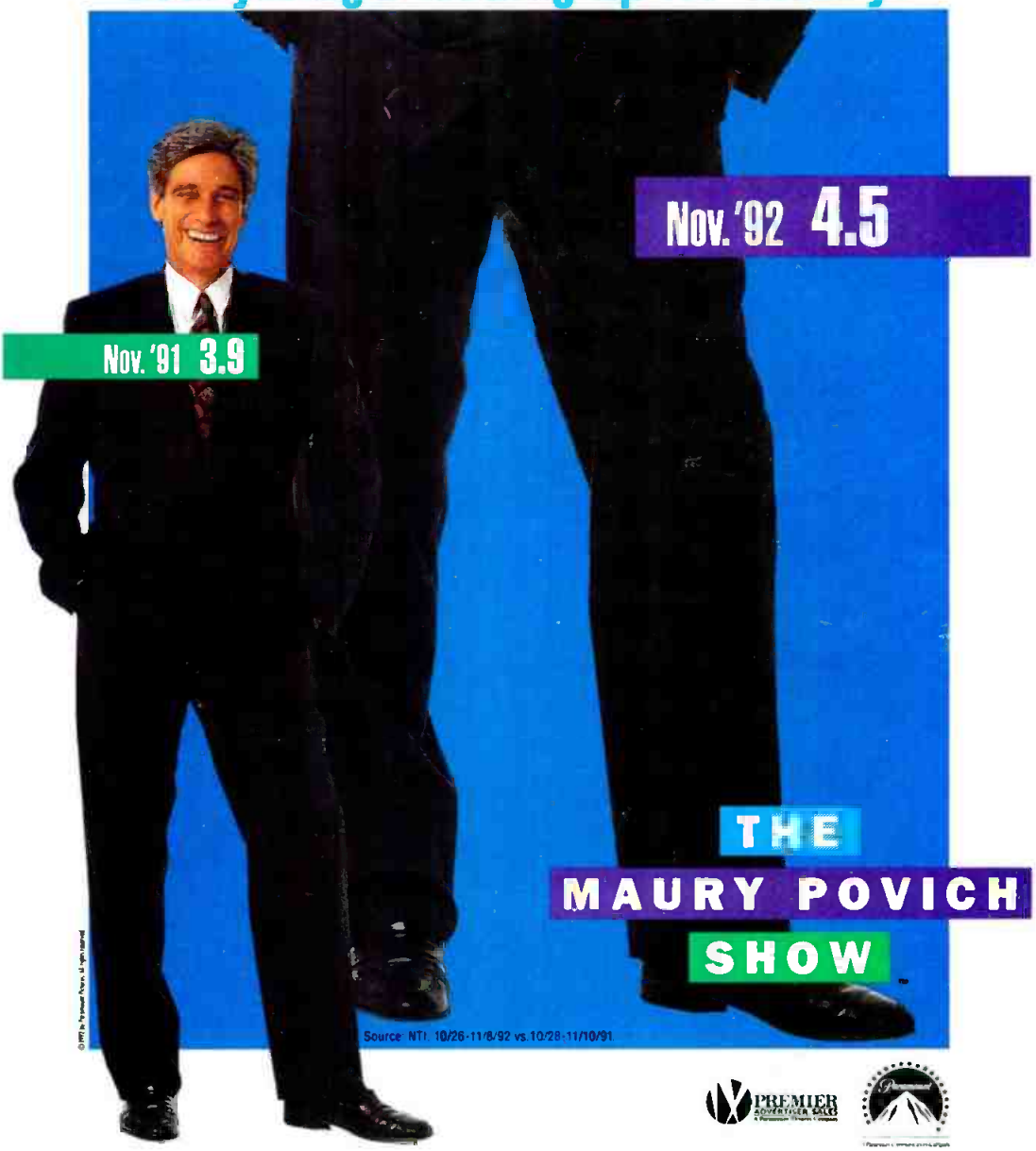


# Broadcasting

62nd YEAR FIRST IN TELEVISION CABLE RADIO SATELLITE 992 \$2.95

- ❑ NAIL BITING TIME FOR SOME FRESHMAN TV SHOWS / 21
- ❑ SPORTSCHANNEL CHICAGO SUES BARS FOR \$104 MILLION / 28
- ❑ FCC FACES TOUGH TIMES WITH PRESIDENTIAL TRANSITION / 40

## Everything's looking up for Maury!



Nov. '91 3.9

Nov. '92 4.5

THE MAURY POVICH SHOW

Source: NT: 10/26-11/8/92 vs. 10/28-11/10/91

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A CARRIERS PUBLICATION  
**Sammons & N.J. Bell**  
 making history with  
 video dialtone  
 Vol. 122 No. 48

# THE DRINKS ARE ON US.



The Fresh Prince Of Bel Air  
is a production of  
The Stuffed Dog Company  
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Quincy Jones Entertainment  
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NBC Productions

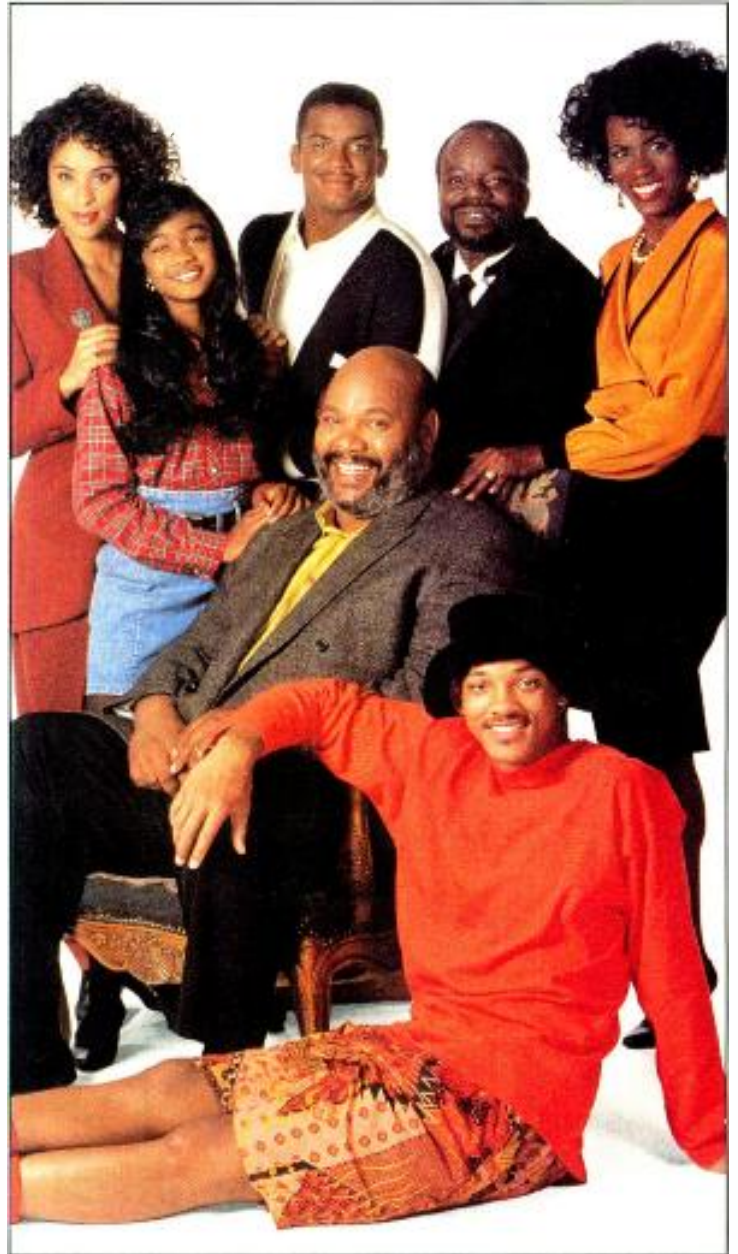
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To truly succeed in the ratings, you need to satisfy your biggest advertisers' thirst for the right demos: the 12-34 consumers. They're the viewers who made "Fresh Prince" #1 in its Monday night time period.

And they're the hard to reach group that spends heavily in key categories, like soft drinks. That's why competitors like Coca-Cola, Pepsi, 7-Up, Dr Pepper, Sprite and Mountain Dew all included "Fresh Prince" in their television buys.

With significant buying power and a taste for the kind of products that advertise the heaviest, the appeal of the 12-34 demo to your clients won't go flat come Fall '94. Making "Fresh Prince" a financial hit for you. And wouldn't that be refreshing.



*The*  
**FRESH PRINCE**  
*of Bel-Air*



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DISTRIBUTION

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Source: NTL '91-92, TVB 1st Quarter 1992

# Top of the Week

## TWAIN MEET OVER VIDEO DIALTONE

*Sammons cable and New Jersey Bell plan joint program delivery*

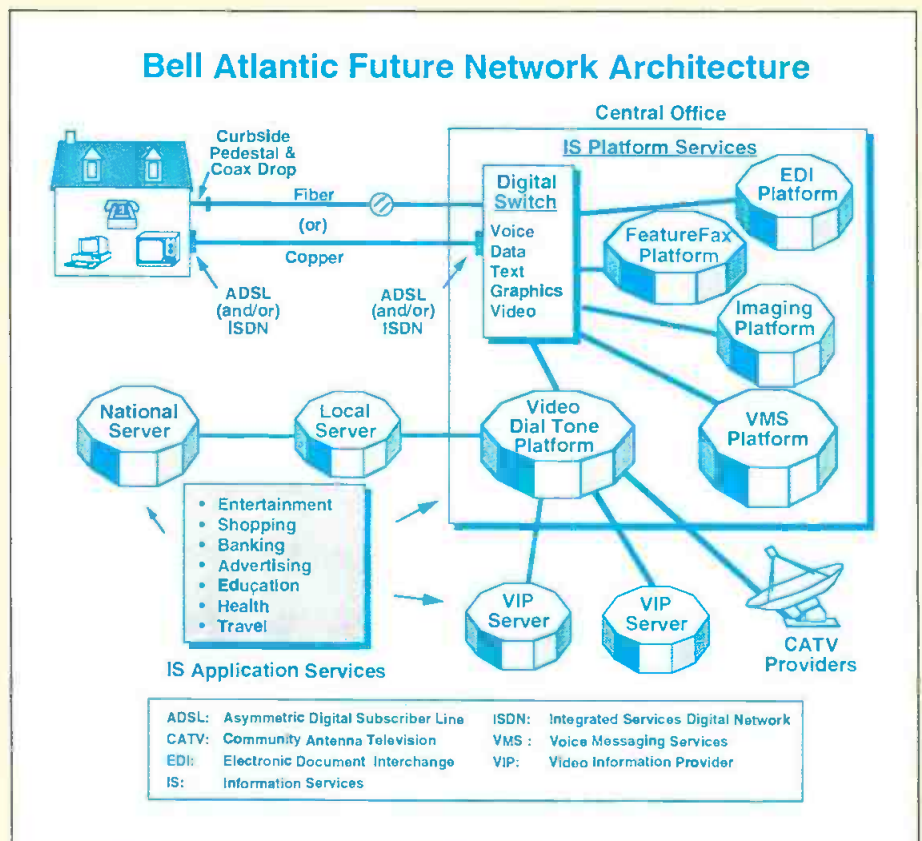
**By Rich Brown**

**M**ulti-system operator Sammons Communications and New Jersey Bell last week announced plans to jointly deliver programming via video dialtone beginning next year, a ground-breaking deal that could mark a turning point in the traditionally adversarial relationship between cable operators and telephone companies.

Pending FCC approval, New Jersey Bell will build a video dialtone system using fiber optic technology—supplied by BroadBand Technologies—that will provide phone service to 11,700 households in northern New Jersey and will provide Sammons with digital transport and distribution services for its more than 8,000 customers in the area. As part of their 10-year agreement, New Jersey Bell and Sammons will also work together to develop and test additional services over the same system, which will serve parts of Morris County in northern New Jersey.

The new fiber network, which will begin construction next spring and is targeted for completion in 1994, should be available to some subscribers as early as next year. The network will provide the platform for delivery of information services such as video-on-demand (enabling a viewer to select from a multitude of titles) and transaction services such as banking and home shopping. The network can also be upgraded to provide interactive access to education and health care.

New Jersey Bell will replace the existing copper telephone wiring in the targeted area with fiber optic cable, which will extend to a curbside location near each customer's home. Voice, video and data signals will then



*Blueprint for the New Jersey Bell-Sammons fiber information system.*

travel over a traditional pair of copper telephone wires and coaxial cable into the house. Sammons will pay New Jersey Bell a fee for delivery of its programming over the technology.

In keeping with its common carrier status, New Jersey Bell will make the additional channels on the fiber network available to other information service providers. Negotiations with several such providers are under way, according to the company, which would not elaborate.

Last week's agreement came just months after the FCC made its video dialtone decision, giving local tele-

phone companies the ability to provide cable TV transport to cable companies and permitting phone companies to offer gateway access services to video information providers. The deal also follows years of trepidation between the cable companies and their potential telco competitors.

"There's so much rhetoric in the air, it becomes hard to imagine how we can work together," said James G. Cullen, president and CEO, New Jersey Bell, speaking to cable executives last month at the Atlantic Cable Show. "There are benefits to our working to-

**With everyone out there selling new talk shows, ask yourself a question: What's their chance of success?**

**Remember, it's easier to sell promises than to deliver reality. And, the odds of getting an overnight hit are slim!**

**That being the case, how much time and money can you invest waiting for their show to get its bearings and its host to get trained?**

**To really get an instant hit, what you need is a show that's past its growing pains and proven in the trenches.**

**That show is...**



# JENNY JONES: PERFOI

## The Talk Of New York.

Program	Station	Time	HH Shar
<b>Jenny Jones</b>	<b>WWOR</b>	<b>1:00PM</b>	<b>12</b>
Geraldo	WPIX	12:00PM	12
David Letterman	WNBC	12:30AM	12
Montel Williams	WNYW	5:00PM	9
Jerry Springer	WNBC	9:00AM	9
Joan Rivers	WPIX	11:00AM	9
Arsenio Hall	WWOR	11:30PM	8
Vicki	WPIX	10:00AM	7
Rush Limbaugh	WWOR	12:30AM	7
Whoopi	WWOR	11:00PM	5

**T**ired of glowing promises of success that rarely pay off? Go with a proven performer. "Jenny Jones."

"Jenny Jones" has a year of growth behind it, and its turnaround performance has made it the talk of the new season.

With the new format, "Jenny Jones" has been electrifying time periods that never saw anything but hash marks, and delivering shares that put it out ahead of talk competitors.

The investment of time and money has already been made with "Jenny Jones." Now it's paying off big for those stations that stayed with it for the second season.

And it's ready to do the same for you too!



in association with  
DAVID SALZMAN  
ENTERTAINMENT

# ANCE, NOT PROMISES!

## The Talk Of San Francisco.

Program	Station	Time	HH Share
<b>Jenny Jones</b>	<b>KRON</b>	<b>10:00AM</b>	<b>18</b>
Sally Jessy Raphael	KGO	9:00AM	16
Whoopi	KTVU	1:00AM	14
David Letterman	KRON	12:00M	13
Tonight Show	KRON	11:00PM	12
Maury Povich	KRON	4:00PM	11
Geraldo	KRON	3:00PM	11
Regis & Kathie Lee	KRON	9:00AM	11
Joan Rivers	KTVU	9:00AM	10
Vicki	KPIX	9:00AM	9
Jerry Springer	KTVU	10:00AM	7
Arsenio Hall	KBHK	10:30PM	4
Montel Williams	KBHK	11:00AM	4

## The Talk Of Detroit.

Program	Station	Time	HH Share
<b>Jenny Jones</b>	<b>WXYZ</b>	<b>11:00AM</b>	<b>22</b>
Montel Williams	WDIV	3:00PM	20
Tonight Show	WDIV	11:30PM	18
Arsenio Hall	WJBK	12:30AM	16
Sally Jessy Raphael	WDIV	4:00PM	15
Geraldo	WJBK	10:00AM	15
Whoopi	WXYZ	2:00AM	14
Donahue	WJBK	5:00PM	13
Joan Rivers	WJBK	9:00AM	12
David Letterman	WDIV	12:30AM	12
Vicki	WKBD	1:00PM	7

**NEW FORMAT!**  
**Jenny Jones**



**WARNER BROS.**  
**DOMESTIC TELEVISION**  
**DISTRIBUTION**  
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gether with our complementary skills and perhaps our complementary networks."

"We're not closing any doors here," Cullen said to his potential cable partners. "We're trying to be as proactively open as we can be. We are both industries in turmoil."

New Jersey Bell parent Bell Atlantic leads other regional bell operating companies and cable carriers and all

long-distance carriers except AT&T in laid fiber, said Cullen. The company already has 800,000 miles of fiber laid and plans to add 300,000 miles next year, he added. Bell Atlantic has been experimenting with video-on-demand in Virginia by using compressed data sent over traditional copper phone lines.

Bell Atlantic is also the parent company of Bell of Pennsylvania, Dia-

mond State Telephone, and the C&P Telephone Companies serving Maryland, Virginia, Washington, D.C., and West Virginia.

Sammons Communications, based in Dallas, is one of the nation's largest privately held cable multiple system operators, with 196 franchises with 44 cable systems in 18 states. The company serves more than 950,000 customers across the country. ■

## ABC POISED FOR SWEEPS VICTORY

*Jackson family bio helps power network to expected first Nielsen win since 1978*

By Steve Coe

**A**BC's now-expected November sweeps victory was anything but expected prior to November, with the network last winning a November Nielsen sweeps 14 years ago.

ABC last won the Nielsen-measured sweeps in 1978, and their last Arbitron-measured November win was in 1981. Through last Thursday night, ABC was averaging a 13.5/22 according to Nielsen, versus CBS's 12.6/20 average. NBC was third with an 11.8/19 and Fox was averaging an 8.2/13. Although the Nielsen-measured sweeps don't end until Wednesday, Nov. 25, CBS has conceded defeat.

"There's nothing I can see that's going to erase a three-tenths-of-a-rating-point lead," said David Poltrack, senior vice president, planning and research, CBS Inc. "The only remaining unknown for us is 'Lethal Weapon II' on Tuesday night, but ABC has a Barbara Walters special on that night," he added.

This most recent victory came due to a successful five-hour miniseries based on the life of the musical Jackson family. The two-part movie averaged a 22.2/33 in its airings on Sunday, Nov. 15, and Wednesday, Nov. 18. *The Jacksons: An American Dream's* performance versus the numbers pulled in by CBS's *Sinatra*, the other major sweeps program, turned out to be the difference between ABC and second-place CBS.

"We're very pleased," said Alan Wurtzel, senior VP, marketing and research services, Capcities/ABC. "We thought we'd be competitive, so it

wasn't so much of a surprise." Obviously pleased with the ratings captured by *The Jacksons* miniseries, Wurtzel also pointed out the performance by other special programming. "It wasn't just *The Jacksons*, we also had the Oprah special, *Matlock* and Barbara Walters as well as the performance of our regular shows, like *Roseanne* and *Home Improvement*.

---

*"There's nothing I can see that's going to erase a three-tenths-of-a-rating-point lead."*

**CBS's David Poltrack**

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"We're surprised somewhat," said David Poltrack. "We're not disappointed in our performance. We're right on in our projections, and so was *Sinatra*. You're always pleased when you come in on projections, although we would have liked to have done better. But we were most surprised by ABC and *The Jacksons*. We figured it would do the same as *Sinatra*. In this day and age it was an extraordinary rating," he said.

According to Poltrack, the ABC miniseries pulled in 4.7 more rating points in its five hours than the *Sinatra* movie garnered in its five-hour span. Those five hours accounted for roughly 6% of each network's total prime time sweeps schedule, and the 4.7 rating point differential translates to a three-tenths-of-a-rating-point value, the expected difference between first-

place ABC and second-place CBS.

Despite ABC's surprise performance, Poltrack said the strength of CBS's core schedule versus ABC's is what counts heading into the second half of the season. "The big story is they're going to win [sweeps] but with big help from pre-emptions. With pre-emptions [stunting and specials] they were able to add about eight- or nine-tenths of a rating point to their schedule, bringing them to a 13.3 or 13.2 for the sweeps. Otherwise, they would be down about a 12.3 for their core schedule. Our core schedule during the sweeps is running about a 12.8, and we'll probably add about one- or two-tenths of a rating point to that."

"Much of what we pre-empted with are series we own, like the two realities we scheduled on Monday and *Matlock*. I'll grant you *The Jacksons* and other specials we used won't be back next week, but in the sweeps you always try to maximize your strengths and minimize your weaknesses."

Poltrack said ABC's all-out effort to win November is reminiscent of CBS's strategy back when it was in third place. "They blew out a lot of [low-rated] shows in order to win the four weeks. They did a good job and I applaud them. When we were in third place we did the same thing in order to help the affiliates. Most important, though, is what happens now. When they go into the second half of the season and replace *Monday Night Football*, they'll drop to about a 12.2. Our core schedule of 12.8 during the sweeps won't drop during the second half of the season and will probably improve, especially on Monday night, with the absence of football." ■



# ABC, SHOWTIME ENCOURAGED BY PPV RESULTS

By Steve McClellan

**W**hile the games didn't draw subscribers remotely approaching the buy rates of a title fight, ABC Sports and Showtime Event Television are encouraged with the results of an 11-week college football pay-per-view test and hope to do it again next season.

Executives last week said that final subscriber tallies for the games, packaged under the title *Option Play*, won't be available for another 60 to 90 days. But based on monitoring of systems with a total of about 1 million potential PPV subscribers, as well as the San Diego market, where ABC affiliate KGTV(TV) fed the games directly to cable systems, buy rates were probably under half a percentage point.

According to Don Lundy, KGTV program director, buy rates in the San Diego market were under 0.5%, with an average of about 200 subscribers a week. By comparison, ABC's over-the-air college games in the market averaged about a 5 rating, or 55,000 homes.

Showtime and ABC weren't expecting huge numbers from the outset. Boxing continues as PPV's best sports draw, as evidenced by the 5% buy rate (\$40 million in retail sales) for the Riddick Bowe/Evander Holyfield heavyweight match two weeks ago.

"I don't think it was a runaway hit," said Lundy. "But the cable guys didn't think it was bad at all." Marty Youngman, PPV manager at Cox's San Diego system, dubbed *Option Play* a "success for a first-time experiment. I hope they do it again next year."

Scott Kurnit, president of SET, said buy rates appeared to grow on average throughout the season, as operators adjusted to a PPV setup with far less lead time.

Tony Petitti, director of programming at ABC Sports, said the test went well from an operations standpoint: "We're encouraged to do it again next year."

A second-season slate of PPV games is subject to approval by participating football conferences and schools, including the Big 10, Pac 10 and College Football Association. ■

## DIALTONE BREAKTHROUGH / 4

Cable MSO Sammons and New Jersey Bell are teaming up to deliver programming via a fiber-optic video dialtone system in northern New Jersey.

## WESTINGHOUSE WOES / 12

Continuing troubles with its credit unit have raised speculation that Westinghouse Electric wants to sell its broadcast properties.

## SHOWS ON THE EDGE / 21

ABC, NBC and Fox have delayed announcing the fate of several new shows, opting in the meantime for partial pickups.

## SYNDICATION BY STATIONS / 24

*Working Women*, produced and distributed in 35 markets by Allbritton Communications' WJLA-TV Washington, demonstrates increasing moves by stations into first-run syndication.

## GUNTHER-WAHL TRIES HARDER / 24

Despite tough competition for weekday space from big suppliers like Disney and Warner Bros. Animation, Gunther-Wahl Productions is aggressively pursuing two cartoon series for fall '93.

## SYNDICATION H.E.A.T. / 26

All American Television, following up on its successful *Baywatch*, has sold *Acapulco H.E.A.T.*, an hour-long action-adventure drama, in 50% of the U.S. for fall 1993 syndication.

# This Week



Catherine Oxenberg stars in All American's new action-adventure, 'Acapulco H.E.A.T.' (p. 26).

## CHICAGO BARS SUED / 28

With the help of 30 investigators, Sports-Channel Chicago identified nearly 100 bars that it says illegally aired its sports coverage. Some have settled, and 68 are being sued for \$1.53 million each.

## MORE, WITHOUT COMPRESSION / 29

Zenith Electronics released details last week of a new digital technique that will double the capacity of a 6-mhz cable channel without compressing the program source.

## CHANGING CALLS / 30

Thanks to streamlined FCC rules, radio stations are finding it easy to change call letters when they switch formats.

## HOLIDAY CHEER FOR TV / 36

Hopeful for an uptick in sales this holiday season, retailers seem ready to boost

their TV spending this year. However, radio and promotion could suffer as a result.

## TRANSITION TOLL AT FCC / 40

The exigencies of the Cable Act and changes to fin-syn rules are hitting the FCC at just the wrong time—when two commissioners and many key staffers are looking toward their next jobs.

## BATTLE OF THE BANDS / 41

UHF and VHF broadcasters are split over the FCC's proposal to put all high-definition television channels on the UHF band and eventually take back the VHF band for non-broadcasting purposes.

## DAB BLASTS / 42

Radio broadcasters filed comments at the FCC last week in opposition to a request by Satellite CD Radio for spectrum for establishing a satellite digital audio broadcasting service.

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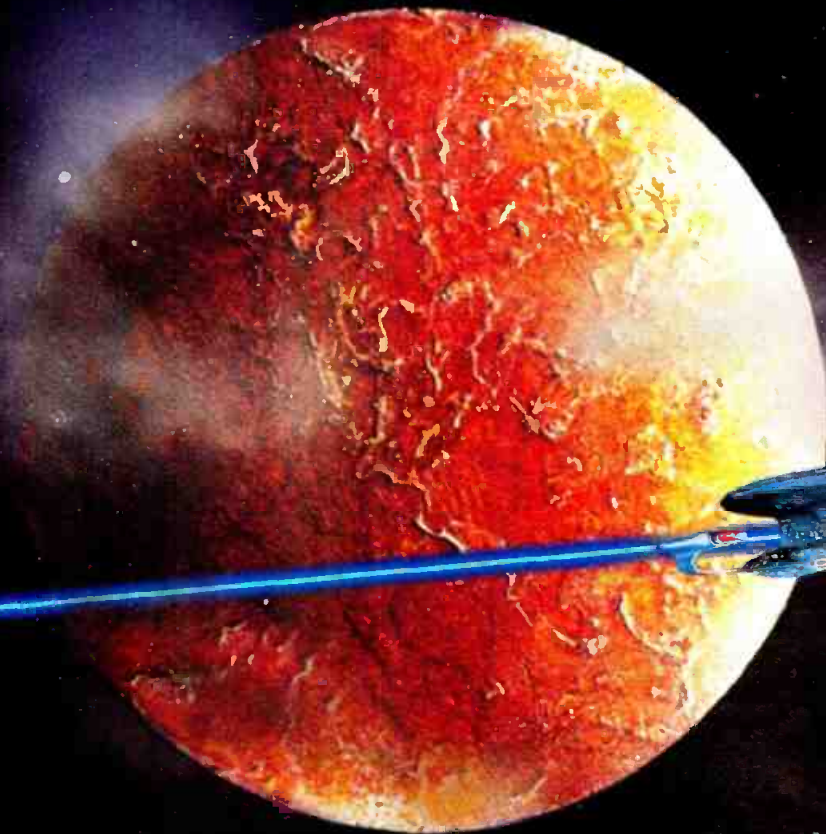
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# Baseball's World Series





# ost to our worlds' series.



What's the real American pastime? Judging from the numbers, it's STAR TREK: THE NEXT GENERATION. The #1 hour series on primetime with young adults, it outplayed the six-game average of the World Series with adults 18-49, adults 18-34 and men 18-34 (by as much as +23%). And on-deck is the January launch of Paramount's two new hours, STAR TREK: DEEP SPACE NINE and THE UNTOUCHABLES. It's a triple play that'll make believers out of skeptics. And further proof that in the new ball game of primetime television, Paramount is the league's new heavy hitter.

