over a half-hour of time to its affiliates and turned over responsibility for the daypart to John Rohrbeck, president, NBC-TV Stations, in an attempt to improve support among affiliates for the network's daytime programming.

Santa Barbara wasn't the only casualty last week; the network also canceled *Dr. Dean*, with both series scheduled to end their NBC runs on Jan. 15, 1993. The network intends to feed four hours of daytime programming to affiliates, with two hours made up of the soaps *Another World* and *Days of Our Lives*, and the other two hours made up of the half-hour Faith Daniels talk show and an hour and a half of game shows.

The 90-minute block of game shows will be made up of possibly three shows. One option is to produce a new, hour version of *Classic Concentration* and pair it with one of several projects in development. Currently being looked at are a return of *Scrabble*, which the network dumped to make room for *Generations* several years ago, *Scategories*, or *Swap Meet*, the latter described as similar to *The Price Is Right*.

By the summer of 1993, however, the network expects the four-hour daytime feed to consist of the two soaps,

an hour of game shows and an hour of talk. The talk hour is expected to consist of either a retooled hour version of Faith Daniels's *A Closer Look* or an hour-long show featuring NBC News legal correspondent Star Jones.

As part of the restructuring, NBC has formed the Affiliate Daytime Committee, to be chaired by Lon Lee, general manager, KHQ-TV Spokane, Wash.

The group will work closely with the network in scheduling and advertising and promotion activities with regard to daytime programming. Warren Littlefield, president, NBC Entertainment, said the changes have come about as a result of necessity. "We've had a problem in the daypart for the past 15 years, and I've spent the last

two years trying to analyze those problems. We're not a traditional network in these dayparts as we are in late night or prime time. Only 14% of our affiliates carry our daytime schedule as we feed it. We can't think like a network," he said, "we have to put on the glasses of the local stations and get a better idea of what they're seeing."

The half-hour being returned to stations was a concession to affiliates that the advisory committee suggested. "It's something they said they needed," said Littlefield, who also stressed that the stations "would rather be in bed with us rather than syndicators. That's because once those syndicated shows become popular the price starts going up." ■

VIACOM ENTERTAINMENT TAPS MTV'S BEECE

Viacom Entertainment Group named Deborah Beece to the newly created position of president, television programming and production, as first speculated in BROADCASTING (Aug. 24). Beece, who moves over from Viacom-owned MTV Networks, where she was senior vice president of programming since 1989, will now oversee program development and production of Viacom's network, cable and first-run syndication divisions.

The promotion of Beece follows Viacom Entertainment Group Chairman Neil Braun's dismissal of Michael Gerber, Viacom's former president of first-run international distribution and acquisitions, and the layoff of several sales staffers in August. And last week, Braun confirmed that up to seven production staffers have received pink slips at Viacom Productions, the network production division, which still employs over 30 full-time staffers.

Braun defended the latest round of cost-cutting and consolidation efforts by saying that "production companies don't want to be in the business of increasing the amount of deficit financing on [network] series to justify maintaining a higher level of staffing." ■
—MF

FOX EXPANDS NEWS SOURCES

By Steve McClellan

Fox News has signed close to 160 non-Fox TV stations around the country to supply news footage to the fledgling news service. In addition, 34 Fox owned or affiliated stations also supply footage, bringing the total number of outlets supplying Fox with news to almost 200 stations.

That's according to Paul Amos, executive vice president, Fox News, who provided BROADCASTING with a post-RTNDA convention debriefing.

According to Fox affiliate news directors attending meetings with Fox at the show, Fox announced 15 or 20 larger-market non-Fox stations that have signed deals to provide news.

The deals vary from market to market. In some cases, Fox will pay cash for the material, as in the case of a deal signed recently with ABC affiliate WCVB-TV Boston, said Amos. In other arrangements, such as one with CBS affiliate WAGA-TV Atlanta, the deal involves an exchange of material.

In a handful of other markets, where stations refuse to deal, Fox has hired stringers to keep its news service covered, such as in Minneapolis. In most of those markets, said Amos, including KITN-TV Minneapolis, the Fox affiliates have plans to start up news departments and newscasts.

As the Minneapolis case demonstrates, striking deals with competing stations for news footage hasn't always been easy. But Amos said one factor in Fox's favor is the depressed economy. "Station managers are looking at them as profit centers," he said. "The news departments are being called on to generate as much money as possible, and therefore they are willing to sell to us."

The news service also told its affiliates it will offer several new feeds later this month, including overnight and early morning feeds, designed for early morning local newscasts, as well as a West Coast feed (tentatively set for 9 p.m. PT) to service the dozen or so West Coast affiliates with 10 p.m. newscasts. With the added feeds, Fox will be doing about 8½ hours of daily feeds, up two hours from the current 6½ hours of feeds Amos said. ■

DESALES STREET



I've spent much of the afternoon trying to establish a connection between the bullhounding pickets outside the Mayflower Hotel, across DeSales Street, and the protection of journalists under the First Amendment. Only a First Amendment right to free speech could justify strikers' disturbing the peace (and the mental processes) with repetitive—and amplified—mantras all day long ("Wake up. Pack up. Check out. Wake up. Pack up. Check out. Wake...").

It being that kind of day, I've also spent some time ruminating about Ross Perot, and how we need him back in the presidential race like a cow needs a crutch. But again I ran into the

democratic (small d) dilemma: Perot has every right to muck up the process in as many ways as he can legally think up, and the genius of our system is a belief that, even if he does, history will be better for it.

And that, in a roundabout way, made me think of the new fall season, which has more salacious muck and mire than any in memory. Along with so much violence that, were it extended to the population at large, America would be wiped out in a decade. Here, too, we habitually invoke the First Amendment. No government can tell us what to program, nor impede the creative id. Don't think about television dehumanizing human emotions or trivializing the real world through so-called reality or tabloid TV.

It's probably the volume that's killing us. So many channels to fill day and night, if not around the clock. So many more compressed channels awaiting deliverance by our technology-driven media. So little to say, so much time to say it in.

Aren't we lucky I'm not in charge. There'd be no need for 150 TV channels; a half-dozen or so would just about suffice. Give me *Murphy Brown*, *Law and Order*, *Civil Wars* and CNN/C-SPAN and I could just about get by. Sleaze, however captivating, would languish unattended. Garth Brooks and that hat could go back to Nashville, or wherever they come from. You'd have seen your last made-for-TV movie about rape and pillage.

That's why we opt for pluralism. Why we discourage the FCC from exercising its program judgments over the television system. Why we widen the marketplace to fit in as many slivers of program choice as can keep their heads above water. Why we suffer fools in the middle of the night (no, not you, Jay).

The irony of it all is that there's probably as much good television now (amid the bad) as there was in the "golden age" of *Playhouse 90*. It's just spread around more, and shows up in a heightened professionalism across the board—even among the lesser efforts. *2000 Malibu Road* has no redeeming social purpose, but it's slick and, like a trashy novel, hard to put down (I can't stand the wicked sister, but the reformed whore is a knockout).

Happily, the best rises to the top in television, held aloft by a public that, over time, exhibits unerringly good taste. Lincoln had it right: "You may fool all the people some of the time; you can even fool some of the people all the time, but you can't fool all of the people all the time."

So bring on Perot. And Arsenio Hall. Television has made discernment a national art form.

Tom West



A DIFFERENT KIND OF WASHINGTON SUMMIT

Two weeks before Election Day, thirty-one industry and government leaders will have their say about the future of the telecommunications industry.

They will gather at the Omni Shoreham Hotel for INTERFACE VI, a joint presentation by Broadcasting Magazine and the Federal Communications Bar Association (FCBA).

In addition, several hundred others, deeply concerned about mass media regulation and policy, and the financial and economic well-being of the broadcasting and cable industries, will be on hand to listen to, analyze and question the speakers and panelists on the issues explored during this critical, one-day seminar.

We invite you to join us at this important event.

INTERFACE VI: A Blueprint for the Future

Broadcasting/Cable
INTERFACE VI: A Blueprint for the Future
October 21, 1992
Omni Shoreham Hotel, Washington, D.C.

- 8:00-8:45 a.m. Informal breakfast
- 8:45-8:50 a.m. *Welcome:* FCBA President Bob Beizer, Sidley & Austin
- 8:50-9:00 a.m. *Introduction and Overview:* Don West and David Persson, *Broadcasting*, and Clark Wadlow and Dick Wiley, FCBA Conference Co-Chairs.
- 9:00-9:30 a.m. *Keynote Speaker:* Frank Biondi, Viacom
- 9:30-10:15 a.m. *Congressional Staff Panel:*
- David Leach, House Committee on Energy and Commerce
 - Antoinette Cook, Senate Committee on Commerce, Science and Transportation
 - Gina Keeney, Senate Committee on Commerce, Science and Transportation
- 10:15-10:30 a.m. Break
- 10:30-11:30 a.m. *Industry Leaders Panel*
- Jim Dowdle, Tribune Company
 - Brian Roberts, Comcast
 - Jay Kriegel, CBS
 - Horace Wilkins, Southwestern Bell
 - Leslie Moonves, Lorimar Television
- 11:30-12:30 p.m. *Industry Economic Forecast Panel*
- Douglas McCorkindale, Gannett
 - John Tinker, Furman Selz
 - Steve Rattner, Lazard Freres
 - John Reidy, Smith Barney
- 12:30-2:00 p.m. *Luncheon Speaker:* Alfred Sikes, FCC Chairman
- 2:00-3:00 p.m. *FCC Commissioners Panel*
- Andrew Barrett
 - Ervin Duggan
 - Sherrie Marshall
 - Jim Quello
- 3:00-3:30 p.m. *Debate:*
- Eddie Fritts, NAB vs
 - Jim Mooney, NCTA
- 3:30-3:45 p.m. Break
- 3:45-4:45 p.m. *Media Delivery Futurists Panel*
- John Abel, NAB
 - Wendell Bailey, NCTA
 - Irwin Dorros, Bellcore
 - Stan Hubbard, Hubbard Broadcasting
 - Robert Schmidt, Wireless Cable Assoc.
- 4:45-5:00 p.m. *Closing Speaker:* Greg Chapados Administrator of NTIA, Department of Commerce
- 7:00 p.m. Hall of Fame Awards Dinner

*Speakers, panelists and times are subject to change.

A night to remember, too!

Interface VI is just the beginning of a very special day. Immediately following the seminar, Broadcasting Magazine will present its Second Annual Hall of Fame Awards Dinner at the Omni Shoreham Hotel. Proceeds to benefit the International Radio and Television Foundation.

This year, 20 new inductees will be honored by their colleagues. It's a glorious, memorable evening you will not want to miss.

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Broadcasting 

SEARCH UNDER WAY TO REPLACE NATPE'S CORVO

Will serve as consultant until 1995; group says arrangement part of original contract

By Mike Freeman

NATPE International announced last week it is forming a search committee to find a replacement for President and Chief Operating Officer Phil Corvo, who will move into a consultancy position until his retirement in 1995.

Over the last year, Corvo has been suffering from a respiratory ailment, but he insisted that had "nothing to do with this" and that he is "feeling fit" enough to serve in an active consulting role during the leadership transition.

"When I sat down with the [NATPE] executive committee about two years ago, we came to a pre-determined understanding where I would be able to systematically reduce my role within the association, in anticipation of my eventual retirement," said Corvo, who will work full time with the yet-to-be-selected president on strategic planning for the 1994 convention, set for Miami. After that, Corvo says he hopes to move into a part-time consultancy role to assist association planning for the 1995 conference in Las Vegas.

From the time Corvo joined NATPE as executive director in 1982 (he became president and COO in 1988), he has been credited with transforming NATPE from largely a domestic association to an international television programming organization. Corvo is additionally cited with suc-

cessfully courting the cable programming community: NATPE's membership rolls have grown by 43%, going from 1,400 members in 1982 to over 2,000 dues-paying TV programmers worldwide during his 10-year tenure.

One of his crowning achievements will occur at the NATPE programming conference in San Francisco (Jan. 24-28, 1993), with the Association of Independent Television Stations (INTV) integrating its membership meetings, FCC strategy sessions and panel sessions into the first two days of the convention at the Moscone Center.

Over the last dozen years, syndicators and station executives had grown increasingly disenchanted with INTV's scheduling of its post-New Year's independent TV conference less than two weeks before the NATPE convention. Recognizing the

groundswell of support for a merged conference, then-incoming NATPE Chairman Pat Patton, who is program director of KMBC-TV Kansas City, served as Corvo's point man in negotiating a resolution with INTV President James Hedlund after the 1992 NATPE conference in New Orleans.

Chairing the search committee for a new president will be Lewis Klein, president of Gateway Communications, who is also president of the NATPE Educational Foundation.

Corvo said the executive search will go beyond the borders of broadcasting to include experienced top-level programmers from the cable TV business. Interested candidates are being asked to write (in confidence) to Lewis Klein, NATPE International, 2425 W. Olympic Blvd., Suite 550E, Santa Monica, Calif. 90404. ■

SYNDICATION UPDATE

WCBS-TV SLOTS WHITNEY

Warner Bros. Domestic Television Distribution's *NightTalk with Jane Whitney* received a major vote of confidence last week, signing WCBS-TV New York to clear the hour-long talk show in the nation's top market beginning today for the 9-10 a.m. time slot being vacated by Columbia Pictures Television's recently canceled *Cristina*.

SYNDICATION STRIPE FOR NALLE

In a major restructuring of MCA TV's syndication activities, Ned Nalle, executive vice president of Universal Television, will oversee first-run development within the syndication division as well as with the Universal TV network division. MCA TV's first-run development was previously handled by syndication President Shelly Schwab, who will concentrate on the marketing and sales of first-run and off-network programming.

GROUP W GRABS SLOT

Group W Productions was quick to seize on the opportunity afforded by NBC's decision last week to cancel

daytime soap opera *Santa Barbara* (see story, page 26), signing NBC affiliate WGRZ-TV Buffalo to carry its new Vicki Lawrence talk strip. A spokesman for Group W estimated that 38% of *Vicki!*'s 142 clearances are on NBC affiliates that dropped *Santa Barbara* to carry the show, which launched Aug. 31. Since its debut, *Vicki!* has been averaging a 2.3/10 season-to-date rating (NSI, Aug. 31-Sept. 23) in the metered markets, a share point ahead of its October 1991 average (2/9).

'JOURNAL' TAKERS

Confirming a previous report in *BROADCASTING* (Sept. 28), King World Productions has officially identified half of the reported dozen markets where it has sold fall 1993 strip *American Journal*, a spinoff companion piece to its *Inside Edition* news magazine. Nancy Glass, who has served as senior correspondent for *Inside Edition* since 1990, is slated to host *American Journal*. The markets identified are KCAL(TV) Los Angeles; KHOU-TV Houston ("Closed Circuit," Sept. 28); WFAA-TV Dallas; KXTV-TV Sacramento; WVEC-TV Norfolk and WPRI-TV Providence.

OFFICIAL THANKS

In a postscript to last week's coverage of the Fifth Estate's Hurricane Hugo relief efforts, a ceremony celebrating the food drive spearheaded by CBS O&O WCAU-TV Philadelphia attracted the governor of Delaware, lieutenant governor of Pennsylvania and New Jersey's director of emergency management. All were in attendance to acknowledge the drive's success and the efforts of Delaware Valley viewers. The station (with the help of 1,500 volunteers) collected 15 truckloads of supplies and over \$300,000 in cash.

Broadcasting's Ratings Week Sep 21-27

	ABC	CBS	NBC	FOX
MONDAY	13.6/21	21.6/33	13.4/20	NO PROGRAMING
8:00	76. Young Indiana Jones Chronicles 7.4/12	10. Evening Shade 16.8/26	23. Fresh Prince 14.1/22	
8:30		5. Hearts Afire 19.3/29	27. Blossom 13.1/20	
9:00				
9:30	14. NFL Monday Night Football—New York Giants vs Chicago Bears 16.2/27	1. Murphy Brown 29.3/41	25. NBC Monday Night Movies—Miss America: Behind the Crown 13.3/20	
10:00		7. Love and War* 17.4/28		
10:30				
TUESDAY	16.5/26	14.5/23	11.0/18	NO PROGRAMING
8:00	12. Full House 16.6/27	22. Rescue: 911 14.2/23		
8:30	17. Hangin w/Mr. C*15.2/24		52. Quantum Leap 10.8/17	
9:00	2. Roseanne 23.9/36			
9:30	3. Coach 20.0/30	21. CBS Tuesday Movie—With a Vengeance 14.7/23		
10:00	39. Going to Extremes 11.7/20		41. Dateline NBC 11.5/20	
10:30				
WEDNESDAY	12.6/21	10.8/18	12.8/22	7.5/12
8:00	46. Wonder Years 11.0/19	71. Hat Squad 8.3/14	18. Unsolved Mysteries 15.1/25	48. Beverly Hills 90210 10.9/18
8:30	52. Doogie Howser 10.8/17			
9:00	6. Home Improvmt 18.7/29	46. Haunted Lives 11.0/17	30. Seinfeld 12.6/20	96. Rock the Vote 4.0/6
9:30	13. Coach 16.4/26		35. Mad About You* 12.0/19	
10:00	66. Civil Wars 9.2/17	26. 48 Hours 13.2/24	44. Law and Order 11.1/20	
10:30				
THURSDAY	10.8/18	9.4/15	13.3/23	8.7/15
8:00	64. Delta 9.5/16	52. Top Cops 10.8/18	44. A Diffmt World 11.1/19	24. Simpsons 13.5/23
8:30	73. Room For Two 8.1/13		33. Rhythm and Blu* 12.1/20	55. Martin 10.6/18
9:00	71. Homefront 8.3/13	48. Street Stories 10.9/17	4. Cheers 19.6/32	93. The Heights 5.4/9
9:30			10. Wings 16.8/27	
10:00	16. Primetime Live 15.3/27	85. Middle Ages 6.4/11	61. Comedy Store 20th Anniversary 10.0/18	
10:30				
FRIDAY	12.1/23	11.7/22	7.2/13	5.5/10
8:00	40. Family Matters 11.6/22	37. Golden Palace 11.9/23	83. Final Appeal 6.7/13	90. America's Most Wanted 5.9/11
8:30	38. Step By Step 11.8/22	48. Major Dad 10.9/20	74. What Happened?*8.0/15	
9:00	59. Dinosaurs 10.1/19	28. Designing Wmn 12.9/24	79. The Round Table 7.2/13	86. Sightings 6.2/11
9:30	66. Camp Wilder 9.2/17	31. Bob 12.5/23		97. Likely Suspects 3.8/7
10:00	19. 20/20 14.9/28	48. Picket Fences 10.9/20	81. I'll Fly Away 7.0/13	
10:30				
SATURDAY	8.0/15	6.5/12	10.6/20	8.2/15
8:00	78. Covington Cross 7.3/14	87. Frannie's Turn 6.1/12	76. Here and Now 7.4/15	68. Cops 8.9/17
8:30		84. Brooklyn Bridge 6.5/12	70. Out All Night 8.4/16	57. Cops 2 10.3/20
9:00	87. Crossroads 6.1/11	79. Raven 7.2/13	28. Empty Nest 12.9/24	75. Code 3 7.7/14
9:30			31. Nurses 12.5/23	92. The Edge 5.7/11
10:00	55. The Commish 10.6/21	89. Angel Street 6.0/11	43. Sisters 11.2/22	
10:30				
SUNDAY	10.1/16	16.2/27	11.5/19	7.8/13
7:00	68. Life Goes On 8.9/16	8. 60 Minutes 16.9/31	82. Secret Service 6.9/13	98. Parker Lewis 3.7/7
7:30				95. Ben Stiller Show*4.3/8
8:00	42. Am Fun Home Vid 11.4/19	8. Murder, She Wrote 16.9/27	63. I Witness Video 9.6/15	35. In Living Color 12.0/19
8:30	59. Am Fun People 10.1/16			62. Roc 9.8/15
9:00				33. Married w/Childn 12.1/18
9:30	57. ABC Sunday Night Movie—Obsessed 10.3/16	15. CBS Sunday Movie—A House of Secrets and Lies 15.5/25	20. NBC Sunday Night Movie—King Ralph 14.8/23	65. Herman's Head 9.4/14
10:00				90. Flying Blind 5.9/10
10:30				94. Woops!* 5.0/9
WEEK'S AVGS	11.9/20	13.1/22	11.4/19	7.6/13
SSN. TO DATE	11.9/20	13.1/22	11.4/19	7.6/13

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Cable

VH-1 LOOKS FOR SYNDICATION HIT

'Top 21 Countdown' will be offered on barter basis, could lead to other music projects

By Rich Brown

Music video network VH-1 will test the international and domestic syndication waters early next year with *Top 21 Countdown*, a barter version of its weekly show that will air within a week of its network window. In a unique arrangement set up by syndication partners One World Entertainment, All American Television and LBS International, the show is being pitched to advertisers based on the combined ratings of its VH-1 and syndication audiences.

If all goes according to plan, the agreement is likely to lead to the launch of more VH-1 projects into syndication. VH-1's Harriet Seitler, senior vice president of new business development, says the network has



ideas and pilots for shows with syndication potential and anticipates at least one other project will launch in syndication within the next year.

"What's interesting to us is we'll have a chance to see how VH-1 does internationally as well as in domestic syndication," says Seitler, emphasizing the network's interest in exploring the overseas possibilities for VH-1 programming. "It's a good way for us to put our toe in the water."

In addition to VH-1 programming, a

number of shows currently on the shelf at MTV Networks are under review for syndication in the 1993-94 season, says Rick Levy, senior vice president, One World Entertainment, the recently formed barter sales group for MTV Networks.

Levy says the goal in syndicating the shows is to "enhance" and not replace the MTV Networks. While VH-1 on its own reaches about 44 million households nationally, the network can expand into the total broadcast universe of 92.1 million homes through syndication. The number of households reached by the company's other networks, MTV, Nickelodeon and Nick at Nite, are, respectively, more than 55, 58 and 56 million.

Levy says *Top 21 Countdown* is being positioned as "the countdown show of the 1990's," following the example set by the success of earlier countdown shows such as *Hit Parade*, *Solid Gold* and *America's Top 10*. The Casey Kasem-hosted *Top 10* was syndicated for more than a decade by All American, which will be putting its expertise to work in lining up stations for *Top 21 Countdown*. Levy says advertisers have not yet been approached about the syndicated version of VH-1's *Top 21 Countdown*, but he does plan to target those same sponsors that have already supported the show in trying to reach the 25-49 demo attracted to the cable network.

VH-1's *Top 21 Countdown*, which launched in fall 1989, features the top 20 music videos of the week plus one special pick and is hosted each week by a guest celebrity. An enhanced version of the show will be offered on a bartered basis as 52 one-hour episodes specially edited and produced for distribution. Included will be 39 regular weekly shows and 13 special editions, such as *Top 21 Comedy Countdown* and *Top 21 Valentine Countdown*. ■



Showtime has scheduled an Oct. 16 debut for 'Hurricane Relief,' an edited version of the benefit concert, taped on Sept. 26 at Miami's Joe Robbie Stadium, for victims of Hurricanes Andrew and Iniki. All showings of the comedy and music concert, co-hosted by Whoopi Goldberg, Gloria and Emilio Estefan and Andy Garcia, will feature a toll-free Red Cross number. The toll-free number will also be featured during promotional spots and in a half-hour news special to be produced for VH-1. Above, Gloria Estefan and singer/songwriter Paul Simon.

BBC FINDS TRANSATLANTIC PARTNER IN CBC

Deal gives Canadian network rights to hourly international news, business, and weather reports; move seen paving way for teaming by World Service with U.S. distributor

By Rich Brown

BBC World Service Television, which is actively targeting cable programmers and others in search of a distribution partner in the U.S., moved a step closer to its goal of worldwide distribution by striking a deal last week with the Canadian Broadcasting Corp.

The new alliance between the British Broadcasting Corp. and the CBC is expected to bode well for the BBC's efforts to find a partner in the United States, says Jonathan Crane, head of BBC, New York, particularly because the arrangement brings the service across the Atlantic for the first time and covers the transponder costs associated with transporting the signal to the continent.

Crane points out that last week's CBC deal technically accomplishes the BBC's stated goal of becoming available on every continent by the end of 1993, but adds that an outlet in the United States is still being sought.

The BBC continues to hold talks with a number of potential U.S. partners, including some of the country's top cable programmers. The BBC has already had talks with one of its frequent collaborators, the Arts & Entertainment Network, although it appears those talks have stalled.

Among other strong candidates is Discovery Networks, but executives on both sides decline to comment on any possible collaboration.

Crane says the BBC recognizes the difficulty in launching a stand-alone service in the United States in an already crowded news landscape. But the company is offering distinctive programming with its long-form news service, he says. The BBC also has not ruled out the possibility of offering its World Service Television in the United States as a partial service, he adds.

Last week's deal with the CBC, for example, excludes long-form BBC programming but provides the broadcaster with exclusive rights in Canada to World Service Television's hourly international news, business and weather reports on a 24-hour basis, plus any live coverage of breaking

news.

The CBC will be able to broadcast the reports on its English and French broadcast networks as well as its Newsworld cable channel and any future French-language version of Newsworld.

Newsworld, currently available in 6

million homes, will be relaunched on Nov. 2 featuring Canadian-produced programming alongside the BBC product. As part of the deal, both sides will share foreign bureaus and news video and will look to jointly develop new bureaus.

Through various partners around the

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March 1992

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world, the BBC has managed to expand its World Service Television across Asia, Europe and Africa since its launch in early 1991. The World Service offers some live coverage and a number of long-form pieces (30-40 minutes) culled from the BBC schedules.

News comes to the service from a lineup of 50 bureaus around the world as well as 250 correspondents and stringers. ■

INTERFACE AND HALL OF FAME SET

On Oct. 21, BROADCASTING magazine and the Federal Communications Bar Association will sponsor the annual "Broadcasting/Cable Interface" seminar and "Hall of Fame" dinner and awards ceremony at the Omni Shoreham Hotel in Washington. For more information, contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

TNT'S FOOTBALL DYNAMITE

TNT's NFL Sunday night matchup between the San Francisco 49ers and New Orleans Saints Sept. 27 scored a 10.0 rating in TNT households and delivered 5.8 million homes, a ratings record for the cable network and the second-highest-rated show in Turner Entertainment Networks' history. The game was second only to superstation WTBS(TV) Atlanta's 1987 National Geographic Explorer program, *Secrets of the Titanic*, which had an 11.4 rating.

'STAR WARS' SCORES FOR SCI-FI

Although newly launched Sci-Fi Channel will not have national Nielsen ratings until sometime in 1993, a Paragon Cable system in Portland, Ore., which is able to measure viewing, showed the channel with an average 2.5/10 rating for its debut presentation of *Star Wars*.

The system showed Sci-Fi third behind only ABC affiliate KATU-TV and NBC affiliate KGW-TV. Following the presentation of *Star Wars* at 5 p.m. local time, the channel's preview show scored a 3.5 rating that was second only to KATU-TV. Sci-Fi's prime-time repeat of *Star Wars* paced behind the broadcast network and Fox affiliates but wound up 54% ahead of the nearest cable competition, according to the data.

NEW TEAM FOR 'REN AND STIMPY'

Nickelodeon has formed a new production team for *The Ren and Stimpy Show*, following the removal of creator John Kricfalusi as head of production on the popular animated series. Kricfalusi collaborator Bob Camp will oversee production, and Kricfalusi, who reportedly irked the network with missed deadlines and questionable story content, will continue to act as a consultant.

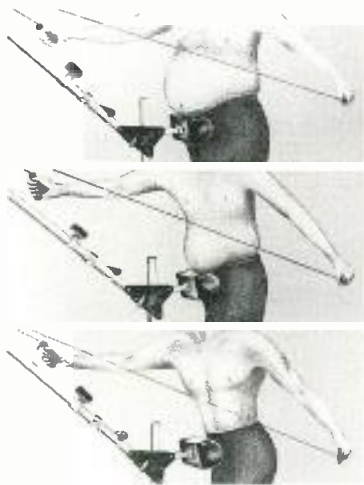
BLESSED UNION

Religious cable network VISN/ACTS launched last Thursday in 19.5 million homes representing 32 of the top 50 MSO's, eliminating some of the duplication that had existed when the channels operated separately as VISN (Vision Interfaith Satellite Network) with 13.8 million homes and ACTS (American Christian Television System) with 8.2 million. The ad-supported channel, with 16 daily hours of programming from VISN and eight hours from ACTS, expects to have its first national advertisers in place by late October through New York-based Crane Media Sales.

BEACON CALL

The Cable Television Public Affairs Association is calling for entries for its 5th annual Beacon Awards (formerly the Crystal Awards), honoring public affairs efforts of cable systems, programming networks, state associations, MSO's and hardware suppliers/vendors nationwide. Entries will be accepted through Nov. 20 and awards will be presented in spring 1993.

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Broadcasting

Radio

COX, EZ IN FIRST DUOPOLY-DRIVEN SWAP

EZ gets Charlotte, Cox now has three strong Miami stations from straight no-cash trade

By Peter Viles

In the first major station swap of the duopoly era, Cox Enterprises and EZ Communications traded stations last week, creating new mega-combos in Miami and Charlotte.

Cox gave up WSOC-FM, its market-leading country station in Charlotte, in return for EZ's urban/adult contemporary WHQT-FM Miami (Coral Gables). As a result, Cox now has three strong stations in Miami: adult contemporary WFLC-FM, news/talk WIOD-AM and WHQT-FM. Those three stations had a combined market share of 14.1 in the spring Arbitron book (see "Duopoly Watch").

EZ, meanwhile, stakes a solid claim to market leadership in Charlotte with its adult contemporary/oldies station WMXC-FM and the country-formatted WSOC-FM, which garnered a market-leading 14.9 share in the spring Arbitron book.

Robert F. Neil, executive vice president, radio, for Cox Broadcasting, said the deal was a straight trade, with no money changing hands. He said the deal was driven largely by the FCC's crossownership rules, under which Cox felt it could not expand its radio holdings in Charlotte because it owns a television station there.

"Our chances of getting a waiver [from the crossownership rule] in that market were probably not very good," Neil said. "It just made a lot more sense for us to swap than anything else. We potentially would have faced having a standalone FM in a market where I think there's going to be a number of duopoly scenarios."

Many industry observers have predicted that such station swaps will become common, largely because of the tax advantages of cash-free transactions and the new FCC rules allowing

DUOPOLY WATCH

A continuing compilation of radio's new mega-combos

Owner	Station	Format	Market Share*	Comb. Share
Chicago (No. 3 Market)				
Infinity Broadcasting	WJMK-FM	Oldies	3.3	12.5
	WJD-AM	MOR	3.7	
	WUSN-FM	Country	5.5	
Boston (9)				
Boston Radio Group	WHDH-AM	News/Talk	4.4	21.9
	WRKO-AM	News/Talk	5.5	
	WXKS-AM	Nostalgia	1.6	
	WXKS-FM	CHR	6.9	
	WBMX-FM	Hot AC	3.5	
Infinity Broadcasting	WBCN-FM	AOR	5.3	9.9
	WZLX-FM	Classic Rock	4.6	
Miami (11)				
Cox Enterprises	WHQT-FM	Urban/AC	5.0	14.1
	WIOD-AM	News/Talk	4.9	
	WFLC-FM	AC	4.2	
Paxson Broadcasting	WLVE-FM	New Age Jazz	2.8	7.9
	WINZ-AM	News	2.2	
	WZTA-FM	Classic Rock	2.9	
Sacramento (30)				
Brown Broadcasting	KQPT-FM	AC	2.4	8.1
	KXOA-FM	Oldies	5.0	
	KXOA-AM	Business News	0.7	
Charlotte (38)				
EZ Communications	WSOC-FM	Country	14.9	18.9
	WMXC-FM	AC/Oldies	4.0	
Orlando (42)				
Paxson Broadcasting	WPRD-AM	News	**	15.5
	WWNZ-AM	News/Talk	3.7	
	WVRI-FM	AC/Oldies	5.4	
	WMGF-FM	Easy	6.4	
Rochester, N.Y. (46)				
Boston Radio Group	WRMM-AM-FM	AC	6.6	14.9
	WPXY-AM-FM	CHR	8.3	
Jacksonville (50)				
Evergreen Media	WFYV-FM	AOR	7.5	16.6
	WAPE-FM	CHR	9.1	
Paxson Broadcasting	WROO-FM	Country	6.9	7.4
	WNZS-AM	Sports	**	
	WZNZ-FM	News	0.5	
Las Vegas (60)				
Broadcast Associates	KEYV-FM	New Age	1.0	9.1
	KFMS-AM-FM	Country	8.1	

* Source: Spring Arbitron, Total week, AQH, Persons 12-plus

** Not reported in spring Arbitron survey

DESIGNING WOMEN.



Seventh Season Network Premiere

1 in Households

1 in Women 18-49 & 25-54

1 in Men 18-49 & 25-54

1 CBS Friday Night Program

DESIGNING WINNERS.

Syndication Premiere

MARKET/STATION	RATING
NEW YORK WPIX	4.4
LOS ANGELES KTLA	5.2
CHICAGO WGN	4.1
PHILADELPHIA KYW	7.9
SAN FRANCISCO KPIX	3.4
BOSTON WBZ	6.2
WASHINGTON, D.C. WDCB	4.0
DALLAS KXAS	6.2
DETROIT WXON	6.2
ATLANTA WGNV	6.5
HOUSTON KPRC	5.4
CLEVELAND WUAB	8.8
SEATTLE KSTW	4.6
TAMPA WTSP	7.2

MARKET/STATION	RATING
MINNEAPOLIS KTVN	5.0
MIAMI WSVN	5.1
PITTSBURGH WTAE	4.3
ST. LOUIS KTVI	5.3
SACRAMENTO KRBC	6.7
PHOENIX KPHO	7.3
DENVER KWGN	6.9
HARTFORD WWIV/WVXX	5.3
INDIANAPOLIS WISH	6.9
PORTLAND KPDX	5.4
MILWAUKEE WISN	7.4
CHARLOTTE WBTV	8.1
CINCINNATI WSTR	5.8
SAN ANTONIO KENS	8.7

DESIGNING
women

Television's Hottest Property

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Leading
Lady



COLUMBIA PICTURES TELEVISION

ownership of up to four stations per market.

In addition, the widespread shortage of credit has led broadcasters to consider cash-free transactions such as swaps and mergers.

Cox's Neil said lack of credit was not a factor in the Charlotte-Miami swap, however.

According to Duncan's Radio Market Guide, both stations bill roughly the same amount annually: \$5.3 million for WQHT and \$5.9 million for WSOC. ■

ON TV, PEROT BLOWS RADIO A KISS

The Radio Advertising Bureau probably couldn't have written a better endorsement of the medium than the one Ross Perot delivered during his appearance on *Larry King Live* last Monday (Sept. 28).

In response to a question from caller Mike Wallace about his frequent appearances on the King show, Perot answered: "I've talked to Larry about this. I say, 'You know, television talk shows are great, Larry, but radio talk shows I think are even more fun, and I don't know why.' And we kicked that around one time. Because, see, you have to visualize it. You don't get to see it. And it's sort of like when you and I were children, Mike, and you'd hear *Superman* over the radio and you'd have to visualize the whole thing in your mind." ■

—PV

INFINITY GOES SHOPPING IN PHILADELPHIA

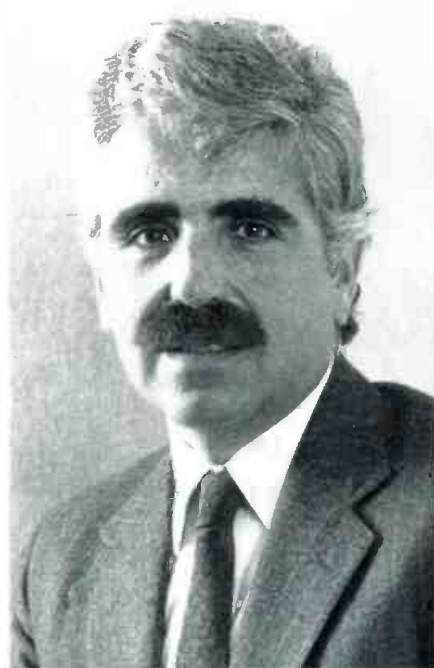
Buys all-sports WIP-AM for \$13 million; raises speculation about Don Imus syndication

By Peter Viles

Infinity Broadcasting continued its remarkable buying spree last week, announcing an agreement to buy Spectacor Broadcasting's WIP-AM Philadelphia for \$13 million. And there's probably more coming: Infinity's new credit agreement leaves the company another \$110 million to buy more stations.

The WIP deal, if completed and approved by the FCC, will give Infinity a Philadelphia combo of classic rock on WYSP-FM and all sports on WIP-AM, mirroring Infinity's successful New York combo of WXRK-FM and WFAN-AM. In total, Infinity will have 22 stations, including 16 in the 10 biggest markets.

WIP, which broadcasts play-by-play of the Philadelphia Flyers and 76ers, garnered a 2.8 share in the spring Arbitron ratings (total week, average quarter-hour, persons 12-



Infinity President and CEO Mel Karmazin: no plans for programing changes at WIP.

plus). WYSP-FM had a 6.5 share.

According to Duncan's Radio Market Guide, WIP bills an estimated \$3.8 million per year—the 17th-highest total in the market. WYSP-FM bills an estimated \$12.7 million, according to Duncan's.

Infinity President and Chief Executive Officer Mel Karmazin called WIP a "very successful station with excellent programing and staff."

While the purchase caused some speculation that WFAN's successful morning program, *Imus in the Morning*, might be syndicated in Philadelphia on WIP, Karmazin said he has no plans for programing changes at the station.

WIP's current morning show, a blend of sports and entertainment featuring Angelo Cataldi, Tony Bruno and Al Morganti, drew a 3.6 share (persons 12-plus) in the spring Arbitron. *Imus in the Morning* drew a 3.5 share in New York. ■

ARBITRON TO PUBLISH MIAMI SUMMER BOOK

After meeting last week with Miami-area radio broadcasters, Arbitron has decided to publish a summer ratings report for the storm-ravaged market.

Arbitron projects that the Miami report will be based on 2,536 diaries, or 92% of its market target of 2,770.

"While the hurricane did affect diary returns, we feel that the sample, in terms of size and distribution, is sufficient to produce a reliable report of radio listening in the Miami metro," said Jay Guyther, Arbitron vice president, sales and marketing, radio station services.

"It's important for the advertising community to know that Miami, though still recovering, continues to be a dynamic and important consumer marketplace."

Some Miami-area broadcasters had urged Arbitron to

skip the book entirely, arguing that it was bound to be either inaccurate or skewed by Hurricane Andrew.

Robert F. Neil, executive vice president, radio, for Cox Broadcasting, which owns three stations in Miami, predicted that advertisers will view the report with skepticism.

"There aren't going to be many buyers who are going to pay attention to it," he said.

"I can understand from a business standpoint why Arbitron felt it was necessary to go ahead and publish a book. But it's kind of like the book that came out after the [Persian Gulf] war. Buyers kind of discounted that book, and I think they'll do the same with this one." ■

—PV

REVENUES DIP IN AUGUST

Radio revenues took a dip in August, dropping 2% from 1992, as national and network revenues continued their year-long slide.

For year to date, 1992 is pacing even with 1991, according to the monthly report issued by the Radio Advertising Bureau.

Local revenues, a bright spot all year, were flat compared with August 1991, but remained 3% ahead of the 1991 pace. National spot revenues continued to stumble, running 9% behind 1991's pace, both for the month of August and for the entire year.

Network revenues again performed the worst, dropping 18% from August 1991 and now pacing 13% behind 1991. —PV

SKLAR'S DEATH BLAMED ON HOSPITAL ERRORS

Radio consultant Rick Sklar's death during minor surgery has been blamed on hospital errors that reportedly included an improperly inserted anesthesia tube and malfunctioning equipment.

Sklar, credited with developing a top 40 format at WABC(AM) New York in the 1960's, died during elective foot surgery on June 22 at New York's St. Luke's-Roosevelt Hospital. He was 62 and had been working as a consultant for the Interep Radio Store.

A New York state Health Department report issued last week said Sklar died after a misplaced tube pumped air into his stomach instead of his lungs, and the mistake went unnoticed for 20 minutes because of a broken monitor.

During that time Sklar, who was unconscious, suffered choking, a distended stomach and cardiac arrest, the report said.

Phil Pierce, an attorney for Sklar's family, said the family plans to sue both the hospital and the anesthesiologist for malpractice and wrongful death.

The hospital declined comment on Sklar's death, saying it is under internal review. —PV

September, 1992

ACQUIRED

*Tri-State Broadcasting, Inc.,
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Mel-Nor Development*

Jack Norris and Bob Melton, Principals

have sold the assets of

KUKQ/KUPD

Phoenix, Arizona

to

G & C Broadcasting, Inc.

Bob Fish, Principal

The undersigned represented the buyer in this transaction.



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September, 1992

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Washington

STUDY SLAMS BROADCASTERS' KIDS ACT COMPLIANCE

Charges stations are violating spirit of act by reclassifying standard fare

By Joe Flint

Do *GI Joe* and *Bucky O'Hare* cartoons, local news broadcasts and the *Donahue* talk show meet the FCC's requirement that broadcasters air some standard-length children's programs that are educational and informational to comply with the one-year-old Children's TV Act? Some broadcasters say yes. The act apparently allows it—according to FCC interpretation. But some citizen and educational groups disagree.

According to an analysis of 58 license renewal applications, broadcasters are not making a "serious effort" to serve the educational and informational needs of children. The study was conducted by the Center for Media Education (a public citizens' group), the Institute for Public Representation and the Georgetown University Law Center and is endorsed by the PTA and the National Education Association.

The study recommends that the FCC conduct an inquiry to determine whether broadcasters are meeting the mandate of the act and adopt stricter reporting requirements. It also asks Congress to hold oversight hearings on the matter.

The groups themselves, however, are not planning to file any formal complaints or petitions at the FCC. At a press conference last week, the groups, along with Peggy Charren, founder and president, Action for Children's Television, said another study would be conducted shortly. Said Charren: "The law at present is a failure. Laws work when people get excited. The public holds the key to making this work." Ultimately, it was suggested that these reports could be grounds for license challenges. "Think of this as a warning," Charren



'Bucky O'Hare' was said to promote 'social consciousness and responsibility.'

said. One license challenge, she added, would be a "big pain in the neck" and could get broadcasters "in line."

Jeff Baumann, executive vice president and general counsel, National Association of Broadcasters, called the study "extremely unfair." Said Baumann: "The act is a year old and these are the first license renewals. They may not have had ample opportunity to gear up in age-specific programming." Also, he added, "like it or not, the act as crafted by Congress is very broad. I construe the study as dissatisfaction with the latitude given broadcasters."

The FCC said that, of the 200 license renewals it has reviewed since the act went into effect, 40 stations have been questioned regarding their obligations to the children's audience. "This is a serious matter," said Barbara Kriesman, chief, Video Services Division. But, she added, the act leaves the licensee much flexibility. "We don't get to review programs and are not in a position to comment on

the quality of programming." The study, she said, will be helpful to the commission.

When the FCC issued the children's TV requirements, it said programming will be defined as educational and informational if it "furthers the positive development of the child in any respect, including the child's cognitive/intellectual or emotional/social needs." Broadcasters, the study said, "appear to have seized upon the second part of that definition... 'Pro-social' has become a term of art among the broadcasters that allows them to describe almost anything in terms that sound vaguely beneficial." Stations are required to file specifics about how they are complying with the new act.

Among the shows cited by broadcasters as meeting the law's requirements are several syndicated cartoon series including *Bucky O'Hare*, *Casper*, *Tiny Toon Adventures* and *Ducktales*.

For example, the study cites WGNO(TV) New Orleans, whose FCC filing included nine pages of plot summaries for the above-mentioned series. Plot descriptions included: *Bucky O'Hare* "Good-doer Bucky fights off the evil toads from aboard his ship. Issues of social consciousness and responsibility are central themes of the program." And for *GI Joe*: "The Joes fight against an evil that has the capabilities of mass destruction of society. Issues of social consciousness and responsibility are show themes." WDIV-TV Detroit described an episode of *Super Mario Brothers* saying "Yoshi learns to have more self-confidence" and an episode of *Yo Yogi!* in which "Snag learns that he can capture the bank-robbing cockroach more successfully by using his head rather than his muscles" as examples of meeting the FCC's requirements. These exam-

ples, the study said, "suggest that the broadcasting industry has devised a conscious strategy of redefining virtually all entertainment programs for children as 'educational and informational.' "

One station, KFSM-TV Fort Smith, Ark., simply included all of its local newscasts as evidence that it is meeting the FCC's requirements.