# STAR TREK

## THE NEXT GENERATION





# GROUP W FOR SALE?

*KKR, CBS, Infinity, Shamrock possible buyers*

By Sharon D. Moshavi

**Y**ou can be sure, the saying went, if it's Westinghouse. What's unsure is how much longer the pioneering group owner's radio and TV stations can make that boast.

Reports that Westinghouse Electric needs to sell one or more of its businesses—to cover a \$1 billion charge it will be forced to take in liquidating or selling its financially troubled credit unit—have spurred speculation that the company is going to sell some or all of its television and/or radio stations.

Westinghouse has retained two investment firms—Lehman Bros. and Goldman Sachs—to help dismantle the credit unit and restructure the company. Kohlberg, Kravis, Roberts & Co., which had been mentioned a year ago as a possible buyer of Group W's television and radio stations, is being mentioned again. According to one investment banker, the buy last year got bogged down when KKR refused, as part of the deal, to invest in parent Westinghouse Electric.

Westinghouse Electric is "looking at a wide variety of alternatives to resolve the problems at financial services. The company has said that one or more of its businesses will be sold to assist in that effort. Reports as to links with KKR are false. Westinghouse Broadcasting [Group W] is not being shopped at this time," said Gil Schwartz, Group W Broadcasting vice president, corporate communications.

Speculation on other potential interested parties is running to cash-rich Infinity and Shamrock for the radio stations, and there has been talk about CBS being interested in some of the television properties. Estimates on the combined worth of Westinghouse's TV and radio properties range from \$1.5 billion to \$2 billion, with the radio stations valued at roughly \$500 million. In 1991, the broadcasting division (which also includes syndication and cable properties) had revenues of \$832 million and operating profit of \$136 million.

The talk about CBS's interest has centered on two scenarios. Several

## WESTINGHOUSE BROADCASTING'S STATION ASSETS

*TV holdings cover 9.89% of TV  
HHs; 10th largest group owner*

**KYW-TV Philadelphia (CBS)**  
**KPIX(TV) San Francisco (CBS)**  
**WBZ-TV Boston (NBC)**  
**KDKA-TV Pittsburgh (CBS)**  
**WJZ-TV Baltimore (ABC)**

*Radio holdings: 11,732,200\* listeners;  
second largest group owner*

**WINS(AM)-WNEW-FM New York**  
**KFWB(AM)-KTWV(FM) Los Angeles**  
**WMAQ(AM) Chicago**  
**KYW(AM)-WMMR(FM) Philadelphia**  
**WLLZ(FM) Detroit**  
**WCPT(AM)-WCXR(FM) Washington**  
**WBZ(AM) Boston**  
**KILT-AM-FM Houston**  
**KDKA(AM) Pittsburgh**  
**KFBK(AM)-KGBY(FM) Sacramento**

*\*Abritrion summer 1992 survey*

banking and television station sources report that a deal between Group W and CBS Radio had been looked at. The deal has Group W swapping KDKA-TV Pittsburgh and KPIX(TV) San Francisco (both CBS affiliates) for some CBS Radio properties. If that were to happen, though, it would put CBS—at 25.77%—just over the FCC's cap mandating that station groups may reach no more than 25% of U.S. households, forcing the group to sell a station or seek an FCC waiver.

But a swap would not give Westinghouse the cash it would need to cover the expected charge. The word last week was that CBS was interested in buying 49% of KPIX; a minority interest would not affect CBS's household reach, according to FCC rules. But that deal alone would not give Westinghouse enough cash to cover the expected \$1 billion-plus charge. Said Group W's Schwartz: "These rumors [about Group W and CBS] are based on the idle speculation of creative minds." CBS had no comment.

With KPIX(TV) possibly in play, and Cox's KTVU(TV) up for sale, the San Francisco market is up in the air. Fox remains the leading contender to buy Fox affiliate KTVU(TV), which, accord-

ing to one source (Cox is a private company and doesn't release such data), has \$112 million in revenues and operating cash flow of \$52 million. At eight times cash flow, that would put the price at less than \$420 million. (Also for sale, Cox's WKBD(TV) Detroit is said to have \$45 million in revenues and \$11 million in cash flow, putting its worth at about \$90 million.)

Although CBS and NBC have also been mentioned as possible buyers of KTVU(TV), station and banking sources say it would be easier and cheaper for CBS and NBC to try to fix their sometimes contentious relationships with their San Francisco affiliates, KPIX(TV) and KRON-TV, respectively, than go through the disruptive process of changing a healthy Fox station over to a network affiliate. Tribune and Chris-Craft are mentioned as the two other possible buyers. If it did buy KTVU, Chris-Craft would own both a U and a V in San Francisco, although a possible change in FCC rules might let it keep both.

The industry remains divided on why Cox is selling the stations. One knowledgeable source says the reason is that it needs to pare down debt incurred when it went private several years ago. "That couldn't be further from the truth," said Nicholas Trigony, president, Cox Broadcasting. The company is selling for exactly the reasons it has stated, he said—to figure out its market worth—and the stations will be sold only if the price is right. What does Cox want to do with the money? Some sources speculate that Cox wants to concentrate more on cable and radio than TV. Trigony, who said he can't speak for Cox's cable strategies, said: "Do we have plans to buy more TV and radio stations and expand? The answer is yes."

The possible sales of Cox and Group W stations do not seem to represent a turnaround in the station trading market as a whole. "It's still squishy," said analyst Alan Gottesman of Paine Webber. Some industry observers remain skeptical that Group W will actually sell its stations, particularly the TV's. Station broker Howard Stark is one who thinks it won't. TV especially is "one of the most valuable assets they have," he said. Still others disagree. Selling broadcasting "seems to me to be a very logical choice," said Argus Research analyst John Hilton, who follows Westinghouse Electric. ■

# DIVIDED FCC RESPONDS TO FIN-SYN RULING

*Proponents of '91 guidelines want court to keep them in effect during agency's rewrite*

By Harry A. Jessell

**T**he controversy over the financial interest and syndication rules once again sharply divided the FCC last week as the agency offered conflicting advice to the U.S. Court of Appeals in Chicago on what it should do in the wake of its Nov. 5 ruling vacating the fin-syn rules.

The FCC majority—Andrew Barrett, Sherrie Marshall and Ervin Duggan—that adopted the rules in April 1991 urged the court to keep the rules in effect while it tried to rewrite them and the underlying rationale in a way acceptable to the court (BROADCASTING, Nov. 16). It said it would complete the rewrite proceeding by July 1993.

But the minority that has favored repeal of all rules—Chairman Alfred Sikes and James Quello—asked the court to free the networks from all fin-syn restrictions during the rulemaking ("Closed Circuit," Nov. 16).

"While I do not object to reopening a proceeding to examine fin-syn issues, there is little to be gained by starting with rules that are unsupported by fact or logic," said Quello in a brief in which Sikes concurred.

The commissioners also split on whether Judge Richard Posner, who wrote the court's opinion for a unanimous three-judge panel, should disqualify himself from the case (see be-

low). The majority supported the recusal motion made by the fin-syn proponents; Sikes and Quello said the FCC had no business even commenting on the matter.

As the FCC majority began its effort to salvage its 1991 rules, the redundant fin-syn consent decrees inched toward elimination by U.S. District Court Judge Robert Kelleher in Los Angeles. Like the FCC rules, the consent decrees restrict the broadcast networks' ability to acquire interest in and syndicate network programming.

The Justice Department urged Kelleher to eliminate the fin-syn restrictions. "No network possesses monopoly power in the acquisition of television programming, and no network is likely to possess monopoly power in syndication if the decree restrictions at issue in these proceedings are removed."

Justice's petition followed Hollywood's request that Kelleher defer any action until it appeals Kelleher's motion denying Hollywood's motion to intervene in the case.

In vacating the 1991 rules as "unreasonable and unreasonable," the Chicago appeals court asked for advice on what, if any, rules should be in effect should the FCC decide to go ahead with another rulemaking. The options: the 1991 rules, the more restrictive 1970 rules the 1991 rules

were meant to supplant, or no rules.

Like the FCC majority, Hollywood argued for keeping the 1991 rules. If the court simply vacates the 1991 rules, it said, the 1970 rules would, as the court itself feared, "spring back into effect." But there is a simple fix, Hollywood said. The court "can remand rather than vacate the FCC's order, thereby permitting the 1991 rule to remain in place while the FCC considers the issue on remand."

Like the FCC minority, the networks urged the court to knock out the 1970 along with the 1991 rules. "Unless and until the commission supplies a reasoned basis for intervention in this market, the networks should be free to compete."

"Whatever fate may await the new rules on remand, there is no conceivable justification for a return, even temporarily, to the more restrictive and admittedly outmoded regulatory regime of 1970," agreed the Fox network.

A return to the 1970 rules, which apply to all networks airing more than 15 hours of programming a week, would be "devastating" to Fox, which is already in the network and syndication business, Fox said. Since Fox now airs between 32 and 34 hours a week, it said, it would have to cut its weekly schedule between 17 and 19 hours to avoid falling subject to the rules. ■

## HOLLYWOOD SEEKS RECUSAL BY FIN-SYN JUDGE

**H**ollywood and independent broadcasters last week called upon the author of the Nov. 5 opinion of the U.S. Court of Appeals in Chicago striking down the FCC's 1991 financial interest and syndication rules to disqualify himself from the case.

Their challenge of Judge Richard Posner, a fulfillment of threats made immediately after the ruling, is based on a 1977 affidavit Posner wrote for CBS arguing against the then-proposed consent decrees.

"Judge Posner's prior participation as a legal expert who was privately retained by CBS in the consent decree litigation creates an appearance of partiality" that compels him to step aside, the motion argues.

The FCC, at the direction of the majority (Andrew Barrett, Ervin Duggan and Sherrie Marshall) that adopted the rules in April 1991, supported the recusal motion. The court last week asked all parties to comment on it by today (Nov. 23).

The broadcast networks, which challenged the rules, planned to file briefs urging Posner to stay on the case. "What they are doing is outrageous," said Richard Cotton, executive vice president and general counsel, NBC. The motion has no merit, he maintained, since Posner's arguments against the consent decrees, written while he was a professor at the University of Chicago, were based on a reading of anti-trust law, while his fin-syn opinion turned on administrative and communications law.

What's more, he said, the motion is too late. The fin-syn proponents knew of Posner's work for CBS when they learned he had been assigned to the case on the day of oral arguments (Oct. 2). If they were going to mount a challenge, Cotton said, that was the time to do it, not after the judge had ruled against them. "I don't think the court system can tolerate that kind of behavior on the part of a litigant."

—HAJ



# INFINITY SEEKS PEACE WITH FCC

*Karmazin pays visit hoping to head off rumored trouble for Cook Inlet acquisition*

By Joe Flint

**T**he FCC is making Infinity Broadcasting sweat.

Infinity is worried that the FCC's outrage at the radio group's biggest star, Howard Stern, will derail or delay its pending \$100 million acquisition of WUSN(FM) Chicago, WZLX(FM) Boston and WZGC(FM) Atlanta from Cook Inlet Radio Partners.

FCC commissioners and staff are considering a variety of punitive measures including a hearing on Infinity's fitness to be a broadcast licensee. But the last word on Friday, after personal appeals by Infinity president Mel Karmazin, was that the FCC would approve the deal and either hit Infinity with an indecency fine for Stern broadcasts ranging from \$315,000 to the maximum \$750,000 or order hearings before an administrative law judge on the indecency complaints.

The indecency fine would be for the

same broadcasts that netted Greater Media's KLSX(FM) Los Angeles a \$105,000 fine. The broadcasts also aired on three Infinity stations. The commission also has two other notices of inquiry for indecency against KLSX and is weighing action on indecency complaints against Infinity's WYSP(FM) Philadelphia and WJFK(FM) Washington.

Hoping to improve relations at the FCC, Karmazin visited with Commissioners James Quello and Ervin Duggan last week, and Infinity's counsel met with the staffs of Chairman Alfred Sikes and Commissioners Sherrie Marshall and Andrew Barrett.

Karmazin also sent Sikes a personal letter of apology for negative remarks Stern had made about the chairman's cancer operation.

Neither Karmazin nor Infinity's counsel would comment on the meetings.

Some FCC officials have been talk-



*Infinity's Karmazin offers olive branch.*

ing tough about Infinity. "Repeated willful violations of federal statutes are traditionally a powerful indictment of the suitability of a license," said one high-level FCC staffer, adding that the application is being "very closely scrutinized."

But blocking the sale would be a drastic and, according to some high-level sources, unlikely step. "Stopping a sale is very serious," one commissioner said.

If there is going to be a push for a hearing on Infinity's fitness as a licensee, it would likely come from Sikes and Marshall. Barrett, Quello and Duggan are all said to be against such a proceeding. Marshall, sources said, is willing to play hardball with Infinity.

The hearing rumors may be just the FCC's way of trying to scare Infinity into toning Stern down. One FCC source thought the Cook Inlet deal could be approved within two weeks.

If part of the FCC's intent in playing hardball with Infinity is to rein in Stern, it appears to be working. Some Stern listeners at the commission noted that the air personality has backed away recently from attacks on the FCC.

One person apparently not noticing a change in Stern is Al Westcott, whose massive complaint led to the \$105,000 fine against KLSX(FM). He is at it again.

Westcott told BROADCASTING he is sending the FCC another indecency complaint against Stern. The complaint consists of over 70 hours of Stern transcripts. ■



## GREAT-GOTTEN GAINS

**A** check for \$25,000 brought these three people together in BROADCASTING's New York offices last week. It represented the proceeds from last month's second annual BROADCASTING Hall of Fame dinner and ceremonies, which were earmarked for the International Radio and Television Foundation. At right: Steve Labunski, IRTF executive secretary, who accepted the check from BROADCASTING Publisher Peggy Conlon and Editor Don West. The donation will go to support IRTF's minority, college-related and young people's programs.



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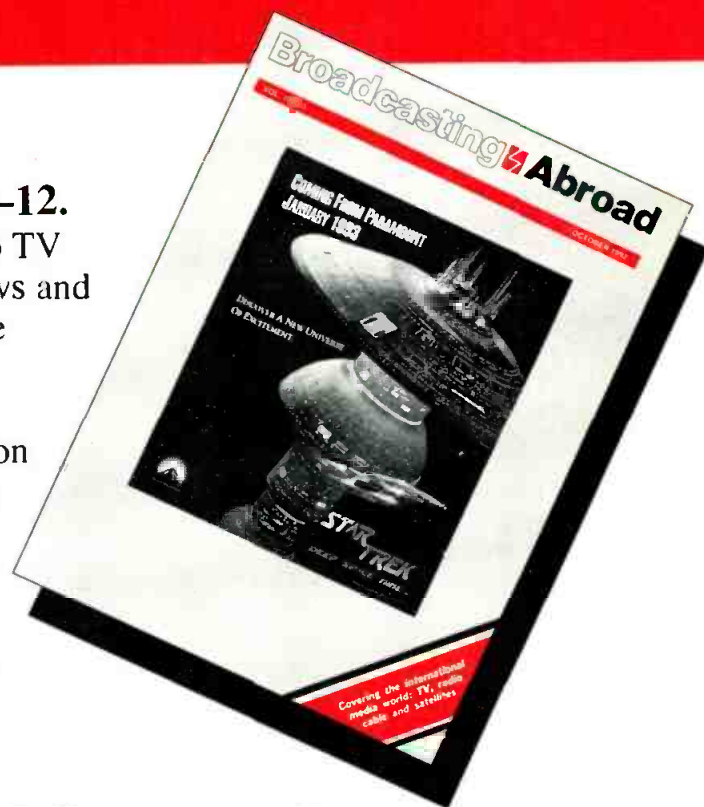
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BEHIND THE SCENES, BEFORE THE FACT

LOS ANGELES

## MARCUS TO VIACOM?

Word from reliable sources last week had it that a third and final round of negotiations was in process between attorneys representing Viacom Entertainment and Mort Marcus, who has been offered the post of president of the company's distribution arm, Viacom Enterprises. Marcus was most recently the number-two executive at Buena Vista Television. "It'll either happen this time or not at all," said a source with knowledge of the talks. Among the issues in dispute is where Marcus would be based. He wants to remain in Los Angeles; Viacom Entertainment President Neil Braun wants him to relocate to New York, but has reportedly agreed to let him spend about half his time on the East Coast.

## DBS STEPS TO PLATE

At the invitation of Major League Baseball, top executives of Hughes Communications' Direct TV laid out the company's DBS plans for about 50 team broadcasting and marketing executives in Phoenix. It was a presentation Senior Vice President Jim Ramo was happy to make. DirecTV hopes to secure rights to major professional and college sports so it can offer subscribers games on a pay-per-package or PPV basis.

MLB's David Alworth said baseball is interested in DirecTV, but any serious talk must wait until MLB cuts its new national broadcast and cable network deals sometime next year. DBS rights may or may not survive negotiations with the networks, he said.

## IN THE PINK

According to a source close to MGM Television, the downsized studio is going to retain Claster for its planned revival of *The Pink Panther* animated series for strip syndica-

## THE LETTERMAN SAGA

Despite published reports to the contrary, sources from various parties say no decision regarding David Letterman's future will be made earlier than the end of the year, and most probably not until the beginning of 1993. According to one source, CBS is in the process of putting the finishing touches on its offer to Letterman's representatives. NBC has the luxury of matching any offer that is received by Letterman; however, the sticking point appears to be NBC's willingness to offer the 11:30 slot currently occupied by Jay Leno. (NBC already has Carvey locked up for the post-*Tonight Show* slot, should Letterman depart NBC. If the unexpected occurs and Letterman stays, Carvey will get a prime time series.) The proposed CBS deal will offer the NBC late-night host the 11:30 p.m.-12:30 a.m. slot. CBS's *Crimetime After Primetime*, which currently airs at that time, is expected to move to the 12:30 a.m. time period. However, the economics that currently allow the network to schedule those first-run series at 11:30 p.m. will not be the same at 12:30 a.m., when the advertising rates are decreased. The burden may force the network to schedule an alternative in the proposed post-Letterman time slot. —SC

tion starting in fall 1993. Over the last two weeks, MGM has hired Mark Young, a former senior vice president of program development for Hanna-Barbera Productions, to head up a newly formed MGM animation division. A spokeswoman for Don Mirisch, senior vice president of Metro-Goldwyn-Mayer Inc., said "nothing has been finalized," but added that an announcement could be expected this week. Claster officials were unreachable for comment.

WASHINGTON

## RATE REPORT

FCC still has a long way to go in establishing rate-regulation proposals for its Dec. 3 meeting. The Mass Media Bureau sent a white paper to the commissioners last week outlining what the guiding principals of rate regulation are and what the Cable Act asks for. The paper does not, however, provide specifics of what rates should be or which rate system will be used for cable. "It's a framework for how to do it; it is very preliminary," one staffer said. Bureau and commissioner staffers will spend the better part of the next two weeks working on specific formulas,

which are not in the current paper.

## SECOND THOUGHTS

Talk that the Clinton administration may impose rules preventing appointees from lobbying their agencies for up to five years after they leave office is discouraging some who had an eye on an FCC seat, particularly those now engaged in communications law. A five-year cooling-off period would effectively bar FCC commissioners from a post-FCC career in communications law, said one.

## MUST READ

Required reading for broadcasting and cable executives looking for clues to the Clinton administration will be "Mandate for Change," the policy recommendations of the moderate Democratic Leadership Council. A DLC source said the work, due out next month, will contain a few proposals that would directly affect broadcasting and cable. The President-elect is a founding member of the group and chaired it for 18 months prior to beginning his run for the presidency last year. What's more, Clinton last week named DLC's current president, Al From, the transition team's domestic policy director.



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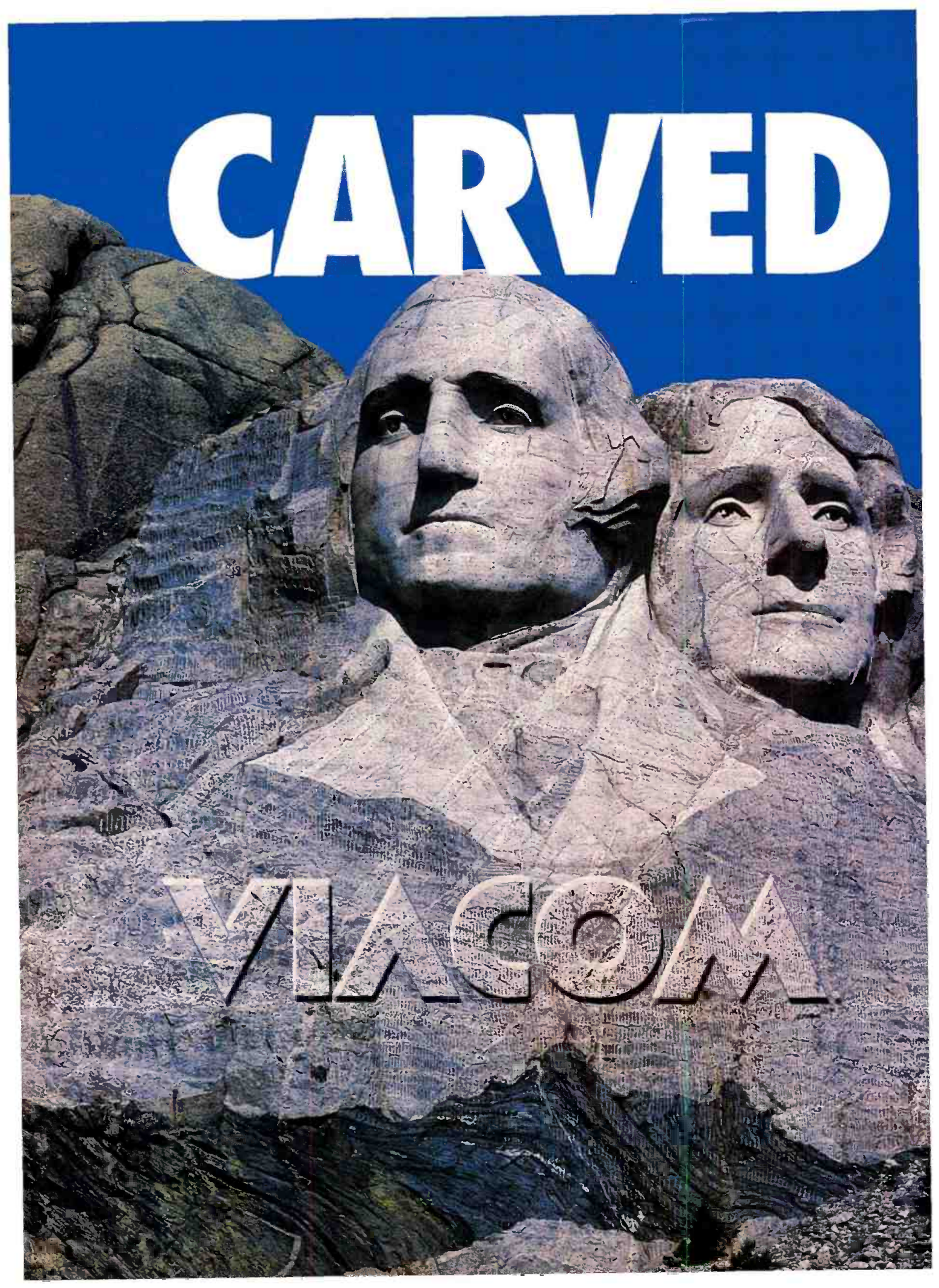
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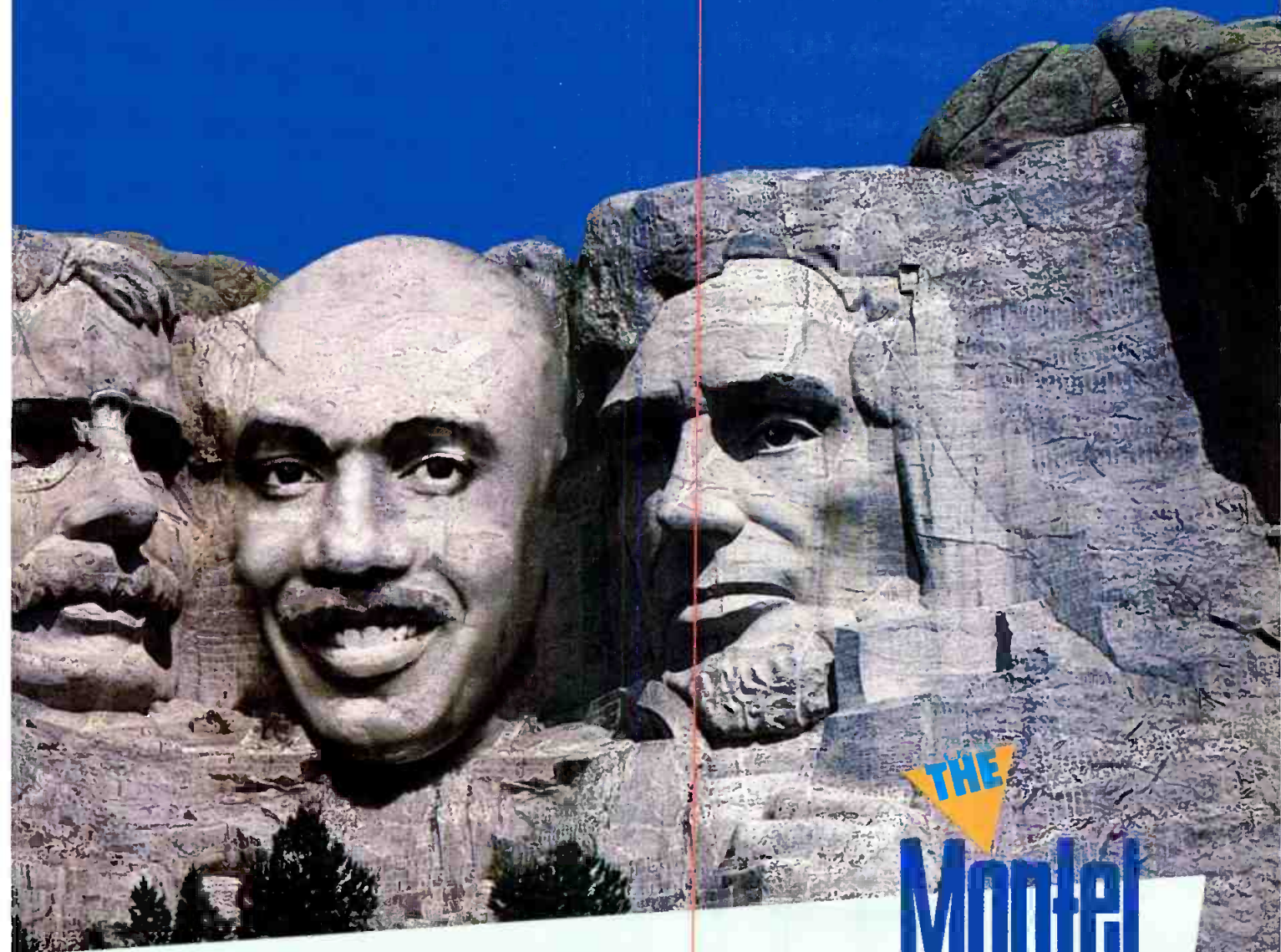
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# 'WORKING WOMEN' WORKS FOR CLEARANCES

*Weekly magazine show from Allbritton Communications has attracted barter advertiser interest despite clearance in less than 50% of country*

By Steve McClellan

**S**yndicators aren't the only ones rolling out new first-run programs over time, to try to build a track record and gain ratings and clearance momentum. Now stations are getting into the act. A recent example is Allbritton Communications' WJLA-TV Washington, which bought the rights to develop a *Working Women* magazine TV show.

The show debuted on WJLA last year and is now in 35 markets, including 10 of the top-20. By last fall, two major market stations, WLS-TV Chicago and KYW-TV Philadelphia, had picked up the weekly magazine show, hosted by Kathleen Matthews, who is also 5 p.m. news anchor at WJLA.

With reasonably good results in both markets (the show holds its lead-in in Philadelphia and improves it in Chicago), the show has gradually worked up to the 35-market level. For the first two weeks of the November sweeps, the show has averaged a 2.8/8 in 10 overnight markets, holding or improving its lead-in in a majority of markets.

After acquiring the rights from *Working Women* publisher Lang Communications in late 1990, Jane Cohen, then WJLA's vice president, programming and development, spent four months putting a show together before its February 1991 debut. "Initially it was done just for WJLA, with the idea that if it worked, we wanted to take it to syndication," says Cohen, who has since moved to co-owned Allbritton Television Productions, where she continues to supervise production of the show and works on other projects.

The show is offered to stations for barter, with Allbritton retaining two minutes per week, and stations getting four minutes. And after a year of working with advertising agencies and their clients, Cohen has persuaded barter advertisers to buy the show, even though it's cleared in less than half the country. Traditionally, advertisers tend to avoid barter shows cleared in less than 65%-70% of the country.

"We did not have a great deal of



*On the set of syndicated 'Working Women' are two working women, host Kathleen Matthews and camera operator Diane McKutchin.*

success selling the show nationally early on," says Cohen. "It's a very targeted, niche-oriented concept, for advertisers trying to reach working women at home on the weekends." But with persistence, the pitch has attracted advertisers, said Cohen, including Marshall's department store, Stouffer's, L'Oreal, Samsonite, Lens Express, Calgon, Nyquil, Cover Girl and Oil of Olay.

The fourth quarter is sold out, although the show is not making money at this point. "We hope to in the not-too-distant future," Cohen says. "We're playing catch-up. It's not an inexpensive show to produce," because it travels all over the country to profile women who have made it pro-

fessionally and to film other features.

According to Cohen, a number of stations taking the show are putting it in new weekend morning news blocks, which many affiliates are creating to generate more local revenue. WTVT(TV) Tampa and WBZ-TV Boston are two stations using that strategy for the show.

At this point, says Cohen, there are no plans to expand the show to strip. "There are some roadblocks to [strip] clearances—schedules are filled and paid programming, quite frankly." But next year, she says, Allbritton hopes to produce *Working Women* specials targeted for weekend access and possibly some vignettes tied to the weekly series. ■

## GUNTHER-WALL THROWS 'DIRT CLODS' AT ANIMATION GIANTS

*Independent animator hopes that show and 'Earthship Pyramid' can grab some early fringe space from majors*

By Mike Freeman

**A**t a time when a handful of small, independent animation suppliers are looking to carve an ever-shrinking share of the weekday syndication market from such major suppliers as The Walt Disney Studios and Warner Bros. Animation, Gunther-Wahl Productions is propos-

ing two fall 1993 series, *Dirt Clods* and *Earthship Pyramid*.

GWP founders and partners Michael Wahl and Lee Gunther are hoping to usher in an era of increased animated product from independent suppliers.

In an exclusive interview with BROADCASTING, Wahl, a former entertainment lawyer who made the tran-

sition into running the business affairs of such longtime animation houses as Hanna-Barbera Productions and Marvel Productions during the 1980's, says that Gunther-Wahl Productions has the financing for the production of the two proposed animated strips, plus a network series in development for the 1993-94 season.

In fact, Wahl estimates that next season's production slate will likely exceed the privately held company's current \$16 million production slate, which has been committed to the production of freshman weekly series *The Wild West C.O.W.-Boys of Moo Mesa* (for ABC's Saturday lineup) and syndicated strip *The Adventures of T-Rex* (which All American Television distributes domestically). However, as Wahl notes, foreign co-venture equity partnerships have been the key element in helping GWP mount the expanded production slate.

Wahl said pre-production has already begun on *Dirt Clods*, an ecology-based series that he describes as "the *Smurfs* meet 'Gremlins,' with *Ren & Stimpy* overtones." The basic storyline follows the adventures of a pair of "dirt balls" who escape from a junkyard to promote recycling.

Although TV stations are on the lookout for programs that help meet the educational requirements of The Children's Television Act of 1990, Wahl says *Dirt Clods'* environmental message is not the primary objective. "To say it is pro-social or pro-environmental is a little too heavy-handed," Wahl says. "It is a really off-the-wall concept that is intended to be fun and educational, but we're going to produce it in the finest tradition of squash-and-stretch animation."

*Earthship Pyramid* has a similar ecological element. When an alien race known as the Lonians has "destroyed its own planet [Lonia] through ecological neglect" and looks to take over 21st-century Earth, a team of Earth-based scientists builds a "pyramid-powered" spaceship to battle the encroaching aliens.

Wahl emphasizes that *Earthship Pyramid* is primarily a science-fiction series. Nonetheless, he adds, at the end of each episode, a minute-long "Data Bank" will discuss an environmental topic brought up in the program and how it affects Earth today.

GWP, based in Encino, Calif., is producing 52 half-hour episodes of *Dirt Clods* at a budget of approximate-



**Richard B. Lippin (l), chairman and CEO, The Lippin Group, and Vivien Wallace, chief executive of Granada Television International, are forming Lippin Wallace Ltd., a London-based subsidiary of Lippin to provide public relations, marketing and consulting services to U.S. and European clients. Wallace will be leaving Granada at the end of this year. She will be managing partner of the new subsidiary, which officially opens its doors Jan. 4. Lippin will be chairman.**

ly \$260,000 per episode, according to Wahl. He estimates a similar budget for *Earthship Pyramid*, although a decision has yet to be made whether to produce it as a 52-episode strip or 26-episode weekly for its first season.

A major component in the financing of both series, Wahl revealed, comes

from Créativité et Développement (C&D) of France, which will have the overseas distribution rights to both projects, and several other international investment partners he declined to identify.

"We know it's an uphill challenge, but we're looking to get into early

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fringe [with both series], where there are two or three independent stations in the major markets," Wahl says. "In some of the smaller markets, we'll certainly be looking for the quality 6-8 a.m. clearances. I think that's a realistic expectation for us."

Wahl says that GWP, which employs 45 full-time staffers (and 15 freelance animators) during production, will handle all pre-production—scripting, storyboarding, cel drawing and voice-over recording—out of the company's Encino headquarters and branch production facility in Vancouver. The layout-through-camera work will be completed in the Far East by subcontracted companies, which Wahl declined to identify. ■

## GERALDO, JOAN MOVE TO WCBS-TV

Tribune's two talk shows, *Geraldo* and *Joan Rivers*, got a major boost last week with word they are moving from Tribune-owned independent WPIX(TV) New York to WCBS-TV there next year. In January, *Geraldo* will go to the CBS flagship's 4 p.m. time period. Currently, *Inside Edition* and *Hard Copy* air at 4-5 p.m. Speculation last week was that *Hard Copy* would return to the 7 p.m. slot, where the poor-rated *You Bet Your Life* currently airs—averaging a 3.8/7 (NSS/NTI) so far in the November sweeps. A year ago, *Hard Copy* averaged an 8.6/15 midway through the sweeps. According to one station source, *Inside Edition* was looking at a downgrading to the graveyard part of WCBS-TV's schedule, which would give KWP the option of shopping it around to competing stations. WCBS-TV has locked in *Geraldo* for two-and-a-half years, the parties said. *Rivers* will make the move to WCBS-TV next fall, occupying the 9 a.m. slot currently occupied by Warner Bros.' *Jane Whitney*. —SM

## ALL AMERICAN TURNS ON THE 'H.E.A.T.'

'Baywatch' buddy to be shot in Acapulco; is already a go with 50%-plus

By Mike Freeman

Based on the growing ratings success of its two-year-old weekly syndicated series, *Baywatch*, All American Television is looking to build upon the tropical adventure motif with the launch of *Acapulco H.E.A.T.*, an hour-long drama series to be produced in the Mexican tourist capital. Despite an influx of over a half-dozen weekly first-run dramas for 1993, All American executives say the companion piece has already been sold in 50% of the U.S. and is a firm go for distribution in fall 1993.

Paul Siegel, All American's senior vice president of programing and acquisitions, declined to identify the stations, but it is widely believed that the Chris-Craft/United Television group—including WWOR-TV New York and KCOP(TV) Los Angeles—leads a list of major-market incumbent *Baywatch* stations opting for the companion piece.

Like *Baywatch*, which is cleared on over 168 stations (including 50 non-Fox affiliates and 53 Fox affiliates), *Acapulco H.E.A.T.* is being targeted for double-run plays; once in prime time on weekdays and another on weekends from 5-7 p.m.

With network compensation cut-backs over the last two years testing affiliate loyalty, All American's Tony Intellisano, executive vice president of distribution and marketing, estimated that over a dozen non-Fox affiliates



Catherine Oxenberg stars in 'Acapulco H.E.A.T.'

pre-empt their respective network prime time shows to carry *Baywatch*. Of the stations that double-run *Baywatch*, Siegel added that 70% give the series at least one prime time exposure, usually on the weekends.

"We're basically looking for the best time period on affiliates as well as independents, but I want to add that the *Baywatch* stations will have right of first negotiation on *Acapulco H.E.A.T.*," Siegel said. "We realize that many stations will have both *Star Treks* [*The Next Generation*, *Deep Space Nine*] and the Warner Bros. independent consortium block [the Prime Time Entertainment Network on Wednesdays] to contend with in prime time, but *Baywatch* has proven it can hold its own."

(In fact, after *Star Trek: TNG*'s top-ranked 14.8 rating average out of the Oct. 1992 sweeps [NSSNTI, Sept. 28-Oct. 25], *Baywatch* is the next highest ranked [12th] weekly drama in syndication, with a 6.2 rating.)

*Acapulco H.E.A.T.*, which is an acronym for Hemisphere Emergency Action Team, follows the exploits of undercover operatives who battle terrorists around the world under a top-secret mandate from the United Nations. Catherine Oxenberg, who was a regular on *Dynasty*, has been cast in the female lead, while Siegel says that the male lead is expected to be announced shortly. The series was created by Misha MacDonald and Dennis

Continues on page 54

# Broadcasting's Ratings Week Nov 9-15

	ABC	CBS	NBC	FOX
<b>MONDAY</b>	<b>15.5/23</b>	<b>16.0/24</b>	<b>15.3/23</b>	<b>NO PROGRAMING</b>
8:00	57. FBI: Stories * 9.9/15	18. Evening Shade 15.1/23	17. Fresh Prince 15.2/23	
8:30	42. American Det. * 11.3/17	19. Hearts Afire 15.0/22	27. Blossom 13.4/20	
9:00	10. NFL Monday Night Football—San Francisco	4. Murphy Brown 20.4/29	14. NBC Monday Night Movies—Fatal Memories	
9:30	49ers vs. Atlanta Falcons	15. Love and War 15.7/23	15.8/24	
10:00	16.8/27	19. Northern Exposure 15.0/24		
10:30				
<b>TUESDAY</b>	<b>14.9/23</b>	<b>16.3/25</b>	<b>9.6/15</b>	<b>NO PROGRAMING</b>
8:00	12. Full House 16.1/25	21. Rescue: 911 14.6/22	64. Quantum Leap 9.3/14	
8:30	25. Hangin w/Mr. C 13.8/21		69. Reasonable Doubts 8.2/12	
9:00	2. Roseanne 21.4/31	8. CBS Tuesday Movie—Sinatra, Pt. 2	43. Dateline NBC 11.2/19	
9:30	6. Coach 18.2/27			
10:00	56. Going to Extremes 10.0/17			
10:30				
<b>WEDNESDAY</b>	<b>11.4/18</b>	<b>11.4/19</b>	<b>12.5/20</b>	<b>10.5/16</b>
8:00	43. Wonder Years 11.2/18	75. Hat Squad 7.5/12	13. Unsolved Mysteries 16.0/25	31. Beverly Hills, 90210 12.6/20
8:30	47. Doogie Howser 11.0/17		36. Seinfeld 11.6/17	68. Melrose Place 8.3/13
9:00	7. Home Improvmt 17.9/27	28. In the Heat of the Night 13.1/20	53. Mad About You 10.4/16	
9:30	34. Doogie Howser 11.8/18		53. Law and Order 10.4/18	
10:00	71. Civil Wars 8.1/14	26. 48 Hours 13.7/24		
10:30				
<b>THURSDAY</b>	<b>9.9/16</b>	<b>11.2/18</b>	<b>14.1/23</b>	<b>9.3/15</b>
8:00	69. Delta 8.2/13	46. Top Cops 11.1/17	36. A Different World 11.6/18	23. Simpsons 14.4/23
8:30	83. Room for Two 6.8/11		5. Cheers 19.7/30	43. Martin 11.2/17
9:00	71. Homefront 8.1/13	52. Street Stories 10.6/17	11. Wings 16.2/26	88. The Heights 5.7/9
9:30			30. L.A. Law 12.8/22	
10:00	24. Primetime Live 14.1/24	34. Knots Landing 11.8/20		
10:30				
<b>FRIDAY</b>	<b>12.3/22</b>	<b>9.8/18</b>	<b>6.8/12</b>	<b>6.4/12</b>
8:00	33. Family Matters 12.3/22	47. Golden Palace 11.0/20	87. I'll Fly Away 5.9/10	77. America's Most Wanted 7.3/13
8:30	36. Step By Step 11.6/20	47. Major Dad 11.0/19		82. Sightings 6.9/12
9:00	55. Dinosaurs 10.2/18	36. Designing Wmn 11.6/20	79. NBC Movie of the Week—The Hard Way 7.2/13	90. Likely Suspects 4.2/8
9:30	65. Camp Wilder 9.0/16	62. Bob 9.5/17		
10:00	16. 20/20 15.4/29	73. Picket Fences 7.9/15		
10:30				
<b>SATURDAY</b>	<b>9.6/17</b>	<b>7.7/14</b>	<b>10.4/18</b>	<b>7.8/13</b>
8:00	65. ABC Movie Special—Columbo Cries Wolf 9.0/16	83. Brooklyn Bridge 6.8/12	77. Here and Now 7.3/13	65. Cops 9.0/16
8:30			76. Powers That Be 7.4/13	59. Cops 2 9.8/17
9:00		73. CBS Saturday Movie—Tequila Sunrise 7.9/14	40. Empty Nest 11.5/20	86. WWF Main Event Special 6.1/10
9:30			40. Nurses 11.5/20	
10:00	51. The Commish 10.7/19		32. Sisters 12.4/22	
10:30				
<b>SUNDAY</b>	<b>18.4/27</b>	<b>16.4/24</b>	<b>12.1/18</b>	<b>6.5/10</b>
7:00	61. Am Fun Home Vid 9.6/15	1. 60 Minutes 22.5/35		85. Mk/Hm Alone II 6.2/10
7:30	50. Am Fun People 10.9/17		62. I Witness Video 9.5/14	91. Ben Stiller Show 4.0/6
8:00		9. Murder, She Wrote 16.9/24		59. In Living Color 9.8/14
8:30	3. ABC Sunday Night Movie—The Jacksons American Dream 21.1/31			81. Roc 7.0/10
9:00		29. CBS Sunday Movie—When No One Would Listen 12.9/19		57. Married w/Childn 9.9/14
9:30			21. Donahue: 25th Anniversary 14.6/22	80. Herman's Head 7.1/10
10:00				89. Flying Blind 4.5/7
10:30				92. Woops! 3.5/6
<b>WEEK'S AVGS</b>	<b>13.4/21</b>	<b>12.9/21</b>	<b>11.6/19</b>	<b>7.8/12</b>
<b>SSN. TO DATE</b>	<b>12.4/20</b>	<b>13.5/22</b>	<b>11.4/19</b>	<b>7.7/13</b>

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT



# Broadcasting

# Cable

## CHICAGO BARS SUED OVER SIGNAL THEFT

*SportsChannel looks to collect \$1.53 million each from record 68 establishments*

By Rich Brown

In what has been billed as the largest signal theft case ever filed, SportsChannel Chicago took 68 Chicago-area bars to federal court in Illinois last week in hopes of collecting more than \$1.53 million from each.

"There has never been a case of this magnitude filed in one jurisdiction," said Jim Allen, director of the Office of Cable Signal Theft for the National Cable Television Association. Signal theft

by commercial establishments is an ongoing concern for such sports programming services as Home Box Office and ESPN, and it is estimated by the NCTA that \$3 billion is lost from the industry to signal piracy by residential and commercial users each year.

SportsChannel Chicago is charging the 68 bars with unlawfully intercepting, receiving and exhibiting Hawkvision, a pay-TV service that the programmer had set up to distribute exclusive coverage of 1992 Chicago Blackhawk home Stanley Cup playoff games.

SportsChannel Chicago has already had some success in pressing its suit against area bars in the case. Aside from the 68 bars in the suit, the programmer has settled out of court with 22 bars that the company had identified as illegally receiving the service. Two more settlements are pending.

The programmer was able to identify the 92 bars receiving the games through 30 investigators who were sent out in the field on the nights of the telecasts last spring. About 1,000 commercial establishments were monitored during the investigation, according to Cablevision Systems Corporation, security consultant on the project.

The investigation found that the level of fraud among commercial establishments in the area was about 10%, said Jeremy Margolis, an attorney representing SportsChannel Chicago. The national average is believed to be closer to 5%, according to the most recent NCTA data.

The SportsChannel Chicago complaint charges the bars with illegally obtaining Hawkvision in a variety of ways, including unscrambling satellite transmissions carrying Blackhawk home playoff games without authorization, or ordering the games at the lower residential price and then fraudulently showing the event in the commercial location. Many of the bars mentioned in the suit had been fingered by other commercial establishments that had paid the \$100 commercial fee for legally receiving each playoff game (residential users paid \$19.95 per game, or \$16.95 when purchased as part of a package).

According to attorneys for SportsChannel Chicago, the maximum penalty that could be imposed on each defendant would be \$1.53 million, plus court costs and fees, if found guilty of multiple violations of the Cable Communications Act of 1984. ■

### IT'S SHOWTIME FOR SHOWTIME

Recently formed Showtime Entertainment Group has lined up a slate of projects for 1993 that will include a crime series by filmmaker Sydney Pollack and 16-20 movies with budgets mostly in the \$2.5 million to \$6 million range. Among projects in the works:

■ *Curacao*, a thriller starring George C. Scott and the first title produced by Jones Entertainment, a division of MSO Jones Intercable.

■ *Chantilly Lace*, an unscripted and improvised original drama starring Martha Plimpton, JoBeth Williams, Talia Shire, Lindsey Crouse, Jill Eikenberry, Ally Sheedy and Helen Slater.

■ *When a Stranger Calls Back*, a co-production with MCA Television Entertainment that will star Charles Durning and Carol Kane in a sequel to the 1979 thriller *When a Stranger Calls*. Also in development is a sequel to Alfred Hitchcock's "The Birds."

■ *Body Bags*, a 90-minute trilogy by horror director John Carpenter.

■ *The Wrong Man*, *Scam* and *Taking the Heat*, three action titles from Viacom Pictures featuring such actors as Rosanna Arquette and Christopher Walken.

■ *Crack in the Kremlin Wall*, a spy story co-produced by Viacom Pictures and Quinta Communications, the Paris-based firm in which Silvio Berlusconi owns a principal share.

■ *But Seriously Folks*, a comical look at major events in U.S. history, executive produced by Rob Reiner for Castle Rock Entertainment.

■ *The Human Condition*, a series of half-hour episodes from Chanticleer Films featuring first-time directorial efforts by actors Sally Field, Danny Glover, Laura Dern, Peter Weller, Don Johnson, Treat Williams, Andy Garcia and others.

■ *Marilyn Monroe: Life After Death*, a documentary featuring one-hour of never-before-seen home movies and more than 300 unpublished photos of the late star.

—RB

## REREGULATION INFORMS WESTERN SHOW AGENDA

As the first industry gathering of this magnitude since passage of the 1992 Cable Act, the California Cable Television Association's Western Cable Show in Anaheim, Calif., next week (Dec. 2-4) is expected to provide a sense of how the business will position itself in a newly reregulated environment.

Cable reregulation will clearly be the most talked-about topic of the show, beginning with the opening panel session on Wednesday. Moderator Linda Ellerbe will oversee a panel featuring Barry Diller, former chairman and chief executive officer, Fox Inc.; John Malone, president and CEO, Tele-Communications Inc., and Ted Turner, president and chairman of the board, Turner Broadcasting System Inc.

On tap later in the day will be an FCC-Washington update moderated by William Riker, president, Society of Cable Television Engineers, and featuring panelists Wendell Bailey, vice president, science and technology, National Cable Television Association; Susan Herman, president of the National Association of Telecommunications Officers and Advisers, and John Wong, assistant chief, cable television branch, FCC. Thursday will feature additional regulatory discussions, including "Cable: The View from Washington" and a series of public affairs roundtables. In his first major speech since cable reregulation was signed into law, NCTA President and CEO James Mooney will be Thursday's luncheon keynoter.

Reregulation will continue to be a topic of discussion right up to Friday's closing session on cable's legislative future. Moderated by Falcon Cable TV Chairman and CEO Marc Nathanson, the panel will feature William B. Bradley, director of the office of telecommunications of the city of Denver; Steve Effros, president, Community Antenna Television Association, and Preston Padden, senior vice president, affiliates, Fox Broadcasting Company. Also on Friday will be a series of legal affairs roundtables on topics ranging from rate regulation and tiering to franchise renewals and transfers.

The emphasis on living with the new cable law has boosted preregistration figures, according to CCTA's C.J. Hirshfield. She said total attendance is expected to top 10,000 this year, up from last year's total of just under 10,000. There will be 220 exhibitors covering 123,000 square feet, as well as a multimedia exhibit featuring equipment from Microsoft, Digital Cable TV and Videoway.

Among other panel discussions at the show: "Television's Multimedia Explosion: What Is Cable's Potential?"; "Implementing the New Technical Standards"; "Using Alternate Access to Expand Your Service Offerings"; "Fiber Optic Technology from the Operator's Perspective"; "Getting Wired Globally: An Update" and "Digital Compression: How Will It Impact Long-Term Business Planning?"

—RB

## ZENITH CLAIMS EXTRA CAPACITY SANS COMPRESSION

*Company says digital modulation system will double 6-mhz cable channel load*

By Randy Sukow

The business prospects of pay per view for cable, which have been improved greatly in the last two years by the emergence of digital compression, may have improved even more last week as Zenith Electronics Corp., Glenview, Ill., released details of a new digital technique to double the capacity of a 6-mhz cable channel.

Zenith's new 16-level vestigial sideband (16-VSB) modulation and transmission technology not only doubles the capacity of a cable channel, the company says, but does it without compressing (and therefore without slightly degrading) the video program source.

Using Zenith's old modulation system, 4-VSB, together with Zenith's Spectrum Compatible HDTV compression system, a 6-mhz cable-system channel could transmit between four and 11 NTSC signals (depending on the level of compression) or one

full HDTV signal. When combining Spectrum Compatible compression with 16-VSB, the capacity is increased to between nine and 23 NTSC channels or two full HDTV channels over the same 6-mhz carrier.

The 16-VSB technique is made even more attractive, Zenith says, because it could be used with other signal-compression systems besides Spectrum Compatible HDTV, including the other three digital transmission systems currently being considered for standardization by the FCC's advisory committee on advanced TV service.

The new system will not be applicable, however, to terrestrial broadcast or satellite transmission, Zenith says. The complexity of 16-VSB would result in an overload of errors on anything other than a clean cable channel.

Most cable systems could support 16-VSB today, a Zenith spokesman said. The level of signal quality required on all cable systems under FCC technical standards expected to take effect in

1993 should provide headroom for 16-VSB everywhere, he said.

The 16-VSB approach was developed as an offshoot of HDTV system work. In the course of its compression experimentation, Zenith researchers found they could increase the data rate over NTSC carriers from 21.5 megabits-per-second (mbps) to 43 mbps by quadrupling the levels of digital data.

Zenith believes the system could be offered as a product on a parallel timetable with Spectrum Compatible HDTV or whichever digital compression system the FCC may choose next year. The cost of installation is expected to be equivalent to the cost of 16-level quadrature-amplitude modulation systems, which operate at less than half the data rate, Zenith claims.

Zenith will demonstrate the 16-VSB technique at the Western Cable Show in Anaheim, Calif., Dec. 2-4. Real-world experimentation on an operating cable system will be held at a so-far-undecided time and place. ■



## READING RUSH

"The Limbaugh Letter," the monthly newsletter containing opinions of talk king Rush Limbaugh, is off to a remarkable start. EFM Media, which produces both Limbaugh's program and the newsletter, reports that some 85,000 Limbaugh listeners have subscribed to the publication, which sells for \$29.95 per year, or \$49.95 for two years. Susan Moran, general manager of the newsletter, says roughly 25% of the subscriptions are for two years. That works out to an estimated \$3 million in revenue since the newsletter was launched in September.

## RADIO DOWNSIZING SEEN

Radio executives speaking to would-be broadcasters during a panel discussion in New York last week painted a somewhat gloomy picture of the future of radio employment. Speaking at a career forum sponsored by the Center for Communication, station owner Robert F.X. Sillerman predicted that the industry will lose 25% of its current jobs over the next 10 years due to consolidation. "Although the industry is growing, it's not likely to produce more jobs," he said. Judy Ellis, general manager of WQHT-FM New York, agreed, adding, "The good businesses are looking to cut back and cut the fat."

## NEW TEAM AT WTEM

Bennett A. Zier, vice president and general manager at CBS O&O WODS(FM) Boston, is leaving to become general manager of Colfax Communications' WTEM(AM) Washington. Zier will replace Steve Goldstein, who moves to president of Colfax. No replacement has been named for Zier at WODS.

## CREDIT CARD TIME

A new payment service targeted to broadcasters suffering collection problems will allow advertisers to charge airtime to their Visa or MasterCard accounts. The new service, developed by Media Payment Services and CNET, will enable stations to collect in just two

days, according to Henry Kavett of Media Payment Systems. Kavett says he believes it is the first payment system of its kind.

## NEW RADIO GROUP

Add another name to the list of recently formed companies looking to acquire radio stations. Former CBS and NBC radio executive Robert B. Sherman, in partnership with Austin Venture and Stonehill Investment Corp., announced the formation of NewTex Communications, a holding company looking for radio stations or groups of stations in medium to large markets. "We view the radio industry as a sound business, and intend to be flexible and opportunistic in pursuing potential acquisitions," Sherman says.

## RAB SEMINAR EDUCATES 93

The Radio Advertising Bureau is calling its first-ever Certified Radio Sales Manager seminar an "unqualified success." Some 93 sales managers attended the two-day seminar in Denver, which is an outgrowth of RAB's Certified Radio Marketing Consultant program. The RAB has scheduled three more of the training programs for sales managers in 1993.

## FORBES ON RADIO

*Forbes* magazine has plunged into the radio syndication business. John T. Brady & Associates recently announced an exclusive arrangement under which it will produce ten 90-second programs each week based on material published in *Forbes*. "The *Forbes* Report," available via satellite, will also include commentary from Malcolm S. Forbes Jr., president and editor-in-chief of *Forbes*.

## NEW ACCURATINGS MARKETS

Strategic Radio Research's new AccuRatings is coming to four more markets: New York, San Francisco, Philadelphia and Raleigh. Strategic put out summer books in three markets: Chicago, South Bend and San Diego.

## USA OVERNIGHT DEBUTS IN DECEMBER

Dallas-based Elgar Entertainment is trying to boldly go where other syndicators fear to tread by producing a live overnight program. The show, titled *USA Overnight*, will debut on roughly 30 stations in December, according to Elgar President Rob Ellis. The program, created for adult contemporary and contemporary hit radio stations, combines hit songs with celebrity interviews, entertainment news, sports and live call-ins. Richard Stevens (Shadoe's brother) will host. Says Ellis, "This is the perfect vehicle to turn unsold overnight inventory into profit."