Broadcasters are also using new descriptions of old shows to meet requirements rather than find new programs, the study said. WGNO-TV included an episode of *Leave It to Beaver* where "Eddie misunderstands Wally's help to girlfriend, Cindy, and confronts Wally with his fist. Communication and trust are shown in this episode."

The study also claims that some stations are including programs that are unrelated to the requirements of the rules. WLWT(TV) Cincinnati included episodes of *Hard Copy*, *CNN Headline News* and a local newscast, all airing after midnight, as evidence of compliance with the rules.

Of the 58 stations in the study, 10 are producing locally originated half-hour programs. However, according to the study, the typical time slots for these shows is before 7 a.m. (Locally produced programming is not required under the act.) ■

PROGRAMING BIG QUESTION IN HDTV

By Joe Flint

When broadcasters are handed their second channel to begin broadcasting in high-definition television, not only will they be faced with construction costs in the millions but also big questions and costs about HDTV programing, national and local.

The FCC last month said broadcasters will have six years from the day final rules are set next year to get their second HDTV channels up and running. And they will have just three more years to begin fully simulcasting their NTSC programing.

What the commission did not say is where the HDTV programing will come from and how broadcasters are

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ELIGIBILITY The fellowships are primarily for journalists currently or about to be assigned to Washington by any regional or national newspaper, wire service, or radio or television station maintaining a bureau in Washington. Applicants' employers must endorse applications and affirm that participants will be permitted to attend all sessions.

SELECTION Fellowships will be awarded based on applicants' potential to provide superior coverage of locally oriented news in Washington for readers and audiences across the country.

SCHEDULE Applications are due January 15, 1993. Winners are announced in February 1993. Classes start in April 1993.

LOCATION Many of the sessions will be held at The Freedom Forum World Center, 1101 Wilson Blvd., Arlington, Va.; others will take place on Capitol Hill.

FACULTY The sessions will be led by Washington reporters, analysts, public-affairs specialists, lobbyists, and others.

FEES The fellowships are tuition-free. Meals, and when applicable, transportation and lodging will be provided.

AFFILIATION The Paul Miller Washington Reporting Fellowships are an operating program of The Freedom Forum of Arlington, Va.

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to pay for it, especially early on when few people have HDTV sets and advertising revenue from the HDTV channels is commensurately small.

The FCC showed some sympathy by waiving the dual-network rules so the big three networks can provide affiliates with a second stream of HDTV programming. But confronted with the same tough economics, the networks are as uncertain about their HDTV programming plans as their affiliates.

Many believe live sports and movies already possessing the widescreen and high-resolution attributes of HDTV could be the ticket. The HDTV channel could become "a new window" for movies, said one FCC official.

While that may be true, it is easier said than done. "It's not that easy," said one film executive. "People look at Hollywood as having a library full of HDTV material ready for broadcast." The problem, the executive said, is that a lot of studios have already made investments in panning and scanning for presenting movies in the 4-3 aspect ratio, and additional investments will have to be made for HDTV presentation in the 16 by 9 ratio. The first investment won't go away, either, because under the FCC's current proposals, broadcasters have to be able to simulcast films on both channels.

Another studio executive countered that the production issue is secondary to the digitization of the film signal.

Sports programming in HDTV has also been suggested, but right now there are only two HDTV mobile units in the country, meaning that at least in the early stages of HDTV, sports will not likely play a major role.

There are also several legal and contractual problems that will arise when broadcasters start trying to program the second channel. With regard to movies, there are labor and contract issues with the guilds and unions that need to be resolved regarding their rights to the showings.

The problem with any analysis about the future is that the rules of the game are likely to change. At least that is what some are anticipating. "You can't look at this in a conventional sense," said Andy Setos, senior vice president, studio and broadcast operations and engineering, Fox Inc. "All the conventional rules will be thrown out the window."

When it comes to simulcasting, those rules include how often a network or station can air product it has acquired. Most network contracts allow for two airings of a new show. Setos anticipates that when simulcasting comes into play, Fox will air its shows—such as *Married...with Children* and *The Simpsons*—several times

a day on the advanced TV channel. "Why don't we just make network shows available at multiple times...the idea of flexibility for simulcasting is the starter issue," Setos said.

But it remains to be seen if the studios that produce these shows will allow broadcasters to air products several times over two channels without wanting a boost in money.

Other issues that will have to be resolved when HDTV becomes a reality include syndication contracts. Most contracts allow a station a 35-mile product exclusivity. Ideally, an HDTV signal will travel some 55 miles. That means syndicators may seek higher cash fees or bigger barter splits to compensate for the local broadcaster's additional reach.

Then there is the whole local broadcasting issue. At a recent meeting of ABC affiliates, estimates on what it would cost stations to start broadcasting locally in HDTV were provided, and they were not encouraging.

"The opening ante for stations to catch the mythical signal from network to affiliates is \$2.5 million to \$4.5 million," according to Bob Siegenthaler, president, broadcast operations and engineering, Capital Cities/ABC. Also, ABC President and Chief Executive Officer Dan Burke said network conversions costs could be "well into the tens of millions of dollars." After that, stations will need another \$2 million for additional equipment, and this is before they acquire cameras to do their own local broadcasts. "The economics are ferocious...stations are staring down a gun barrel," one network executive said.

And what about cable? If the cable bill passes, many broadcasters could be hard pressed to get carriage—at least for pay—on cable systems. Will cable systems want to carry 2 local channels per station? Without that, HDTV will become an even harder sell to consumers.

When discussing HDTV and consumer acceptance, many point to color TV as an example of an untested medium that took off. The difference is that you can watch color shows on black and white sets without extra equipment. As one observer put it: "Yes, there are similar problems, but the difference is that color TV had David Sarnoff, who was willing to spend whatever was necessary to put programs on in color. Will a similar angel appear for advanced TV?" ■

SHOOTING WITH THE FUTURE IN MIND

Although HDTV is several years away, producers are preparing for it today. When John Whitman joined Shukovsky-English Entertainment as executive in charge of production, one concern was "the need to protect all future markets." To do that, Whitman told BROADCASTING, they are producing shows such as *Love & War* (at right) with a standard that subsequently delivers picture resolution that will meet the line resolution of future formats. "I said if we produce our product and it goes as wide as 16 x 9 and can be reduced to a 3 x 4 format, we virtually have all our bases covered." Known as "protecting for the wide screen," its goal is to insure that no shooting off the set occurs and no grips or stands appear in a larger screen.

Columbia is having informal talks with parent company Sony about shooting in HDTV right now. "Yes, there are additional costs, but no future costs," said Ed Lammi, senior vice president, production, Columbia Pictures Television.



—JF

FCC Chairman Alfred Sikes put some distance between himself and Commissioner Ervin Duggan's call two weeks ago for government to become more active in leading the domestic economy in the post-Cold War era (BROADCASTING, Sept. 28). Sikes, who was not in Washington at the time of Duggan's speech, said his colleague has been an ally in his effort to provide opportunities for communications businesses to exploit new technologies and compete. "But I should also point out a big difference between our policies and those of people who urge a more direct role for government in communications policymaking," Sikes said. "The commission has not attempted to require communication industries to employ, build or make use of particular technologies," he said. Those who would direct industries "ignore the success of free market policies as the best guarantee of more choices, lower prices and the best use of state-of-the-art telecommunications technologies."

Like everybody else in Washington last week, Jack Cole was at a loss to say whether the cable bill would become law. But if it did, the lawyer who persuaded a federal court to twice strike down FCC must-carry rules on First Amendment grounds was prepared to mount the same sort of constitutional challenge to many of the law's provisions. The must-carry/retransmission-consent provision is even more vulnerable than the old stand-alone must-carry rules, Cole says. That's because it gives broadcasters more government-derived power to dictate what cable systems carry. They can demand payment or carriage, he says. "I don't think the courts are going to stand still for that."

Taken on the whole, the law is flawed because it "selectively applies" regulation and restraints on one medium. At the heart of the First Amendment is the notion of "equality of treatment," he says. "You can't favor one speaker over another, and you can't favor one press organ over another."

Cole is convinced his theory is sound. But if a veto makes it moot, he says, "I'll go back to playing golf."

What's to become of cable's Capitol Hill champion, Colorado Senator Tim Wirth (D), who is not running for reelection in November? The Sept. 26 issue of the *National Journal*, a kind of trade magazine for Washington policymakers and lobbyists, says unnamed Democratic aides are predicting that cable's Capitol Hill champion, Wirth, who is Clinton campaign co-chairman for the western states, would be offered a high-level environmental post in a Clinton administration, either secretary of the Interior or Energy or head of the Environmental Protection Agency.

The Senate rejected by a 56-38 vote Senator Tom Harkin's (D-Iowa) proposal to reduce the deductibility of tobacco advertising from 100% to 80%. Under the proposal, the government's increase in revenue would have been diverted to state and local health agencies to fund anti-smoking education programs.

Although tobacco advertising is banned in broadcasting, the National Association of Broadcasters joined tobacco and advertising agency lobbyists in opposing the measure. If it had passed, they feared advertising for other products, notably beer and wine, would suffer a similar fate. Senators

opposed argued the amendment would violate the First Amendment because it targets speech on a particular product. "The proponents are not even reserved about the underlying effects of their amendment," said Mitch McConnell (R-Ky.). "It is clear that the amendment is intended to stifle free speech and restrict the free flow of information."

Harkin argued in vain. "I am not saying they cannot advertise...I am not after their free speech," he said. "What I am saying is no longer should the taxpayers of this country use their tax dollars to subsidize this kind of advertising."



Washington Watch

Bruce Goodman and Edward Damich, who received recess appointments to the Copyright Royalty Tribunal in August, will be sworn in this Thursday (Oct. 8) at the

Edited By Harry A. Jessell

CRT's Connecticut Avenue offices in Washington. They will join CRT Chairman Cindy Daub on the three-person commission, which sets the fees cable systems pay for carriage of distant broadcast signals. Goodman,

47, is the former head of FYI-The Consumer Channel, a cable infomercial channel, and former general counsel for Mutual. Damich, 44, was a professor at the George Mason University School of Law, where he specialized in copyright law.

Washington pulled out the stops for departing NBC Vice President Bob Hynes, who's stepping down after 21 years. Scores of insiders filled the Willard Hotel's Crystal Room last Tuesday to salute the veteran lobbyist and his wife, Gail.

House Minority Leader Robert Michel (R-Ill.) appeared to be the ranking guest, with House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), Representatives Al Swift (D-Wash.), Michael Oxley (R-Ohio) and Matthew Rinaldo (R-N.J.), and Senators Larry Pressler (R-S.D.) and Conrad Burns (R-Mont.) conspicuous among the congressional delegation. A quorum of Chairman Al Sikes and Commissioners James Quello and Ervin Duggan headed the FCC contingent. NBC President Robert Wright and Hynes colleague Terry Mahoney presented the ex-baseballer with a painting of Crosley Field, the former home of the Cincinnati Reds. Hynes recounted hitting a double as an amateur player against the outfield wall, but admitted being thrown out trying to stretch it into a triple. Hynes's tenure was distinguished by the organization of the NBC affiliates into an effective lobbying force. A lawyer, he'll continue to ply the lobbying trade in Washington as a consultant.



NBC's Bob Hynes

Joshua Smith, computer systems entrepreneur (MAXIMA Corp.) and chairman of the U.S. Commission on Minority Business Development, has been tapped to head to FCC's Small Business Advisory Council, whose charge is to make sure FCC policies help and don't hinder small businesses.

Business

TCI, COMCAST PREPARE TO SPLIT SCI

By Geoffrey Foisie

SCI Holdings will soon be broken in two, if the MSO's debt can be restructured by co-owners Comcast and Tele-Communications Inc. (TCI). The latter two companies have begun the process of both talking to SCI bondholders and raising more than \$1 billion each with which to redeem SCI's existing high-yield debt and preferred stock. The restructuring could save TCI and Comcast tens of millions of dollars annually in reduced interest expense.

The two partners effectively already split up the 1.65 million SCI subscribers when the MSO was purchased in 1988. Since then, TCI and Comcast have helped manage their half of the systems, which, for Comcast, are in Arkansas, Connecticut, Delaware, Florida and elsewhere in the South.

TCI has already filed a "shelf" registration for \$750 million in public debt and may get additional financing from banks. Comcast is also talking to banks and additionally intends to tap the private debt markets. TCI's inter-

est is actually 37.5%, with 7.5% owned by sister company Liberty Media, and 7% held by Knight-Ridder.

According to a recent report by Jay Nelson of Brown Brothers Harriman & Co., SCI had 1991 revenue of \$607 million, with operating cash flow, before management fees paid to TCI and Comcast, of \$294 million.

At year's end, SCI had \$674 million

in 16% preferred stock and debt of \$2.15 billion, more than three-quarters of which bore interest of greater than 13%. Principal of \$398 million was due at the end of this year.

A Comcast executive said the deal, which may also involve franchise transfer approvals, is far from complete: "There is no guarantee this deal will happen." ■

'SCATTER' SCATTERS ESTIMATES OF ABC'S 1992 PROFITS

By Geoffrey Foisie

The uncertain advertising market is causing greater than usual disagreement on Wall Street. With only three months left in the year, security analysts' 1992 profit projections for the ABC television network vary from a loss of \$12 million estimated by Sanford C. Bernstein & Co.'s Tom Wolzien, to a \$165 million

profit estimated by Goldman Sachs & Co.'s Barry Kaplan. The divergence rests largely on expectations for the fourth-quarter scatter market. And what convergence there has been has favored a more pessimistic outlook.

Oppenheimer & Co.'s Jessica Reif recently alerted her clients that "further downward revision" from her current \$120 million profit estimate could be expected unless there was

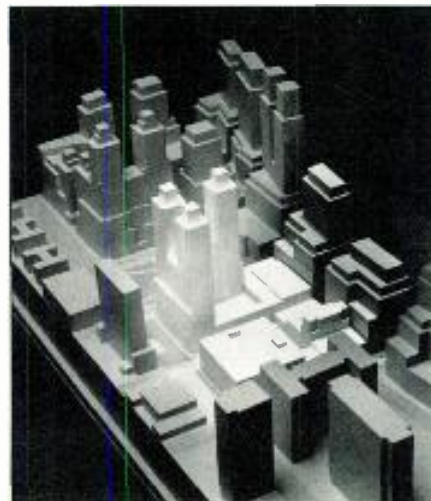
ABC PLANS NEW STUDIOS IN NEW YORK

ABC plans to build two 15,000-square-foot studios in New York as part of a "multi-use" construction project on company-owned land. By building the new facilities, ABC will also be improving "turnaround" space available at two adjacent studios, with a combined total of 23,000 square feet.

The company, which does not plan to rent out the facilities, did not list any new productions being planned for New York, but said that one of its soap operas produced in the city, *One Life to Live*, would probably be moved from an older studio to one of the new ones.

Among the other advantages of the new facilities, between West 64th and West 65th streets, would be increased storage space and additional production work for existing support staff. The company said that the new facilities would provide 300 new full-time jobs and several hundred part-time positions. A spokesperson said that ABC has not discussed any work-rule concessions with unions nor discussed tax concessions with the city yet.

—GF



“significant improvement in scatter advertising.” Brown Brother Harriman & Co.’s Jay Nelson said his \$145 million estimate incorporates “a big fourth quarter,” and therefore could be revised downward.

Both estimates are roughly \$40 million lower than 1992 profit projections made at the end of last year. Wolzien said his pessimistic projection was “driven” off a model showing ABC’s revenue was being siphoned by the Olympics. The ABC-TV network, Wolzien added, was also especially vul-

nerable to the siphoning of its younger demographics by Fox. However, the latter’s delay of its Tuesday night lineup, he said, could cause a slight upward revision in his ABC profit estimate.

Analysts are more in agreement on CBS, which is seen as having less inventory available for scatter. Most estimates project 1992 CBS TV network profit of roughly \$25 million, up from prior estimates. On a cash basis the network does far worse because of continued payments for baseball and football telecast rights. ■

Changing Hands

This week’s tabulation of station and system sales (\$250,000 and above)

WIP(AM) Philadelphia □ Sold by Spectacor Broadcasting Ltd. to Infinity Broadcasting for \$13 million (see page 38). Infinity recently purchased WUSN(FM) Chicago, WZLX(FM) Boston and WZGC(FM) Atlanta for \$100 million (see BROADCASTING, Aug. 24). WIP is fulltimer with sports format on 610 khz with 5 kw.

KKUR(FM) Ojai (Oxnard-Ventura), Calif. □ Sold by Eric-Chandler Communications of Ventura to Buena Ventura Inc. for \$725,000. Seller is headed by Robert Geddes and Thomas Miserendino, and is also licensee of KHJJ(AM)-KGMX(FM) Lancaster-Palm-dale, Calif. Buyer is headed by George Duncan, and is also licensee

of KOGO(AM)-KBBY(FM) Oxnard-Ventura. KKUR has AC format on 105.5 mhz with 100 w and antenna 1,358 feet above average terrain. *Broker: Media Venture Partners.*

WWFX-FM Belfast (Bangor), Maine □ Sold by Union Financial Services to Group H. Radio Inc. for \$525,000. Seller is subsidiary of Union Trust Co., which foreclosed on station in 1991. Station was purchased in 1986 for \$1.4 million. Buyer is headed by Michael Hauptman, former ABC Radio executive and president of Physicians Radio Network. WWFX-FM has CHR format on 104.7 mhz with 10 kw and antenna 1,099 feet above average terrain. *Broker: Kozacko-Horton Co.*

WDZD(FM) Shallotte (Wilmington), N.C. □ Sold by Jennings Communications Corp. to Partech Communications Group of the Grand Strand for \$462,000. Seller is headed by William W. Jennings, and has no other broadcast interests. Buyer is headed by Mark S. Manafo, and has no other broadcast interests. WDSO has country format on 93.5 mhz with 3 kw and antenna 328 feet above average terrain. *Broker: Media Venture Partners.*

KWON(AM) Bartlesville, Okla. □ Sold by Moran Broadcasting Co. to KYFM Radio Inc. for \$250,000. Seller is headed by R. J. Moran, and is licensee of KJNE(FM) Hillsboro and KNIN-AM-FM Wichita Falls, both Texas. Buyer is headed by Galen O. Gilbert, and has interests in three AM’s and five FM’s. KWON is fulltimer with AC, country format on 1400 khz with 1 kw.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM’s □ \$13,868,678 □ 11

FM’s □ \$1,864,000 □ 3

AM-FM’s □ \$0 □ 0

TV’s □ \$0 □ 0

Total □ \$15,732,678 □ 14

1992 to Date:

AM’s □ \$170,577,784 □ 178

FM’s □ \$331,872,127 □ 195

AM-FM’s □ \$230,499,846 □ 121

TV’s □ \$1,382,437,087 □ 47

Total □ \$2,155,386,844 □ 541

For 1991 total see Jan. 27, 1992 BROADCASTING.

CLOSED!

KEYF-AM/FM, Spokane, Washington from Unicom Broadcasting, Inc., Andrew Molasky, Principal, to LEYF Corporation, C.T. Robinson, Principal, for \$1,825,000 cash.

Elliot B. Evers represented the buyer in this transaction.

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NISSAN BUYS CROSS-MEDIA CAMPAIGN ON ABC

\$50 million deal includes TV network, O&O stations, ABC Radio Networks and Lifetime

By Sharon D. Moshavi

Capital Cities/ABC and Nissan have entered into a cross-media advertising and promotion deal that ABC says will bring in \$50 million, its largest such cross-media buy to date. The deal involves the ABC TV network, owned and operated TV and radio stations, ABC Radio Networks, and cable's Lifetime Television.

Nissan, which initiated the deal, is using the year-long cross-media buy to launch its new line of 1993 cars, concentrating initially on the Ultima Sedan and later on its new Quest mini-

van. "This is not a discounted inventory project...but rather a campaign focused on the client and designed to cut through the clutter and sell 100,000 units," says John Watkins, president, Capcities/ABC National TV Sales.

As to whether Nissan can pull out of the arrangement if it becomes dissatisfied, Watkins says: "The deal is set. It clearly has flexibility, but I am confident that we will end up with over 50 million dollars."

The deal increases Nissan's advertising presence on all of Capcities' media, but Watkins would not say by how much, adding only that the buy's

dollars are most heavily concentrated on the ABC TV network. (The automaker spent \$66 million on the three broadcast networks in 1991, according to Arbitron's Broadcast Advertisers Reports.)

The buy, which was 10 months in the making and is just beginning, includes Nissan's sponsorship in part of the network premieres of *Roseanne*, *Doogie Howser, M.D.* and *20/20*. The network buys were reinforced with 5- and 10-second spots on the ABC O&O's (which reach 25% of the country) promoting the shows and tagging Nissan as a sponsor, both onscreen and with a voiceover.

The radio buys kick in today (Oct. 5). Nissan has purchased time on ABC Radio's Prime and Galaxy networks as well as Capcities/ABC-owned radio stations, which will include tag lines for Nissan in their promotional spots for ABC programs such as *The Commish* and *The Young Indiana Jones Chronicles*.

Starting in mid-October, ABC O&O's will air Nissan ads during their late news (on the nights Nissan has bought spots on the network's programming). Those O&O ads will feature ABC-produced and paid-for wrap-arounds touting the ads and featuring the actor who plays the Connors' son D.J. on *Roseanne*.

The deal also includes "substantial" buys on Lifetime, co-owned by ABC, Hearst and Viacom, but Watkins says he was not able to convince Nissan to expand the cable portion of the deal (or to bring in ABC's ESPN as well). "Nothing ended up clicking too much in trying to tie all this in," he says.

The cross-media deal does not guarantee that Nissan has exclusivity on every program on which it advertises. Nissan has rights to be a program's exclusive automotive advertiser where they have "substantial sponsorship," according to Watkins, saying the network "has to be fair to other advertisers" and have all of them go by the same exclusivity rules.