## SUBURBAN NETWORK

Four suburban Los Angeles radio stations have joined forces to form a suburban network that will offer advertisers access to a rapidly growing audience of affluent baby-boomers. The stations are KNJO-FM Thousand Oaks, KBET-AM Santa Clarita, KUTY-AM Palmdale and KXBS-FM Oxnard/Ventura. Katz & Powell Radio will represent the group, to be called the "Greater Los Angeles Bedroom Radio Network." The network is structured so that advertisers will receive a discount if they buy time on all four stations. Says Susan Laronge, manager at Katz & Powell: "The L.A. growth is pouring out to these markets. These communities represent an affluence unmatched anywhere else in Southern California."

## NPR HOSTS HOUSE PARTY

Satirists Nick Bakay and Steve Higgins of cable TV's Comedy Central will host "Holiday House Party with Los Lobos," featuring the Grammy award-winning group's mix of traditional Mexican folk music, rock and soul, for airing on National Public Radio in December. Other featured guests on the two-hour show, recorded at Capitol Studios in Hollywood, are musicians Rickie Lee Jones, John Hiatt, Lalo Guerrero, Leo Kottke, Dave Alvin and Syd Straw, and comedian Paul Rodriguez.



The background is a vibrant collage of patriotic symbols. It features several American flags, some in the foreground and others slightly blurred in the background. Interspersed among the flags are several balloons in red and blue, along with streamers and confetti. The overall color palette is dominated by red, white, and blue, with a warm, slightly aged tone. The text is centered and overlaid on the flags.

This fall  
America chose  
its leader...





# #1 with Kids 2-11 and 6-11!

GOOF TROOP takes local markets by a landslide in October sweeps.

- ✓ Goof Troop beats Batman head-to-head in K2-11 and K6-11!
- ✓ The Disney Afternoon beats the Fox Children's Network head-to-head in K2-11, winning show-for-show and holding an 18% share advantage for the two hours.<sup>2</sup>
- ✓ And the Disney Afternoon makes it a clean sweep, claiming the four most popular animated strips!

## Top Animated Strips October 1992 (Ranked by share)

	K2-11 (rtg/shr)	K6-11 (rtg/shr)
<b>#1 GOOF TROOP</b>	<b>10/35</b>	<b>11/35</b>
<b>#2 TALE SPIN</b>	<b>7/35</b>	<b>7/35</b>
<b>#3 CHIP 'N DALE</b>	<b>5/35</b>	<b>5/35</b>
<b>#4 DARKWING DUCK</b>	<b>8/33</b>	<b>9/33</b>
Batman	9/32	9/31
Tiny Toons	9/31	10/33
Tom & Jerry	8/29	9/30
<b>DUCKTALES</b>	<b>6/28</b>	<b>6/31</b>

Source: NSI October 92 weighted market average, all occurrences.

<sup>1</sup>Weighted average all 12 occurrences Goof Troop vs. Batman head-to-head.

<sup>2</sup>Weighted average all 12 occurrences Disney Afternoon vs. Fox Children's Network head-to-head.





# Business

## HOPEFUL RETAILERS RETURN TO TV

*Survey indicates spending likely to be up this season, with corresponding drop in radio*

By Sharon D. Moshavi

**R**etailers are more optimistic about Christmas sales this season than they have been in recent Christmases past, and their attitude seems to be translating into increased television advertising—at the expense of radio and promotion.

According to a Deloitte & Touche national survey of 1,175 retailers conducted in October, more than one-third of respondents expect November and December sales and profits to be up more than 3% over the same period in 1991. About 41% expect sales to be flat or up at most 3%, and about a quarter expect sales to be down.

As a result, more retailers plan to increase television advertising budgets over last year. The number of retailers who say they are increasing holiday TV budgets over last year grew by six percentage points in the survey, from 11.2% to 17.8%; the number who say they will cut TV spending grew by three percentage points. And the proportion of retailers who say they will not use television is down from last year, from 67% in 1991 to 53% this year.

Plans to increase TV spending:

- Retailers in the Northeast are more inclined than those in other parts of the country to boost their Christmas TV advertising budgets—23.1% said they will increase their TV budgets this year, compared with 13.3% in 1991.

- In the Midwest, 18.8% plan to increase TV budgets, compared with 9.2% in 1991.

- In the South, the number grew from 11% to 18.2%.

- The optimism appeared not to carry as well to the West, where only 11.4% plan to increase TV spending, down from 11.9% in 1991.

### ATTRACTING HOLIDAY SHOPPERS

*Percent of retailers who say they plan to increase budgets in each of the following categories*

	1992	1991
Television .....	17.8%	11.2%
Radio .....	18.2%	24.6%
Newspapers.....	22.9%	18.5%
Direct mail/catalog.....	33.7%	32.1%
Co-op advertising.....	26.1%	29.5%
In-store promotions .....	45.1%	53.3%
Point-of-purchase promotions.....	34.6%	44.7%

Source: Deloitte & Touche

According to Deloitte & Touche's analysis, the increase in TV advertising is coming primarily at the expense of radio. While the percentage of advertisers decreasing their radio budgets has actually dropped slightly, fewer retailers will increase radio spending this season; the number of retailers who say they will not increase radio advertising grew by six percentage points, with the Midwest and South hit the hardest. One good note is that the percent of retailers decreasing their radio budgets is holding even with last year, at 13.6%.

Also apparently hurt by the rise in retail TV expenditures will be promotional activities, which the TV industry has long feared are taking dollars out of advertising. Fewer retailers across all regions of the country say they are increasing their co-op advertising, in-store promotions, and point-of-purchase promotions this holiday season than said so last year. The latter two categories in particular are seeing fewer increases in budget than they did in 1991.

Still, despite the increased move toward TV, retailers continue to put the bulk of their dollars into promotion-oriented measures rather than advertising. And the slight increases in TV

expenditures are tempered by the fact that the period to which the plans are being compared—fourth quarter 1991—was a lousy time for retailers and TV advertising. “Retailer budgets are still way down from 1990,” says Jean Pool, senior vice president, director of local broadcast, J. Walter Thompson.

With retail sales still accounting for a relatively small portion of TV dollars both locally and nationally, spending by manufacturers during the Christmas season will play an important part in determining how TV stations and the networks fare this quarter.

Pool predicts a “dismal” fourth quarter on the local front. Fourth quarter is “wide open” now that regular advertisers who were bumped by political candidates in October have, for the most part, been given their make-goods, Pool says.

Things are more optimistic on the national scene. Unlike the past two years' holiday seasons, advertisers are not cutting back on their media budgets, according to Bart McHugh, senior vice president, director of national TV and radio. “There's not a lot of additional business, but at least things are holding steady,” he says. ■

# Changing Hands

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

**KPRC(AM) Houston** □ Sold by H&C Communications Inc. to Sunbelt Broadcasting Co. for \$3.5 million. **Seller** is headed by James E. Crowther and is also licensee of KPRC-TV Houston and KSAT-TV San Antonio, both Texas; KVOA-TV Tucson, Ariz.; WESH (TV) Daytona Beach, Fla., and KCCI-TV Des Moines, Iowa. **Buyer** is headed by Stephen T. Sellers and Dan Goeb and is also licensee of KSEV(AM) Tomball, Tex. (Houston). KPRC is fulltimer with news-talk format on 950 khz with 5 kw.

**WLWV-FM Salisbury, Md., and CP for WHBX(FM) Tallahassee, Fla.** □ Sold by Gary Burns Inc. to HVS Partners for \$2.7 million. **Seller** is headed by Gary Burns, and has no other broadcast interests. **Buyer** is headed by Gisela B. Huberman and Thomas Schattenfeld, previous owners of station. HVS Partners is also licensee of WBGM-FM Tallahassee, Fla.; WLWV (AM)-WQHQ(FM) Ocean City, Md.; WUQQ(FM) Wilmington, N.C., and WGVS-AM-FM Augusta, Ga. WLWV-FM has AC format on 105.5 mhz with 2.1 kw and antenna 384 feet above average terrain. WHBX is assigned to 95.9 mhz.

**KPLA(AM) Riverbank, Calif.** □ Sold by Radio Riverbank Inc. to Crawford Broadcasting Co. for estimated \$1 million. **Seller** is headed by John L. Gardner and has no other broadcast interests. **Buyer** is headed by Donald B. Crawford and is also licensee of four AM's and four FM's. KPLA has news-talk format on 770 khz with 50 kw day and 1 kw night. **Broker: William A. Exline Inc.**

**WNTR(AM) Silver Spring, Md. (Washington)** □ Sold by Broadcast Equities Inc. to Capital Kids Radio Co. for \$650,000. **Seller** is headed by Debra M. McKay and is also licensee of WCNT(AM) Charlotte, N.C., and KNLT(AM) Bethany, Okla. It is subsidiary of Christian Broadcasting Network, headed by television evangelist Pat Robertson, and is licensee of KXTX-TV Dallas. **Buyer** is headed by Lawrence A. Kessner and Virginia Carson, who are principals in licensee

## PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$4,531,500 □ 6

FM's □ \$4,387,000 □ 6

AM-FM's □ \$1,915,000 □ 4

TV's □ \$0 □ 0

Total □ \$10,833,500 □ 16

1992 to Date:

AM's □ \$185,964,784 □ 213

FM's □ \$409,373,254 □ 266

AM-FM's □ \$282,250,604 □ 158

TV's □ \$1,394,888,087 □ 53

Total □ \$2,272,476,729 □ 690

For 1991 total see Jan. 27, 1992 BROADCASTING.

of WBFD(AM)-WRAX(FM) Bedford, Pa. Station will become affiliate of the Children's Satellite Network. WNTR has talk format on 1050 khz with 1 kw day and 43 w night. **Broker: Questcom Radio Brokerage Inc.**

**WIDE(AM)-WSTG(FM) Biddeford, Maine** □ Sold by Gold Coast Broadcasting Inc. to Fuller-Jeffrey Broadcasting Corp. for \$600,000. **Seller** is headed by James M. McCann Sr. and has no other broadcast interests. **Buyer** is headed by Robert F. Fuller and Joseph N. Jeffrey Sr. and is licensee of three AM's and five FM's, including WBLM(FM) Portland, Me. WIDE is fulltimer with news-talk format on 1400 khz with 1 kw. WSTG has AC format on 94.3 mhz with 13 kw and antenna 449 feet above average terrain. **Broker: Kozacko-Horton Co.**

**WVBS(FM) Burgaw, N.C.** □ Sold by Jones Eastern of Wilmington Inc. to Sea-Comm Inc. for \$600,000. **Seller** is headed by C.J. Jones, and is also licensee of WVBS(AM) Burgaw and WRSF(FM) Columbia, both North Carolina, and WUJM-AM-FM Charleston and WYAK-AM-FM Surfside Beach, both South Carolina. **Buyer** is headed by N. Eric Jorgensen, and is also licensee of WFSM(FM) Southport, N.C. WVBS has country format on 99.9 mhz with 100 kw and antenna 520 feet above average terrain. **Broker: The Whittle Agency.**

# SOLD!

WHZT-FM, Champaign-Urbana, Illinois has been sold by Champaign County-Community Broadcasting, Inc., Adlai Stevenson, IV, Principal, to Great American Wireless, Dale A. Palovich, Principal.

Randall E. Jeffery, Jr.  
Broker

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Results.

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**MEDIA VENTURE  
PARTNERS**

WASHINGTON, DC  
ORLANDO  
SAN FRANCISCO

Subject to F.C.C. approval



# NATPE POWER PA

*Broadcasting's* coverage of NATPE 1993 is going to be our biggest and best yet. It's all designed to help you—our advertisers—make the most of your NATPE sales effort.

**At its core are the January 18th and January 25th issues—two tabloid-size magazines—and a 60-minute video that will be your most potent sales tools at the NATPE convention.**

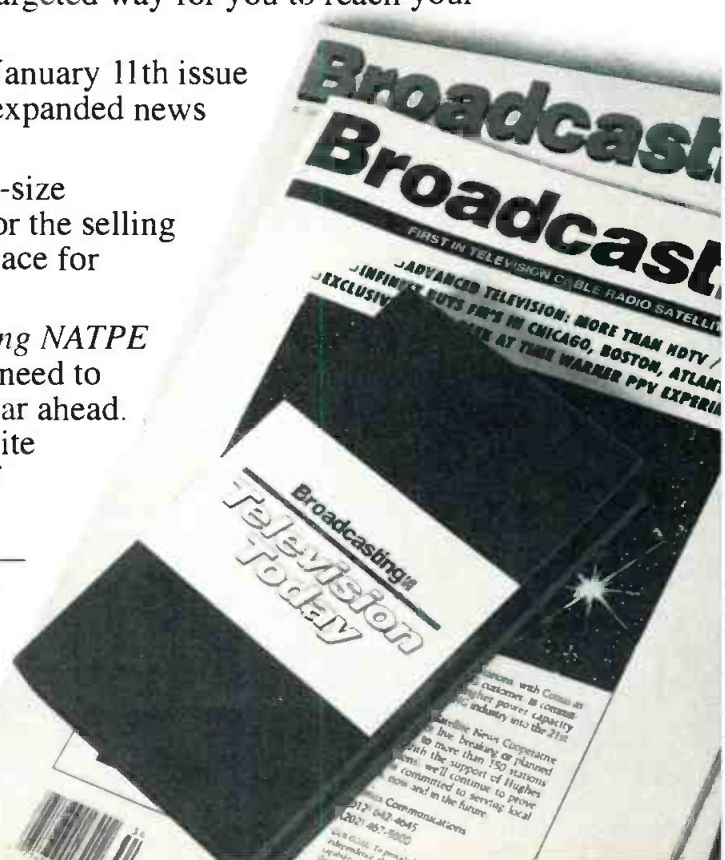
The NATPE Power Package starts with *Broadcasting's* "Television Today"—the 60-minute video that will be sent in advance of the convention to every television station GM. Jam-packed with information about what's being offered at NATPE, interviews with some of the key players plus analyses of the latest trends in the syndication marketplace—it's guaranteed to make your customers "NATPE Smart." Your commercial within the context of this program is a brilliantly-targeted way for you to reach your most important potential buyers.

The Power Package continues with the regular January 11th issue of *Broadcasting* which will begin the magazine's expanded news coverage of this major programming convention.

Things heat up on January 18th with the tabloid-size Pre-NATPE issue. It's the one that sets the stage for the selling and buying strategies of the convention. A great place for your sales message!

Then, it's the January 25th tabloid—*Broadcasting NATPE 1993*—containing everything your customers will need to know about NATPE and its implications for the year ahead. Bonus distribution of this issue at the convention site dramatically extends the efficiency and potency of your media buy!

Finally, it's the February 1st Post-NATPE issue—a summary of what happened at NATPE, and how the rest of the 1993 programming year is likely to look.



# PACKAGE!

And the best part of all is that if you advertise in our special *Television Today* video you will receive a substantial discount when you advertise in either of the two special tabloids. Advertise in both of the tabloids—and you'll receive a discount on the Pre-NATPE issue.

Call your *Broadcasting* rep for the details.

## BROADCASTING NATPE POWER PACKAGE

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\*Television Today     Advertising Deadline: December 10, 1992

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January 11th issue     Advertising Deadline: December 31, 1992

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\*January 18th issue     Advertising Deadline: January 8, 1993

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\*January 25th issue     Advertising Deadline: January 14, 1993

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February 1st issue     Advertising Deadline: January 22, 1993

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\*Qualifies for special discounts

# Broadcasting

NEW YORK  
(212) 340-9860  
FAX (212) 340-9869

WASHINGTON D.C.  
(202) 659-2340  
FAX (202) 293-3278

HOLLYWOOD  
(213) 463-3148  
FAX (213) 463-3159

LEWIS EDGE & ASSOC.  
(609) 683-7900  
FAX (609) 497-0412

YUKARI MEDIA INC. (JAPAN)  
(06) 925-4452  
FAX (06) 925-5005



# Washington

## TRANSITION TRANSLATES TO TOUGH TIMES FOR FCC

*Change in administration means commissioners and staff are leaving agency right when workload is exploding due to fin-syn and Cable Act implementation*

By Joe Flint

**A**t a time when most government agencies are sleepwalking through the transition to the Clinton administration, the FCC is having to run full speed at less than full strength.

In addition to its normal workload, the FCC is trying to cope with enormous new responsibilities—the Cable Act and a reprise of the financial interest and syndication rulemaking—with two commissioners and a host of key staffers looking toward their next jobs and a shrinking professional and clerical corps.

Making matters worse: FCC Chairman Alfred Sikes, the agency's driving force, has been out since Oct. 29 recovering from surgery. And when he does return, he will have to start packing. He and Commissioner Sherrie Marshall are among the political appointees having to find new work following Bill Clinton's victory.

It's all taking a toll. "There is a situation brewing for serious policy gridlock," said one FCC official.

To process the Cable Act, the commission will have to go through 13 rulemaking proceedings—including must carry/retransmission consent and program access—which will no doubt be very contentious. It all has to be done by April, and Sikes has estimated it will cost \$20 million to implement.

The FCC's Managing Director, Andrew Fishel, is drafting a request to Congress for a supplemental appropriation for the agency. House Energy and Commerce Committee Chairman John Dingell said he would help the commission obtain extra funds, but how much and how soon is unknown.

Revisiting the financial interest and



Two of the FCC's post-election lame ducks: Al Sikes and Sherrie Marshall.

syndication rules will be no picnic either. The last time around, they divided the commission and severely strained relationships among some of the commissioners.

Commissioner Barrett would like to get the new fin-syn rulemaking over with by June, which will also take time, staff and money—three things the commission is running short of.

Key bureaus are also understaffed at both the executive and clerical levels. A hiring freeze has been in effect for the past 14 months, and an average of six people leave the FCC each month.

As if that's not enough, commissioner Ervin Duggan said last week the FCC's budget crunch has become so severe that it may have to furlough workers for eight to 10 days. At the commission's opening Small Business Advisory Committee meeting, he noted that members had to finance their own way to the meeting.

Although many high-level FCC staffers say Sikes's absence has had little if any impact on the commission's agenda and ability to get things done, anytime a chief executive is out—whether it's at Time Warner or a

government agency—work slows. "We have been running headless for a period of time; it's not good for the broadcasting industry," one high-level staffer said.

Another potential problem that could soon become real: Though both Sikes and FCC Commissioner Sherrie Marshall are expected to be exiting the commission in the next few months, their staffs may be looking to leave now, which would leave Sikes and Marshall under even more workload pressure when it comes to pursuing their respective agendas.

Commissioner Duggan is already operating with reduced staff, since his top legal adviser, Michelle Farquhar, left three weeks ago to join the Cellular Telecommunications Industry Association.

Where departures have really hurt the commission is in the Office of General Counsel. The position of chief has been vacant since Oct. 1, when Robert Pettit resigned; associate general counsel Lauren (Pete) Belvin is on assignment to Commissioner James Quello, and common carrier specialist Sara Seidman is on materni-

ty leave.

The ever-shrinking General Counsel's office could not come at a worse time. "We're all pinch-hitting," one attorney said. Besides its part in the ongoing financial interest and syndication proceeding, General Counsel also may have to defend the Cable Act's must-carry provision in court if the Justice Department decides not to. Justice has asked for a delay in the hearings, which are set to start Dec. 7.

Just keeping an eye on the must-carry proceedings is "diverting a lot of attention" from the other work that needs to get done in the General Counsel's office, one observer said.

Things did not get any easier last week after the U.S. Circuit Court of Appeals threw out an FCC rule that exempted long-distance carriers such as MCI Communications that compete with AT&T from filing their rates with the commission.

General Counsel will now have to decide whether to accept the court's decision or seek a review by the full appeals court. Either way, it's more work on short notice for an understaffed office.

The Office of Plans and Policy will also be short-staffed soon, as Deputy Bureau Chief James Gattuso has recused himself from any issues that may involve Citizens for a Sound Economy, where he has interviewed.

If other high-level commission legal staffers start interviewing outside the agency, the results could be devastating, since just about every major law firm probably has some involvement in major broadcasting and telephone issues.

So when will help come? FCC Managing Director Andrew Fishel did not say when the request to Congress will be ready or how much the commission would ask for, but one would have to figure it will be at least the \$20 million Sikes cited. The current budget is \$126 million.

Even if the FCC gets the money it has requested, it may be too little too late. Money probably would not get to the FCC until the middle of spring. By then, the commission will have to be finished implementing the Cable Act.

If there is any advantage to all this, it may be that people are being kept too busy to suffer from low morale or to worry about their future. "I have not even had time to get a resume together, though I probably should," one staffer said. ■

## V'S, U'S SPLIT OVER HDTV PLAN

*UHF stations are all for parity; VHF's fear devaluation*

By Joe Flint

**T**he FCC's proposals to implement high-definition television are pitting VHF and UHF broadcasters against one another.

At issue is the commission's plan to put all high-definition channels on the UHF band and take back the VHF spectrum for other (non-broadcasting) purposes. Comments on the proposal were filed at the FCC last week.

VHF broadcasters, the networks and the National Association of Broadcasters argue that an all-UHF HDTV scheme would reduce the value of their stations, cut down coverage and cause interference on a crowded UHF band. Instead, HDTV should be spread out on both the VHF and the UHF bands.

UHF broadcasters support the idea of an all-UHF band because it will put them on equal footing with rival VHF broadcasters.

The disagreement over how to proceed with implementing HDTV may also divide the FCC. Commissioner James Quello also has reservations about the all-UHF proposal. "People paid a higher price for a VHF and the influence [that goes with it] and should get comparable consideration for HDTV. It's not fair to put everybody on one band," Quello told BROADCASTING.

Calling the all-UHF proposal a "solution in search of a problem," group owners GHTV Inc., SCI Television and Busse Broadcasting said the commission has not said "what, if any, demand exists for VHF spectrum." Loss of VHF broadcasters, they argued, would severely hamper service in rural areas.

More direct was Fisher Broadcasting: "...the commission will, by mandating at this time an all-UHF service, run the risk of crippling substantially, if not fatally, the very broadcasting service to which it is committed."

According to Fisher, network affiliates will risk losing their affiliation under such a system and would be unable to provide significant local news coverage. "Affiliations between networks and VHF stations would be disrupted, and in many cases would end, as a result of the relocation of

these stations to high-numbered UHF channels that are by their nature more susceptible to interference and less conducive to full marketwide coverage."

Arguing the opposite are broadcasters such as Paramount Communications, which owns six UHF stations. "With the advent of advanced television, the commission has a unique opportunity to achieve coverage parity for all local broadcast stations regardless of whether they currently broadcast in the UHF or VHF band," Paramount said, adding that the "UHF-VHF coverage disparity never reflected an affirmative commission or congressional policy, but rather was viewed as an unfortunate, but unavoidable, accommodation to then-existing technology limitations."

While Fisher argues that an all-UHF world would hurt local news coverage, Paramount counters that coverage parity is in the public's interest and will allow UHF stations to compete more effectively for advertising dollars.

"This will result in increased revenues for UHF stations, permitting them to devote greater resources to locally originated news and public affairs programming and thereby serve the public interest more effectively," Paramount said.

But is an all-UHF band technically feasible? The FCC's Chief Engineer, Tom Stanley, said yes when the proposal was issued. In most markets, he said, no more than one or two HDTV channels could be placed on VHF without risking interference to the current services.

"If we put out a table that had this mixed U and V with just a few V's in the big cities, you can imagine the negotiation fight over that," Stanley said when the proposal was issued last July.

VHF operators argue that the commission's proposed 55-mile service area for all broadcasters is unrealistic and unachievable. "[P]roviding all stations with a 55-mile service area would entail substantial service penalties to a majority of stations," said the Joint Broadcasters??, which include the NAB, the Association for Maximum Service Television, the three



networks, Fox and about 95 broadcasters.

UHF supporters argue that with the proper steps, interference will not be a problem, and a one-band-fits-all scheme will also lower technical costs. "Use of a single band should promote efficiencies in the manufacture of television transmission and reception equipment," Paramount said.

The group also told the commission that HDTV allotments should pair existing channels with new advance channels by determination of the location of transmitter sites, service cover-

age area and potential interference. Random pairing, which has been proposed by the commission, the group said, "would entail substantial service penalties to a majority of stations."

The commission should also keep an open mind on what broadcasters can do with the spectrum for HDTV. "Throughout this proceeding, the FCC has referred to 'Advanced TV Systems' rather than HDTV.... The wisdom of the commission's approach is now being borne out, as it appears that a number of options in addition to HDTV may be available to broadcast-

ers and consumers under the ATV umbrella," said GHTV Inc., SCI Television and Busse Broadcasting.

HDTV, they said, may not even be accepted by the public, especially if a big-screen TV is needed to tell the difference between it and the current NTSC system. "It may well be that improvements such as ghost-canceling, which would eliminate the last remaining imperfections in over-the-air television, and digital transmission, which would allow for multi-channel broadcasts and sharper images, will satisfy consumer demand." ■

## **BROADCASTERS BLAST SATELLITE DAB, AGAIN**

*In comments to FCC, they oppose Satellite CD Radio's request for spectrum*

**By Randy Sukow**

**C**ommercial radio broadcasters again mobilized to oppose Satellite CD Radio last week in the latest round of comments in the Washington-based company's two-year campaign to set aside spectrum and begin operating a satellite-delivered digital audio broadcasting (DAB) service to the continental U.S.

"This action is premature. It is prejudicial in the extreme," said the National Association of Broadcasters in a petition to deny Satellite CD's request. "It is a rush to judgment that does not comport with the pacing of the worldwide DAB situation, with sound policy development, with the demands of the marketplace or of other applicants or with the careful tending of localism and free over-the-air radio service."

But in spite of broadcaster opposition, about 60% of just under three dozen commenters last week supported the Satellite CD request. Support came from a wide range of sources, including satellite and audio equipment manufacturers, academicians and even noncommercial broadcasters.

"We're very pleased that there are so many that have responded favorably," said Satellite CD Radio President Robert Briskman. "Of the petitions and comments that we've seen that are negative, we believe we have appropriate responses."

The Satellite CD petition, filed last September, requests assignment of some of the 50 mhz of S band (3210-

2360 mhz) spectrum allocated to the United States for satellite audio service last February by the World Administrative Radio Conference to establish a 30-channel menu of compact-disc-quality audio. The petition is being considered simultaneously with a formal FCC rule change proposal last month to establish a satellite DAB service in the U.S. (BROADCASTING, Oct. 12).

Approval of the Satellite CD petition before acting on the general DAB proceeding would be premature, NAB argues. Key questions on the characteristics of S band (including whether it would "with rapidly developing technology, be suitable for terrestrial DAB") have yet to be answered, NAB said in its comments. The association also said international frequency coordination decisions should also be made before any service goes on line. A special WARC conference to settle such questions is scheduled for 1998.

Furthermore, NAB said no decision should be made hastily during the last months of 1992, but should be left "for a new administration and a new commission to reassess policy priorities."

"The [rulemaking] decisions will be made and made relatively soon by the commission," Briskman said in response to NAB's call for delay. Commission approval of the Satellite CD petition will allow the group to begin construction and launch plans for the satellite, which will take three years to complete. "If minor amendments have to be done as a result of

further proceedings, we're willing to do it. We're willing to proceed at our own risk," Briskman said.

Broadcasters also asked the FCC to keep in mind the potential harmful results if local AM and FM stations, whose existence has been found by the FCC to be in the public interest, lose audience to national satellite radio. "Given the potential for disruption of the existing radio industry, it ill behooves the commission to take a precipitous action," said the Radio Operators Caucus, an informal organization of 40 radio group owners representing more than 300 stations.

Satellite CD's defenders tended to dwell on the potential advancement in consumer service a satellite service could provide that conventional AM and FM broadcasters do not now offer. "It would allow delivery of specialized, well-targeted programming to national audiences in an inexpensive manner," said Minnesota Public Radio.

Satellite radio "will provide a unique and valuable service to consumers traveling in recreation and other vehicles and to consumers residing in remote areas," said the Recreation Vehicle Industry Association.

"We believe the current broadcast technology for delivery of audio programming has serious deficiencies. Both AM and FM broadcast stations have very limited service areas where high-quality audio may be received," said Dolby Laboratories, San Francisco. "We believe a system like that proposed by Satellite CD Radio is feasible, and could be very successful." ■

**FCC Chairman Alfred Sikes was due to make his first appearance** at the FCC today (Nov. 23) since undergoing surgery for prostate cancer Oct. 29, an aide said last week. It was uncertain how many hours he would put in during the short Thanksgiving week, she said. Sikes hopes to return full time in early December, she said.

Sikes plans to resign shortly after Clinton's inauguration next January, clearing the way for the new President to appoint his own chairman. Since it will take several months to make the appointment, Clinton will likely name one of two Democrats now on the commission as acting chairman. Most believe that would be James Quello.

**The Clinton administration may bring new life to TV Marti**, the Voice of America's controversial television service for Cuba. Candidate Clinton promised

Cuban-Americans in south Florida on at least two occasions that he not only favored the service's continuation but also its expansion. "For the same amount of money we are now spending, we could broadcast 24 hours a day," Clinton said following a fundraiser with Cuban-Americans on Cuban Independence Day (May 20). "And I think we ought to begin to do that to try to get the message there."

The two-year-old service airs just two-and-a-half hours of news and public affairs each day (3:30 a.m.-6 a.m.) from an antenna attached to a weather balloon 10,000 feet above Cudjoe Key Air Force Base, about 110 miles north of Havana.

Tony Navarro, director of Voice of America's Office of Cuba Broadcasting, said he was surprised by Clinton's commitment. "I was not aware Clinton was as informed of our activities as he apparently is or as convinced on its merits," he said. Prior to his May 20 comments, he said, "No one really knew how Clinton felt."

As a practical matter, Navarro said, it would be difficult to air more than eight hours a day. The Bush administration, guided by international broadcasting regulations, now restricts TV Marti to times when Cuba isn't using channel 13—that is, between 1 a.m. and 6 a.m., he said. Even if the Clinton administration authorizes broadcasts during other dayparts (despite the interference it would cause to Cuban programming), he said, there is not enough money in TV Marti's \$18-million-a-year budget to produce more than about eight hours of programming a day. If need be, he said, programming could be repeated.

**BHC Communications principal Mario Gabelli** and the FCC Mass Media Bureau have reached a settlement that he hopes will clean up the regulatory mess created by BHC's \$300 million purchase last summer of New York's WWOR-TV Secaucus.

Under the settlement, which surfaced last week and is subject to the approval of FCC Administrative Law Judge Joseph Stirmer, Gabelli's investment group has agreed to comply with FCC ownership restrictions without admitting to have been in violation of any of them. The deal gives the group eight months from Stirmer's approval to set things right.

That the Gabelli group may have exceeded ownership limits came to light after BHC, one of many media holding companies in which the group has substantial interest, ap-

plied to buy WWOR-TV. The FCC approved the purchase in August, but launched an investigation into ownership allegations raised by Garden State Broadcasting, a rejected competing applicant for the station.

According to the settlement, the Gabelli group has "attributable" interest in 18 TV stations, six more than permitted under the national TV ownership cap. That two of those stations—WTOL-TV Toledo and WCMH(TV) Columbus, both Ohio—have overlapping signals puts the group in technical violation of the TV duopoly rule. And it also runs afoul of the local cable-broadcast crossownership ban due to Gabelli's interest in KMSP-TV Minneapolis and two cable systems in the market.

The Gabelli group has received a temporary waiver of the one-to-a-market rule to purchase WWOR-TV to accommodate Gabelli's interest in two New York radio stations, WRXL(AM) and WXPS(FM). Attached to the settlement agreement is a request for a permanent waiver, which the FCC routinely grants for large markets. How the group plans to rectify its other problems—through waivers or spinoffs—is yet unclear.

**The FCC's newly formed Small Business Advisory Committee met for the first time** at the FCC last Wednesday amid criticism from some of those it is meant to help.

The committee, established last September by FCC Chairman Al Sikes with input from Commissioner Andrew Barrett, is aimed at advising the commission on how its policies "impact small businesses" and eliminating obstacles blocking minorities and females from owning FCC-regulated media.

But in a letter to FCC Chairman Alfred Sikes, Jim Winston, executive director of the National Association of Black Owned Broadcasters, charged that the committee does "not fairly represent the interests of African American and other minority owners... It appears that for many members on the committee, their only basis for being chosen to sit on the committee is a close relationship with the current Republican administration."

At a press conference following the conference, committee chairman Joshua Smith, chairman and chief executive officer of Maxima Corp., defended the makeup of the committee at a post-meeting press conference, noting that about three-fourths of the 19 members were minorities.

**Required reading** for broadcasting and cable executives looking for clues to the Clinton administration will be "Mandate for Change," the policy recommendations of the moderate Democratic Leadership Council. A DLC source said the work, due out next month, will contain a few proposals that would directly affect broadcasting and cable, but would not elaborate.

The opus, which covers issues ranging from health to the environment, will be must-reading for Clinton policy wonks. The President-elect is a founding member of the group and chaired it for 18 months prior to beginning his run for the presidency last year. What's more, Clinton last week named the DLC's current president, Al From, the transition team's domestic policy director. ■



# Washington Watch

Edited By Harry A. Jessell



## LAST WEEK'S ACTIONS:

Discovery Communications Inc. filed suit in U.S. District Court in Washington challenging five provisions of the 1992 Cable Act: rate regulation, program access, must carry, channel positioning and leased-access regulation. The suit is similar to an earlier one filed by Time Warner on First Amendment grounds. Oral arguments on the TBS, Time Warner and other Cable Act suits are expected to begin in March 1993. Following is a complete list of the Cable Act proceedings (in the order in which they are expected to be addressed by the FCC) and tentative timetables for completion.

**1. Must carry/retransmission consent.** Broadcasters are to be given right to negotiate compensation for cable retransmission of their signals. FCC is instructed to consider impact retransmission payments

# KEEPING UP WITH CABLE REREG

## ON THE AGENDA OF THE FCC



may have on rates. Every three years, commercial TV stations must choose whether to negotiate retransmission fee or require carriage. (Noncommercial stations receive automatic must carry and are not eligible for retransmission consent.) Cable systems with 12 or fewer channels must carry at least three local signals, while systems with more than 12 channels must reserve up to third of capacity to broadcasters. With regard to programmers' claims to retransmission consent, FCC said it will seek comments on whether, if there is no language in programming contract dealing with retransmission consent, the broadcaster has to go back to the program supplier for permission. FCC current interpretation is not—broadcasters without clauses do not have to negotiate with programmer. **Tentative comment deadline: Jan. 19. Tentative reply deadline: Feb. 3. Final approval target: April 1. Congressional deadline for completion: April 5 (must carry) and May (retransmission consent).**

**2. Indecency.** All indecent programming submitted for leased-access channels is to be transmitted over one designated channel and scrambled unless specifically requested by subscriber. Indecent or obscene programs on public, educational and governmental (PEG) channels to be prohibited. **Tentative comment deadline: Jan. 27. Tentative reply deadline: Feb. 11. Final approval target: April 1. Congressional deadline for completion: Feb. 2 (leased access) and April 3 (PEG).**

**3. Home wiring.** New rules determining ownership and use of cable operator-installed wires in household after subscriber cancels cable service. **Tentative comment deadline: Dec. 9. Tentative reply deadline: Feb. 18. Final approval target: Feb. 2. Congressional deadline for completion: Feb. 2.**

**4. Sports migration.** Sport-by-sport study of national, regional and local sports programming from broadcast to basic and premium cable services and pay per view. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: N/A. Congressional deadline for completion: July 1, 1993, and July 1, 1994 (interim reports to Congress).**

**5. Rate regulation.** Commission will identify franchises exempt from basic rate regulation where effective competition exists (second multi-channel video provider reaches at least 50% of households and is subscribed to by more than 15%). Local authorities to be certified in other areas to regulate basic tier (broadcast signals and PEG channels), installation and monthly equipment rental rates according to FCC-developed formulas. Commission will also accept petitions for direct federal regulation of extended basic channels in areas commis-

sion deems rates to be excessive. **Tentative comment deadline: Jan. 27. Tentative reply deadline: Feb. 11. Final approval target: April 1. Congressional deadline for completion: April 3.**

**6. Anti-buythrough.** Systems with addressable capability required to offer premium cable services without requiring purchase of extended basic tier. All systems must comply by Oct. 5, 2002. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: April 1. Congressional deadline for completion: April 3.**

**7. Program access.** Exclusive contracts between cable program suppliers and cable operators eliminated except when commission finds them in public interest. Contracts in effect before June 1, 1990, are grandfathered. Provision expires after 10 years. **Tentative comment deadline: Jan. 27. Tentative reply deadline: Feb. 11. Final approval target: April 1. Congressional deadline for completion: April 3.**

**8. Customer service standards.** Minimum requirements for cable system office hours, telephone operator availability, acceptable response times for service calls, billing and refund rules. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: April 1. Congressional deadline for completion: April 3.**

**9. Ownership limits and carriage agreements.** Limits on number of subscribers reached by single MSO and limits on vertical integration of cable program networks and cable systems. Crossownership limits on wireless cable systems and satellite master antenna TV (SMATV) systems within cable system's franchise area. Cable operators or other multichannel services prohibited from requiring financial interest in program service as condition of carriage. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: Oct. 5. Congressional deadline for completion: Oct. 5.**

**10. Equal employment opportunity.** Expansion of job categories covered by cable EEO rules from nine to 15, adding titles such as general manager and chief technician. Cable systems required to identify race, sex and job title within each category on EEO reports. Fines per violation increased from \$200 to \$500. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: July 2. Congressional deadline for completion: July 2.**

**11. Electronic equipment compatibility.** Rules insuring that special functions of new TV receivers and videocassette recorders are not rendered obsolete by changes in cable scrambling systems. FCC is given authority to determine circumstances when scrambling and encryption are appropriate. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: April 5, 1994. Congressional deadline for completion: April 5, 1994.**

**12. Home shopping public-interest study.** FCC will determine public-interest value of broadcast stations running 24-hour home shopping programming or several hours of program-length commercials and whether such stations should be eligible for must carry. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: July 2. Congressional deadline for completion: July 2.**

**13. DBS public interest.** FCC will set public-interest requirements of direct broadcast satellite (DBS) operators, including pricing rules and minimum noncommercial and educational channel carriage. **Tentative comment deadline: N/A. Tentative reply deadline: N/A. Final approval target: N/A. Congressional deadline for completion: None. —RMS**

# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**General sales manager:** Looking for an energetic GSM that can not only make things happen on his/her own, but also can develop a strong sales staff. For the right person, incentives and advancement opportunities are there. Location: Florida. \$11 million radio market. 100,000 watt station. Reply to: PRADCO, 1100 Abernathy Road, Suite 625, Atlanta, GA 30328. EOE.

**General manager for WO-AM/FM,** Iowa State University's two public radio stations. Must have proven track record in planning and goal setting, programming and production, budget management, fund-raising and regulatory relations. Needs to be aggressive leader who can balance tradition with change. Min. quals: college degree, 7 years experience in radio (3 yrs. in public radio and 3 yrs. in major supervisory position). Send letter, resume, three references to Carole Custer, Search Chair, 110 Morrill Hall, ISU, Ames, IA 50011. Review of apps begins December 15. Affirmative action/equal opportunity employer.

**Florida small market AM/FM** seeking selling GM. Must be able to hire, train, & lead successful salespeople. Fax letter, resume, requirements to 813-780-9727. EOE.

**Great combo in beautiful Adirondacks** looking for creative, hard working sales manager to train and lead staff to winning sales figures. Applicant must thrive on hands-on selling with a goal for long term. Send resume to General Manager, PO Box 928, Glens Falls, NY 12801. EOE.

### HELP WANTED SALES

**Sand, sun, surf** Virgin Islands. Account executive/GSM, 3 FMs, 100 KW each. "No beach bumps please." Minorities and women encouraged. Send detailed resume, basic salary needs, over-ride desires, bonus goals. Priority Mail to Z RADIOS, PO Box 333, Miami, FL 33280. EOE.

### HELP WANTED TECHNICAL

**Chief engineer needed for AM/FM** combo in upper midwest. Successful applicants must have experience with AM directional systems, FM transmitters, and general studio equipment. Starting salary of \$35,000 with complete benefits package. One of Money magazine's top twenty cities to live in... one of broadcasting's great corporations. Send application along with references in complete confidence to Box R-19. EOE/MF.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Fun and games!** Plus some serious community involvement as promotions director of group combo in the heartland. Proven, experienced professionals only. Resume, references and compensation needs in confidence to: Jeff Clark, GM, KFH/KXKL, 626 N Broadway, Wichita, KS 67214. EOE.

## SITUATIONS WANTED MANAGEMENT

**Available: GSM of top-billing AM/FM** in million-plus market. Strong experience in management, sales and programing. Seek GM or GSM position. Turn-around welcome. Reply to Box R-9.

**Get somebody good!** Successful, CRMC/AE in top 25 market, seeks mgmt. opportunity. Currently earning 6 figures. Particulars to Box R-22.

**Successful GSM.** Four years at major market talker, AOR combo. Sports marketing experience, sales LMA. Demonstrated leadership of staffs beyond revenue, cash flow objectives through hands-on involvement; rate, inventory control; commission, incentive programs; accountability systems. Participate and lead staffs through sophisticated training. Use Chris Beck, exposed to Jennings, Pollack, Lontos, Goldsmith. Management P&L planning, budgeting; qualitative, quantitative research duties. Seek major/large market GM, GSM position. All areas considered. I can make the difference if you make contact. Reply to Box R-33.

**19 years in all areas of radio.** I'm selling my station and looking for a good GM or GSM position in the Midwest. Stable, experienced & good record of achievement. Reply to Box R-34.

**Turnaround jockey:** All situations considered. Excellent track record and references. All inquiries strictly confidential. Reply to Box R-10.

**Turnaround specialist:** I've turned around 2 AM/FM combos in the past 3 years. From 200K revs with neg cash flow to over 500K revs and 150K+ cash flow each. Looking for next challenge. If you need help, I'd love to meet. Reply to Box R-35.

**General manager 30 years experience,** with turn around revitalization. Success ranges from top 50 to medium size markets. Strength includes sales, programing and administrative. Reply to Box R-36.

## SITUATIONS WANTED ANNOUNCERS

**Many years experience,** mature, all formats. Speech trained college graduate, good habits, nonsmoker. Seeking permanent position. Please call Bill 804-220-5896.

## SITUATIONS WANTED NEWS

**You can hire the world's best** broadcast journalist; but since Peter Jennings isn't available, you can hire me. I have eight years experience as anchor/reporter/news director, and am seeking morning news anchor slot. Reply to Box R-23.

## TELEVISION

### HELP WANTED MANAGEMENT

**Dominant top 50 Southeast** TV station seeks an innovative general sales manager. Applicant must have 5 years of sales management and be knowledgeable with Jefferson Pilot traffic system, Leigh Stowell/Marshall Marketing, etc. Send letter with resume and salary history to Box R-24. EOE.

**Local sales manager:** Wanted for the Lansing market area. Successful candidate will have strong emphasis on local sales management. Must be a people motivator with excellent communication skills. Resume to: Bill Snider, WILX-TV, PO Box 30380, Lansing, MI 48909. EEO.

**KMPH Fox 26,** a powerhouse Fox affiliate, is seeking to fill the position of general sales manager. Applicant should have a minimum of five years GSM experience, with independent or Fox affiliate experience preferred. Thorough knowledge of local and national sales mandatory, with hands-on experience in research software (BMP, NAR, SCARBOROUGH). Must possess marketing skills and ability to create and implement station, value-added concepts with creative services director. Please send resume to: Linda Brighton, Personnel Director, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 12/14/92. You may call Mr. Howard Lipson of Lipson & Company at 310-277-4646. No phone calls to the station please. AN EOE/M/F/H.

**We're looking for a general sales manager** who wants to contribute to station management. Dominant medium market affiliate looking for an aggressive idea person who can lead our successful sales effort. A unique chance for the professional who understands marketing and who has shown the ability to "create opportunities." EEO. Send resume and cover letter to Box R-38.

**Local sales manager** for Fox affiliate in top 50 market. Convince me why you should be a member of our team... show me... tell me!! All buzz words a given! Must have experience. Send resume and salary requirements to Harlan Reams, GM, GSM, NSM, KOKH Fox 25, PO Box 14925, Oklahoma City, OK 73113. Fax #405-478-4343. No phone calls please. EOE.

**Local sales manager** for medium market Fox affiliate in the Southeast. Must have extensive sales management experience and marketing skills. Send letter with resume and salary requirements to Box R-37. All replies held in confidence. EOE.

**WHNS-TV,** a Fox affiliate in the 35th market, is seeking candidate with at least 3 years promo experience, hands-on creative, good people skills, lots of energy and enthusiasm, strong knowledge of print, radio and graphics. Send resume and VHS tape to: Micki Byrnes, Corporate Marketing Director, Cannell Communications, 338 Bentleyville Road, Chagrin Falls, OH 44022. 216-247-4464 EOE/M/F/H.

### HELP WANTED SALES

**Account executive:** Strong NBC affiliate with prominent group ownership is seeking a proven developmental salesperson with ambition to upgrade to top 50 market. Established list for the right person. Send resume to: Personnel Director, WGAL 8, PO Box 7127, Lancaster, PA 17604-7127. No calls unless you are that good! WGAL 8 is an equal opportunity employer.

**Marketing consultant:** Are you ready to move up? ABC affiliate in 45th market has an opening for an AE who can put vendor & new business on the air while maximizing a traditional list. Knowledge of ratings, Star and MMP helpful. Send cover letter and resume to: WHTM-TV, Attn: David Bradley, LSM, PO Box 5860, Harrisburg, PA 17110. EOE.

**Local account executive:** South Carolina's dominant NBC affiliate is seeking an innovative local account executive with a minimum 2 yrs documented successful media sales. Should be well versed in research applications, promotion-sponsorship marketing, and have sharp negotiation skills. Computer and competitive media knowledge a plus. Join a solid team at a top station in a beautiful market with great corporate support. Send written rationale to: David Harbert, GSM, WIS-TV, PO Box 367, Columbia, SC 29202. EOE.



**Local/regional sales manager:** Dominant, small market, NBC affiliate. Great opportunity for account executive to make that jump to management. Write: Bob Grissom, VP/GM, WETM, One Broadcast Center, Elmira, NY 14901. EOE.

### HELP WANTED MARKETING

**Manager/national program marketing:** WPBT, public television in South Florida, is looking for a self-starting team player to develop, prepare and execute funding plans for national programs including travel and presentations to corporations, foundations governmental/quasi-governmental funders, distributors, etc. This position participates in the new program development process and should bring special expertise to the marketability of concepts. Applicants should possess experience in financing/funding national television series with budgets in excess of one million dollars, and a strong marketing/fundraising background; public television experience helpful, but not required. Competitive salary, excellent benefits. Send resume with salary requirements in confidence to: VP/Administration, WPBT, PO Box 2, Miami, FL 33261. EOE, M/F/H/V.

### HELP WANTED TECHNICAL

**Chief engineer:** Top 40 group owned VHF network affiliated station located in Greenville SC seeks an experienced professional with proven technical and leadership skills to supervise technical and production staff. Candidates must have a working knowledge of transmitters, microwave, and studio equipment, plus ability to manage. Prefer previous chief engineer experience. SBE certification a plus. Send complete resume in confidence to Fred Steurer, VP/Engineering, WLKY-TV, 1918 Mellwood Avenue, Louisville, KY 40206. M/F EOE.

**Technician - Video:** Exciting opportunity with Philadelphia based start-up co. that develops, installs & services unique video system in sports and entertainment. Seeks well organized assertive self starter, familiar with TV broadcast equip, tie-ins, and rigging. Film experience a plus. Perform and supervise scouting, installing and testing system at job venues. Also assist with system maint., buying, product development, and interfacing with customers, contractors and event prod. personnel. Must be willing to travel & work weekends & holidays as required. Send resume to: President, PO Box 26, Washington Crossing, PA 18977. EOE.

**Chief engineer for VHF network affiliate in Mid-Michigan.** Must have 5 years experience, 3 of which were in supervisory role. General Class FCC license required. SBE certification and VHF transmitter maintenance experience preferred. Send resume and salary requirements to WILX-TV, ATT: Bill Snider, PO Box 30380, Lansing, MI 48909. WILX-TV is an equal opportunity employer.

**Trans/studio maint.** experience on UHF transmitters and VCR's. Send resume to General Manager, PO Box 121569, San Diego, CA 92112. EOE.

**Engineer for TV station maintenance** on Sony 3/4", 1/2" Beta and 1" format VCR's. Must have Sony training. Send resume to General Manager, PO Box 121569, San Diego, CA 92112. EOE.

**Engineer, assistant chief:** Southwest UHF, minimum 5 years experience. Send resume to: General Manager, PO Box 121569, San Diego, CA 92112. EOE.

**Broadcast maintenance technician:** New TV station in New York, Newton, NJ is seeking applicant with broadcast maintenance experience (prefer 3 years) with strengths in all areas including multi-format video tape, EJ/SNG, Studio systems, UHF RF systems and component analog. General license preferred. Please send resume and other pertinent information to: Personnel, WMBC-TV 63, Six Sparrow Circle, Newton, NJ 07860. EOE.

### HELP WANTED NEWS

**Tired of the rat race?** We're looking for an experienced, talented anchor with reporting and producing background, who wants to work for a small market station with a major market news philosophy. We're a great team with a great commitment to news (including an S-N-G), and best of all, we're located in the last best place, Rocky Mountain, Montana. If you're good and are seeking a quality lifestyle, this could be the job for you. Send tape, resume and references to News Director, KECI-TV, 340 W. Main, Missoula, MO 59802. No calls. EEO.

**Meteorologist with reporter experience** to be part of strong number one news team. Mail resume and tape to Neil Goldstein, News Director, WRGB-TV, 1400 Balltown Rd., Niskayuna, NY 12309. EOE.

**News director wanted** for East Coast affiliate. Looking to build news team. Starting with hands-on, people intensive news director. EEO. Send resumes to: Box R-39.

**Reporter:** Experience is a must. Looking for a reporter who isn't afraid to ask tough questions and pursue difficult stories. Must be able to write clearly and edit. Send resume and non-returnable tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. No phone calls. EOE.

**WSMV-TV is seeking** a general assignment photojournalist. Minimum 2 years experience. We're looking for a photojournalist who can produce stories with a beginning, middle, and an end. Don't send live shots, or disaster video and music montages. We want stories that you shot, you edited, and ideally you enterprised. Send resume and non-returnable tape to Pat Slattery, WSMV-TV, Chief Photographer, 5700 Knob Road, Nashville, TN 37209. No phone calls. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production/programing manager:** Requires several years experience producing and directing live news, commercials, and programs, preferably in a larger market. Supervises a busy staff, manages heavy news and local commercial production schedule and station's day to day programing. Knowledge of television programing, traffic, syndication, and network operations desired. Need a hands-on, highly motivated manager with great people skills at one of America's finest middle market stations. Resume, tape, and references to Bob Allen, Vice President and General Manager, KCRG-TV, Cedar Rapids, IA. EOE.

**Promotion writer/producer:** WOOD TV8 seeks a self-starting, creative person to write and produce advertising, promotion and public service announcements. This person needs to have a college degree with at least two years experience in advertising and production. Familiarity with Betacam EFP and computerized editing are pluses. Send resume, demo reel and writing samples to Jim Thomas, WOOD TV8, 120 College Avenue, SE, Grand Rapids, MI 49503. No telephone calls please. WOOD TV8 is an equal opportunity employer.

**Hurry, this is a limited-time offer.** Washington's #1 station needs top-notch promotion producer. If you have 3-5 years producing experience and a great reel w/emphasis on cutting-edge news promotion, send resume & tape immediately to: Dawn Rodney, Promotion Manager, W'USA-TV, 4100 Wisconsin Ave., NW Washington, DC 20016. No phone calls please. EOE.

**Promotions producer:** A major sports production company is seeking an experienced editor/producer with at least 3 years major market experience in sports promotion. Must have extensive experience with off-line editing, graphic production, and post-production supervision. An equal opportunity employer. Send resume and 3/4" tape to PO Box 3367, Secaucus, NJ 07094-3367.

**WNRW Fox 45,** the Piedmont Superstation, is seeking a creative services director. Responsibilities include direction of on-air promotion, commercial production, and interfacing with marketing staff to provide value-added promotions, on-air contesting, and kids club efforts. Minimum of 3-5 years hands-on experience in promotion/production required. If you are a creative, motivated over-achiever, send your resume and reel to: Frank Armstrong, WNRW Fox 45, 3500 Myer Lee Dr., Winston-Salem, NC 27101. No phone calls please. WNRW is an EOE-M/F.

**Producer/director/writer:** Western Kentucky University, Educational Television Services. The educational television service of Western Kentucky University (WKYU-TV) is extending its search for a producer/director/writer of public television, educational and contract video materials in a well-equipped Betacam/1-inch CMX/Digital f/x facility. The successful candidate will possess superior editing skills (SMX or equivalent), and will be experienced in both field and studio production. Superior experience and skills in documentary, magazine and sports are especially desired; experience with multi-media authoring programs would also be a plus. WKYU's Educational Television Service operates public television station WKYU-TV, distance learning, teleconferencing, and multi-media production facilities. Send resumes and VHS or 3/4-inch tapes to: Personnel Director, Western Kentucky University, 1526 Russellville Road, Bowling Green, KY 42101-3576. Resumes and tapes will be accepted until the position is filled. Western Kentucky University is an equal opportunity employer.

**Promotion photographer/editor:** We are looking for a hot shot photographer/editor with 3-4 years experience to join our creative promotion team. Applicant must have knowledge of post production... on and off-line edit systems, including use of ADO, AVA, Grass Valley switcher, Quantel picture box... Must have excellent lighting and audio mixing skills and a terrific attitude. Film experience a plus. No beginners or phone calls please. Rush resume tape with only your best promos to: Lori Shefa, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer M/F.

### SITUATIONS WANTED ANNOUNCERS/TALENT

**Actor/writer/director** for network television wishes to leave L.A. to be entertainment reviewer/critic. Jack of many talents. Call/write for pix/resume. Renny Temple 217 16th St., Santa Monica, CA 90402. 310-394-9766.

### SITUATIONS WANTED TECHNICAL

**Studio camera robotics engineer:** Tim 614-898-9120.

**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 R-40.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Searching for an entry-level position** in production. Degree and 2 years experience. Will relocate. Salary not an issue. 412-381-8913. Lisa.

### MISCELLANEOUS

**New York producer** with programing idea (sports) seeking a New York area video production company to form partnership. 914-667-9070, 914-667-3043 (fax).

**Attention: General managers, program directors:** Have your important commercials, promos, even voice mail done by a nationally known freelancer. Call 813-866-1856.

**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.

**Video equipment wanted:** Progressive inner city church caring for homeless and hungry needs used but serviceable video equipment for community outreach program. ENG cameras, VCRs, edit control unit and switcher welcome any format. Good cause. Good deed. Good tax deduction. 818-840-4107.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Newhouse School/Syracuse University, Syracuse, NY 13244:** The Newhouse School of Public Communications at Syracuse University has a full-time faculty of 45, an undergraduate population of 1700, and 130 graduate students. The school currently seeks applicants for two tenure-track faculty positions to begin mid-August 1993. Salary and rank are negotiable for both positions. **Radio and television news department:** Primary teaching areas will include writing, reporting and producing radio and television news. Other teaching areas may include computer-assisted journalism and media ethics. The successful candidate will have: Substantial professional experience; the potential for scholarly (research/publication) or creative (eg. long form reporting) work; the potential to be an outstanding teacher. Advanced degree preferred. Screening of applications will begin January 15, 1993. Applicants should send a letter of application, a detailed resume, and the names and phone numbers of four references to: Dona Hayes, Chair, RTN Search Committee, 377 Newhouse II, 215 University Place. **Television, radio and film department:** Position involves teaching some combination of courses in the areas of electronic media management, research, programing and policy in the undergraduate and graduate curriculum of the department. Faculty are also expected to advise students, pursue research projects, and serve on school committees. Candidates should demonstrate the ability to pursue scholarly or creative work that furthers the mission of the school. They should have a commitment to teaching that improves the performance of media practitioners and fosters public understanding of the role of media in society. A PhD is preferred. Deadline for applications is January 15, 1993. Applicants should send a letter with vita and the names of four references to: Chair of the Search Committee, Prof. Peter Moller, SI Newhouse School of Public Communication. AA/EOE, women and minorities are encouraged to apply.