Watkins says ABC is talking with some other advertisers about cross-media campaigns. "The experience of Nissan sets us up to create programs that other advertisers find beneficial." ■

FCC OK'S UNIVISION STATION SALE

The sale last April of nine full-service and four low-power Spanish-language TV affiliates of the Univision Network, from Hallmark Cards Inc. to a group of investors headed by Los Angeles entertainment entrepreneur A. Jerrold Perenchio for \$400 million, was approved by the FCC last week (BROADCASTING, April 13). Perenchio will also be getting the Univision Network from Hallmark, a separate transaction that does not require FCC approval, for about \$150 million.

The commission granted the sale over objections by five parties, including competitor Telemundo Group Inc., arguing the sale is anticompetitive and discriminatory. The stations will be 75% owned by Perenchio, a U.S. citizen, and 12.5% each by Mexico-based Televisa and Venezuela-based Venevision; Perenchio will own 50% of the network, with Televisa and Venevision each investing 25%, all in compliance with the FCC's 25% foreign ownership caps.

TVB SNAGS CBS SPOT SALES

TVB has re-signed CBS Television Spot Sales, giving the association 100% rep participation. TVB is still trying to re-sign CBS-owned stations, which, like the rep division, left in 1991.

COURT APPROVES AACI LBS MERGER

U.S. bankruptcy court judge Joseph Conrad yesterday approved LBS Communications' Chapter 11 reorganization plan, which calls for the purchase of the company by All American Communications Inc. The plan was approved by 94% of the voting unsecured creditors, as well as by secured creditor the Bank of New York. The AACI-LBS deal is expected to close in November. In August, the unsecured creditors committee, representing creditors accounting for more than half the \$78 million in unsecured debts owed by LBS, agreed to a plan and urged all creditors to approve it. Unsecured creditors will get two cents for each dollar owed, as well as warrants to acquire stock in All American. AACI is buying LBS through a stock purchase agreement valued at \$5,161,000, in addition to the issuance of the warrants.

BASKETBALL '92

NBA'S DO-IT-YOURSELF TV-RADIO PLAYBOOK

BROADCASTING's survey finds 22 of 27 teams involved in local radio and TV production and sales; local earnings for teams to hit \$130 million in 1992-93

By Harry A. Jessell

You might not think of a professional basketball team as a major producer of local programming, but that is what many of them have become in recent years.

Convinced it's more lucrative than simply selling rights to local broadcast and cable outlets, a growing number of National Basketball Association teams are producing their own games and selling the ad time.

"It's more profitable, affords more control and more direct association with the major corporate sponsors," says Shawn Hunter, executive vice president, sales and marketing, Denver Nuggets, which handles broadcast TV and radio in-house. "It's a win all the way around—for the team, the fans and the sponsors."

Indeed, the trend toward team-production has been matched by a steadily rising increase in the amount the league takes in from local TV and radio. The figure, according to league and industry sources, has more than doubled from \$63 million for the '87-'88 season to an estimated \$130 million for the upcoming 1992-93 season.

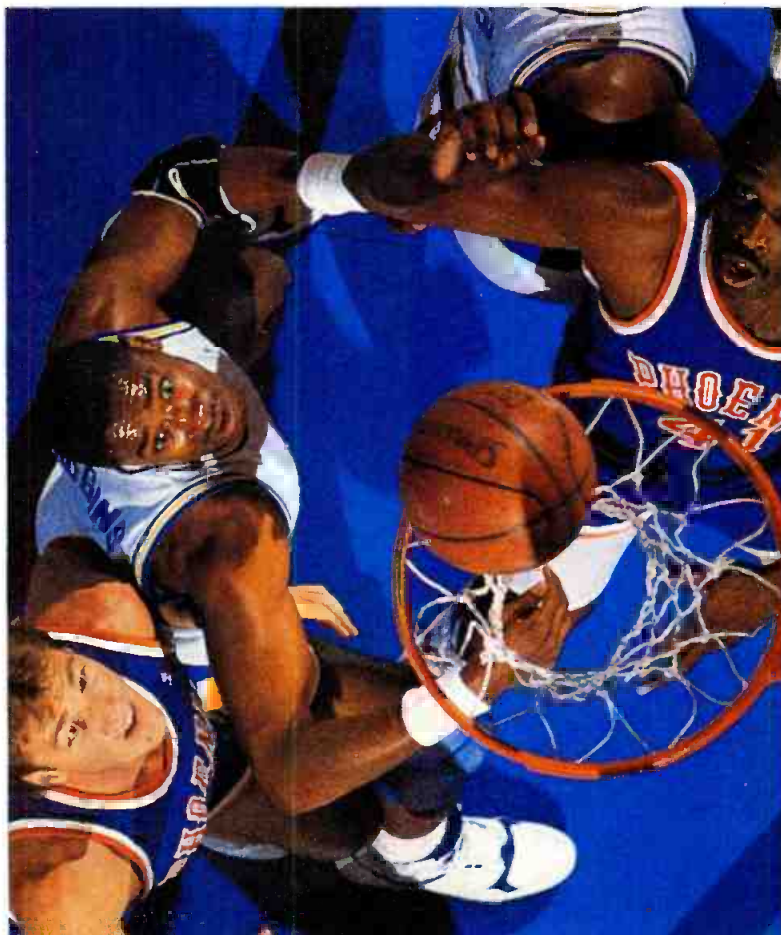
The local revenues come on top of the more than \$200 million in national TV rights fees the NBA will collect (and divide among the franchisees) from NBC and Turner Broadcasting System.

Both are in the third year of four-year deals that call for increased payments each year. NBC's started at \$126 million for 1990-91 and climbs to \$170 million for 1993-94. Turner's grows from \$57 million in year one to \$78 million in year four.

For the payments, NBC gets the rights to between 17 and 26 regular-season games, the All-Star game, between 17 and 23 playoff games and the final championship series. Turner's deal gives it up to 50 preseason and regular-season games and up to 26 playoff games through the third round.

BROADCASTING's survey of the NBA's 27 teams reveals that all but five—Boston Celtics, New York Knicks, Chicago Bulls, Milwaukee Bucks and Sacramento Kings—are directly involved in production and sales on at least one medium—broadcast TV, cable or radio (see chart, pages 51-52).

And of those, two are indirectly involved through common ownership of their broadcast or cable outlet. Principals of the Celtics also own the TV and radio stations that



broadcast their team. Paramount owns both the Knicks and MSG Network, the regional cable network that carries the games.

Three teams—Los Angeles Lakers, Utah Jazz and Portland Trailblazers—retain all rights and produce for all three media.

The NBA encourages the teams' taking matters into their own hands. According to the Nugget's Hunter, the league gives plenty of advice and the teams communicate among themselves, sharing what works and what doesn't.

The bottom line, of course, is to make more money, says John Kosner, the NBA's vice president, broadcasting. And the vast majority of teams that have taken their games in-house are making more money than they otherwise would have, he says.

"It varies from market to market," says Kosner. "Some are making tons more and others a little more. But every market is, or soon will be, making more" than if they just sold the rights, he says.

The Charlotte Hornets, one of the newest teams in the league, say they bring in about \$4.5 million annually with their combination TV-radio-signage-promotion deals.

"We've been ahead of the other leagues in this trend,"

How far will we go to get your television feed on the air?



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A Revelation in Sight and Sound®

says Paul Hanson, the NBA's vice president of team services. "Our feeling is if the teams control what goes out over the air, they'll put a little more care into it and maximize the revenue. It's not just another property that the station has."

Ten 10 teams have year-round media promotion campaigns that tie into programs produced outside the games themselves, such as coaches' shows and children's programs, Hanson says.

By taking control of the broadcasts,

Hunter says, teams can offer major sponsors broad advertising and marketing packages that not only include TV and radio spots, but also signage within the arena and creative cross-promotional deals.

The Nuggets have a deal with the Safeway supermarket chain that gives the team end-of-aisle displays in the stores. Those displays are used not only to promote the team, but also the goods of other sponsors such as Pepsi and Frito-Lay.

Broadcasters can make out, too.

Many of the stations that act as outlets for the team productions sign multi-year deals, which sometimes gives them avails, cash payments or a combination of both. For each Mavericks game it broadcasts, according to the team, KTVT(TV) Fort Worth, Tex., receives more than \$10,000 and four minutes of advertising time.

But one team executive said his team tries not to pay anything to the local broadcaster that carries the games. With larger stations, he said, the team tries to offer some inventory

BASKETBALL'S

BROADCASTING's rundown of where to find NBA action

Team	BROADCAST TV				CABLE			RADIO			Notes
	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	Regional network	# of regular season games	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	
EASTERN CONFERENCE / ATLANTIC DIVISION											
Boston Celtics	WFXT	35-40	0	3/10	SportsChannel New England	H-35 A-14	NA	WEEI (AM)	43	3/10	WFXT is controlled by principals of Celtics.
Miami Heat	WBFS	A-21	7	5/5	SportsChannel Florida	H-35 A-10	NA	WQAM (AM)	4-5	NA	Team retains radio rights.
New Jersey Nets	None	—	—	—	SportsChannel New York	60	2/10	WNEW (AM)	4	1/1	Team retains radio rights.
New York Knicks	None	—	—	—	MSG Network	H-41 A-36	NA	WFAN (AM)	5	1/3	Paramount owns team and MSG Network.
Orlando Magic	WKCF	A-25	6	4/5	Sunshine Network	H-36 A-4	4/5	WDBO (AM)	18	1/3	Team retains broadcast TV and radio rights.
Philadelphia 76ers	WPHL	A-7	0	2/3	Prism SportsChannel Philadelphia	H-35 A-20 A-13	2/8	WIP (AM)	10	2/3	Team retains radio rights.
Washington Bullets	WDCA	A-29	0	NA	Home Team Sports	H-30	NA	WTOP (AM)	15	NA	Team retains radio rights.
EASTERN CONFERENCE / CENTRAL DIVISION											
Atlanta Hawks	WTBS	H-15 A-15	0	NA	SportsSouth	H-10 A-10	1/2	WGST (AM)	25	1/4	Turner owns team and WTBS. WGNX (TV) Atlanta will air 8 gms., 1 yr. deal.
Charlotte Hornets	WJZY	H-4 A-19	10	1/3	SportsSouth	H-1 A-19	3/3	WBT (AM)	33	1/3	Team retains broadcast TV and radio rights.
Chicago Bulls	WGN	H-18 A-12	0	3/5	SportsChannel Chicago	H-28 A-17	NA	WMAQ (AM)	36	2/5	
Cleveland Cavaliers	WOIO	A-20	3	2/3	SportsChannel Ohio	H-22 A-18	NA	WWWE (AM)	34	3/3	Team retains broadcast TV and radio rights.
Detroit Pistons	WKBD	H-17 A-23	5	1/5	Pro-AM Sports	H-23 A-17	1/5	WWJ (AM)	27	2/5	Team retains broadcast TV and radio rights.
Indiana Pacers	WXIN	A-23	4	2/2	Prime Sports Net. Midwest	H-25	3/8	WNDE (AM)	25	1/3	Team retains broadcast TV and radio rights.
Milwaukee Bucks	WCGV	A-30	3	1/3	None	—	—	WTMJ (AM)	37	NA	Team and WMJ have joint venture featuring graduated rights fees.

or merchandise in lieu of monetary compensation. Network affiliate stations can get as much as 50% of the inventory, he said, depending on the size of the station.

Few teams control their cable telecasts. That may be due to the fact that in most cases there is only one cable network in each market, limiting the leverage teams have in crafting deals. Nonetheless, more teams take over cable production when original rights deals come up for renewal.

The NBA practices what it preach-

es. For the second consecutive season, the NBA will produce its own network radio package, sell the package to advertising sponsors and market it to stations. The NBA last year became the first professional sports league to produce its own broadcasts.

The league's Sunday game-of-the-week broadcasts begin Jan. 24 and continue through the All-Star game and the playoffs. Playoff coverage includes every game of the regional finals and the NBA Finals.

The league says it expects to exceed

last year's lineup of 70 stations that reached roughly 60% of the national radio audience. In addition, the NBA says sponsorships are pacing ahead of last year's levels.

Sponsors for the broadcasts include Jeep, Sheraton Hotels, Dollar, Topps, Nestle and Edge, according to the league.

Like last year, the broadcasts will be produced at the Minnesota Timberwolves' broadcast studio under the direction of NBA Radio executive producer Tom Carelli. ■

LOCAL LINEUP

radio and TV for the upcoming 1992-93 season.

Team	BROADCAST TV				CABLE			RADIO			Notes
	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	Regional network	# of regular season games	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	
WESTERN CONFERENCE / PACIFIC DIVISION											
Golden State Warriors	KPIX KICU	H-2 A-16 H-3 A-20	2	3/3 3/3	SportsChannel Bay Area	H-34 A-2	3/3	KNBR (AM)	0	1/3	Team retains rights to 2-station broadcast TV network and radio.
Los Angeles Clippers	KCOP	H-10 A-26	0	2/5	SportsChannel Los Angeles	H-25 A-10	1/5	KMPC (AM)	7	1/5	Team retains radio rights.
Los Angeles Lakers	KCAL	A-43	4	3/5	Prime Ticket	H-40	NA	KLAC (AM)	18	3/5	Team retains all rights. Prime Ticket and team have common ownership.
Phoenix Suns	KUTP	H-5 A-25	NA	2/5	Arizona Sports Program Net.	H-15 A-5	2/10	KTAR (AM)	12	2/4	Team and KUTP have joint venture. Team retains radio rights.
Portland Trailblazers	KGW	H-1 A-19	0	1/3	Blazer Cable	H-20	NA	KEX (AM)	34	2/6	Team retains all rights.
Sacramento Kings	KRBK	H-5 A-25	0	2/3	Sacramento Cable	4	NA	KFBK (AM)	5	2/3	Sacramento Cable offers 4 games on PPV basis.
Seattle Superonics	KIRO	A-15	0	NA	Prime Sports Northwest	A-20	3/5	KJR (AM)	19	NA	Team retains broadcast TV rights.
WESTERN CONFERENCE / MIDWEST DIVISION											
Dallas Mavericks	KTVT	H-1 A-24	0	2/2	Home Sports Entertainment	H-40	4/5	WBAP (AM)	37	NA	Team retains broadcast TV and radio rights.
Denver Nuggets	KWGN	H-5 A-19	0	3/3	Prime Sports Network	H-16 A-15	NA	KOA (AM)	20	1/3	Team retains broadcast TV and radio rights.
Houston Rockets	KTXH	A-41	0	5/5	Home Sports Entertainment	H-40	4/5	KTRH (AM)	29	2/7	Team retains radio rights.
Minnesota Timberwolves	KARE KITN	H-3 A-5 H-5 A-12	5	1/1 1/2	Prime Sports Upper Midwest	H-13 A-12	3/5	KFAN (AM)	50	4/6	Team retains broadcast TV and radio rights.
San Antonio Spurs	KSAT	H-2 A-20	NA	NA	Home Sports Entertainment	H-19 A-11	15/15	WOAI (AM)	8	3/5	Team retains broadcast TV and radio rights. HSE offer 24 gms. on PPV.
Utah Jazz	KSTU	H-5 A-20	2	5/5	Prime Sports Network	H-6 A-19	3/3	KISN (AM)	21	3/3	Team retains all rights.

NA—Not Available or Not Applicable H—Home A—Away
Contract status refers to rights deals in cases where team sells rights or time buying deals when team retains rights.
Broadcast TV and radio networks do not include flagship(s).

Technology

S-A PROPOSES DIGITAL AUDIO INTERFACE, LAUNCHES COMPRESSION SYSTEM

Ad hoc committee seeks common language among digital radio station equipment; compressed SEDAT could multiply network satellite signals by three

By Peter Lambert

Approximately a year after a group of radio equipment manufacturers formed an ad hoc committee to address digital audio interface standards, Scientific-Atlanta says it is ready to publish just such a set of proposed standards.

At the same time last week, S-A unveiled a new family of audio compression algorithms aimed at tripling the number of digital audio signals radio programmers can squeeze into a given bandwidth.

If Scientific-Atlanta's SEDAT OSI (Open Systems Interconnection) is accepted by the industry, says Kent Malinowski, vice president of S-A's Broadcast Radio and Data Systems, by early 1993 manufacturers could begin to incorporate OSI integrated circuit chips all along the radio station transmission chain, within digital cart machines, workstations, studio-transmitter links and other station equipment.

Malinowski says S-A will both sell and license the chip to other manufacturers, thereby adding up to volume sales, economies of scale and lower equipment prices for broadcasters.

With adoption of OSI or another multiformat proposal, digital radio station equipment would no longer output analog signals that then must be converted back to digital all over again on the way into the next digital machine, says Robert Weirather, director of strategic marketing for Harris Allied Broadcast Equipment and chairman of the ad hoc interface standards committee.



S-A's compressed multichannel audio receivers start at \$3,000.

"We should be able to leave a signal in digital format and pass it from machine to machine," says Weirather. "The attractive thing about the SEDAT architecture is that it is open to other formats," he says. "Is it open enough? We'll see. It's a good start."

Weirather says the committee has agreed on a non-compressed digital interface standard, the existing AES-EBU 24-bit, two-channel specifications. However, the committee is still working out an alternative interface between the studio and transmitter for FM stereo. Although AES-EBU handles AM mono, the composite signal out of an FM stereo generator requires much higher bit rates. "We've offered general outlines on that and intend to fill in the details," Weirather says, estimating the committee may soon complete its work.

With or without OSI, S-A is bringing a new family of compression algorithms to market, incorporated in a new encoder, decoders and satellite receivers based on SEDAT (Spectrum Efficient Digital Audio Technology), S-A's de facto satellite transmission standard among U.S. radio networks.

About 6,000 ABC, CBS and Unistar Radio Network affiliates implemented SEDAT over the past year. S-A now hopes those networks will add the compression option, and that Westwood One will move directly from S-A's 10-year-old DATS (Digi-

tal Audio Transmission System) to compressed SEDAT.

Malinowski says the \$3,000 sticker on the DSR-3000 receiver is approximately one-third the cost of a DATS receiver and about \$200 cheaper than its analog counterpart.

Weirather stresses that the committee will not adopt any particular compression algorithm—the crux of a whole other conversion problem. Even if the noncompressed interface standards are adopted, a radio station could still find itself compressing and decompressing signals between machines. "Some say you can compress, decompress, compress, decompress without loss," he says. "Others say they can hear a difference every time you do it." ■

ERRATA

NBC was among parties signing joint Sept. 11 letter to FCC Chairman Sikes asking for more specifics on how commission developed its HDTV channel allotment draft proposal. NBC was unintentionally omitted from list of parties in Sept. 28 story.

Comark Communications Inc. (donating UHF antenna) and Harris Allied Systems Division (donating field truck) should have been listed among major contributors to HDTV field tests in Sept. 28 story.

DateBook

Highlighted listings indicate major meetings.

OCTOBER

Oct. 4-6—Minnesota Cable Communications Association annual meeting. St. Paul Hotel, St. Paul. Information: (612) 641-0268.

Oct. 5—Academy of Television Arts and Sciences forum luncheon featuring Jay Leno. Universal Hilton Hotel, Universal City, Calif. Information: Cynthia Wilbur, (818) 763-2975.

Oct. 6-8—Mid-America Cable TV Association 35th annual meeting and show. Hilton Plaza Inn, Kansas City. Information: Patty O'Connor or Rob Marshall, (913) 841-9241.

Oct. 7-10—National Broadcast Association for Community Affairs annual convention. Loews L'Entant Plaza Hotel, Washington. Information: Thursa Thomas, (202) 364-2481.

Oct. 8—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Jonathan Crane, head, BBC, New York. Copacabana, New York. Information: (212) 768-7050

Oct. 8-10—Minnesota Broadcasters Association 43rd annual convention. Radisson Arrowwood Resort, Alexandria, Minn. Information: (612) 926-8123.

Oct. 9-11—Oregon Association of Broadcasters annual convention. The Riverhouse, Bend, Ore. Information: (503) 257-3041.

Oct. 9-11—"Economic Issues of the Election Year," seminar sponsored by **The Foundation for American Communications, The Ford Foundation, The Dallas Morning News and WFAA-TV.** Omni Las Colinas Hotel, Dallas. Information: Chris Gardner, (213) 851-7372.

Oct. 10-12—Tennessee Association of Broadcasters annual convention. Radisson Read House, Chattanooga. Information: (615) 399-5791.

Oct. 10-13—Association of National Advertisers annual meeting and business conference. Homestead, Hot Springs, Va.

Oct. 11-16—Ethical decision-making seminar sponsored by **Poynter Institute.** Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Oct. 12—Cable Television Administration and Marketing Society Northeast regional cable management conference. Trop World Casino and Entertainment Resort. Atlantic City, N.J. Information: (703) 549-4200.

Oct. 12-14—Kentucky Cable TV Association annual convention. Marriott Resort, Lexington, Ky. Information: Randa Wright, (502) 864-5352.

Oct. 12-16—MIPCOM, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: 9212) 689-4220.

Oct. 13—International Radio and Television Society seminar, "Employer/Employee Issues." Rosenman and Colin, New York. Information: Stephen Labunski, (212) 867-6650.

Oct. 13-14—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: Jan Sharkey, (609) 848-1000.

Oct. 14—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: William Samuels, chairman and chief executive officer, ACTV Interactive. Copacabana, New York. Information: (212) 768-7050.

Oct. 14—"Careers in Sports," career development seminar for communications professionals wanting to break into sports communication. Sponsored by **National Academy of Television Arts and Sciences, New York chapter.** Mickey Mantle's Restaurant and Sports Bar, New York. Information: (212) 768-7050.

Oct. 14-17—Society of Broadcast Engineers annual convention and exhibition. San Jose, Calif. Information: 9317) 253-1640.

Oct. 15—International Radio and Television Society newsmaker luncheon. Speakers: Tom Brokaw, NBC; Peter Jennings, ABC, and Dan Rather, CBS. Waldorf-Astoria, New York. Information: Maria DeLeon, (212) 867-6650.

Oct. 15-16—Howard University School of Communications, 21st annual conference and job fair. Main Campus, Washington. Information: Virginia Steward, (202) 806-7690, or Carol Dudley, (9202) 806-5807.