**Telecommunications:** Faculty position available Fall 1993 with specialty in video field production and editing, radio/TV writing, radio/TV sales or law. Minimum qualifications: ABD with completion of a doctorate from an accredited institution of higher education in Broadcast Telecommunications or related field of study (approved by department chairperson and college dean) by August 20, 1993. Preferred qualifications: At least one year teaching experience at college or university level; evidence of research, scholarship and/or experience in radio/TV. May teach sections from a combination of electronic news gathering and editing, writing, basic video production, radio and/or TV sales, and 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 December 15, 1992. Ball State University is an equal opportunity, affirmative action employer and is strongly and actively committed to diversity within its community.

## EMPLOYMENT SERVICES

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

**Bonneville Broadcasting System** is establishing a talent bank! in order to better serve our clients in numerous markets coast-to-coast. The BBS Talent Bank will enhance capable broadcast professionals' opportunity for consideration for broadcast openings across the nation in the following job categories: Personalities, announcers, and voice talent; Writers and producers; Newsmen and newswomen; Promotion and marketing professionals; Sales talent; Management talent. If you wish to be included in the BBS Talent Bank, send your name and address to: BBS Talent Bank, 4080 Commercial Avenue, Northbrook, IL 60062. BBS will then send you a formal Talent Bank registration form.

## 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.

## WANTED TO BUY EQUIPMENT

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

## FOR SALE EQUIPMENT

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

**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.

**Complete news/talk radio studio facility** (used 18 months) with 5 rooms of equipment including modular cabinetry, P.R. "Stereo Mixers," mics, tape decks, etc. Inventory list upon request. For more info call KBLA 213-665-1580.

**TV transmitter,** 60 KW, channel 19, RCA-TTU-60C. pulsar, extra exciter. Megastar 702-386-2844 P.S.T.

**Videotape:** Lowest prices, absolutely highest quality of evaluated videotape. 1", 3/4", M2, D2, Beta-cam, SP, etc. We will beat any price. Call for quote or catalog. Carpel Video 800-238-4300.

## CABLE

### HELP WANTED SALES

**Account executive/advertising sales:** National entertainment medium seeking qualified, energetic self-starter to sell local and regional advertising in Minneapolis market(s). 1 to 2 years advertising sales experience (cable or radio preferred). Base plus commission. Great benefits package. Comprehensive training program. EOE. Please send resumes to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041. Attn: Stuart Hoffman.

## TELEVISION PUBLIC NOTICES

The Board of Directors of Public Broadcasting Service will meet at 9:00 a.m. on December 10-11, 1992 at the Four Seasons Hotel in Austin, Texas. Tentative agenda includes election of corporate officers; FY 1994 General and Program Assessment budgets; reports from PBS officers and Board committees on education services, production, programing, finance, equal employment opportunity, satellite replacement, annual meeting, video marketing; and other business.

The Interconnection Committee will meet at 9:00 a.m. on December 9, 1992, at the Four Seasons Hotel in Austin, Texas. The tentative agenda includes satellite replacement, FY 1994 interconnection budget, transponder utilization, and extension of service to unserved areas.

The Subcommittee on Budget, Finance and Audit will meet in executive session at 2:00 p.m. on December 9, 1992, at the Four Seasons Hotel in Austin, Texas. Tentative agenda includes FY 1994 budget, stations on deferred payment plans, assessment policy, limited use discount policy, and reports from officers.

## HELP WANTED PROGRAMING PROMOTION & OTHERS

### DIRECTOR OF ADVERTISING AND PROMOTION

CBS O&O, setting the pace for innovative, cutting edge on-air promotion, is looking for a top Creative Manager to succeed current Director recently promoted to Division responsibilities. The person we seek must have a strong interest and flair for news promotion and marketing, and must be equally adept in graphic design. Our marketing emphasis is bold and aggressive and is targeted toward day-of-air topical advertising and not agency-created stationwide campaigns. This is a key department head position with wide responsibilities and solid growth potential. Leadership qualities and large market experience a must. Send letter, resume and tape of your best ORIGINAL work (no agency-created material, please) to General Manager, WBBM-TV, 630 North McClurg Court, Chicago, IL 60611. No phone calls, please. Equal Opportunity Employer.

### Blind Box Response???

Box Letter-Number  
1705 DeSales St., NW  
Washington, DC 20036

Please Do Not Send Tapes!



**HELP WANTED PROGRAMING  
PROMOTION & OTHERS CONTINUED**

**SENIOR PRODUCER**

Turner Broadcasting's newest venture, THE CARTOON NETWORK requires a creative powerhouse for production of entertainment and image promotion. Must have outstanding record of creative achievement in copywriting, video and film production, plus a demo reel that will crack us up. Background in graphics, music and live action a plus. At least 4 years of experience, producer level or above. College degree required. Send resume and demo tape.

**WRITER/PRODUCER**

The on-air promotion dept. for Turner Broadcasting's newest venture THE CARTOON NETWORK requires a highly creative writer/producer. We need someone who works well under pressure and has a reel demonstrating comedic writing talents as well as outstanding production skills. 2 years solid experience in writing, producing and post-production required. Some experience in working with graphics a plus. College degree. Please send resume and demo tape to:

**Top Cat**  
1050 Techwood Drive,  
Atlanta, GA 30318

No phone calls please! EOE



**PROGRAMING SERVICES**

**NATIONAL WEATHER NETWORK**

"BROADCAST TELEVISION'S FIRST SATELLITE WEATHERCENTER"  
NWN DELIVERS LOCALIZED AND CUSTOMIZED TV WEATHERCASTS INCLUDING THE ON-AIR METEOROLOGIST, 7 DAYS WEEKLY VIA SATELLITE.

"BREAKTHROUGH NEXT GENERATION SERVICE"  
"EXPERIENCED ON AIR TV METEOROLOGIST AND CUSTOM ADI GRAPHICS"

"POSITIONED AS YOUR OWN TV WEATHERCENTER"  
"MAIN NEWSCAST COVERAGE"  
"MORNING CUT-IN SERVICE"

"WEEKEND COVERAGE"  
"STAND ALONE INSERT SERVICE"  
"LIVE INTERFACE/FB CAPABLE"

"OWNED AND OPERATED FULL TELEPORT/SATELLITE UPLINK/STUDIO"

"LOW COST \* SAVE MONEY \* FILL THE NICHE \* MAINTAIN QUALITY"  
"TV WEATHER WORKSHOPS HELD MONTHLY FOR ASPIRING TALENT"

"RADIO WEATHERCAST SERVICE STILL AVAILABLE/SINCE 1985"

NATIONAL WEATHER NETWORK JACKSON TELEPORT INC.  
ST. PE. BROADCASTING, P.O. Box 786, JACKSON, MS 39205  
CONTACT: EDWARD SLPs 601-352-6673 CALL TODAY

**Faxing Classified  
Advertising?**

Fax to (202) 293-3278.  
Please include your name,  
address and daytime  
telephone.

**HELP WANTED MANAGEMENT**

**LOCAL SALES MANAGER**

WHDH-TV seeks a positive, energetic, motivated and forward thinking sales professional with a minimum of 5 years of solid TV sales experience. Knowledge of the Boston market preferred. A strong background in qualitative and quantitative research as well as sales promotions and vendor programs is a must. You must have the ability to dynamically manage one of two local sales teams (5-10 people) on the agency, client and direct basis. College degree and supervisory experience preferred.

Send your resume in confidence, to: Director of Human Resources, WHDH-TV, Inc., 7 Bulfinch Place, Boston, MA 02114. No Phone Calls, Please. An Equal Opportunity Employer, M/F/D/V.



**WHDH-TV BOSTON**

**RADIO**

**HELP WANTED TECHNICAL**

**RADIO PRODUCTION  
ENGINEER**

International radio broadcasting company seeks a qualified Radio Production Engineer to operate studio equipment for recording and transmitting radio programs; edit tape to eliminate errors and improve sound quality; and be responsible for the technical and artistic quality of programs. Must have demonstrated experience (in resume or cover letter) in the following:

- 2 years' full-time radio production experience
- OR
- 3 years' full-time radio production experience in a news environment.

Ability to speak one of the following languages (Russian, Polish, Ukrainian, Hungarian, Slovak, Romanian, Czech) and ability to repair/maintain studio equipment are desirable.

We offer an excellent salary and benefits package. Please send resume with cover letter to:

**RFE/RL, INC.**  
U.S. Personnel Dept. (RPE)  
1201 Connecticut Ave., NW  
Washington, D.C. 20036  
NO PHONE CALLS PLEASE



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RADIO LIBERTY**

Equal Opportunity Employer

## HELP WANTED MANAGEMENT

**General Sales Manager:** Looking for an energetic GSM that can not only make things happen on his/her own, but also can develop a strong sales staff. For the right person, **incentives** and advancement opportunities are there.

- Location: **Florida**
- **\$11 Million Radio Market**
- **100,000 watt station**

Reply to: PRADCO, 1100 Abernathy Road, Suite 625, Atlanta, Georgia 30328. EOE.

## SITUATIONS WANTED CONSULTANTS

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## SITUATIONS WANTED TECHNICAL

### CORPORATE RADIO ENGINEER SEEKS POSITION WITH BROADCAST GROUP

20+ YEARS EXPERIENCE  
FCC APPLICATIONS, CONSTRUCTION, MAINTENANCE  
AND ENGINEERING MANAGEMENT  
REPLY TO BOX R-17

## ALLIED FIELDS

### EMPLOYMENT SERVICES

**1-900-40-RTNDA** Radio and Television  
News Jobs

### RTNDA Job Service

75 cents a minute. Job openings listed free.  
Call 202-659-6510 (Fax 202-223-4007).



Radio-Television News Directors Association  
1000 Connecticut Ave., N.W., Suite 615  
Washington, D.C. 20036

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TV's Job Listing Leader Since 1986  
NO OUTLANDISH PHONE CHARGES  
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JUST LOTS MORE REAL JOBS FOR  
LOTS LESS MONEY

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THE BEST JOBS ARE ON THE LINE  
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## EMPLOYMENT SERVICES CONTINUED

**JOBPHONE**  
*Inside Job Openings, Nationwide*

Press 1 Radio jobs, updated daily  
2 Television jobs, updated daily  
3 Hear "Talking Resumes"  
4 To record "Talking Resumes" and employers to record job openings  
5 Entry level positions

**1-900-726-JOBS**  
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Daily report in Television and Radio.  
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Call when you want. No crazy subscription charges!  
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\$1.95 per minute  
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Average call 2-3 mins. Avg. Cost: \$5.85  
Must have a touch-tone phone and be 18 years or older

## WANTED TO BUY EQUIPMENT

### BID NOTICE

PBS released a Request for Proposals for detailed design, construction and installation of its new digital multichannel Technical Operations Center at PBS Headquarters. Interested parties may request a copy of the RFP from Linonel Hightower, Associate Director of Engineering (703) 739-5471. Proposals are due December 16, 1992.

## FOR SALE EQUIPMENT

### FOR SALE

GRASS VALLEY KALEIDOSCOPE DPM-1  
\$79,000.00  
CONTACT: DIANE STAFFORD  
GREENE, CROWE & COMPANY  
(818) 841-7821

## WANTED TO BUY STATIONS

### WANT TO BUY FMS

Commercial/NCE  
Also CPs  
Send Particulars  
Write Box Q-14

## WANTED TO BUY STATIONS CONTINUED

Ready to sell your small/medium market FM/combo/CP?  
Whatever the reason, we are ready to talk creative terms, financing, and purchase options.

**Fountain Communications, Inc.**  
(206) 882-2621 Fax (206) 885-3786

## AIR TIME WANTED

### WANTED AIR TIME LEASE

AM or FM Metro NY area. Required signal coverage 25-30 mile radius from Central Manhattan. Tel. 818-246-5832 Fax: 818-246-5029.

## FOR SALE STATIONS

### RADIO STATIONS' ASSETS FOR SALE BY RECEIVER

The Receiver of the assets of Citicorp Radio of Pittsfield, Inc. ("Citicorp") pursuant to the Order of the United States District Court for the District of Massachusetts dated August 23, 1991, effective August 26, 1991, as amended by order dated February 28, 1992, is offering for sale certain of the assets and the business of FCC-licensed radio stations WBEC-AM and WBEC-FM (the "Stations") located at 211 Jason Street, Pittsfield, Massachusetts 01202.

The assets offered for sale by the Receiver consist of the following personal property:

Towers, transmitters, electronic equipment and devices, and other broadcasting necessities; records, tapes, compact discs, and other audio materials; advertising records and advertiser lists; promotional material; equipment, fixtures, transmitters, furniture, office furnishings, tools and similar property owned by Citicorp; data processing programs, software programs, computer printouts, data bases and hardware and related items used in the conduct of the business of the Stations, including accounting, invoicing, auditing and other data processing bases and programs; copies of any and all tax returns and financial records; good will associated with the Stations; and the station names WBEC-AM and WBEC-FM.

FOR MORE INFORMATION, prospective purchasers should immediately contact:

**ROBERT J. MACCINI, RECIEVER**  
Media Services Group, Inc.  
1900 Hospital Trust Tower,  
Providence, RI 02903  
(401) 454-3130



## FOR SALE STATIONS CONTINUED

### THE RADIO FINANCE SPECIALISTS

- New Financings
- Refinances
- Smaller Markets
- Restructures

#### SIGNAL PROPERTIES

99 State St., Brooklyn Hts., N.Y. 11201  
(718) 643-5825

An uncut diamond, Stereo Class A FM and Daytime AM in small South Texas Market, near medium population center, UNLIMITED POSSIBILITIES. PRINCIPALS ONLY.  
(512) 575-8613.

### STATION FOR SALE IN WASHINGTON STATE

UPGRADABLE C-3FM: \$295K-TERMS or \$195K-CASH  
UPGRADABLE C-3 FM: \$300K W/\$150 DOWN  
C-1 COMBO WITH REAL ESTATE: \$695K-TERMS  
**MILLER & ASSOCIATES (805) 523-7312**

**FOR SALE 50KW AM AND CLASS C FM IN FAST GROWING SOUTHWESTERN TOP 50 MARKET CITY. SERIOUS BUYERS ONLY.**  
P.O. BOX 25670,  
HONOLULU, HAWAII 96825.

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THRIVING SPORTS TALK 24 HOUR STATION IN SUNNY ALBUQUERQUE, NEW MEXICO. GOOD REVENUE, EQUIPMENT, TERMS! SERIOUS SELLER REQUESTS SERIOUS BUYERS.  
**PLEASE CALL 404-378-2877**

## 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.

# Date Book

## NOVEMBER

**Nov. 23**—20th anniversary *International Emmy Awards*. Sheraton New York Hotel, New York. Information: Gillian Rose, (212) 489-6969.

**Nov. 23**—Career Day sponsored by *Center for Communication*. Center, New York. Information: (212) 836-3050.

**Nov. 24**—*International Television Association/New York*, meeting. Metropolitan Life Insurance Company, New York. Information: Audrey Merwin, (212) 721-4826.

**Nov. 30-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.

## DECEMBER

**Dec. 1**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Neil Braun, senior vice president, Viacom International, Inc., and chairman and CEO, Viacom Entertainment Group. Copaca-

bana, New York. Information: (212) 768-7050.

**Dec. 1**—"Brave New World: Careers in Global Communications," seminar sponsored by *Center for Communications*. Center, New York. Information: (212) 836-3050.

**Dec. 3**—*Ohio Association of Broadcasters* sales workshop. Embassy Suites Hotel, Columbus, Ohio. Information: (614) 228-4052.

**Dec. 3**—*American Sportscasters Association* eighth annual Hall of Fame Awards dinner. Honorees: Vin Scully, veteran sports announcer and voice of the Los Angeles Raiders; Bob Costas, sportscaster, NBC Sports; Bud Greenspan, sports film writer, producer and director; John Madden, sportscaster, CBS sports and former head coach, Los Angeles Raiders and tennis great, Arthur Ashe. Marriott Marquis, New York. Information: Louis Schwartz, (212) 227-8080.

**Dec. 3**—*National Academy of Television Arts and Sciences*, New York chapter, drop-in breakfast. Speaker: Alexander Quinn, executive director, Manhattan Neighborhood Network. Copacabana, New York. Information: (212) 768-7050.

**Dec. 4**—*Broadcast Pioneers of America*. Washington area chapter, awards banquet. Kenwood Country Club, Bethesda, Md. Information: Wally Johnson, (703) 824-5660 or Harry Ockerhausen, (301) 320-4110.

**Dec. 7**—*Advertising Club of Metropolitan Washington Foundation* screening of 1992 Cannes Film Festival for Advertising. Carlton Hotel, Washington. Information: (301) 656-2582.

**Dec. 7-9**—*Women in Cable* presents the Women in Cable Betsy Magness executive development seminar. Denver. Information: Pam Williams, (312) 661-1700.

**Dec. 8**—*Radio Television News Directors Association* region 13 meeting. George Washington University, Washington, D.C. Information: Debbi Sabel, (202) 659-6510.

**Dec. 8**—"The First Battle of the Bands," holiday event co-sponsored by *New York chapters of Cable Television Administration and Marketing Society and Women in Cable*. Lone Star Roadhouse, New York. Information: Tracy Murdoch, (212) 697-3335 or Monica Lyons, (718) 706-3607.

**Dec. 14-15**—"Economic Outlook for 1993: Will There Be a Lasting Recovery?" conference for journalists sponsored by *The Washington Journalism Center*. Freedom Forum World Center, Rosslyn, Va. Information: (202) 337-3603.

**Dec. 15**—*Hollywood Radio and Television Society* holidays party. Century Plaza Hotel, Hollywood. Information: Gene Herd, (818) 769-4313.

## MAJOR MEETINGS

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

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

**Jan. 16-19**—*National Association of Broadcasters* winter board meeting and legislative forum. Ritz Carlton, Naples, Fla.

**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) 397-1970.

**Feb. 4-7**—*Radio Advertising Bureau* managing sales conference. Loews Anatole Hotel, Dallas. Information: Gail Steffens, (800) 722-7355.

**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. 8-12**—*15th International Market of Cinema TV and Video*. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44.

**Feb. 13-16**—50th annual *National Religious Broadcasters* convention. Washington. Information: (201) 428-5400.

**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.

**April 16-19**—*Broadcast Education Association* 38th annual convention. Las Vegas. Information: Louisa Nielsen, (202) 429-5354.

**April 18-20**—*Cabletelevision Advertising Bureau* 12th annual conference. New York Marriott Marquis, New York. Information: (212) 751-7770.

**April 18-20**—*Television Bureau of Advertising* annual marketing conference. Las Vegas Convention Center, Las Vegas. Information: Lynn McIntyre, (212) 486-1111.

**April 19-22**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300. Future convention: March 21-24, 1994, Las Vegas.

**April 21-24**—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (212) 682-2500.

**May 5-9**—*Public Radio* annual conference. Washington. Information: (202) 822-2000.

**May 16-19**—*Broadcast Cable Financial*

*Management Association* 33rd annual convention. Buena Vista Palace, Lake Buena Vista, Fla. Information: (708) 296-0200.

**May 19-23**—*American Women in Radio and Television* annual convention. Orlando, Fla. Information: (202) 429-5102.

**June 6-9**—*National Cable Television Association* annual convention. San Francisco. Information: (202) 775-3669.

**June 10-15**—*18th Montreux International Television Symposium and Technical Exhibition*. Montreux Palace, Montreux, Switzerland.

**June 13-16**—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Orlando, Fla. Information: (213) 465-3777.

**June 22-25**—*National Association of Broadcasters* board of directors meeting. Washington.

**July 18-21**—*Cable Television Administration and Marketing Society* annual convention. Atlanta. Information: (703) 549-4200.

**Aug. 25-27**—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

**Sept. 8-11**—Radio '93 convention sponsored by *National Association of Broadcasters*. Dallas.

**Sept. 29-Oct. 2**—*Radio-Television News Directors Association* conference and exhibition. Miami. Information: (202) 659-6510.



# Open Mike

## MORE ON STERN

EDITOR: It's a sad day for radio when BROADCASTING—"the book of record"—must publish a disclaimer before printing statements made over radio airwaves. Shame on the likes of Infinity's Mel Karmazin and Howard Stern. They only give credence to opponents of deregulation who say that we in radio cannot control ourselves.—*Terrell L. Metheny Jr., general manager, KCLD(FM)-KNSI(AM) St. Cloud, Minn.*

EDITOR: The FCC decision in the Howard Stern case in all likelihood will wind up in the Supreme Court testing the outer limits of First Amendment rights. Will the court decide that the Stern broadcasts are akin to shouting "fire" in a crowded theater?—*Reuben Lozner, Chevy Chase, Md.*

## DAB-FM DISAGREEMENT

EDITOR: The two academics quoted in the Oct. 26 "Monday Memo" were, in my opinion, way off base in some of their "conclusions."

To say that a CD-to-tape transfer somehow "simulates" an actual DAB broadcast is pure bunk. I rode the NAB Eureka 147 demo bus in Las Vegas in an attempt to hear the "difference" between over-the-air DAB and FM. The technician on board announced each switching of DAB to FM, which impeded me from determining any quality or difference.

After everyone had left the bus, I insisted the technician allow me to "A/B" switch between DAB and FM directly without the in-between announcements. I swear that I could not perceive any qualitative difference between the two.

There's no doubt that a lot of money will be made by the group whose licensed technology ultimately becomes the "standard." I just wonder if all the worry and fuss over DAB is really worth it for we broadcasters who have to compete in a world where everything "new" is

assumed to be progressive and desirable.

I think the digitizing of broadcast program material and its inherent flexibility is much more exciting with DAB than any minuscule enhancement to fidelity.

So let's talk about digital in the context of how information is stored and distributed and forget about the puny gains, if any, in fidelity. To me, it's a non-issue.—*Sanford B. Cohen, president, KIHx-FM Prescott, Ariz.*

## RESPONSE TO A RESPONSE

EDITOR: We have read with fascination the Nov. 16 "Monday Memo" by Dolores Cody, general counsel of The Arbitron Co., which vituperatively responded to our views (in the Nov. 9 "Monday Memo") that limited use of Arbitron data may not be an infringement of Arbitron's copyright.

We have been studying, for over a year, the *Feist* decision, in which the United States Supreme Court wiped out the "sweat of the brow" theory of copyright protection. That legal theory had encrusted lower court decisions for decades. Casting off this misguided thinking, the Supreme Court reformulated the fundamental concepts supporting the exclusive protection given by copyright. In doing so, the court clearly stated that facts, in themselves, are not subject to copyright protection.

In our commentary, we raised the question as to whether Arbitron data are facts that cannot be protected by copyright. (Because of space and other limitations, we did not even raise our concerns about whether the Arbitron grid pages have the originality required to receive protection as "compilations.")

Instead of answering our argument with facts and logic, Arbitron used the bulk of its space to make unnecessary threats and personal attacks. If Arbitron's position should ever be challenged in court, it will have to do much better than that.

To support its view that its rat-

ings are not facts, Arbitron alludes to a 1962 FTC consent decree. That decree predates the *Feist* decision by almost 30 years. The decree also is taken out of context and, given the nature of a decree, was never fully litigated. Arbitron also refers to two lower court cases decided after the *Feist* decision. However, those decisions do not appear in the legal annals, and we suspect that they were decided without a full airing of the issues that we have raised.

As part of our intensive study of these issues, we have consulted with some of the country's foremost authorities in the use of statistics and research methodology. Our law firm has a long history of advocating the rights of broadcasters. If Arbitron wants to test its position, we are willing to do just that.—*Frederick A. Polner and John R. Fielding, Rothman Gordon Foreman & Groudine, Pittsburgh.*

## GOLDEN OPPORTUNITY

EDITOR: As investment bankers who represent both the cable television and the broadcast television industries, it has occurred to us that the passage of the Cable Bill, and its provision for the negotiation of retransmission consent for cable system's carriage of broadcast signals, may be an unintended catalyst for the formation of mutually beneficial alliances between cable television systems and broadcast television stations. We see the opportunity to solve several problems and add \$2 billion to the market value of both cable television systems and television stations.

One of the cable industry's problems is the decline of premium services' cash flow growth. Adelphia Communications Corp.'s 1992 annual report detailed that "... premium services' contribution to total operating cash flow declined from nearly 40% in 1987 to less than 15% today."

One of the broadcast television station industry's problems is the lack of advertising revenue growth. A few cents per subscriber paid to them

by area cable television systems for retransmission consent is not going to enhance their financial performance in a meaningful way.

As a solution to these problems, it has been suggested that consideration be given to promoting an advertising program utilizing broadcast television to advertise cable's premium service sales, including pay per view. Television broadcasters could be picking up a previously non-existent advertising category worth up to \$330 million per year.

Broadcasters within a DMA could join forces to pitch cable systems on the idea of using broadcast television to promote their premium services. Signal carriage by cable systems would be granted by broadcasters in consideration for a share of a broadcast television advertising budget equal to approximately \$6 per year per subscriber. Non-participating cable systems and broadcasters would be offered less attractive terms by participants in an effort to get everyone on board. Part of the budget could be paid in exchange for channel positions on cable systems and with spots on cable program services.

According to *Leading National Advertisers*, the proposed advertising budget is approximately equivalent to the amounts spent for television advertising by McDonald's, Toyota and Pepsi and therefore should have a similar impact. The proposed advertising budget is 62.6% of 1991 television budget spent by all of the Hollywood distributors for the promotion of theatrical releases, and yet pay TV and home video contribute more to Hollywood's revenue than theatrical film rentals.

It is unlikely that promoting pay TV and PPV services would affect broadcasters' audience levels. Only 29% of households currently subscribe to a pay TV service, and PPV users are not likely to pay \$3.95 to see a movie more than once per week. The proposed advertising campaign should have the same effect on broadcast audience levels as the advertising campaigns for theatrical releases, and videocassette sales and rentals.

The broadcast networks and the studios feel they are entitled to a share of retransmission fees, which could make these fees less valuable to broadcasters. The networks have yet to

suggest that they are entitled to a direct share of local broadcasters' advertising revenues. The networks' owned stations will get their share of the proposed advertising budget, and the studios will benefit from increased PPV and subscription pay TV sales.

Several of the broadcasters we have talked to about this idea considered the plan to be workable after they were able to overcome their initial resistance. From our perspective, television broadcasters would be adding 60%-70% of the \$330 million television advertising budget to their cash flow and therefore be adding \$1.8 billion to \$2.2 billion to the value of their stations. Cable subscribers buying two more PPV movies per year or 10% more pay

**“We would like to see our friends in cable and broadcast industries work out their differences to their mutual benefits.”**

**John B. Tupper**

TV units would add approximately \$2 billion to the value of cable systems.

We would like to see our friends in cable and broadcast industries work out their differences to their mutual benefits. We also hope that increasing values of properties will stimulate the market for the sale of television stations.—*John B. Tupper, president, Kepper, Tupper & Fugatt Inc., Ridgefield, Conn.*

## **COMPETITION AND COMPRESSION**

EDITOR: I enjoyed the Oct. 26 “Monday Memo” of Mr. Diamond and Mr. Sneegas on the perception problem of AM radio. Of course, there is always the reception problem: this morning I brought my new truck in for service, as the ignition noise was making AM unlistenable.