Oct. 15-17—National Religious Broadcasters, Eastern chapter, convention. Sandy Cove Conference Center, North East, Md. Information: David Eshleman, (703) 896-8933.

Oct. 16-17—Missouri Broadcasters Association fall meeting. Marriott Tan-Tar-A Resort, Lake of the Ozarks, Mo. Information: (314) 636-6692.

Oct. 19—Seventh annual John Bayliss Broadcast Foundation annual media roast, honoring Dr. Ruth Westheimer, former radio talk show host. Plaza, New York. Information: Kit Hunter Franke, (408) 624-1536.

Oct. 19—Women In Cable, Washington D.C. chapter, annual benefit gala honoring Geraldine Laybourne, president, Nickelodeon. Omni Shoreham, Washington. Information: Lynn Levine, (202) 872-9200 or Jeanine Taylor, (703) 378-3430.

Oct. 21—Broadcasting magazine and Federal Communications Bar Association "Broadcasting Cable Interface" and "Hall of Fame" dinner and ceremony. Omni Shoreham Hotel, Washington. Information: Joan Miller, in New York, (212) 340-9866, and Pat Vance, in Washington, (202) 659-2340.

Oct. 27-29—LPTV annual conference and exposition sponsored by Community Broadcasters Association. Tropicana, Las Vegas. Information: (800) 225-8183.

NOVEMBER

Nov. 4-8—National Black Media Coalition 19th annual media conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

Nov. 7—NAB Radio Manager's Roundtable

for small and medium markets, including Q&A with FCC Mass Media Bureau Chief Roy Stewart. Holiday Inn Palo Verde, Tucson, Ariz. Information: (202) 429-5402.

Nov. 9—"Where Are The Ratings Systems Headed?" tele-workshop sponsored by **National Association of Television Producers and Executives Educational Foundation.** Workshops are fed live, via satellite. Information: Susan Davis, (310) 453-4440.

Nov. 10-13—Society of Motion Picture and Television Engineers 134th technical conference and equipment exhibit. Metro Toronto Convention Center, Toronto. Information: (914) 761-1100.

Nov. 19-22—Society of Professional Journalists national convention. Stouffer Harborplace, Baltimore. Information: (317) 653-3333.

DECEMBER-APRIL 1993

Dec. 1—Cable Television Administration and Marketing Society fourth annual western regional pay per view conference. Hyatt Regency Alicante, Anaheim, Calif. Information: Kirsten McConnell, (703) 549-4200.

Dec. 2-4—Western Cable Show sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (510) 428-2225.

Dec. 3—American Sportscasters Association eighth annual Hall of Fame Awards dinner. Marriott Marquis Hotel, New York. Information: Louis Schwartz, (212) 227-8080.

JANUARY-APRIL 1993

Jan. 14-16—Satellite Broadcasting and Communications Association winter trade show. San Diego. Information: (703) 549-6990.

Jan. 24-28—NATPE International/Association of Independent Television Stations. NATPE's 30th annual program conference and exhibition and INTV conference. Moscone Convention Center, San Francisco. Information: Nick Orfanopoulos, for NATPE, (310) 453-4440, and Angela Giroux, for INTV, (202) 997-1970.

Feb. 5-6—Society of Motion Picture and Television Engineers 27th annual Advanced Television and Electronic Imaging conference. Sheraton Hotel and Towers, New York. Information: (914) 761-1100.

Feb. 24-26—Texas Cable Show sponsored by **Texas Cable TV Association.** San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

March 3-6—24th Country Radio seminar sponsored by **Country Radio Broadcasters.** Opryland Hotel, Nashville. Information: (615) 327-4487.

April 16-21—MIP-TV, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4420 or 750-8899.

Classifieds

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Operations manager and sales manager: New start up FM in Southside Virginia seeks operations manager and sales manager. Experienced only need apply. Motivated self starters will have perfect opportunity to take charge and make things happen. Send resume, references and salary requirements to: S. Vaughan, WSVV Radio, PO Box 1878, Petersburg, VA 23805. EOE.

GM/GSM Georgia: High profile and fun small market combo seeking aggressive leader to direct and develop local sales and keep enthusiastic, young staff on track. Must be hands-on manager setting the example. Great career opportunity with "quality first" group. Please fax resume to 914-454-0919. EOE.

GM/SM small medium market No. Calif. Career opportunity for hands-on manager with 2 FM group. Long hours, good compensation. Minimum requirement 3 years small market sales experience. Resume/letter (must include compensation requirements) in confidence to Box P-39. EOE.

Successful medium market newstalk/AC combo in the midwest seeks sales manager to lead seven (7) great people. We are ahead of last year and we will make our sales goal for 1992. If you would like to help us continue the trend in '93 send your resume to Box Q-1. EOE M/F.

Rapidly expanding Texas corporation is seeking management personnel. Prefer experience in sales and sales management. Good salary, benefits, and opportunity for growth. Write: Richard Kelley — Broadcasters Unlimited, Inc., 3810 Brookside Drive, Tyler, TX 75701 or call 903-581-0606. EOE.

General manager: Miles City, Montana. Full charge position. Reply 1218 Pioneer Building, 336 North Robert Street, St. Paul, MN 55101. EOE.

Sales manager needed immediately for South Jersey combo. Must lead combination of experienced and young salespeople in this highly competitive marketplace. Want a challenge? Resume to Box Q-2. EOE.

Local sales manager: Management opportunity at the top billing station in New Orleans. Requirements: Experience selling news/newstalk format, sports sales, professional and/or college preferable. Successful track record dealing with direct major advertisers a must. Minimum five years radio sales experience. Some management experience desirable but not necessary. To apply, send your resume along with sales successes, billing track record and an example of a direct advertiser proposal to Eve Versteeg, General Sales Manager — WWL 870 AM, 1450 Poydras Street, Suite 440, New Orleans, LA 70112. Please apply before October 30, 1992. EOE.

Contemporary Southern California FM needs experienced general sales manager. Minimum 2 years sales management experience. Compensation history and resume. EOE. Reply to Box Q-3.

HELP WANTED SALES

New start up FM in Southside Virginia seeks experienced sales people. Motivated self starters. Send resume, references and salary requirements to S. Vaughan, WSVV Radio, PO Box 1878, Petersburg, VA 23805. EOE.

Broadcast sales: Major stations — Southern California. Call 818-773-3225, 24 hours. EOE.

Career opportunity for top producer at 100,000 watt southeastern FM. Sixth AQH in USA. WRNS, Box 609, Kinston, NC 28502. 919-522-4141. EOE.

Affiliate representative: Major national news network seeks fast track radio professional as affiliate development representative. 5-8 years radio experience required with preference given to network experienced applicants. Travel required. Excellent income and growth opportunity. Cutting edge technology and product. If you qualify and are prepared to start immediately, send resume with references in confidence to affiliate manager. StandardNews, a division of Broadcast Equities Inc. is an equal opportunity employer: B.E.I Affiliate Manager, 1000 Centerville Trnpke, SHB 411, Virginia Beach, VA 23463.

HELP WANTED TECHNICAL

Engineering assistant: Paxson Broadcasting of Jacksonville has an opening for an assistant to the chief engineer of a multi-station complex. Applicant should have at least an Associate's degree in Electronics, a minimum of three years experience in radio broadcast engineering and be able to handle any emergency, from the studio site to the transmitter sites. Computer knowledge a plus. No phone calls please, send resumes to: Kyle D. Dickson, Chief Engineer, Paxson Broadcasting, 8386 Baymeadows Rd., Suite 107, Jacksonville, FL 32256. EOE.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

New station in south seeks PD and air talent (send resumes now) and promotion director. Great company. Big market. All formats welcome. EOE. Reply to Box Q-4.

SITUATIONS WANTED MANAGEMENT

Retired radio group VP seeking temporary management assignment or special project anywhere. Diversified background includes regional networks. Best references. 919-787-7850.

Young, "obsessed with success" currently employed CRMC GSM with proven performance record and references seeks GM or GSM position in one of the following areas: Philly, Trenton, Baltimore, Pittsburgh, Harrisburg or Washington, DC. Equity position preferred but all considered. I'm a team player and a team builder. Working knowledge of all training methods. Jennings, Lontos, Pollack etc. Reply to Box P-43.

Husband/wife team: Over 25 years experience in all phases. On air, sales, management, ownership. Call Jim Fletcher 904-567-1350.

VP/general manager: 20 years major market experience — retired to the coast of Maine after sale of group. Too young — shouldn't have done it! Will consider small/medium market AM/FM or small group. Call 207-885-5242.

Let's build a winner! GM wants to help take your medium/small market midwestern station to next level. Dedicated to success! Ext. experience in programing/sales/management. Reply to Box P-44.

Bill James . . . your next GM: Can do all . . . sales/programing/management. Wear many hats. Great track. Available immediately. Prefer south-east. 804-232-5197.

Consolidation: It's here. Face it . . . it's the only way to recover your investment. I can pull it off successfully. 25 years in radio; 10 in ownership. If you need a stable, strong manager, and are willing to let me participate in your success, let's talk. I prefer Florida or coastal S.E. Will consider all. Reply to Box Q-5.

Broadcasting veteran, now in sales, considering return to product, as operations manager, medium or large market news/talk. Or, if you need a leader with programing, promotion, sales, and news background to bring small market station forward, will consider small market station managership. 805-922-4320.

20+ years pro: General manager with strong experience in sales, programing, marketing, budgeting, and winning. Excellent track record . . . last in NYC. Will consider large or major market East Coast or Midwest. Start-ups and turn-arounds welcome. Sweat equity a plus. Call SRC 212-355-6079.

Stable, successful GM in small market, looking for a bigger "pond". Consistent 5 year growth history; currently employed. Will earn 60k+ this year. Reply to Box Q-6.

Self motivated, successful GSM, CRMC. San Francisco based. Seeks new opportunity. Twenty solid years, great track record including experience with network station, news, talk, sports, music, AM/FM, consulting. New business development and event marketing expert. Unique ability hiring, training, motivating sales talent. ENTJ. Wrote the "book" in the West for category selling. NAB/RAB convention speaker. Prior owner/operator. Let's talk. Call Jack at 415-456-9722.

SITUATIONS WANTED SALES

Broadcasting veteran, switched to sales, one year ago, would like to join promotionally aggressive station that trains, brainstorms, and supports salespeople. Enthusiastic news/talk advocate. West preferred. Reply to Box Q-7.

SITUATIONS WANTED ANNOUNCERS

Basketball BPBI (And more!) Experienced, knowledgeable sportscaster wants to move on. Anybody need a voice? Let's talk! Call Steve: 602-425-5523/4471.

Exciting sports PBP announcer/talk show host, up to 11 years experience in H.S./college football and basketball, and baseball, skilled in all air work, production, etc., looking for station/network committed to quality sports programing. Jay 803-763-8119.

SITUATIONS WANTED TECHNICAL

If you want someone to push paper, I'm not your man. Hardline emphasis on p.m. 10 years AM/FM, CE experience. Available Oct. Prefer Midwest or SE, but all areas considered. Let me get my hands dirty. Call 704-474-4373.

Working CE, excellent credentials. Experienced in complete, modern, facility buildouts, mic to antenna. Also available for consulting and temporary projects. Call Jim 301-881-8017.

SITUATIONS WANTED NEWS

I'm no news bunny: Years of experience at NBC (when it was NBC), AP, UPI, WGCI and other shops prove it. On-air, editor, management — I do it all. Call Mary 708-256-6337.

15 year Veteran Farm Broadcaster seeking to make a change. Voting member of the NAFB. Reply to Box P-45.

Talk pro seeking major market shift. I'm better than your competition's best with unedited tapes to prove it. 20 plus years media experience including top 10 markets. Reply to Box Q-16.

MISCELLANEOUS

FM SCA space available for lease in the Dallas Metroplex area. Call Ron at 713-473-5585.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: Top twenty group-owned affiliate seeking an experienced local sales manager. Prefer experience with Scarborough and/or MMC, BMP and other value added sales tools. Successful candidate should have strong sales and marketing skills, good people skills and be ready and willing to work closely with the local staff in all areas of local sales, sales promotions and new business development. Send resume and salary requirements to Box P-48. EOE M/F.

TV station in major Texas market seeking business manager/controller. Minimum 5 years experience. Hands-on administrator with strong management and communication skills. Must be able to directly supervise computerized accounting department and clerical personnel, generate timely financial information and work as a team member with company and corporate staff. Experience with budgets, personnel matters and computer systems. Send resume and salary requirements to: Box Q-8. EOE.

Marketing research director: WCAU-TV, the CBS station in Philadelphia, is seeking an experienced station marketing research director. This highly visible position serves the sales, programming and news departments in qualitative and ratings research. Terrific opportunity for the right person. Please send resume to Jeff Cash, Director of Sales, WCAU-TV, City Line & Monument Rd., Phila., PA 19131. No phone calls please. Salary commensurate with experience. EOE. A drug testing company.

Associate director/chief operating officer: Louisiana Public Broadcasting, Baton Rouge, LA. Louisiana Public Broadcasting (LPB), a statewide educational television network licensed to the Louisiana Educational Television Authority (LETA), seeks a highly motivated professional to serve as associate director/chief operating officer. The AD/COO reports directly to LETA and the executive director of LPB, and is responsible for overseeing daily operations, providing management direction to department heads, and developing and implementing strategies to meet station needs. Requires enthusiastic individual committed to public, educational television with a minimum of a Bachelor's degree in Communications or a related discipline and eight years of full time experience in public telecommunications, three of which must have been at a senior management level; excellent supervisory, organizational and communications skills; and the ability to work effectively with leaders in education, government and public television. Salary is competitive, commensurate with experience and qualifications. Letters of application, including current resume, salary history and references, should be sent to Search Committee, Louisiana Public Broadcasting, 7860 Anselmo Lane, Baton Rouge, LA. Deadline for applications is 10/18. LPB is an EEO/AA employer, and does not discriminate on the basis of race, religion, color, sex, age, national origin, or disability.

WWL Television in New Orleans is in need of a local sales manager. Television management experience is a must. Must possess strong leadership, coaching and training skills. No phone calls. Send resume to: Jimmie B. Phillips, WWL Television, 1024 N. Rampart Street, New Orleans, LA 70116. EOE.

WWL Television in New Orleans is in need of a research director with strong presentation abilities, writing skills and must be a computer whiz. No phone calls. Send resume to: Jimmie B. Phillips, WWL Television, 1024 N. Rampart Street, New Orleans, LA 70116. EOE.

Wanted: GSM. KTXH-TV Houston is looking for a winner to motivate, lead and direct a 21 person sales/traffic department. Rockets, Astros, Murphy Brown, Wonder Years, Full House, & Arsenio Hall are waiting for you. Resume and salary requirements to Mike Dunlop, VP&GM, 8950 Kirby, Houston, TX 77054. Paramount Communications is an equal opportunity employer.

HELP WANTED SALES

Marketing consultant: Top 50 market, strong, growing affiliate looking for a sales dynamo. Established list available for the candidate who knows how to generate new business, develop vendor and attain rates. Our team needs a leader that boasts a strong track record of business development. Cover letter and resumes to: WHTM-TV, Attn: David Bradley, LSM, PO Box 5860, Harrisburg, PA 17110. EOE.

Broadcast sales - major stations - Southern California. Call 818-773-3225, 24 hours. EOE.

Account executive: Immediate opening for an individual with a highly energized selling style, conveying the excitement, success, and stature of our station. Candidates should have complete working knowledge of the station's programming and a thorough understanding of the content and use of rating services and other broadcast sales tools. Must be highly organized and have the ability to deal effectively with clients both in person and by telephone. Two years broadcast sales or agency buying experience a must. College degree a plus. Send resume to: WKBD Fox-50, Attn: Personnel, A.E., PO Box 50, Southfield, MI 48037. EOE M/F.

Local sales managers: Memphis ABC affiliate seeking an aggressive, organized, creative individual with strong sales background to lead local sales force. Must possess good communication and strong people skills. Management experience preferred. Send resume to: Susan Adams, GSM, WHBQ-TV, 485 S. Highland St., Memphis, TN 38111. EOE.

WHNS-TV, a mature Fox affiliate serving a fast growing, Southeastern four station market in the Western Carolinas, is looking for a local sales manager who excels at training salespeople to become marketing consultants; who is equally proficient at dealing with local retailers and regional, major market agencies. Television sales management experience is highly preferred. Send resumes to: Tony Thompson, General Sales Manager, WHNS-Fox21, 21 Interstate Court, Greenville, SC 29615. EOE M/F/H.

HELP WANTED MARKETING

National television program producer/distributor seeks marketing representative to market programs to a wide variety of prospects. Qualified applicants should have considerable related experience, the ability to formulate overall marketing strategies, as well as prepare and present material. Travel and relocation to Southeast region is required. Base salary plus incentive on sales. Send resume and salary requirements in confidence to Box Q-9. EOE.

HELP WANTED TECHNICAL

TV maintenance engineer: Trinity Broadcasting Network has immediate opportunity for an individual with 3-5 years technical maintenance experience with the ability to troubleshoot to component level equipment such as 1" Sony VTR's, D2/D3 recorders, CMX editing systems and digital effects with special emphasis on digital techniques. Resume to: George Murray, Network Operations Director, Trinity Broadcasting Network, 2442 Michelle Drive, Tustin, CA 92680. EOE.

South Texas educational station has an opening for a chief engineer. Previous experience desired in maintenance of UHF transmitters and studio systems as well as personnel supervision. SBE certification a plus. Send resumes to Community Educational TV, Inc., attention Ben Miller, PO Box C-11949, Santa Ana, CA 92711. EOE.

KWTV is seeking a maintenance engineer with minimum three years experience maintaining studio equipment including Ampex, RCA, Grass Valley, Sony, etc. Transmitter, computer, TCR-100, and VPR-6 experience helpful. Salary based on experience. Send resume to: Engineering Supervisor, KWTV, 7401 N. Kelley, Oklahoma City, OK 73111. EOE.

Operations engineer: Engineer with heavy emphasis in TV broadcast studio/remote audio operations. General background experience in VTR and video operations. Send resume to Chief Engineer, K*USA-TV, 500 Speer Blvd., Denver, CO 80203. An equal opportunity employer.

Chief engineer: Northeast 90's ADI network affiliate is seeking a professional with proven technical and leadership skills to supervise engineering staff. This position requires direct supervision in the installation and maintenance of studio and transmitter equipment. Candidates must have a working knowledge of UHF transmitters, studio equipment, including analog, digital and RF electronic equipment. EOE. Send resume to Box Q-10.

Maintenance engineer: The WBNS stations is seeking a maintenance engineer with at least three years experience in a major market TV and radio engineering department that includes SNG, ENG, D2 and computer automation. A degree and SBE certification is necessary. Shift changes and over night trips are part of this position. Send resumes and applications to Marvin C. Born, WBNS-TV, 770 Twin Rivers Drive, Columbus, OH 43215. 614-460-3914. EOE.

Satellite news vehicle engineer: WTVR-TV has an opening for a satellite news vehicle engineer to operate its up-link truck. Must have a minimum two (2) years of maintenance experience with studio, ENG, microwave, transmitter and satellite equipment. FCC General Class license required. Send resume and salary requirements to Chief Engineer, WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230. M/F/EOE.

Maintenance engineer: WTVR-TV has an immediate opening for a maintenance engineer. Must have a minimum two (2) years of maintenance experience with studio, ENG, microwave, transmitter and satellite equipment. FCC General Class license or SBE Certification required. Excellent driving record required. Send resume and salary requirements to Chief Engineer, WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230. M/F/EOE.

Video engineer experienced in installation, maintenance and repair of complete studio and post production facilities with Beta, 3/4", 1" and digital equipment is needed. We are a fast paced, state-of-the-art ad agency producing commercials for Fortune 500 clients, located in a friendly, family oriented community. Please send resume to Allen Teague, Hawthorne Communications, Inc., 300 N. 16th Street, Fairfield, IA 52556. EOE.

HELP WANTED NEWS

Number one news station in the market accepting applications for creative feature reporter *Courty Rover*. Candidate must have minimum three years front-line TV news reporting experience with strong ability to tell creative stories dealing with rural residents. Ability to shoot/edit required. Occasional general assignment reporting. Rush confidential resume, salary expectations, and photo with audition tape showing best feature stories to: News Director, WAAY TV, Post Office Box 2555, Huntsville, AL 35804. No phone calls please. Materials submitted are nonreturnable. EOE.

Small market CBS affiliate seeks a talented morning co-anchor/weathercaster and reporter. Strong writing and presentation skills. Prior experience and degree preferred. Send tape, resume, and salary history to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Reporter/anchor: Are you a good storyteller? Do you explain how stories affect your viewers' lives? If so, you may be the high-profile reporter we need weeknights and the anchor/producer we need on weekends. Significant reporting/anchoring/producing skills are a must. Send resume, statement of news philosophy and non-returnable tape (VHS only) to Robert Cizek, News Director, WKUG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No calls or faxes. EOE.

News director: A medium sized Midwest network affiliate needs an experienced, aggressive, motivated leader in the news department. Please submit resume and news philosophy to Box Q-11. EOE.

Weatherperson: Southeastern Spanish language television affiliate is seeking a solid, knowledgeable straightforward meteorologist. Will handle all on-air weather reporting as well as some environment/science/outdoors reporting. Experienced preferred but great opportunity for the right person who is fluent in Spanish and willing to learn TV. Letter and resume to: Box Q-12. EOE.

News producer needed to produce nightly newscasts, Monday through Friday. Skills must include strong writing ability, excellent news judgement, organizational ability, working knowledge of high quality production equipment and newsroom operation. Experience in television newscast production is required. Bachelor's degree preferred. Send resume and salary requirements to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. No phone calls. EOE.

WTVC Newschannel 9 has an immediate opening for a medical reporter/anchor. Two years experience. Candidate should be able to generate solid health stories, handle live interviews with physicians and co-anchor daily noon newscast. Health reporting background a must. Send a non-returnable tape of your best work and resume to: Jim Church, WTVC-TV, PO Box 1150, Chattanooga, TN 37401. No phone calls. EOE.

News director/anchor: Small station reorganization; write, shoot, edit; documented skills; solid opportunity; immediate; tape & resume to 18 Bulard Ave., Glens Falls, NY 12801. Also senior sales, engineering, production positions. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Promotion editor/producer: Philadelphia's #1 television station is looking for a highly creative and experienced on-line editor/producer for a new in-house promotion production facility. Candidates should have complete knowledge of post-production editing, graphics, and work well under tight deadlines. Previous television promotion experience a must. Send resume with tape (no calls) to William Burton, Director of Promotion and Station Advertising, WPVI-TV, 4100 City Line Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Graphic artist: WABC-TV, NY seeks highly qualified full time computer graphic artist. Experience with Quantel Paintbox, Digital F/X, AVA and Harris Still Store is required. News graphics experience and ability to handle tight deadlines a must. Send resume and reel to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

Paint box artist needed for 24-hour television news channel serving New England from its headquarters in metropolitan Boston. Candidate must be able to handle daily news graphics load, including promotions and marketing. Design background and Paint Box experience required. Must be able to work well under pressure, enjoy being part of a team, and contribute to the look and success of this vital new news service. Send tape and resume to Charlie Kravetz, News Director, New England Cable News, 160 Wells Avenue, Newton, MA 02159. EOE.

Creative team needs Paintbox hotshot: Inside Edition is adding a staff designer to the creative services department. If you want real responsibility and opportunity, have the ability and talent to create a strong image for syndications's #1 daily news magazine, and are inspired by pressure, this opportunity is for you. Designer will work closely with program and promotion producers. Experience on Dubner DPS-1 Turbo system required; previous staff experience desired. Send reel and resume to Rob Battles, c/o King World, 402 E. 76th St., New York, NY 10021. Please, no calls. Inside Edition is an equal opportunity employer.

CATV coordinator: \$3,632-\$4,396 per month. Acts as station production manager of the municipal cable operations; coordinates programing; plans and implements various television productions; and supervises personnel. Bachelor's degree with emphasis in broadcast journalism, television or related field and a minimum of five years experience in television production desirable. Only completed City applications received by October 23, 1992 at 5:00 p.m., will be considered. Call job hotline at 310-854-7309 for complete position requirements and application materials. City of West Hollywood, 8611 Santa Monica Boulevard, West Hollywood, CA 90069. EOE.

Writer/producer/editor: 38th market CBS affiliate in search of strong promotion writer/producer with solid editing abilities. Quantel paintbox and Macintosh skills a plus. Send resume, salary requirements, and non-returnable tape to: Christopher Domini, WTKR Television, 720 Boush Street, Norfolk, VA 23510. EOE.

Syndicator wanted: Immediate opening, great opportunity to clear sports and entertainment programing. Markets 30+. Applications must be a self starter, energetic, with strong communications and organizational skills. Experience is a plus. Send resume with at least three references and salary qualifications to SNI Sports Network, 7000 Chippewa-Suite 200, St. Louis, MO 63119. No phone calls please!!! EOE.

On-air promotion writer/producer: Western New York Public Broadcasting (Buffalo/Toronto) seeks an experienced writer/producer to produce on-air promos for its two television and three radio stations. Duties will include packaging PBS promos; producing promos for fundraising, local programs, image, etc.; overseeing scheduling of promos and writing of voice-over copy; and radio promo production. Applicant must have two to three years experience producing on-air promos, preferably in public television. Radio promotion experience is a plus. Interested applicants should submit a videotape (1/2" or 3/4") with samples of promos, resume and cover letter; salary requirements must be included in cover letter for application to be considered. Submit application to Director of Promotions and Publicity, Western N.Y. Public Broadcasting Association, Box 1263, Buffalo, NY 14240. We are an equal opportunity employer.

Videographer: Top notch creative team in sunny southwest looking for shooter w/terrific reel of commercials and/or TV promos. At least 3 yrs. exp. Must have the ability to add to creative. Film exp. a plus. Please send reel and resume to Creative Services Manager, KTVK-TV, 3435 N. 16 Street, Phoenix, AZ 85016. Reels will not be returned. EOE.

Producer/director wanted for South Florida's top TV station... prefer applicants with a minimum of five years commercial television experience as a producer/director including hands-on exp. with Grass Valley 300, Ampex ADO, Chyron IV, & knowledge of CMX Omni 1000. College degree pref. Send resume to Larry Berman, Prod. Supvr., WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

Art director: Multi-talented, highly creative, aggressive artist to take a leadership role with all our graphic needs. Electronic paint system and print experience necessary. Send your resume, dazzling reel and print samples to Personnel Department, WJKS-TV, PO Box 17000, Jacksonville, FL 32245. EOE M/F, drug testing.

Weather talent needed for nationally syndicated agricultural business program. Prefer polished on-air presentation combining knowledge of weather and agricultural background. Please send resume, non-returnable tape, and salary requirements to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. No phone calls. EOE.

Write, shoot, edit commercials/promos - 3/4" format. Paintbox operation a plus. Send resume and non-returnable tape to T. Hiebert, KTVK-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. (Minimum one year commercial production experience). No phone calls. EOE.

Field producer/director: Christian Corporation seeks hands-on expert with 5 years experience. Based in Florida. Salary \$30K+. Send resume to: PO Box 48215, Jacksonville, FL 32247-8215. EOE.

Promotion director: ABC affiliate in 35th market looking for an experienced promo-pro to supervise four person department under direction of program manager. If you have what it takes to create great campaigns and execute them to success send your 3/4-inch reel and resume to: Personnel Director, WLOS-TV, Box 1300, Asheville, NC 28802. No phone calls please. EOE.

Newschannel 9 - WTVC-TV has an immediate opening for a producer. Two years experience. Candidate should be able to produce newscasts, major events and supervise production assistants. Previous experience with Newstar computers, SNG and ENG a plus. Send a non-returnable tape of your best show and resume to: Jim Church, WTVC-TV, Box 1150, Chattanooga, TN 37401. No phone calls. EOE.

Newschannel 9 - WTVC-TV has an immediate opening for a reporter/videographer. One year experience. An internal promotion has created this position. Candidate must be experienced in reporting/shooting/editing. The ability to generate story ideas is a must. Send a non-returnable tape of your best work and a resume to: Jim Church, WTVC-TV, Box 1150, Chattanooga, TN 37401. No phone calls. EOE.

SITUATIONS WANTED NEWS

Assistant news director, medium market, seeks news director position in smaller market. Twelve years experience. Former award winning anchor/reporter with hands-on management experience. Skilled administrator and effective leader and motivator. Willing to make commitment. Call 205-423-6271.

Television meteorologist: Dedicated and knowledgeable meteorologist with strong writing skills is seeking employment in a small or mid-size market. 414-769-9817, Chuck.

Sports broadcaster: 12 years experience. Reporter/producer/anchor. Available immediately. Reasonable salary. Call 318-343-9730.

SITUATIONS WANTED TECHNICAL

Get me out of L.A.! Maintenance technician with chief experience. Over 10 years here. Broadcasting, production and post. Digital and analog. Editing, graphics, tape (all formats), installation, and field service background. It's time to slow down and enjoy life. All areas considered. Reply to 818-785-4505.

Mobile EIC video/transmission maintenance engineer, based in New York area. 20 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE senior television certified. For resume and information: 908-494-9443.

25 years broadcast engineering, 14 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply to Box Q-13.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

I am searching for an entry-level position in production. Media arts degree and 2 years experience to my credit. Can relocate without difficulty. I'd love to be a part of your station or company! Ask for Lisa 412-381-8913.

SITUATIONS WANTED PERSONALITY/TALENT

Show host: Female show host, formerly for National Home Shopping Network, available for new challenge. Voice pager 818-569-1306.

MISCELLANEOUS

Television production consultants: Improve quality and save money on single program or departmental production operations. Clients include studios, syndicators, independents, corporations. Former network producer/director. Sandra Weir, Anchor Productions, Inc. 203-329-3902.

CABLE

HELP WANTED MANAGEMENT

Ad sales operations manager: Cable AdNet, America's leading cable ad sales firm seeks an experienced individual as Northeastern division operations manager. Division includes 620k subs in Phila., NY and New England. Position requires managing staff of 15+. Successful candidate will oversee our traffic/billing dept., engineering dept. & tape consolidation dept. Applicants must have 3+ op management, traffic/billing software & budget exp. Must have excellent communication and people skills. Must have 5+ cable/advertising industry exp. Interested applicants should send resume to: Cable AdNet, 1332 Enterprise Drive, Suite 300, West Chester, PA 19380. Attn: Jo Storey, GM. We are proud to be an equal opportunity employer.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Ashland University, with a 100-major radio/TV department, seeks an assistant engineer/video producer. Maintenance of TV studio, remote truck, radio production and on-air studios, FM transmitter and related equipment required. Small-format video production also required. Regular evening and weekend hours. \$18,000-\$22,000 for 9 month yearly contract. Applicant must have at least a bachelor's degree along with bench experience. Professional TV production experience helpful. Send resume to: Mia K. Preston, Executive Director of Personnel, Ashland University, 401 College Avenue, Ashland, OH 44805. AA/EEO.

Mass communication/telecommunication position. The Department of Communication at Cleveland State University invites applications for a probable tenure track position at the assistant/associate professor level. Candidates at the associate professor level should have ten years of professional experience, including experience managing a broadcast studio/facility. Candidates at the assistant professor level should have some professional experience in radio-TV/broadcasting. Candidates for this position should have a background in telecommunication/broadcast production. Teaching and scholarly/research interests in the following areas are desirable: Broadcast, film, criticism and other areas of mass communication. Experience in operating a broadcasting center/production studio is desirable. A background in social or behavioral science is preferred. The position is effective Fall, 1993. Salary is competitive. Send vita, three letters of recommendation, and recent samples of scholarly/research work and creative activities to: Dr. Leo W. Jeffres, Chair, Department of Communication, Cleveland State University, E. 24th & Euclid Ave., Cleveland, OH 44115. Review of applications will continue until a suitable candidate is found. Equal opportunity employer, m/f/h.

Journalism, faculty-in-residence, one-year, temporary position with possibility of conversion to tenure-track, to begin Fall 1993. Teach mass media, news writing for newspapers, hands-on broadcast journalism and courses in one or more of the following areas: Communication Law, Radio Journalism, International Communication or other area of interest. Qualifications: Master's degree in Journalism area, college teaching experience in radio and/or TV field production, demonstrated ability to teach news writing for print and broadcast required; Ph.D. preferred. Salary: \$28,200 minimum for Ph.D. Send letter of application, resume and three letters of reference by December 1, 1992 to Gaynelle Pratt, Office of Human Resource Management, Keene State College, Keene, NH 03431. AA/EEO.

The Department of Communication at the University of Scranton invites applications for a tenure-track position at the assistant professor level beginning Fall 1993. We are seeking an individual to teach primarily Public Speaking and to serve as program director for the university's new radio station, WUSR-FM. Candidates should possess the Ph.D. degree by August 1993, have teaching experience, and be familiar with FCC rules and regulations and Alpha Epsilon Rho. Send letter of application, complete vita, and three letters of recommendation to: Dr. Robert P. Sadowski, Chair, Department of Communication, University of Scranton, Scranton, PA 18510-4592. Telephone: 717-941-6333 fax: 717-941-6369. Applications will be reviewed beginning December 15, 1992 and thereafter until this position is filled. Minorities and women are encouraged to apply. Preliminary interviews will be conducted at the SCA national convention in Chicago, October 29-November 1, 1992. The Department of Communication has ten full-time faculty and with 250 majors is the third-largest department on the campus. The University of Scranton, one of 28 Jesuits college and universities in the United States, has a total student population of 5,100 and is located near the Pocono Mountains in Northeastern Pennsylvania. AA/EEO.

Telecommunications (radio-TV-film): Ball State University, Muncie, Indiana. Faculty position available Fall 1993 with specialty in video field production and editing, radio/TV writing and/or radio/TV sales. Minimum qualifications: Earned doctorate; at least one year teaching experience at college or university level; evidence of research, scholarship and experience in radio/TV. Will teach sections from a combination of electronic news gathering and editing, communication writing, basic video production, radio and/or TV sales, communication law. Send resume, names, titles and phone numbers of four references and official transcripts to John Eiden, Administrative Manager, Department of Telecommunications, Ball State University, Muncie, IN 47306. Position open until filled; selection process will begin October 26, 1992. Ball State University is an equal opportunity, affirmative action employer and is strongly and actively committed to diversity within its community.

HELP WANTED NEWS

Television Journalist (New Hampshire Public Television): Responsibilities: Seeking experienced reporter/producer for weekly TV news magazine program. Applicant should demonstrate solid ability to identify compelling news issues, act as on-camera interviewer, direct videographer in the shooting and editing of videotape, and research/write short and long form in-depth news segments. Minimum qualifications: Bachelor's degree in Journalism or related field, two years experience in radio and/or television news; keen news judgment, self-motivated with the ability to conduct incisive, thought-provoking interviews; on-air experience and knowledge of New Hampshire preferred. Salary: \$21,820-\$33,330 commensurate with experience but normally not to exceed \$24,700. Resume review will begin: October 14, 1992. Send resume and reel to John Wackman, Executive Producer, New Hampshire Public Television, PO Box 1100, Durham, NH, 03824. UNH is an AA/EEO employer.

HELP WANTED TECHNICAL

Maintenance engineer needed to install, service and maintain all technical equipment related to the television production studio including, but not limited to, television equipment field set-up, audio and/or video recording, playback equipment television maintenance and any new devices that may be added to the television operation. Requires: Associate degree in Electronics or HS diploma or GED and equivalent experience as a broadcast television technician. Thorough understanding of television equipment to include one inch, Beta, and D2 formats, fiber optic transmissions, Sony camera, Grass Valley switchers, Ampex ADAPT, ADO and Alex systems. Ability to troubleshoot all of the above to component level. Familiarity with FCC standard broadcast rules and regulations. Ability to use sign language or the willingness to learn. Competitive salary and excellent benefits package. To apply, send cover letter and resume to: Ms. Trudy Lewis, Gallaudet University, Personnel Office, College Hall, Rm. 106, 800 Florida Avenue, NE, Washington, DC 20002-3695. EOE.

EMPLOYMENT SERVICES

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

We place TV technical engineers. America's number 1 service to employers & employees for a decade. Employer paid fees. Phone/resume: Mark Kornish 717-283-0895. Keystone International, Inc., 376 Stanley Drive, Kingston, PA 18704.

EDUCATIONAL SERVICES

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

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Used videotape—cash for 3/4" SP, M2-90's, Beta-cam SP's. Call Carpel Video 301-694-3500.

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AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

Lease-purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

Satellite uplink equipment: Harris Ku band video exciters, MCL 300 watt TWTA's, Ku transportable trailer 4.6 meter, assorted ancillary equipment. Sold as unit or separately. Call 1-800-782-8787.


Make offer.. move it out. Old equipment... 1 kw transmitter, two towers, phasing, monitors, consoles, records, cabinets. All or part. Call Jim Childers evenings 704-586-2919.

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's etc. Save thousands. Broadcasting Systems 602-582-6550.

3/4 inch tapes (60 minute), excellent condition. \$4 each. Arch Communications, 702-597-1829.

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SITUATIONS WANTED NEWS

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TV news doesn't have to be all things to all people; it does, however, have to be what the target audience wants. Niche marketed news and information works; and it's cost effective!

Major market News Director looking for Broadcaster or Broadcaster Group that wants to do modern TV news marketed to the audience the sales department is selling.

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HELP WANTED MANAGEMENT

CBS powerhouse in Northeast LA needs an experienced SM to lead solid sales staff. Tell all first letter and resume. No phone calls please. Mail to Dick French, GM, KNOE-TV, P.O. Box 4067, Monroe, LA 71211. EOE.

HELP WANTED PROGRAMING PROMOTION & OTHERS



Promotion Writer-Producer
KCAL-TV in Los Angeles is looking for a highly motivated Writer-Producer to join it's award-winning promotion team.
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RTNDA Job Service

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Radio-Television News Directors Association
1000 Connecticut Ave., N.W., Suite 615
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California Broadcast Job Bank

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California Broadcasters Association



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To acquire radio property. Must be able to match 100K cash. Combine your strong sales experience with my operational and programming skills. If you're willing to relocate and desire to own your property, we should talk. Send resume to: **Suite 133, 5824 Bee Ridge Rd., Sarasota, FL 34233.**

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AM/FM Florida

HADDEN and Associates
Orlando

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W. John Grandy

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Fax: (805) 541-1906

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(317) 844-7390

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO make goods** will be run if all information is not included. No personal ads.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.60 per word. \$32 weekly minimum. Situations Wanted: 80¢ per word, \$16 weekly minimum. All other classifications: \$1.60 per word, \$32 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: \$138 per inch. Situations Wanted: \$69 per inch. All other classifications: \$138 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036.

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.

For subscription information
call 1-800-323-4345.

For the Record

As compiled by BROADCASTING from September 21 through September 25 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WRNB(AM) Prattville, AL** (BAL920909EA; 1410 khz)—Seeks assignment of license from Canterbury Broadcasting Corp. to West Montgomery Communications Foundation Inc. for \$150,000. Seller is headed by Bob Hutchins, and has no other broadcast interests. Buyer is headed by Beverly Ross, and has no other broadcast interests. Filed Sept. 9.

■ **KSRB(AM) Hardy, AR** (BTC920902EE; 1570 khz; 1 kw-D)—Seeks transfer of control of River Country Partners Inc. for \$30,000. Sellers are James R. Adkins, Terry D. Robinson and John J. Shields. Buyer is John W. Shields, who has no other broadcast interests. Filed Sept. 2.

■ **KQMS(AM)-KSHA(FM) Redding, CA** (AM: BAL920904EA; 1400 khz; 1 kw-U; FM: BAL920904EB; 104.3 mhz; 100 kw; ant. 1,560 ft.)—Seeks assignment of license from Citadel Communications Corp. to Park Lane Redding Radio Inc. for \$1.36 million ("Changing Hands," Sept. 21). Seller is headed by Lawrence R. Wilson, and is also licensee of six AM's and eight FM's. Buyer is headed by James H. Levy, and is licensee of one AM and two FM's. Filed Sept. 4.

■ **KSAC(AM) Sacramento, CA** (BTC920908EB; 1240 khz; 1 kw-U)—Seeks transfer of control of Jonsson Communications Corp. to Trustees of the Jonsson Family Trusts for no cash consideration; application is filed to reflect change in company structure. Transfer includes KPLY(AM)-KKMR(FM) Sparks, NV (see below). Transferor is headed by Kenneth A. Jonsson, and has interests in MMDS stations. Filed Sept. 8.

■ **KDTA(AM) Delta, CO** (BAL920908EA; 1400 khz; 1 kw-U)—Seeks assignment of license from Delta Radio Co. to Blink Communications for \$24,000. Seller is headed by Jimmie D. and Ruth M. Gober, husband and wife. Jimmie Gober also has interests in two FM's. Buyer is headed by general partners Bradley R. and Barbara J. Link, husband and wife,

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

and has no other broadcast interests. Filed Sept. 8.

■ **WTIM(AM) Taylorville, IL** (BAL920904EF; 1410 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from USA Radio Partnership to Miller Communications Inc. for \$85,000. Seller is headed by James H. Green, and is also licensee of WTJY(FM) Taylorville, IL. Buyer is headed by Randal J. Miller, who has interests in two FM's. Filed Sept. 4.

■ **WZCC(AM) New Albany, IN** (BAL920901EB; 1570 khz; 1 kw-D, 412 w-N)—Seeks assignment of license from Agape Communications Inc. to Cross Country Communications Inc. for \$175,000. Seller is headed by Wesley G. Porter, and has no other broadcast interests. Buyer is headed by George A. Zarris, and is licensee of WBPT(FM) Naples, FL. Filed Sept. 1.

■ **WBRB(AM) Mt. Clemens, MI** (BAL920910ED; 1430 khz; 500 w-U)—Seeks assignment of license from Albert W. Papa and David Stone, co-trustees of Harley J. Robinson Estate, to Wolpin Broadcast Co. for \$1,005. Sellers have no other broadcast interests. Buyer is headed by Walter Wolpin, and has interests in two AM's and one FM. Filed Sept. 10.

■ **WMOX(AM) Meridian, MS** (BAL920901EA; 1010 khz; 10 kw-D, 1 kw-N)—Seeks assignment of license from Broadcasters & Publishers Inc. to Magnolia State Broadcasting Inc. for \$65,000. Seller is headed by Houston L. Pearce, and is licensee of

WJDQ(FM) Meridian, MS. Pearce also has interests in three AM's and three FM's; he recently purchased KLCL(AM)-KHLA(FM) Lake Charles, LA, and WNAU(AM)-WWKZ(FM) Tupelo, MS ("Changing Hands," July 13). Buyer is headed by Ed D. Smith, and has no other broadcast interests. Filed Sept. 1.

■ **KPLY(AM)-KKMR(FM) Sparks, NV** (AM: BTC920908EC; 1270 khz; 5 kw-U; FM: BTCH920908ED; 100.9 mhz; 2.9 kw; ant. 203 ft.)—Seeks transfer of control of Jonsson Communications Corp. to Trustees of the Jonsson Family Trusts for no cash consideration (see KSAC[AM] Sacramento, CA, above). Filed Sept. 8.

■ **WJL(AM) Niagara Falls, NY** (BAL920904ED; 1440 khz; 1 kw-D, 55 w-N)—Seeks assignment of license from WJL Inc. to M. J. Phillips Communications Inc. for \$225,000. Seller is headed by Susan A. Nicholas, and has no other broadcast interests. Buyer is headed by M. John Phillips, and has no other broadcast interests. Filed Sept. 4.

■ **WUAT(AM) Pikeville, TN** (BAL920831EH; 1110 khz; 250 w-D)—Seeks assignment of license from Pikeville Broadcasting Company to Charles Bownds Jr. for \$74,000. Seller is headed by Proctor Upchurch, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Aug. 31.

■ **KZDA(FM) Gregory, TX** (BAPH920908HF; 104.5 mhz)—Seeks assignment of CP from SGBC Inc. to Across Texas Communications Inc. for \$2,000. Seller is headed by Mary M. Gaines, who also has interests in KSGB(AM) Fort Worth, TX. Buyer is headed by Gerald G. Benavides, and has no other broadcast interests. Filed Sept. 8.