You can guess what happened...the service manager tuned to the strongest local signal, heard no noise on that station, and told me that it was only AM and there was no problem. I was not surprised when he told me this was how the service people are trained to test the radio.

There is a happy ending, though, thanks to radio sports and Mr. Rush Limbaugh. While talking about radio stations to the service manager, I found that he is a sports and Rush fan. When I mentioned that there is a distant (Miami) radio station that carries not only Rush Limbaugh but also around-the-clock sports, he jumped back in my truck, punched the buttons, and said: “Say, that is a problem. We’ll fix it right away.”

Thanks, Rush.

On the matter of FM perception, the article's authors may have missed an important point in comparing FM to CD quality. Their term “actual FM broadcast” implies that an over-the-air FM station was used for comparison. If so, it is likely that their subjects were reacting to the audio compression, clipping and preemphasis-required high frequency rolloff that any radio station must perform to remain competitive.

A similar DAB to FM comparison was made in the Eureka 147 “bus tours” demonstration at the Las Vegas NAB convention. While I did marvel at the ability to broadcast multipath-free digital audio via radio, what I remember hearing the most was the difference between the input (DAB) and output (FM) of an audio processor.

Will an in- or out-of-band DAB solution change this need for compression? In my view, it is not likely. Let me leave you with this not-so-distant-future scenario: my station and my competitor have both been granted a DAB license. We are both playing music via CD on the same popular brand of CD player, broadcast through the same brand of console. DAB has now insured that our listeners get the exact same digital reception whether they press button “A” (mine) or button “B” (theirs).

How many nanoseconds after we both sign on do you think it will take one station to say: “I want to be louder than the other guys; put the compressor on-line and turn it up!”?—*Paul E. Burt, chief engineer, WOLL-FM West Palm Beach, Fla.*



## H.E.A.T.

Continued from page 26

Richards, based on a concept developed by Siegel and Max Keller, owner of Balenciaga Productions.

Because *H.E.A.T.* will be filmed in

Acapulco, Siegel said All American will be able to run a non-union production. While he says *Baywatch* costs \$900,000 per episode to shoot in Los Angeles, All American is budgeting *H.E.A.T.* at \$800,000 an episode. All American will be offering 22 original episodes, along with a two-hour

premiere presentation.

Siegel says that All American has received major portions of the upfront financing from overseas broadcast networks based in France, Germany, the United Kingdom and Canada that have purchased territorial distribution rights. ■

## KASSEL HOPES TO LAUNCH 'FAMILY CIRCLE' IN FALL '93

*Hour strip based on magazine will enter market with some local inventory pre-sold*

By Steve McClellan

**K**assel Marketing, New York, is trying to get into the first-run syndication business with a one-hour strip based on *Family Circle* magazine. The show is targeted for fall 1993.

Kassel has signed news anchors Lauren Thierry, of KCAL-TV Los Angeles, and Larry Hoff, of WNYW-TV New York, to anchor the show. Thierry was an anchor and reporter at WBZ-TV Boston before joining KCAL in 1991, and Hoff came to WNYW-TV in

1988 from WCMH-TV Columbus, Ohio, where he was anchor-reporter.

Kassel acquired the rights to develop a program based on the magazine, published by the New York Times Co., several months ago, and has opted to go to syndication to exploit tie-in opportunities between local retailers and national packaged-goods advertisers, said Terry Kassel, president of Kassel Marketing.

If the strategy works, Kassel said, stations will buy into a show with some portion of local inventory pre-sold. "We're talking to local drug and

grocery chains about running specials related to national packaged-goods advertisers that would be promoted in the magazine, the TV show and at the stores themselves," said Kassel. "It's a real sales tool."

One problem with the project, Kassel acknowledges, is that time is running short to get a fall 1993 project launched. At press time, Kassel had not signed a producer or a syndicator to knock on station doors. A demonstration tape will not be ready until early December.

Kassel is talking with several syndicators about distributing the show. Company executives declined to identify the syndicators by name, but Genesis Entertainment is one of them, said a source with knowledge of the talks.

But according to Kassel, response from potential clients who have heard from the concept has been "positive, but they also tell us, 'Oh, boy, are you late.'" Kassel said the company would take the program to the NATPE convention in January, "and if we discover it's too late [for fall 1993], we'll target 1994 and take our time."

The show would not be day-and-date and would feature daily or weekly segments, including many that run in the print magazine, such as stories about family lifestyles, food and nutrition, and health and beauty. "We think it's a different blend of soft journalism and marketing," said Kassel. She said one of the pitches would be to use the show as counterprogramming to the more traditional talk show.

Kassel Marketing is primarily an advertising sales company. It sells barter time for Genesis's *Whoopi, This Week in Baseball* and *Weekend Travel Update*. It also packages and sells unwired networks for baseball and news inventory and sells the inventory in NBC Sports specials. ■

# Broadcasting

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1. What best describes your type of business? (Check one)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> TV/Affiliate       | <input type="checkbox"/> Radio/TV/Cable Service | <input type="checkbox"/> Library/University/     |
| <input type="checkbox"/> TV/Network         | <input type="checkbox"/> Organization           | <input type="checkbox"/> Student                 |
| <input type="checkbox"/> TV/Independent     | <input type="checkbox"/> Manufacturer of Radio/ | <input type="checkbox"/> Attorney/Gov't/Trade    |
| <input type="checkbox"/> Radio Station      | <input type="checkbox"/> TV/Cable Equipment     | <input type="checkbox"/> Organization            |
| <input type="checkbox"/> Radio Network      | <input type="checkbox"/> Advertising Agency     | <input type="checkbox"/> Other (please describe) |
| <input type="checkbox"/> Cable TV Operation | <input type="checkbox"/> Advertiser             |  |

2. What best describes your title? (Check one)

- |  |  |
|--|--|
| <input type="checkbox"/> President/Owner/CEO   | <input type="checkbox"/> Program Director        |
| <input type="checkbox"/> Vice President        | <input type="checkbox"/> News Director           |
| <input type="checkbox"/> Director/Manager      | <input type="checkbox"/> Chief Engineer/         |
| <input type="checkbox"/> General Manager       | <input type="checkbox"/> Technician              |
| <input type="checkbox"/> General Sales Manager | <input type="checkbox"/> Other (please describe) |
| <input type="checkbox"/> Station Manager       |  |

# For the Record

As compiled by BROADCASTING from November 9 through November 13 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **KZKZ(FM) Greenwood, AR** (BALH921104GG; 106.3 mhz; 1.7 kw; ant. 433 ft.)—Seeks assignment of license from KZ Radio Ltd., debtor-in-possession, to GMX Communications Inc. for \$326,000. Seller is headed by Louis E. Schaaf, and is last broadcast property held by licensee; it recently sold WXLS-AM-FM Gulfport-Biloxi, MS ("For the Record," Sept. 7), KLAA(FM) Tioga, LA ("For the Record," Sept. 14) and WJKX(FM) Ellisville, MS ("For the Record," Oct. 26). Buyer is headed by Joe K. Shaw and Jack M. Norman. GMX Communications was parent company of four AM's and four FM's, which were sold out of receivership this year; it has no other broadcast interests. Filed Nov. 4.

■ **WHBX(FM) Tallahassee, FL** (BAPLH921104GH; 95.9 mhz)—Seeks assignment of license from Gary Burns Inc. to HVS Partners for \$2.7 million; sale includes WLWV-FM Salisbury, MD (see "Changing Hands," p. 37). Filed Nov. 4.

■ **WSIZ(AM) Ocala, GA** (BAPL921102EF; 1380 khz; 5 kw-D)—Seeks assignment of license from Osceola Communications Inc. to Ben Hill-Irwin Broadcasting Corp. for \$11,500. Seller is headed by Curtis F. Rogers Jr., and recently sold WSIZ-FM Ocala, GA ("For the Record," Oct. 26). Buyer is headed by David R. O'Scott, and has no other broadcast interests. Filed Nov. 2.

■ **WSOY-AM-FM Decatur, IL** (AM: BAL921102HI; 1340 khz; 1 kw-U; FM: BALH921102HJ; 102.9 mhz; 54 kw; ant. 495 ft.)—Seeks assignment of license from WSOY Decatur Inc. to Ballston Trust Services L.C. Assignment represents restructuring of debts owed to senior lender while permitting continued operation of stations. Seller is subsidiary of Pinnacle Broadcasting Co., headed by Philip D. Morella; assignment includes all Pinnacle Broadcasting licensee stations: WRNS-AM-FM Kinston and WDUR(AM)-WFXC(FM) Durham, both North Carolina; KLLL-AM-FM Lubbock and KAMA(AM)-

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; pow.—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—wants; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

KAMZ(FM) El Paso, both Texas; WYNG-FM Evansville, IN, and WYAV(FM) Conway-Myrtle Beach, SC (see individual stations, below). Buyer is headed by Lee W. Shubert, who will serve as trustee and is former radio station manager. His transfer of WAVH(FM) Mobile, AL, was recently granted. Filed Nov. 2.

■ **WYNG-FM Evansville, IN** (BALH921102GQ; 105.3 mhz; 50 kw; ant. 480 ft.)—Seeks assignment of license from subsidiary of Pinnacle Broadcasting to Ballston Trust Services L.C. (see WSOY-AM-FM Decatur, IL, above). Filed Nov. 2.

■ **KWPC(AM) Muscatine, IA** (BAL921029EE; 860 khz; 250 w-D, 8 w-N)—Seeks assignment of license from Flambo Broadcasting Inc. to Muscatine Communications Inc. for \$300,000 (see "Changing Hands," Nov. 2). Filed Oct. 29.

■ **WNBS(AM) Murray, KY** (BAL921028EA; 1340 khz; 1 kw-U)—Seeks assignment of license from Joe Pat James, receiver, to Jackson Purchase Broadcasting Co. for \$170,000. Seller has no other broadcast interests. Buyer is headed by Sam Parker, who has interests in WSJP(AM)-WBLN-FM Murray, KY. Filed Oct. 28.

■ **KVTO(FM) Rayne, LA** (BAPLH921028GW; 106.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Simla Broadcasting to Broadcast Partners Inc. for \$60,000. Seller is headed by Simla B. Ellis, and has no other broadcast interests. Buyer is

headed by Philip E. Lizotte, and has no other broadcast interests. Filed Oct. 28.

■ **WIDE(AM)-WSTG(FM) Biddeford, ME** (AM: BAL921030HV; 1400 khz; 1 kw-U; BAPLH921030HN; 94.3 mhz; 13 kw; ant. 449 ft.)—Seeks assignment of license from Gold Coast Broadcasting Inc. to Fuller-Jeffrey Broadcasting Corp. for \$600,000 (see "Changing Hands," p. 37). Filed Oct. 30.

■ **WXGL-FM Lewiston, ME** (BALH921104GE; 93.9 mhz; 27.5 kw; ant. 640 ft.)—Seeks assignment of license from Airborne Broadcasting Company, Inc. to Stephen E. Powell for \$700,000. Seller is headed by Harvey DeVane, receiver, and has no other broadcast interests. Buyer has 45% interest in licensee of WMOU(AM)-WZPK(FM) Berlin, NH. Filed Nov. 4.

■ **WLWV-FM Salisbury, MD** (BALH921104GI; 105.5 mhz; 2.1 kw; ant. 384 ft.)—Seeks assignment of license from Gary Burns Inc. to HVS Partners for \$2.7 million; sale includes WHBX(FM) Tallahassee, FL (see "Changing Hands," p. 37). Filed Nov. 4.

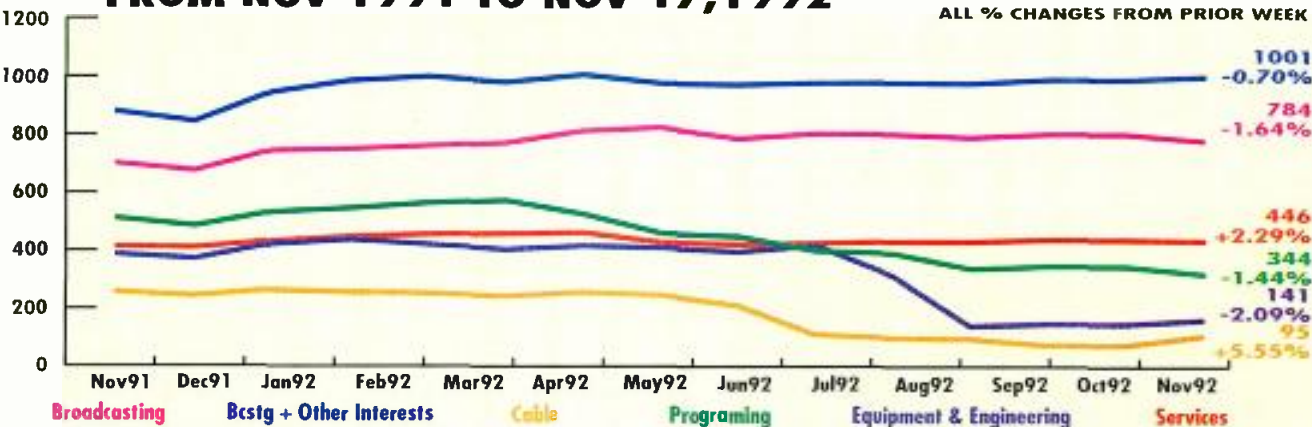
■ **WNTR(AM) Silver Spring, MD** (Washington) (BAL921030EC; 1050 khz; 1 kw-D, 43 w-N)—Seeks assignment of license from Broadcast Equities Inc. to Capital Kids' Radio Company for \$650,000 (see "Changing Hands," p. 37). Filed Oct. 30.

■ **WTSL-AM-FM Hanover, NH** (AM: BAL921028GP; 1400 khz; 1 kw-U; FM: BALH921028GZ; 92.3 mhz; 3 kw; ant. 326 ft.)—Seeks assignment of license from CM Communications Corporation to RJ Communications Inc. for \$665,000. Seller is headed by Darrell Clark, and has no other broadcast interests. Buyer is headed by Scott Roberts, and has interests in licensee of WKBK(AM)-WXOD(FM) Keene-Winchester, NH. Filed Oct. 28.

■ **WXMC(AM) Parsippany, NJ** (BAL921029EG; 1310 khz; 1 kw-D, 100 w-N)—Seeks assignment of license from Lakeland Broadcasting Corp. to James Chladek for \$200,000. Seller is headed by Erick Paige, receiver, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Oct. 29.

■ **WVBS(FM) Burgaw, NC** (BALH921104GF; 99.9 mhz; 100 kw; ant. 520 ft.)—Seeks assignment of license from Jones Eastern of Wilmington Inc. to Sea-Comm Inc. for \$600,000 (see "Changing Hands," p. 37). Filed Nov. 4.

## STOCK MARKET PERFORMANCE AVERAGES FROM NOV 1991 TO NOV 17, 1992





■ **WCHQ(FM) Camuy, PR** (BTCH921028GX; 1360 khz; 1 kw-U)—Seeks transfer of control of HQ103 Inc. for no cash consideration; station is being transferred between family members. Sandra R. Cabrera and Linda M. Freytes are transferring their combined 80% interest in licensee to Isabel R. Rodriguez. Principals have no other broadcast interests. Filed Oct. 28.

■ **WDUR(AM)-WFXC(FM) Durham, NC** (AM: BTC921102HM; 1490 khz; 1 kw-U; FM: BTCH921102HN; 107.1 mhz; 1.2 kw; ant. 490 ft.)—Seeks assignment of license from subsidiary of Pinnacle Broadcasting to Ballston Trust Services L.C. (see WSOY-AM-FM Decatur, IL, above). Filed Nov. 2.

■ **WRNS-AM-FM Kinston, NC** (AM: BAL921102HK; 960 khz; 5 kw-D, 1 kw-N; FM: BALH921102HL; 95.1 mhz; 95 kw; ant. 1,499 ft.)—Seeks assignment of license from Pinnacle Southeast Inc. to Ballston Trust Services L.C. (see WSOY-AM-FM Decatur, IL, above). Filed Nov. 2.

■ **WYCM(AM)-WBCG(FM) Murfreesboro, NC** (AM: BAL921030ED; 1080 khz; 1 kw-D; FM: BALH921030EE; 98.3 mhz; 3 kw; ant. 302 ft.)—Seeks assignment of license from Roanoke Chowan Broadcasting Corp. to C 'n' W Inc. for \$170,000. Seller is headed by M. Scott Edwards, and has no other broadcast interests. Buyer is headed by V. Bruce Whitehead. Vice president William R. Coleman Jr. owns 60% interest in licensee of WIST(FM) Lobelville, TN. Filed Oct. 30.

■ **WYAV(FM) Conway-Myrtle Beach, SC** (BALH921102HQ; 104.1 mhz; 100 kw; ant. 600 ft.)—Seeks assignment of license from subsidiary of Pinnacle Broadcasting to Ballston Trust Services L.C. (see WSOY-AM-FM Decatur, IL, above). Filed Nov. 2.

■ **WDXI(AM)-WMXX(FM) Jackson, TN** (AM: BAL921023HX; 1310 khz; 5 kw-D, 1 kw-N; FM: BALH921023HY; 103.1 mhz; 3 kw; ant. 262 ft.)—Seeks assignment of license from Liberty Radio II Inc. to Gerald W. Hunt for approximately \$480,000. Seller is headed by James D. Glassman. Buyer owns WORM-AM-FM Savannah, TN, and has interests in one AM and two FM's. Filed Oct. 23.

■ **KCBI(FM) Dallas** (BALIB920810OM; 90.9 mhz; 100 kw; ant. 1,508 ft.)—Seeks assignment of license from Criswell Center for Biblical Studies to Two If By Sea Broadcasting Corp. for \$1,000. Seller is headed by Bo Sexton, and is licensee of one AM and seven FM's. Buyer is headed by Michael L. Parker, and is 51% owner of WHRC(TV) Norwell, MA. Parker also has interests in WTVE(TV) Reading, PA. Filed Aug. 10.

■ **KAMA(AM)-KAMZ(FM) El Paso, TX** (AM: BAL921102EC; 750 khz; 10 kw-D, 1 kw-N; FM: BAPLH921102ED; 93.1 mhz; 30 kw; ant. 1,190 ft.)—Seeks assignment of license from subsidiary of Pinnacle Broadcasting to Ballston Trust Services L.C. (see WSOY-AM-FM Decatur, IL, above). Filed Nov. 2.

■ **KPRC(AM) Houston** (BAL921030EB; 950 khz; 5 kw-U)—Seeks assignment of license from H & C Communications Inc. to Sunbelt Broadcasting Co. for \$3.5 million (see "Changing Hands," p. 37). Filed Oct. 30.

■ **KLLL-AM-FM Lubbock, TX** (AM: BAL921102EA; 1590 khz; 1 kw-U; FM: BALH921102EB; 96.3 mhz; 100 kw; ant. 817 ft.)—Seeks assignment of license from El Paso and Lubbock Inc. to Ballston Trust Services L.C. (see WSOY-AM-FM Decatur, IL, above). Filed Nov. 2.

#### Actions

■ **WAYH(FM) Mobile, AL** (BTCH920813HH; 96.1 mhz; 100 kw; ant. 1,141.4 ft.)—Granted transfer of control by Almor Properties Inc. to Pourtales Holdings Inc. for \$1.8 million (see "For the Record," Sept. 7). Action Oct. 9.

■ **KARV(AM) Russellville, AR** (BAL920710EA; 610 khz; 1 kw-D, 500 w-N)—Granted assignment of license from KARV Inc. to KERF Inc. \$250,000 (see "For the Record," Aug. 3). Action Oct. 22.

■ **KQMS(AM)-KSHA(FM) Redding, CA** (AM: BAL920904EA; 1400 khz; 1 kw-U; FM: BAL-

H920904EB; 104.3 mhz; 100 kw; ant. 1,560 ft.)—Granted assignment of license from Citadel Communications Corp. to Park Lane Redding Radio Inc. for \$1.36 million (see "For the Record," Oct. 5). Action Oct. 21.

■ **KKJZ(AM) Santa Barbara, CA** (BAL920917EC; 990 khz; 5 kw-D, 500 w-N)—Granted assignment of license from Cutler Productions Inc. to Seaview Broadcasting Inc. for \$450,000 (see "For the Record," Oct. 12). Action Oct. 4.

■ **KRRU(AM) Pueblo, CO** (BAL920914EF; 1480 khz; 1 kw-D)—Granted assignment of license from Joyce C. Erway to Quetzal Communications Corp. for \$140,000 (see "For the Record," Oct. 26). Action Nov. 4.

■ **KCSJ(AM) Pueblo, CO** (BAL920708EA; 590 khz; 1 kw-U)—Granted assignment of license from Sunbrook Communications Corporation to Pueblo Broadcasters Inc. for \$489,148 (see "For the Record," July 27, and KAAR(FM) Medical Lake, WA, below). Action Nov. 2.

■ **KDTA(AM) Delta, CO** (BAL920908EA; 1400 khz; 1 kw-U)—Granted assignment of license from Delta Radio Co. to Blink Communications for \$24,000 (see "For the Record," Oct. 5). Action Oct. 19.

■ **KDGO(AM) Durango, CO** (BAL920626EA; 1240 khz; 1 kw-U)—Granted assignment of license from Rampart Broadcasting Inc. to Regional Radio Inc. for \$85,000 (see "For the Record," July 20). Action Oct. 22.

■ **WNDB(AM)-WWLV(FM) Daytona Beach, FL** (AM: BAL901126GV; 1150 khz; 1 kw-U; FM: BALH901126GW; 94.5 mhz; 100 kw; ant. 1600 ft.)—Granted assignment of license from Chapman S. Root Revocable Trust to Chapman S. Root 1982 Living Trust for no consideration in share transfer (see "For the Record," Dec. 31, 1990). Sale includes WLKF(AM)-WEZY(FM) Lakeland, FL (see below). Action Oct. 20.

■ **WZEP(AM) DeFuniak Springs, FL** (AM: BAL920710ED; 1460 khz; 5 kw-D, 186 w-N)—Granted assignment of license from Ashley N. Davis Jr. to Holmes Valley Broadcasting Inc. for assumption of contracts and releases of obligations (see "For the Record," Aug. 3). Action Oct. 22.

■ **WLKF(AM)-WEZY(FM) Lakeland, FL** (AM: BAL901126GX; 1430 khz; 5 kw-D, 1 kw-N; FM: BALH901126GY; 94.1 mhz; 100 kw; ant. 500 ft.; see WNDB(AM)-WWLV(FM) Daytona Beach, FL, above).

■ **WOMX(AM) Orlando, FL** (BAL920518EA; 950 khz; 5 kw-U)—Granted assignment of license from Nationwide Communications Inc. to Hispanic Prime Media Inc (see "For the Record," June 1). Action Oct. 27.

■ **WPFM(FM) Panama City, FL** (BALH920625GQ; 107.9 mhz; 100 kw; ant. 781 ft.)—Granted assignment of license from Donald G. McCoy, receiver, to Milback Inc. for \$600,000 (see "For the Record," July 20). Action Oct. 26.

■ **WRBD(AM) Pompano Beach, FL** (BAL920918EB; 1470 khz; 5 kw-D, 2.5 kw-N)—Granted assignment of license from Sunao Broadcasting Co. Inc. to WRBD Inc. for \$202,000 (see "For the Record," Oct. 26). Action Oct. 29.

■ **WHOF(AM) Wildwood, FL** (BAL920921EA; 640 khz; 830 w-D, 980 w-N)—Granted assignment of license from Christian Radio Communications Inc. to Walker Heart of Florida Broadcasting Inc. for \$263,500 (see "For the Record," Oct. 19). Action Nov. 4.

■ **WDAX-AM-FM McRae, GA** (AM: BAL920831EB; 1410 khz; 1 kw-D; FM: BALH920831HP; 1410 khz; 1 kw-D)—Granted assignment of license from WDAX Inc. to John W. Davidson Sr. for no consideration; Davidson holds first mortgage on all physical facilities (see "For the Record," Sept. 28). Action Oct. 23.

■ **WQBX-FM Omega, GA** (BALH920911HL; 107.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Sunbelt Broadcasting Inc. to Kenneth R. Strawberry for \$10,000 (see "For the Record," Oct. 12). Action Oct. 28.

■ **WRYT(AM) Edwardsville, IL** (BAL920911ED; 1080 khz; 500 w-D)—Granted assignment of license from Horizon Broadcasting Corp. to Home-town Broadcasting Co. Inc. for \$200,000 (see "For the Record," Oct. 29). Action Oct. 29.

■ **WTIM(AM) Taylorville, IL** (BAL920904EF; 1410 khz; 1 kw-D, 500 w-N)—Granted assignment of license from USA Radio Partnership to Miller Communications Inc. for \$85,000 (see "For the Record," Oct. 5). Action Oct. 22.

■ **WZCC(AM) New Albany, IN** (BAL920901EB; 1570 khz; 1 kw-D, 412 w-N)—Granted assignment of license from Agape Communications Inc. to Cross Country Communications Inc. for \$175,000 (see "For the Record," Oct. 5). Action Oct. 26.

■ **KBSD-TV Ensign, KS** (BTCCT920824KL; ch. 6; 100 kw-V; 10 kw-A; ant. 720 ft.; see KWCH-TV Hutchinson, KS, below).

■ **KBSH-TV Hays, KS** (BTCCT920824KM; ch. 7; 316 kw-V; 33.6 kw-A; ant. 710 ft.; see KWCH-TV Hutchinson, KS, below).

■ **KBSL-TV Goodland, KS** (BTCCT920824KN; ch. 10; 316 kw-V; 56.2 kw-A; ant. 990 ft.; see KWCH-TV Hutchinson, KS, below).

■ **KWCH-TV Hutchinson (Wichita), KS** (BTCCT920824KK; ch. 12; 316 kw-V; 63.1 kw-A; ant. 1,522 ft.)—Seeks transfer of control of Smith Broadcasting Group Inc.; assignment will transfer majority control from Robert N. Smith to VS&A Communications Partners via conversion by VS&A Communications of its nonvoting stock in general partner of licensee to voting stock. VS&A Communications will control 76.99% of votes in licensee. Assignment includes satellite stations KBSD-TV Ensign, KBSH-TV Hays and KBSL-TV Goodland, all Kansas (see "For the Record," Sept. 21). Action Oct. 26.

■ **WZQQ(FM) Hyden, KY** (BALH920804HP; 92.3 mhz; 2.42 kw; ant. 364 ft.)—Granted assignment of license from Joey L. Dick to Leslie County Broadcasting Inc. for \$178,000 (see "For the Record," Aug. 24). Action Oct. 16.

■ **WHRS(AM) Winchester, KY** (BAL920921EC; 1380 khz; 2.5 kw-D, 40 w-N)—Granted assignment of license from Hancock Communications Inc. to WWKY Inc. for \$60,000 (see "For the Record," Oct. 26). Action Nov. 3.

■ **KLIC(AM) Monroe, LA** (BAL920911EC; 1230 khz)—Granted assignment of license from KLIC Radio Inc. to Fountain of Love Ministries for \$165,000 (see "For the Record," Oct. 26). Action Oct. 28.

■ **WRNO-FM New Orleans** (BALH920911GR; 99.5 mhz; 100 kw; ant. 1,049 ft.)—Granted assignment of license from Gulf South Broadcasters Inc. to Radio WRNO-FM Inc. for \$500,000 (see "For the Record," Oct. 19). Action Nov. 3.

■ **WHDH(AM) Boston** (BAL920917EE; 850 khz; 50 kw-U)—Granted assignment of license from WHDH-AM Inc. to Atlantic Radio Corp. for \$3 million (see "For the Record," Oct. 12). Action Oct. 29.

■ **WSAR(AM) Fall River, MA** (BAL920807EB; 1480 khz; 5 kw-U)—Granted assignment of license from Quality Radio Corp. to Bristol County Broadcasting Inc. for \$440,000 (see "For the Record," Aug. 31). Action Oct. 26.