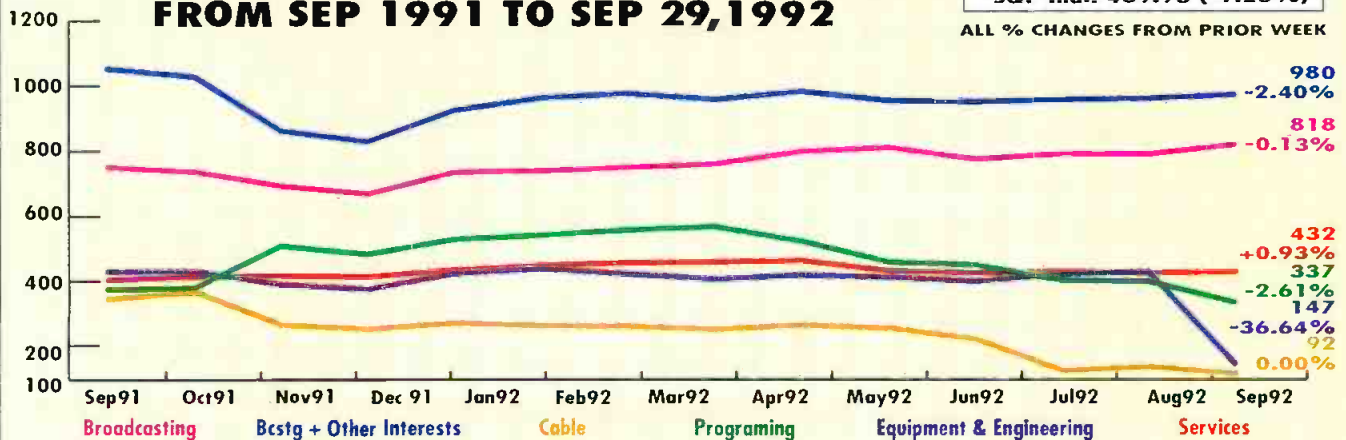
■ **KKNX(AM) Huntsville, TX** (BAL920909EB; 1400 khz; 250 w-D, 1 kw-N)—Seeks assignment of license from Divcon Associates Inc. to James W. Standefer for \$39,673. Seller is headed by Bob Bell, and is also licensee of KAGC(AM) Bryan, TX. Buyer has no other broadcast interests. Filed Sept. 9.

Actions

■ **WNCC(AM) Barnesboro, PA** (BAL920529EB; 950 khz; 500 w-D)—Granted app. of assignment of license from Mark A. Gregg, trustee in bankruptcy for Bland Group Inc., to J. Richard Lee for \$9,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action Sept. 3.

■ **WYOR(AM) Brentwood, TN** (BAL920708ED;

STOCK MARKET PERFORMANCE AVERAGES FROM SEP 1991 TO SEP 29, 1992



560 khz; 500 w-D)—Granted app. of assignment of license from Media Resources Group Inc. to Down Home Broadcasting Company, Inc. for \$150,000. **Seller** has no other broadcast interests. **Buyer** is headed by Mae K. Hutchins, and has no other broadcast interests. Action Sept. 3.

■ **KCHH(FM) Paradise and KHIP(FM) Hollister, both California** (KCHH: BTCH920220HR; 92.7 mhz; 850 w; ant. 620 ft.; KHIP: BTCH920220HQ; 93.5 mhz; 90 w; ant. 1,519 ft.)—Granted transfer of control of licensee Media Mark Partners Ltd., which is reorganizing to general partnership. Principal Ricardo Ramirez, formerly limited partner, will become 80% general partner. Licensee has no other broadcast interests. Action Aug. 28.

■ **KTHO(AM) South Lake Tahoe, CA** (BAL920729EB; 590 khz; 2.5 kw-D, 500 w-N)—Granted assignment of license from Emerald Communications Corp. to Emerald Broadcasting Co. Inc.; asset purchase agreement will be filed as amendment in near future. **Seller** is headed by Christian C. Larson, who also has interests in KTMS(AM)-KHTY(FM) Santa Barbara, CA. **Buyer** is headed by Donald C. McBain, and has no other broadcast interests. Action Sept. 9.

■ **WQAI(AM) Fernandina Beach, FL** (BAL910729EC; 1570 khz; 5 kw-D)—Dismissed app. of assignment of license from B & L Communications Inc. to Global American Enterprises Inc.; purchase agreement to be filed as amendment. **Seller** is headed by Don Bruns, and has no other broadcast interests. **Buyer** is headed by Ronald Crider and Molly M. Snell (100%). Crider holds 19.8% stock in Vail-Aspen Broadcasting Ltd., licensee of KSKE-AM-FM Vail, CO. Snell is 100% stockholder of WMEL(AM) Melbourne, FL. Action Sept. 11.

■ **KIFI-TV Idaho Falls, ID** (BTCCT920717KE; ch. 8; 316 kw-V; 63.1 kw-A; ant. 1,520 ft.)—Granted transfer of control of The Post Co.; application is filed to reflect changes of trust holders. Licensee is headed by Jerry M. Brady, and has no other broadcast interests. Action July 17.

■ **WKHY(FM) Lafayette, IN** (BTCH920615HM; 93.5 mhz; 3 kw; ant.: 282 ft.)—Granted transfer of control of U.S. Broadcasting Inc. to Spacecom Inc.; application is filed concurrently with assignment of license application of U.S. Broadcasting Inc. to Stay Tuned Broadcasting for \$1.78 million (see "Changing Hands," June 29), and is intermediate step in that transaction (see below). Action Aug. 31.

■ **WKHY(FM) Lafayette, IN** (BALH920615HF; 93.5 mhz; 3 kw; ant. 282 ft.)—Granted assignment of license from U.S. Broadcasting Inc. to Stay Tuned Broadcasting Corp. for \$1.78 million. Application is filed concurrently with transfer of control application whereby **seller** S. Walter Richey will sell his 100% share of licensee to Spacecom Inc., which has provided funds to U.S. Broadcasting. Richey is president of Spacecom, licensee of KQEO(AM)-KMGA(FM) Albuquerque, NM. Spacecom is parent of licensee of KOSO(FM) Patterson and KTHI(FM) Fresno, both California. Richey also has interests in licensee of KQEU(AM) Olympia, WA; and KLBB(AM) St. Paul, MN. **Buyer** is headed by Robert E. Rhea Jr., who is 100% stockholder of licensee of WRRR(AM)-WXR(X) Rockford-Belvidere, IL. Action Aug. 31.

■ **WPLB(AM) Greenville, MI** (BAL920724EA; 1380 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Goodrich Broadcasting Inc. to Kortex Communications Inc. for \$185,000. **Seller** is headed by Robert Emmett Goodrich, and is licensee of 4 AM's and 4 FM's. **Buyer** is headed by Jeffrey T. Kortex, who is station manager at WPLB. Action Sept. 8.

■ **WMBL(AM) Morehead City, NC** (BAL920720EC; 740 khz; 1 kw-D, 14 w-N)—Granted assignment of license from Eastern Carolina Broadcasting Co. Inc. to WMBL Inc. for \$25,000. **Seller** is headed by L. Gene Gray, and is also licensee of WRHT(FM) Morehead City, NC. **Buyer** is headed by Randall A. Hanson, and has no other broadcast interests. Action Sept. 8.

■ **KYKA(FM) Naches, WA** (BTCH920709HB; 96.9 mhz; 5.8 kw; ant. -3.28 ft.)—Granted transfer of

control of Mathias Broadcasting Inc. to Donald A. Schrack for \$290,000. **Seller** is headed by John Mathias, and has no other broadcast interests. **Buyer** has no other broadcast interests. Action Aug. 27.

ACTIONS

■ **Sacramento, CA** Certified to Commission proceeding for new FM on channel 278A at Sacramento, for comment on questions of law and policy concerning mandatory award of preference for AM daytimer station and comparative preferences cases involving an AM daytimer. (MM docket 89-543 by MO&O [FCC 92R-75] adopted September 2 by Review Board.)

■ **Tallahassee, FL** Notified Dolcom Broadcasting Inc., licensee of WUMX(FM), of its apparent liability in the amount of \$18,000 for failure to engage in adequate EEO efforts. (By Notice of Forfeiture [FCC 92-417] adopted August 28 by Commission.)

■ **Union Park and Lake Mary, both Florida** Granted application of Central Florida Educational Foundation for new FM on channel 202C3 at Union Park; denied competing application of Hispanic Broadcast System Inc. for Lake Mary. (MM docket 92-33, by ID [FCC 92D-59] issued September 8 by ALJ Edward J. Kuhlmann.)

■ **White City, FL** Dismissed with prejudice for failure to prosecute applications of William F. Peel Jr., Minority Broadcasting Group Ltd. and Sea Oaks Broadcasting for new FM on channel 284A in White

City. (MM docket 91-86 by Order [FCC 92R-74] adopted August 31 by Review Board.)

■ **Paducah, KY** Consented to transfer control of Macpherson Broadcasting of Kentucky Inc., permittee of unbuild station WDKA(TV), from Alexander E. Macpherson to Robert W. Sudbrink, subject to conditions; also granted Macpherson's application to replace station's expired CP. (By MO&O [FCC 92-427] adopted September 4 by Commission.)

■ **Monticello, ME** Ordered licensee of WREM(AM) Monticello to forfeit \$10,000 for unauthorized transfer of control. (By MO&O [FCC 92-413] adopted August 28 by Commission.)

■ **Billings, MT** Denied Comanche Enterprises review of staff actions approving transfer of CP for station KPQD-TV from BHC Associates, Ltd. to Big Horn Communications Inc. (By Order [FCC 92-422] adopted August 31 by Commission.)

■ **Dayton, OH** Notified Great Trails Broadcasting Corp., licensee of WGTZ-FM Dayton, of apparent liability for forfeiture in amount of \$5,000 for willful violation of Commission's rules by broadcasting telephone conversation without first having provided requisite notice of intent to broadcast conversation. (By Letter [DA 92-1237] adopted September 18 by Chief, Mass Media Bureau.)

■ **Germantown, TN** Affirmed grant of Omni Broadcasting Corp.'s application for new FM station on channel 298A in Germantown, TN; in so doing, Commission denied Pederson Communications Limited Partnership's request for reconsideration. (MM docket 88-429 (Report DC-2222, by Commission September 10 by Order [FCC 92-433].)

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,723	937	5,660
Educational FM	1,561	296	1,857
Total Radio	11,253	1,419	12,672
Commercial VHF TV	557	13	570
Commercial UHF TV	585	163	748
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	1,502	190	1,692
VHF LPTV	465	129	594
UHF LPTV	819	861	1,680
Total LPTV	1,284	990	2,274
FM translators	1,913	377	2,290
VHF translators	2,507	81	2,588
UHF translators	2,406	423	2,829

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses.

† Construction permit.

† Penetration percentages are of TV household universe of 92.1 million.

Source: Nielsen, NCTA and Broadcasting's own research.

■ **Ogden, UT** Granted short term renewal of KJQN-FM and assessed licensee, Abacus Broadcasting Corp., forfeiture of \$10,000 for lacking in candor and misrepresenting. (MM docket 91-350, by ID [FCC 92D-58] issued September 1 by ALJ Edward J. Kuhlmann.)

■ **Milwaukee** Denied Application for Review filed by David Berkman seeking reconsideration of denied complaint filed against WISN(AM) under Commission's personal attack rule. (By MO&O [FCC 92-414] adopted August 31 by Commission.)

CALL LETTERS

Applications Contingent on Grant of Pending Sale

Existing AM

WYCK(AM) WTSW LB Radio Corp.; Wilkes-Barre, PA

Grants

New AM

WJIT(AM) Olga Iris Fernandez; Sabana, PR

New FM's

KESC(FM) Margaret Escriva; Topeka, KS

KFMA(FM) Circle S Broadcasting Co. Inc.; Wickenburg, AZ

KRHT(FM) Kolob Broadcasting Co. Inc.; Carlsbad, NM

KRHV(FM) David A. and Mary Ann Digerness; Big Pine, CA

WDFB-FM Alum Springs Educational Corp.; Danville, KY

WNWK(FM) Multicultural Broadcasting Inc.; Newark, NJ

WVLC(FM) Patricia Rodgers; Campbellsville, KY

WVZM(FM) Essex FM Radio Partnership; Essex, NY

WVZO(FM) Magnum Communications Inc.; Portage, WI

WVZP(FM) Westport Broadcasting; Westport, NY

WXRI(FM) Positive Alternative Radio Inc.; Winston-Salem, NC

New TV's

WTBG-TV Bradenton Broadcast TV Co. Ltd.; Bradenton, FL

WMLB(TV) New Miami Latino Broadcasting Corp.; Miami

Existing AM's

KWG(AM) KKTY Lonnie M. Horton; Douglas, WY

KKJZ(AM) KSSM Cutler Productions Inc.; Santa Barbara, CA

KXKW(AM) KXIZ Cavaness Broadcasting Inc.; Tioga, LA

WBBE(AM) WTKT Kentucky Radio Ltd.; Georgetown, KY

WBHT(AM) WVEI Zapis Communications Corp.; Worcester, MA

WEFG(AM) WPBK Pyramid Broadcasting Inc.; Whitehall, MI

WJRB(AM) WKLV Milton J. Wallace; Bradenton, FL

WJRV(AM) WAMQ Stevens Broadcasting Co. Inc.; Loretto, PA

WTKI(AM) WKGL Jennings Enterprises Inc.; Huntsville, AL

WTLC(AM) WTUX Panache Broadcasting of Indiana Inc.; Indianapolis

WWWW(AM) WCXI Shamrock Broadcasting Co. Inc.; Detroit

Existing FM's

KAJK(FM) KWHZ-FM M. Keith Allgood; Ferndale, CA

KAJZ(FM) KOCM Kelsho Communications Ltd.; Newport Beach, CA

KBJZ(FM) KSRF Kelsho Communications Ltd.; Santa Monica, CA

KIAQ(FM) KRIT Radio Iowa Broadcasting Inc.; Clarion, IA

KIRC(FM) KSLE One Ten Broadcast Group Inc.; Seminole, OK

KKZR(FM) KKHU U.S. Radio Ltd.; Conroe, TX

KLTO(FM) KOUH Anthony V. Bono; Nowata, OK

KMMM(FM) KJDN Patrick R. Ryan; Madera, CA

KRSY-FM KVNB Mary Moran; Roswell, NM

KVSE(FM) KRGY Sunbelt Radio Acquisitions Inc.; Brownsville, TX

KWOG-FM KKTY-FM Lonnie M. Horton; Douglas, WY

KXKC(FM) KDEA Donald Bonin; New Iberia, LA

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Fates Fortunes

TELEVISION

Maria Moore, station manager, KUTV(TV) Salt Lake City, joins KBJR-TV Duluth, Minn., as president and general manager.

Paul Mason, senior VP, Viacom Pictures, Universal City, Calif., named senior VP, production, Viacom Productions. **Beth Klein**, member of casting department, Viacom Entertainment, named VP, casting.



Maria Moore



Paul Mason



Stuart Walker



Sean Young



Donald Swartz

Sonia Rosario, program executive, Columbia Pictures Television, named supervising producer for *The Puzzle Factory*, daily preschool series being developed by Lancit Media Productions in association with KCET-TV Los Angeles for PBS.

Paul Frank, assistant to founding partner, Triad Artists, Los Angeles, named television packaging agent, responsible for packaging network series and cable movies.

Department heads named VP's, KTSP-TV Phoenix: **Karen Donner**, business; **Al Hillstrom**, engineering/technical; **David Howell**, news; **Don Locke**, sales; **Sandi Yost**, programing/promotion.

Marisa Chaves, sales manager, WSCV(TV) Fort Lauderdale, Fla., named VP, director of sales, for parent Telemundo Group Inc.

Pablo Guzman, reporter, WNYW-TV New York, joins WNBC-TV there as reporter.

Stuart Walker, account executive, Columbia Pictures Television Distri-

bution, Burbank, Calif., named division manager, Midwest region.

Phil Ponce, manager, International Communications, Ameritech, joins WTTW-TV Chicago as correspondent, *Chicago Tonight*.

Jim Gilchrist, news producer, WHAM(AM) Rochester, N.Y., joins WHEC-TV there in same capacity.

Bob Hitchcock, photographer, WHEC-TV, named chief photographer.

Terry Rakolta, founder and presi-

anchor of overnight news service.

Doug Collier, manager of accounting, MTM Entertainment, Studio City, Calif., named director, corporate accounting.

Kevin Fortson, VP, Geraldo Rivera's Investigative News Group, New York, joins Genesis Entertainment, Agoura Hills, Calif.

Mark Gorelzenko, senior education officer, Central Educational Network, Chicago, named VP.

dent, Americans for Responsible Television, named to newly formed National Advisory Council on Children's Educational Television. In post she will advise Endowment on Children's Television as well as advise Secretary of Commerce on public education and role of television.

Rob Downey, news director, KCAU-TV Sioux City, Iowa, joins WBAL-TV Baltimore as nightside assignment editor. **Nancy Phillips**, from WJKS-TV Jacksonville, Fla., joins WBAL-TV as news producer.

Sean Young, reporter, WLYH-TV Lancaster-Lebanon, Pa., joins WGAL-TV there as field reporter. **Donald Hampton**, from WFMZ-TV Allentown, Pa., joins WGAL-TV as news photographer. **Mardi Moffitt**, from WTAJ-TV Altoona, Pa., joins WGAL-TV as account executive.

Karen King, anchor, KRBK-TV Sacramento, Calif., joins WTVT(TV) Tampa-St. Petersburg, Fla., as morning co-anchor. **Trina Robinson**, noon anchor, WBBH-TV Fort Myers, Fla., joins WTVT(TV) as reporter and

Gabriella Wolfson, development associate, Fox Television Stations Productions, Beverly Hills, named manager of program development. **Maria Hak**, VP, investments and financial restructuring, Columbia Savings & Loan Association, joins Fox Inc. as director of business development.

Doug Schwalbe, VP, sales and co-production, MGM, joins Twentieth Television in newly created position of VP, marketing and co-production.

Donald Swartz, retired president, KMSP-TV Minneapolis-St. Paul, will receive Pioneer Broadcaster Award from Minnesota Broadcasters Association.

Cynthia Huth, director, sales administration, home video division, Orion Home Video, joins Worldvision Home Video, New York, as director, sales administration.

Paula Dupuis, promotion manager, WTVM-TV Columbus, Ga., joins WALA-TV Mobile, Ala., as news

promotion manager. **Alice Gordon**, member of production department, WALA-TV, named public relations director.

Mary Baer, from WSYX-TV Columbus, Ohio, joins WJXT(TV) Jacksonville, Fla., as 5:30 p.m. anchor.

Dan Monson, from KVBC-TV Las Vegas, joins WDAF-TV Kansas City, Mo., as general assignment reporter.

Bob Morford, news director, WAFF-TV Huntsville, Ala., joins WATE-TV Knoxville, Tenn., in same capacity.

Appointments, WKBN-TV Youngstown, Ohio: **Lori Salvahouy**, from WANB-AM-FM Waynesburg, Pa., to

Appointments, Katz Radio Group: **Peter Kadetsky**, manager, Boston office, Eastman Radio, and formerly owner of Kadetsky Broadcast Properties before its purchase by Katz in 1991, named to additional title of VP, Eastern division. **Brian Robinson**, manager, Eastman Radio's San Francisco office, assumes additional title of VP, Western division. **Rosemary Milanes**, production staff manager, WUFT-TV Gainesville, Fla., joins Katz Radio Research, New York, as a market specialist. **Beth Berke**, from Katz & Powell, joins Banner Radio, Atlanta, as account executive.

Patricia Lyons Baker, local sales manager, WEEI(AM) Boston, joins WBOS(FM) there as sales manager.

The George Michael Sports Machine, Washington, and **Gus Moshos**, operations manager/recording, Voice of America, Washington, to sports producers; **Dave Johnson**, sportscaster, to sports director; **Mike Rushlow**, news anchor, to senior producer; **Paige Stein**, assistant producer, CBS radio station news service, to producer.

TECHNOLOGY

Indraneel Paul, general manager, telecom systems division, Grass Valley Group, joins Vyvx Inc., Tulsa, Okla., as VP, operations.

Anne LaPorte, most recently with Oasis Telefacilities, Toronto, joins Editel, Chicago, as editor.



Alice Gordon



Mary Bennett



Indraneel Paul



Kay Delaney



Helen Tourell

early morning anchor; **Nicole Livas**, from WTOV-TV Steubenville, Ohio, to general assignment reporter; **Tricia Perry**, reporter, WBKN-FM, to reporter and **Pamela Dennis**, from WAKL-TV Akron, Ohio, to news producer.

Connie Shuff, from WAND-TV Decatur, Ill., joins TeleRep, Chicago, as account executive, Tigers sales team. **Bill Perkins**, from Blair Television, Chicago, joins TeleRep as account executive, Tigers team.

Ron Allen, CBS News correspondent, joins ABC News as correspondent, London bureau.

RADIO

Mary Bennett, general sales manager, Shamrock Broadcasting-owned WWW-AM-FM Detroit, joins co-owned KZFX-FM Houston as general manager. She succeeds **John Dew**, who moves to newly created post of special projects coordinator for Shamrock.

Bill Martin, program director, WTNT(FM) Tallahassee, Fla., joins WKXC-FM Aiken, S.C., in same capacity.

William Troop, associate producer and director, weekend edition, *All Things Considered*, National Public Radio, Washington, joins noncommercial WAMU(FM) there as assignment editor. **Derrick Ward**, from noncommercial WPFW(FM) Washington, joins WAMU as reporter.

Larry Hirsch, producer and announcer, WNEW(AM) and WFAN(AM), both New York, joins WQYK(AM) Tampa, Fla., as announcer for Tampa Bay Lightning hockey team.

Jackson Dell Weaver, head of own management consulting firm, Weaver Broadcast Management, joins KMTT-AM-FM Seattle as general sales manager.

Appointments, USA Today Sky Radio, Gannett's satellite-delivered airline audio service: **Holland Cooke**, VP, radio, adds duties of executive producer, USA Today SportsRadio; **Michael Murray**, from

INTERNATIONAL

Robert Arnold, from EVS Systems, Liege, Belgium, joins Pinnacle Systems as Southern Europe sales manager, based in new Belgian office there.

Peter Sprogis, executive VP, athletics, ISL Marketing, Lucerne, Switzerland, named executive VP, television, responsible for all TV activities, including rights sales, sponsorship, barter and co-production.

Irwin Starr, media consultant, named expert in residence to Bulgarian National Television by United States Information Agency.

Michael Welter, VP, international business affairs, Saban Entertainment, Burbank, Calif., named senior VP.

Kay Delaney, senior VP, CNN International Sales, named executive VP, international sales, Turner Broadcasting Sales.

Appointments, ESPN International: **Linda Willey**, coordinator, named senior coordinator; **Sara Gandel**, pro-

gram planner, named senior program planner; **Jodi Markley**, production and operations coordinator, named international production liaison.

Helen Tourell, from Television New Zealand, Auckland, joins National Geographic Television as director of international distribution, based in Washington.

CABLE

James Dolan, VP and member of board of directors, Cablevision Systems Corp., Woodbury, N.Y., named chief executive officer of Cablevision's programming subsidiary, Rainbow Programming Holdings. **Sharon Patrick**, president, Rainbow, named chief operating officer.

Appointments at ESPN, Bristol, Conn.: **Larry Schwartz**, commercial sales analyst, New York, named senior sales analyst; **Penny Kelly**, supervisor, commercial continuity, named manager, client services continuity; **Susan Morrissey**, staff accountant, named senior accountant; **Liza Marsell**, financial assistant, named supervisor, cost accounting; **Nancy Dube Roman**, senior financial analyst, named manager, strategic planning; **James Quigley**, traffic controller, network operations, named encryption engineer; **Lee Siegel**, production assistant, named associate producer; **Susan Dutkiewicz**, purchasing coordinator, named buyer; **Ginny Collins**, operations planning coordinator, named operations producer; **Jeff Willis**, operations producer, named technical manager; **Diane Shelton**, graphic arts operator, WPIX-TV New York, joins as graphic arts operator; **Ron Flatter**, assistant sports editor, *Pasadena Star-News*, joins as producer; **Mark Hulin**, producer, Rob Roy Productions, Hollywood, joins as associate producer; **Chip Dean**, freelancer, rejoins as director.

Leslie Learner, director, creative services, Carolco Television (formerly Orbis Communications), joins USA Network, New York, as manager, advertising. **Jennifer Contas Monaco**, from National Amusements Inc. theater chain, Dedham, Mass., joins USA as manager, client promotions.

Gregory Ricca, executive VP, general counsel, Viacom Networks, New York, named executive VP, business

affairs. **Lois Peel Eisenstein**, senior VP, law and business affairs, Viacom's MTV Networks, named senior VP, business affairs, and general counsel, MTV Networks. **H. Gwen Marcus**, senior VP, chief counsel for Viacom's Showtime Networks Inc., named senior VP and general counsel, Showtime Networks. **Carole Robinson**, VP, press relations, MTV, named senior VP, press relations.

Dale Hopkins, VP, advertising sales, Western region, E! Entertainment Television, Los Angeles, named senior VP, marketing. **Ray Shapiro**, freelance producer, E! Entertainment, joins as senior producer, corporate video, creative services department. **Maurice Moore**, from USA Network, joins E! Entertainment as VP, advertising sales, Midwest region.

William Fogarty, national sales director, Showtime Networks Inc., joins The Travel Channel, Atlanta, as divisional director, Western region.

Jack Sussman, executive in charge of production, Globalvision, joins VH1, New York, as VP, production and original programming. **Eddie Dalva**, director, acquisitions and co-productions, VH1, named VP.

Sharan Wilson, chief operating officer, satellite division, Telecommunications Inc., and president of TCI's Netlink home satellite dish program packaging subsidiary, named to newly created position of VP, TCI Cable Management Corp.

Patrick Dodd, account executive, CNBC, Fort Lee, N.J., named regional manager, affiliate relations, Northwest region.

Jerry Flavin, VP, affiliate relations, Dallas, assumes additional responsibilities as head of sales and marketing activities for Denver office.

ADVERTISING

Joanne Guardini, director and producer, radio and TV spots, Weightman Advertising, Philadelphia, named VP, director of broadcast production.

Meg Courtney-Cavanaugh, member of East station group, Katz Continental Television, New York, named group sales manager. **Jude Listengart**, from Seltel, Los Angeles, joins Katz Independent Television there as sales executive.

WASHINGTON

Phillip Spector, founding partner, Goldberg & Spector, Washington, joins Paul, Weiss, Rifkind, Wharton & Garrison there as member of firm, with practice concentrated in communications and technology law and business. **Jeffrey Olson**, partner, Goldberg & Spector, joins Paul, Weiss as communications counsel.

DEATHS



Jenkins

Bill Jenkins, 52, general manager of WXIX-TV Cincinnati and executive vice president of parent Malrite, died of cancer Sept. 23 at his home in Cincinnati. He had been general

manager of station since 1983. When station affiliated with Fox in 1986, he was on first Fox affiliate board and chairman of Fox Children's Network committee. He began broadcasting career at WZIP(AM) Cincinnati, followed by stint as general manager at WUBE-AM-FM there and later as GM of WCTI-TV New Bern, N.C.

Robert L. Myers, 68, president and general manager, KFMB-AM-FM-TV San Diego, died of cancer Sept. 24 at Green Hospital in La Jolla, Calif. Myers joined stations in 1969 as VP and general manager. Prior to that, he was assistant to president of parent Midwest Television Inc. He was made president of Midwest Television's Western division in 1975. He is survived by his wife, Bettye, and three children.

Robert Moran, 69, former broadcast station manager and owner, died Sept. 23 in Beloit, Wis. He began his career as announcer at WRQN(AM) Vidalia, Ga., eventually becoming general manager. He was later general manager at stations in Brunswick and Gainesville, both Georgia, and Easley, S.C. In 1954 he came to Beloit as VP and general manager of WBEL(AM) there. In 1968 he founded Noves, Moran & Co., a financial services firm. He is survived by his wife, Rachel, and three sons.

HENRY JENNINGS CAUTHEN

When television producer Gary David Goldberg was in South Carolina a few years ago promoting the needs of children, he explained to South Carolina Educational Television Network President Henry Cauthen about the child care program at Paramount Studios. In 1989, S.C. ETV became the first state agency in South Carolina to have an on-site child care facility. "I have to give him credit for the idea," Cauthen says.

It is rare for Cauthen to be on the receiving end of a good idea; it is he who is usually the man with the plan. His biggest was conceived with his father in 1957: the blueprint for one of the first and, 35 years later, arguably the most innovative state public broadcasting system, the South Carolina Educational Television Network.

"We've had visits from almost every state," Cauthen says. "I wouldn't say [other states] are copying us, but certainly I think what we do has an influence on them." Among the S.C. ETV firsts: the first instructional television fixed service (ITFS) system; the first statewide digital satellite system, and the first MBA program offered through closed-circuit television.

The latest: on Sept. 25, S.C. ETV launched the Early Childhood Development Network, beaming its first weekly broadcast via satellite to Alaska and 11 rural states. The two-way audio, one-way video program provides training and allows for interaction and idea exchanging among day care centers in remote areas and for centers that provide day care for children of migrant families. It is affiliated with the Headstart program for disadvantaged youths.

South Carolina itself was at a disadvantage scholastically in the late 1950's when Cauthen and his father decided to do something about the crisis. A two-year television experiment at Dreher High School in Columbia, S.C., led to the creation of the South Carolina Educational Television Commission, signed by then Governor Ernest Hollings in 1960.

Alabama, which had the first state network, had an interconnecting sys-



tem of broadcast stations offering one channel. Cauthen wanted six channels, but he realized he would not be able to do it through conventional means. "Everyone kind of laughed when we said, 'we're not going with broadcast, we're going with cable.' We went to the telephone company and asked, 'can you give us six channels [using coaxial cable]?' and after a little study they said yes."

In two years, South Carolina's public system had six times the potential of the traditional broadcast outlet; now, it is seeking 20 more. As chairman of the Southern Educational Communications Association in the late 1960's, Cauthen was able to secure a Westar satellite uplink/downlink facility in Columbia, one of five in the country installed at the time by the Public Broadcasting System. The new 20-channel two-way interactive system will be able to integrate not only the university system but the whole state government, including hospitals and the state police.

On the national level, S.C. ETV created in 1988 the Satellite Educa-

tional Research Consortium (SERC), now a 23-state video consortium providing interactive distance learning to teachers and students via satellite to rural areas.

Cauthen predicts public stations and state networks, to compete in the broadcast market of the future, "are going to become community- or state-wide service agencies that go far beyond just sending out a single broadcast signal." He concedes that it doesn't hurt to have bipartisan support on Capitol Hill. South Carolina's Democratic Senator Hollings, who is now chairman of the Commerce Committee, and Republican Senator Strom Thurmond, a former school teacher, are strong advocates of S.C. ETV.

Under Cauthen, the S.C. ETV was able to expand from its educational base to become a major public TV programmer as well. In 1971, Cauthen met with William F. Buckley, convincing him that his interview show *Firing Line* should be on public television. Today, the network helps produce, among other programs, *Great Performances*, *Wonderworks* and *American Playhouse*.

But funding for public programming is "leveling off," says Cauthen, and

educational television is becoming increasingly more important. Just as S.C. ETV helped make South Carolina more competitive academically within the U.S., interactive educational television can help make the U.S. more competitive academically in the global environment.

With each channel of interactive television, says Cauthen, "we reach smaller audiences but give them something of much more value. It's the only way we're going to get equity in education in this country. Because no matter how much money is made available, there are not enough teachers out there." ■

President, South Carolina Educational Television Network, Columbia, S.C.; b. October 23, 1931, Charleston, S.C.; honorary doctoral degree, University of South Carolina, 1979; producer/director, WIS-TV Columbia, S.C., 1953-58; director of production & engineering, S.C. ETV, 1958-65; present position since 1965; board of directors, Corporation for Public Broadcasting, 1990-present; m. Jeanette Beddingfield, Nov. 19, 1958; children: Kelley, 29; Laurie, 32.

Broadcasting In Brief

CBS's *Angel Street* became the first show of the new season to have its future cut short. Calling the show's situation tenuous, a Warner Bros. spokeswoman said the show's dim prospects for survival hinged on a strong performance on Saturday night. The show's premiere, which aired out of its time period, got an 11.3 rating/19 share. However, in its first airing in its regular time slot (Saturday, 10-11), the show dropped to a 6.0/12.

The FCC last week told a group of Florida politicians to proceed with discovery in its lowest-fee charge complaint against WTVT(TV) Tampa, ruling that the group had made a prima facie case that the station may have overcharged in spots. Politicians claim the overcharges total more than \$500,000. The case was established using industry rate estimates, which could clear the way for more cases. Politicians' attorney Bobby Kahn said "many thought when the FCC took over jurisdiction on this the complaints would go away; rest assured there will be more to come." WTVT has until Nov. 20 to file an opposition to discovery requests.

The conference report on the Com-

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 20. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.0/221/98
2. Jeopardy!	10.1/209/96
3. Oprah Winfrey Show	9.9/234/99
4. Star Trek	8.9/225/97
5. Entertainment Tonight	7.7/179/95
6. Inside Edition	7.0/165/93
7. Current Affair	6.8/185/92
8. Married...With Children	6.7/182/94
9. Wheel of Fortune	5.9/179/73
10. Cosby Show	5.6/197/96
11. Sally Jesse Raphael	5.2/212/97
12. Donahue	4.8/217/98
13. Geraldo	4.7/150/95
13. You Bet Your Life	4.7/137/87
15. Hard Copy	4.5/150/92

merce, Justice and State appropriations bill (H.R. 5678) passed both houses of Congress last Thursday (Oct. 1). A **\$128.5 million 1993 appropriation for the FCC** was among the bill's provisions. Congress did not approve the controversial "user fee" provision on commission licensees. President Bush is expected to sign.

KRTY(FM) Los Gatos-San Jose, Calif., was sold by media broker Randolph E. George, receiver, to an affiliate of Empire Broadcasting, controlled by Robert Kieve, for \$3.31

million, up from the original agreement of \$2.9 million George had with the station's general manager and general sales manager in July. Kieve also controls KLIV(AM)-KARA(FM) San Jose. Broker: Media Venture Partners.

KRON-TV San Francisco bought the rights to the Oakland Athletics' for the 1993-97 baseball seasons. Under the five-year deal, which competing station sources valued at \$6.5 million-\$7 million per season, the Chronicle Broadcasting-owned NBC affiliate is planning on broadcasting 50-60 games each season. CBS affiliate KPX-TV previously held the rights. Last February, KRON and KPX shifted their prime time lineups to start an hour earlier, at 7 p.m., but, according to sources, the former has suffered more significant rating losses for NBC's prime time lineup and the station's 10 p.m. newscast. They say that KRON may seek to preempt NBC's prime time with up to 30 games to make up for revenue losses, particularly if the San Francisco Giants move to Florida in the off-season. KRON President/GM Amy McCombs said that "many" of the games will be played in Eastern and Central time zones, creating a situation where there would be "minimal" prime time preemptions.

The National Religious Broadcasters last Thursday (Oct. 1) sent a letter to President Bush urging him not to follow through on his promise to veto the cable bill (S. 12). "Carriage of local Christian stations by cable is essential if many stations are to survive. A veto of this bill would threaten the future of many religious broadcast stations," said NRB Executive Director E. Brandt Gustavson. NRB has been in favor of the bill, especially its must-carry provision, since last winter. But one prominent NRB member company that also often gets President's

'DIVORCE,' ALL AMERICAN STYLE

All American Television will distribute *The New Divorce Court*, an updated version of the syndicated show that debuted in 1957, slating it for first-run strip re-entry in January 1993. Blair Television distributed *Divorce Court* until it dismantled its syndication division, and All American bought out its programming assets in June. Despite its recent decision to discontinue the distribution of *The Howard Stern Show*, All American—through its merger with LBS Communications—also owns the distribution rights to the year-old *Baywatch* weekly syndicated series and longtime first-run game show strip *Family Feud*. All American is planning to produce 90 new *Divorce Court* episodes, featuring a rotating cast of judges and theme week promotions to draw new viewers. The updated half-hour strip, which is being offered on a cash-plus-barter basis, has been sold to WGBO(TV) Chicago, KTVU(TV) San Francisco, WFXT(TV) Boston, KDFI-TV Dallas, WXIA(TV) Atlanta, WBFS(TV) Miami, WMCC-TV Indianapolis and WXMT(TV) Nashville.

—MF



While several public interest groups last week were putting the spotlight on poor broadcaster commitment to high-quality children's television (see page 40), the National Association of Broadcasters emphasized the positive at its annual "Service to Children" awards ceremony. Awards were presented to 13 stations, four of them singled out as "Best of the Best." Pictured above, an injured teenager weeps by the side of the road during a re-enacted alcohol-related car wreck in "Walk the Line," produced by KDOC-TV Anaheim, Calif., winner of the award for best drug and alcohol abuse prevention campaign. Other top honorees included: KXTV(TV) Sacramento, Calif., for "Scratch," the best regularly scheduled children's program; WCMH Columbus, Ohio, for "AIDS: Spread the Word, Not the Virus," best special program, and KARK-TV Little Rock, Ark., for "Arkansas Timebomb: Teenage Pregnancy," best public service campaign. McDonald's sponsored the presentations with NAB and pledged last week to sponsor next year's as well.

ear, Christian Broadcasting Network, is supporting a veto. Along with its broadcast properties, CBN operates the Family Channel cable network, which is co-owned (19%) by Tele-Communications Inc.

A House-Senate conference set the CPB appropriation for fiscal 1995 at \$295 million, \$80 million short of CPB's request. CPB President Richard Carlson said that because of the difference, goals in education and in expanding public radio may not be met, but was grateful for continued federal support, noting that Congress is reaffirming "its confidence in public broadcasting."

Shock radio king **Howard Stern** will soon take his syndicated morning show to Chicago. Evergreen Media's WLUP(AM) will begin airing the show on Oct. 15. Stern is now heard in New York, Los Angeles, Washington, Baltimore, Philadelphia, Cleveland and Dallas.

Domino's Pizza founder **Thomas Monaghan** is selling the 760,000-



The Caption Center celebrated 20 years of service with a reception at The Museum of Television & Radio in New York. Speaking were (l-r): CBS Evening News anchor Dan Rather and comedienne Kathy Buckley, who, hard-of-hearing, shared her view of watching television with captions.

Also present were actress Louise Fletcher, who hosted the event and is the daughter of deaf parents, and Larry Goldberg, Caption Center director.

'BATMAN,' 'TINY TOONS' TOP KIDS DEMO

For the third week in a row, *Batman: The Animated Series* continued to boost the performance of the weekday afternoon Fox Children's Network lineup, with a 7.7 rating/39 share (NTI, Sept. 21-25) among the kids 2-11 demo—a 17% increase in the quarter to date in that demo. *Batman's* 7.7 kids rating, which also represents 13% growth from the previous week's 6.8, was eclipsed only by its 8.0/43 among kids 6-11. The teen demo got a 5.2.

Since there is a 10-day lag time before the national Nielsen Syndication Service ratings are released, the latest direct comparison had FCN's two-hour block registering a 5.2 rating among kids 2-11 (NTI, Sept. 14-20), compared with Buena Vista Television's syndicated *The Disney Afternoon* block 4.6 average (NSS, Sept. 14-20).

During that week, *Batman* averaged 6% growth in the three major rating categories with a 6.8 rating for kids 2-11, a 5.2 rating among teens and a 4.2 household rating. FCN companion piece *Tiny Toon Adventures* (also produced by Warner Bros. Animation) finished second in the most current report with a 6.4 kids rating, a 4.1 teen rating and a 3.7 household rating.

Buena Vista's syndicated *Goof Troop* cartoon finished third in those three categories with 6.1, 3.7 and 3.3 ratings, respectively, dropping 8% in the household ratings and 3% among kids 2-11, but gaining 6% in the teen ratings from the previous week. *Goof Troop's* Disney Afternoon companion pieces, *Darkwing Duck* and *Tale Spin*, ranked fourth and sixth with 5.0 and 4.2 ratings, respectively, among kids 2-11.

The highest ranked non-Fox, non-Disney syndicated cartoons was the seventh-ranked *Teenage Mutant Ninja Turtles* (from Group W Productions) with a 3.2 kids rating, followed by Claster's *James Bond Jr.* (2.3) and Bohbot Entertainment's *Inspector Gadget* (2.0). —MF

subscriber **Michigan-based Pro Am Sports Systems** sports cable network to Post-Newsweek Stations Inc. The PASS programming lineup includes the Tigers (also seen on Post-Newsweek's WDIV-TV Detroit), Pistons and Red Wings. **WVEM(FM) Springfield, Ill., was sold by Daniel Menghini to Saga**

Communications for \$1.5 million. Purchase will give Saga duopoly ownership in Springfield with WYMG(FM). Saga will also have a duopoly in Champaign, Ill., with the purchase of WIXY(FM) last week for \$250,000. Saga also owns six AM's and nine other FM's. Broker: Gary Stevens & Co.

Editorials

LEAVE IT TO BROADCASTERS

The one-year anniversary of the Children's Television Act provided Peggy Charren and something called the Center for Media Education with the opportunity to hold a press conference and attack broadcasters for the way some are complying with the act's content regulations, which require that a certain portion of the schedule present programs that meet the educational and informational needs of children, within a broad definition of such programming. The social engineering set took umbrage at the fact that some stations were offering shows like *Bullwinkle*, *Leave It to Beaver* or the evening news as meeting part of that children's programming requirement. Frankly, we were somewhat surprised, too, but we shouldn't have been.

The law is new and was written broadly. Broadcasters can submit whatever program they believe, want to believe, or risk believing fits the description (that's unfortunately the nature of the content regulation beast). Why shouldn't they first proffer the shows their own programmers have bought and scheduled before remaking themselves to fit a new G.I. mold (particularly when that mold doesn't really exist). It is, after all, up to the FCC to determine whether these shows pass muster according to the law now on the books, which allows broadcasters "the greatest possible flexibility in how it discharges its public service obligation to children." Many broadcasters have simply taken advantage of that flexibility, and the FCC has, absent a petition to deny, allowed them the leeway.

The real problem with the educational and informational requirement, however, isn't the room for interpretation it allows or how well the stations are or are not jumping through the hoops, but that the law was put on the books in the first place. Involving the government in content control of what is supposed to be a free media invites confusion, as this act and the indecency morass before it clearly illustrate. But more fundamental still, no medium should be forced to program according to the dictates of the reigning political sensibility, no matter how benevolent the dictator.

THE DIGITS HAVE IT

There's been a sea change in the future of American television. It's no longer a progression to HDTV. It's now the progression to digital TV.

The change in emphasis just may preserve the over-air system into the next century, and beyond.

No one has yet declared this transformation, but it was everywhere between the lines in Washington last week,

particularly at MSTV's stellar pulling together of the industry for its sixth annual "HDTV Update; Countdown to Consensus." The key word was flexibility, not only in how the FCC orders the implementation of HDTV, but in broadcasters' ability to use spectrum in ways that take advantage of digital's magic.

Technologically, the key phrase is "dynamic scalability," which means that broadcasters would be able to fine-tune their digital signals to match the purposes they'd put them to. FCC Chairman Alfred C. Sikes made it specific in his remarks: "A flexible digital system will also mean innovative video...a signal could carry multiple scenes and camera angles, or even multiple programs. 'Smart' receivers, in turn, will let the viewer decide what to select. A digital standard will also have sufficient capacity to carry ancillary services, in addition to the basic program, that will help broadcasters and cable operators diversify the services they provide to the public."

This new emphasis won't make it less expensive for broadcasters to enter the brave new world of tomorrow, but it will put them on the main road, not a side street. Capcities/ABC President Dan Burke, who spoke for most broadcasters in warning against "the law of unintended consequences," cautioned the FCC against invoking a system that might shrink the audiences for broadcast television and, eventually, leave it no path to the public. Burke, too, concentrated on digital rather than HDTV as the "real promise" and "driving force" of the new technology. He spoke, too, for the smaller broadcaster, expressing concern not only for localism but for the loss of over-air television's reach if HDTV proves too expensive for the stations or their customers, whose enthusiasm for the new medium he called difficult to gauge.

The happy ending is not yet, but it's back on the horizon. Those who have worked so hard to see that the nation's TV system will make a quantum leap into the new century have reason for optimism.



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