■ **WHTB(AM) Fall River, MA** (BTC920813EB; 1400 khz; 1 kw-U)—Granted transfer of control of SNE Broadcasting Ltd. for \$75,000 (see "For the Record," Sept. 7). Action Oct. 26.

■ **WGAM(AM)-WRSI(FM) Greenfield, MA** (AM: BAL920826GM; 1520 khz; 10 kw-D; FM: BALH920826GN; 95.3 mhz; 320 w; ant. 780 ft.)—Granted assignment of license from Robert J. Maccini, receiver for Howard Communications Corp., to Radio Skutnik Inc. for \$500,000 (see "For the Record," Sept. 14). Action Oct. 16.

■ **WJUE(TV) Battle Creek, MI** (BAPCT920827KF; ch. 43)—Granted assignment of CP from Margaret Miller to Western Michigan Christian Broadcasting Inc. for \$55,467 (see "For the Record," Sept. 14). Action Oct. 20.

■ **WRQT(FM) Bear Lake, MI** (BALH920526GS;

100.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Andrew L. Banas to partners Julie A. Ware-Nezki, Linda M. Morrison and Winona M. Van Brocklin for consideration not included in application (see "For the Record," June 22). Action Oct. 16.

■ **WGRD-AM-FM Grand Rapids, MI** (AM: BTC900109HP; 1410 khz; 1 kw-D; FM: 97.9 mhz; 13 kw; ant. 590 ft.)—Granted assignment of license from Regional Broadcasters of Michigan to All Channel TV Service for no financial consideration (see "For the Record," Feb. 19, 1990). Action Oct. 9.

■ **WBRB(AM) Mt. Clemens, MI** (BAL920910ED; 1430 khz; 500 w-U)—Granted assignment of license from Albert W. Papa and David Stone, co-trustees of Harley J. Robinson Estate, to Wolpin Broadcasting Co. for \$1,005 (see "For the Record," Oct. 5). Action Oct. 26.

■ **KVNW(FM) Duluth, MN** (BAPH920807GL; 101.7 mhz; 3 kw ant. 328 ft.)—Granted assignment of CP from AABG Inc. to Segue Communications Corp. for \$40,000 (see "For the Record," Aug. 31). Action Oct. 21.

■ **WMIN(AM) Maplewood (Minneapolis), MN** (BAL920826EB; 1030 khz; 50 kw-D, 1 kw-N)—Granted assignment of license from Voyageur Broadcasting Co. to Central Baptist Theological Seminary of Minneapolis for \$1.5 million (see "For the Record," Sept. 14, and WCTS-FM Minneapolis, below). Action Oct. 27.

■ **WCTS-FM Minneapolis** (BALH920820GG; 100.3 mhz; 92 kw; ant. 1,015 ft.)—Granted assignment of license from Central Baptist Theological Seminary of Minneapolis to Radio 100 Ltd. for \$10 million (see "For the Record," Sept. 14, and WMIN(AM) Maplewood, MN, above). Action Oct. 27.

■ **WXLS-AM-FM Blount-Gulfport, MS** (AM: BAL920812HB; 1490 khz; 1 kw-U; FM: BALH920812HC; 107.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from KZ Radio Ltd. to LES Radio Corp. for \$50,000 (see "For the Record," Sept. 7). Action Oct. 21.

■ **WQFX-AM-FM Gulfport, MS** (AM: BAL910916HI; 1130 khz; 500 w-D; FM: BALH910916HJ; 96.7 mhz; 3 kw; ant. 245 ft.)—Dismissed assignment of license from Steere Broadcasting Corp. to Urban Media Group Inc.; notes relating to indebtedness of assets of stations will be redrawn, principal amount to be in excess of \$500,000 (see "For the Record," Oct. 14, 1991). Action Oct. 23.

■ **KZLS(FM) Billings, MT** (BALH920909HK; 97.1 mhz; 35 kw; ant. 295 ft.)—Granted assignment of license from Mountain West Broadcast Investments Inc. to Land Development Inc. for assumption of debt (see "For the Record," Oct. 12). Action Oct. 29.

■ **KJSK(AM)-KLIR(FM) Columbus, NE** (AM: BTC920914EI; 900 khz; 1 kw-D, 66 w-N; FM: BTCH920914EJ; 101.1 mhz; 100 kw; ant. 760 ft.)—Seek transfer of control from Roger P. Anderson, et al., to Heartland Broadcasting for \$850,000 (see "For the Record," Oct. 19). Action Oct. 27.

■ **KZKX(FM) Seward (Lincoln), NE** (BALH920824HY; 96.9 mhz; 100 kw; ant. 610 ft.)—Granted assignment of license from KZKX Inc., subsidiary of Sherman Broadcasting Corp., to C.T. Robinson for \$2.85 million (see "For the Record," Sept. 14). Action Oct. 15.

■ **KORK(AM)-KYRK-FM Las Vegas** (AM: BAL920917EA; 920 khz; 5 kw-D, 500 w-N; FM: BALH920917EB; 97.1 mhz; 50 kw; ant. 1,950 ft.)—Granted assignment of license from Anchor Media Ltd. to Lotus Broadcasting Corp. for \$1.425 million (see "For the Record," Oct. 12). Action Nov. 4.

■ **KIPP(FM) Mesquite, NV** (BALH910124GS; 97.5 mhz; 100 kw; ant. -295 ft.)—Dismissed app. for assignment of license from A.G.P. Inc. to Mesquite Broadcasting Corp. for \$49,000 (see "For the Record," Feb. 18, 1991). Action Oct. 29.

■ **KPLY(AM)-KMMR(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; application is filed to reflect change in company structure. Transfer includes KSAC(AM) Sacramento, CA (see "For the Record," Oct. 5). Action Oct. 22.

■ **WBNC(AM)-WMWV(FM) Conway, NH** (FM: BTC920918EH; 1050 khz; 1 kw-D, 63 w-N; FM: BTCH920918EI; 93.5 mhz; 3 kw; ant. 420 ft.)—Granted transfer of control of North Country Radio Inc. to Lawrence H. and Joan T. Sherman, husband and wife, for \$160,000 (see "For the Record," Oct. 26). Action Oct. 30.

■ **WBZA(AM)-WAYI(FM) Glens Falls-Hudson Falls, NY** (AM: BTC920908EE; 1230 khz; 1 kw-U; FM: BTCH920908EF; 107.1 mhz; 280 w; ant. 844 ft.; see WMXW(FM) Vestal, NY, below). Action Oct. 29.

■ **WNEW(AM) New York** (BAL920821EC; 1130 khz; 50 kw-U)—Granted assignment of license from WNEW-AM Partnership to Bloomberg Communications Inc. for \$13.58 million (see "For the Record," Sept. 14). Action Nov. 4.

■ **WJLL(AM) Niagara Falls, NY** (BAL920904ED; 1440 khz; 1 kw-D, 55 w-N)—Granted assignment of license from WJLL Inc. to M. J. Phillips Communications Inc. for \$225,000 (see "For the Record," Oct. 5). Action Oct. 20.

■ **WGGO(AM)-WQRT(FM) Salamanca, NY** (AM: BAL920831GT; 1590 khz; 5 kw-D; FM: BALH920831GU; 98.3 mhz; 1.6 kw; ant. 430 ft.)—Granted assignment of license from Altair Communications Inc. to Michael Washington Jr. and Mary E. Washington for \$550,000 (see "For the Record,"

Sept. 21). Action Oct. 14.

■ **WMXW(FM) Vestal, NY** (BTCH920908EG; 103.3 mhz; 407 w; ant. 2,791 ft.)—Granted transfer of control from Mix Radio Inc. to Northway Broadcasting Inc. for exchange of shares; includes WBZA(AM)-WAYI(FM) Glens Falls-Hudson Falls, NY (see "For the Record," Oct. 26). Action Oct. 29.

■ **WWIL(AM) Wilmington, NC** (BAL920915EC; 1490 khz; 1 kw-U)—Granted assignment of license from Word of Faith of Jacksonville Inc. to Family Radio Network Inc. for \$35,000 (see "For the Record," Oct. 26). Action Oct. 28.

■ **WKPA(AM) Kensington (Pittsburgh), PA** (BAL920921EB; 1150 khz; 1 kw-D, 70 w-N)—Granted assignment of license from Salem Media of Pennsylvania Inc. to Pentecostal Temple Development Corp. as gift; assignee will lease transmitter site from assignor (see "For the Record," Oct. 26). Action Nov. 3.

■ **WSPI(FM) Shamokin, PA** (BALH920817HW; 95.3 mhz; 900 w; ant. 505 ft.)—Granted assignment of license from North Penn Broadcasting Inc. to Northeast Broadcasting of Northumberland Inc. for \$425,000 (see "For the Record," Sept. 7). Action Oct. 16.

■ **WAMG(AM) Gallatin, TN** (BAL920622ED; 1130 khz; 2.5 kw-D)—Dismissed app. of assignment of license from Southern Broadcasters Inc. to Classic Broadcasting Inc. for \$40,000 (see "For the Record," July 20). Action Oct. 27.

■ **WIST(FM) Lobelville, TN** (BALH920827GZ; 94.3 mhz; 3.3 kw; ant. 280 ft.)—Granted assignment of license from Coleman Broadcasting Co. Inc. to

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,963	184	5,147
Commercial FM	4,742	927	5,669
Educational FM	1,570	299	1,869
<b>Total Radio</b>	<b>11,275</b>	<b>1,410</b>	<b>12,685</b>
Commercial VHF TV	557	13	570
Commercial UHF TV	587	157	744
Educational VHF TV	124	5	129
Educational UHF TV	237	8	245
<b>Total TV</b>	<b>1,505</b>	<b>183</b>	<b>1,688</b>
VHF LPTV	466	139	605
UHF LPTV	825	922	1,747
<b>Total LPTV</b>	<b>1,291</b>	<b>1,061</b>	<b>2,352</b>
FM translators	1,923	386	2,309
VHF translators	2,517	81	2,598
UHF translators	2,426	433	2,859

### 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.



Good News Network Inc. for \$92,000 (see "For the Record," Sept. 28). Action Oct. 23.

■ **WUAT(AM) Pikeville, TN** (BAL920831EH; 1110 khz; 250 w-D)—Granted assignment of license from Pikeville Broadcasting Company to Charles Bownds Jr. for \$74,000 (see "For the Record," Oct. 5). Action 21.

■ **KORQ-AM-FM Abilene, TX** (BAL920811EC; 1340 khz; 1 kw-U; FM: BALH920811GX; 100.7 mhz; 100 kw; ant. 1,260 ft.)—Granted assignment of license from Bakcor Broadcasting Inc., debtor, to Wooten Broadcasting Inc. for \$290,000 (see "For the Record," Sept. 7). Action Oct. 27.

■ **KPUR-AM-FM Amarillo, TX** (BAL920918EF; 1440 khz; 5 kw-D, 1 kw-N; FM: BALH920918EG; 107.1 mhz; 5 kw; ant. 300 ft.)—Granted assignment of license from Alfred Broadcast Inc. to Westwind Broadcasting Inc. for \$245,000 (see "For the Record," Oct. 26). Action Oct. 29.

■ **KTCY(FM) Denison, TX** (BALH920828GV; 104.9 mhz; 50 kw; ant. 492 ft.)—Granted assignment of license from William A. Osborn, receiver, to Davis Family Trust for \$227,500 (see "For the Record," Sept. 21). Action Oct. 20.

■ **KKNX(AM) Huntsville, TX** (BAL920909EB; 1400 khz; 250 w-D, 1 kw-N)—Granted assignment of license from Divcon Associates Inc. to James W. Standefer for \$39,673 (see "For the Record," Oct. 5).

■ **KZZN(AM) Littlefield, TX** (BAL920916EA; 1490 khz; 1 kw-U)—Granted assignment of license from Lamb County Broadcasting Co. to Emil Macha for \$46,000 (see "For the Record," Oct. 26). Action Oct. 29.

■ **KALL-AM-FM Salt Lake City (AM: BAL920916EC; 910 khz; 5 kw-D, 1 kw-N; FM: BALH920916ED; 94.1 mhz; 40 kw; ant. 3,030 ft.)**—Granted assignment of license from Communications Investment Corp. to Apollo Radio of Salt Lake City Inc. for \$1.88 million (see "For the Record," Oct. 12). Action Oct. 30.

■ **WDOT-AM-FM Burlington, VT (AM: BAL920611HH; 1390 khz; 5 kw-U; FM: BALH920611HI; 96.1 mhz; 3 kw; ant. 4,000 ft.)**—Seeks assignment of license from Nichols Radio Broadcasting Corp. to Radio Vermont Inc. for

\$643,000 (see "For the Record," June 29). Action Oct. 15.

■ **KAAR(FM) Medical Lake, WA** (BALH920701GK; 95.3 mhz; 1.3 kw; ant. 495 ft.)—Granted assignment of license from Sunbrook Communications II Ltd. to The Word in Music Inc. for \$300,000 and CP for KTSL(FM) Spokane, WA (see "For the Record," July 27, and KCSJ(AM) Pueblo, CO, above). Action Oct. 21.

■ **KHCY-TV Seattle** (BAPCT911011KF; ch. 45)—Seeks transfer of control of CP from Allen E. Horn to North Pacific International Television, Inc. for no cash consideration (see "For the Record," Nov. 4, 1991). Action Nov. 3.

■ **KTSL(FM) Spokane, WA** (BAPH920701GP; 104.7 mhz; 3 kw; ant. 94 m.; see KAAR(FM) Medical Lake, WA, above).

■ **KPDX(TV) Vancouver, WA** (BALCT920803KF; ch. 49; 2,612 kw-V; 216 kw-A; ant. 1,785 ft.)—Granted assignment of license from Columbia River Television Inc. to Cannell Communications Ltd. for \$15 million (see "For the Record," Aug. 24). Action Nov. 6.

■ **WTRW(AM) Two Rivers, WI** (BAL920923EA; 1590 khz; 1 kw-D, 33 w-N)—Granted assignment of license from W.T.R.W. Inc. to Wisconsin Great Lakes Broadcasting Inc. for \$145,000 (see "For the Record," Oct. 26). Action Nov. 5.

## NEW STATIONS

### Applications

■ **Benavides, TX** (BPH921022MO)—Benavides Communications seeks 107.7 mhz; 50 kw; ant. 150 m. Address: 115 West Avenue D, Robstown, TX 78380. Applicant is headed by Humberto Lopez, and is 51% general partner in licensee of KMIQ(FM) Robstown, TX. Filed Oct. 22.

■ **Oscoda, MI** (BPH921023MH)—C & S Broadcasting of Michigan seeks 95.7 mhz; 50 kw; ant. 150 m. Address: 240 N. Patterson, Wayland, MI 49348. Applicant is headed by general partner Richard L. Culpepper and John Seymour. Culpepper is licens-

ee of WKWM(AM) Kentwood and WMHG(FM) Muskegon, both Michigan. Filed Oct. 23.

### Actions

■ **Golden Gate, FL** (BPH900302AE)—Dismissed app. of Applied Science Enterprises for 840 khz. Address: 1718 Shenandoah Rd., Wimauma, FL 33598. Applicant is headed by David A. Glenn, and has no other broadcast interests. Action Oct. 28.

■ **Oviedo, FL** (BP860310AH)—Dismissed app. of Seminole Broadcasting for 880 khz. Address: C 8 2nd St., URB El Retiro, Quebradillas, PR 00742. Applicant is headed by Idalia Azuaga, and has no other broadcast interests. Action Oct. 27.

## CALL LETTERS

### Grants

#### Existing FM's

KAJZ(FM)	KBJZ Kelsho Communications Ltd.; Santa Monica, CA
KBJZ(FM)	KAJZ Kelsho Communications Ltd.; Newport Beach, CA
KBLK(FM)	KGZG Nolte Broadcasting Corp.; Burnet, TX
KCOB-FM	KLVN KCOB-KLVN Inc.; Newton, IA
KCPW(FM)	KBQA Community Wireless of Park City; Salt Lake City
KCUL-FM	KEEP East Texas Stereo Inc.; Marshall, TX
KKBE-FM	KJQN-FM Abacus Broadcasting Corp.; Ogden, UT
KKER(FM)	KFAS-FM Casa Grande Commun. Ltd.; Casa Grande, AZ
KLXQ(FM)	KBMB Great America Broadcasting Co. of Arkansas; Hot Springs, AR
KQTX(FM)	KCGR Chitex Communications Inc.; Portland, TX
KSNN(FM)	KODZ Evergreen Media Corp. of Dallas; Arlington, TX

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# Fates Fortunes

## TELEVISION

Appointments at NBC News, Washington: **Andrea Mitchell**, chief congressional correspondent, named chief White House correspondent; **Lisa Myers**, national political

editor, NBC News, New York, named 1992 recipient of the Allen H. Neuharth Award for Excellence in Journalism.

**Regina Blakely**, general assignment reporter, CBS News, New York, named Washington correspondent, CBS Newsnet, Washington.

World's *Inside Edition*, New York, named co-executive producer. **Elisabeth Murdoch**, programing manager, Fox Television Station Group, Los Angeles, joins KSTU-TV Salt Lake City as director, programing.

**Jim Flink**, anchor/executive producer, WEVV-TV Evansville, Ind.,



**Dan Kendall**  
Fox Broadcasting



**Mark Stroman**  
Fox Broadcasting



**F. Robert Kalthoff**  
WSJV-TV



**Regina Blakely**  
CBS Newsnet



**Jim Flink**  
WKJG-TV

correspondent, named chief congressional correspondent.

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.: **Dan Kendall** and **Mark Stroman**, associate directors, affiliate promotion, named director, affiliate promotion, and director, national promotion, respectively; **Laura Lionetti Barton**, advertising/marketing freelancer, Tampa, Fla., and **Jane Saffell**, national broadcast buyer/planner, Della Femina McNamee, Los Angeles, join as associate directors, affiliate promotion.

**Jon Peisinger**, president, Sony Music Video Enterprises, New York, joins Capital Cities/ABC Video Publishing, Stamford, Conn., in same capacity.

**Michelle King Lautanen**, director, business affairs, network television, Twentieth Television, Beverly Hills, Calif., named executive director.

**F. Robert Kalthoff**, director, government relations, Granite Broadcasting Corp., Duluth, Minn., joins WSJV-TV South Bend/Elkhart, Ind., as VP/GM.

**Tom Brokaw**, anchor, managing

Appointments at Broadcast News Networks, Saratoga Springs, N.Y.: **David Henahan**, founding producer, named producer, broadcast: New England; **Linda Keenan**, assistant to the managing editor, named associate editor, broadcast: New York unit; **Liz Musser**, chief photographer, WTEN-TV Albany, N.Y., joins as photographer; **Tamara Valentine**, marketing/sales representative, *Saratogian*, Saratoga Springs, N.Y., joins as public relations associate.

**Vance Collins**, account executive, KXAN-TV Austin, Tex., joins WHBQ-TV Memphis as local sales manager.

**Gary Appelbaum**, VP/controller, Madison Square Garden Corp., New York, joins Lancit Media there in same capacity.

**John Hummel**, account executive, Tribune Broadcasting's Tribune Plus, New York, named director, operations.

**Carol Brandenburg**, executive producer, Television Laboratory, WNET-TV New York, joins Pacific Street Films, Hastings-on-Hudson, N.Y., as production executive.

**Bob Young**, producer, King

joins WKJG-TV Fort Wayne, Ind., as co-anchor/assistant news director.

**Sheri Wohl**, executive VP, The Peacock Touch, New York, joins CBS Broadcast Group, New York, as publicist, entertainment publicity, East Coast.

Appointments at KCAL-TV Hollywood: **Michael Binkow**, VP, development, Castle Rock Entertainment, there, joins as VP, programing, development; **Barbara Zaneri**, programing coordinator, named manager, program administration, operations.

**Craig Impink**, former head, foundation and government fund-raising, Wolf Trap Center for the Performing Arts, Washington, joins WETA-TV-FM Washington, as manager, foundation development.

**Cindy Vincent**, cosmetics manager, *Savvy Woman* magazine, New York, joins Hogan Communications, Yonkers, N.Y., as director, sales/marketing, East Coast.

**Jim Botko**, head, Thermal Entertainment, Los Angeles, joins Lorimar Television, Burbank, Calif., as manager, movies, miniseries.

**Terry Todesco**, producer, Group W Productions, *Jane Wallace Live*, Philadelphia, joins WBAL-TV Baltimore as program producer.

**Eric Rollman**, VP, post-production, Saban Entertainment, Burbank, Calif., named senior VP.

**Will Wright**, VP, news director, KRIV-TV Houston, joins WWOR-TV Secaucus, N.J., as news director.

**Debbie Dalton**, account executive, RTA Marketing Services, Seattle, joins KIRO Direct, division of KIRO-TV Seattle, as account manager.

WRNQ(FM) Poughkeepsie, N.Y., elected treasurer.

**Thomas Hunt**, GM, WGCL(AM)-WTTT-FM Bloomington, Ind., named president/GM and VP of parent, Sarkes Tarzian Inc., there.

**Joe Lee**, program director, WEAA-FM Baltimore, joins WAER-FM Syracuse, N.Y., in same capacity.

**Steve Epstein**, former western director, CBS Radio Network, Los Angeles, joins Media Star International there as VP, marketing.

**William Clement**, anchor/reporter,

west region, there.

**Susan Hoffman**, VP/GM, KONO-AM-FM-KSRR-FM San Antonio, Tex., joins KSDO(AM)-KCLX-FM San Diego in same capacity.

**Mike Oakes**, program director, KYMX-FM Sacramento, Calif., joins WJOI-FM Southfield, Mich., in same capacity.

**Larry Kahn**, research/marketing director, Taylor Communications, North Palm Beach, Fla., named VP.

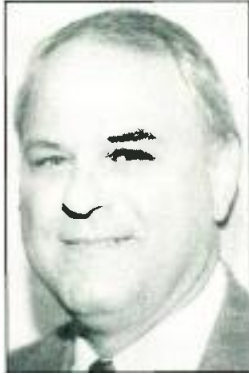
**Jason Malamud**, sales manager,



**Eric Rollman**  
Saban Entertainment



**Jane Steinberg**  
Westwood One



**Rick Sack**  
Westwood One



**Joel Stillerman**  
MTV: Music Television



**Clark Bosley**  
The Travel Channel

Appointments at WPVI-TV Philadelphia: **Ralph Major**, account executive, WGBS-TV there, and **Amy Rosinsky**, director, advertising sales, Steve Rotfield Productions, Bala Cynwyd, Pa., join as account executives; **Hernando Moya**, technician, WHP-TV-(AM)-FM Harrisburg, Pa., joins in same capacity; **Greg Boston**, director, KLTU-TV Tyler, Tex., joins as producer/director.

**Mike Macomber**, sales representative, Blair Television, Chicago, joins KSMO-TV Kansas City, Kan., as sports marketing director.

**Grace Lee Nikkel**, sports reporter, WUSA-TV Washington, joins WCCO-TV Minneapolis in same capacity.

## RADIO

New officers, New York State Broadcasters, Albany, N.Y.: **John Kelly**, president/GM, WPTR(AM)-WFLY-FM Albany, N.Y., elected chairman; **Warren Bodow**, president/GM, WQXR(AM)-FM New York, elected vice chairman, radio; **Warren Maurer**, VP/GM, WINS(AM) New York, elected secretary; **Richard Novik**, president, WKIP-AM-FM-

WWNC(AM)-WKSF-FM Asheville, N.C., named news director.

**Gilbert Hoban**, senior VP, director, marketing, WGY(AM)-FM Schenectady, N.Y., named GM.

**Stan Martin**, former program director, WPEN(AM) Philadelphia, joins WQXR-FM New York in same capacity.

**Andrew Kingston**, national sales manager, WFNX-FM Lynn, Mass., named general sales manager.

Appointments at Westwood One Companies, Culver City, Calif.: **Susan Hinsche**, general sales manager, KMPC(AM) Los Angeles, named account executive, West Coast sales; **Jane Steinberg**, director, international sales, New York, named director of marketing, eastern region, there; **Bob Kurtz**, regional sales manager, Times Mirror *Field and Stream/Outdoor Life* magazines, New York, joins as account executive, East Coast Sales, there; **Howard Eisen**, VP, associate media director, Earle Palmer Brown, New York, joins as account executive, marketing division, there; **Rick Sack**, account executive, Westwood One, Chicago, named director, marketing, mid-

CD Media, New York, joins Katz Radio Group Syndication there in same capacity.

**Steven Cross**, VP/GM, WABS(AM) Arlington, Va., elected president, eastern chapter, National Religious Broadcasters.

**Joe Cariffe**, VP, sales, WZMX-FM Hartford, Conn., named VP/station manager.

## CABLE

**Joel Stillerman**, executive producer, MTV Production, New York, named VP, production, MTV: Music Television, there.

Appointments at The Travel Channel, Atlanta: **Clark Bosley**, regional director, eastern region, named divisional director, eastern region; **Kathleen Kane**, LAS manager, southwest region, and **Ann Johnston**, LAS manager, northeast region, The Weather Channel, Atlanta, join as LAS managers.

**Robin McMillan**, director, public relations, West Coast, Showtime Networks Inc., Los Angeles, named VP.



**Tom Kinney**, GM, Paragon system, Time Warner Cable, National Division, Jamestown, N.Y., named GM, TWC's Charleston, W.Va., system.

**Martha Gallahue**, corporate pay-per-view manager, Benchmark Communications, Washington, joins Bravo, Woodbury, N.Y., as affiliate marketing manager, eastern region.

**Julia Wang**, manager, national promotions, The Family Channel, Virginia Beach, Va., named director.

**Peggy Beldon**, director, marketing, Capcities/ABC Radio Networks, New York, joins National Cable Advertising there as director, sales, regional news.

**Ralph Cerenzio**, national account executive, Rainbow Advertising Sales Corp., New York, named sales manager, News 12 Long Island, N.Y.

**Alison Dexter**, production manager, Nickelodeon Studios, Orlando, Fla., named director, production management.

Appointments at Cable Networks Inc., Los Angeles, Chicago: **Edward Woher**, sales manager, XETRA Tijuana, Mexico, and **Dennis Powell**, sales manager, KBLA(AM) Los Angeles, join as account executives there; **Susan Patt**, regional account executive, Cable Adnet, Dallas, joins as account executive, Chicago.

**Marshall Seese**, on-air meteorologist, The Weather Channel, Atlanta, named account manager, national advertising sales, The Weather Channel/ Travel Channel, there.

**Craig Apatov**, VP, marketing, Turner Home Entertainment, Atlanta, named VP, corporate marketing resources, Turner Broadcasting System, there.

**Samuel Yates**, VP, finance, and CEO, Riordan Publishing, New York, joins Viewer's Choice there as VP, finance.

Appointments at CNN, Washington: **Charles Bierbauer**, senior White House correspondent, named senior Washington correspondent; **Wolf Blitzer**, military affairs correspondent, Pentagon, named senior White House correspondent.

**Hal Wolf**, VP, field operations, diversified marketing and media services, Home Shopping Network, Denver, named VP, affiliate relations, St. Petersburg, Fla.

## ADVERTISING

**Catherine Woods**, art director, Leo Burnett, Chicago, joins D'Arcy Masius Benton & Bowles, St. Louis, in same capacity.

**Tony Petersen**, regional account executive, KUZZ-TV Bakersfield, Calif., joins Seltel, Los Angeles, as account executive.

**Joan Fortman**, trainee, Seltel, Philadelphia, named account executive, Seltel, Chicago.

**Nancy Moon**, former director, communications, Madison Square Garden Enterprises, New York, forms Nancy Moon Public Relations there.

**Burt Peretsy**, former director, public relations, WCVB-TV Boston, joins Houston Effler & Partners there as senior VP, director, public relations.

Appointments at DDB Needham, Chicago: **Charles Day**, producer, named senior producer; **Karla Eiringer**, media planner, named media supervisor.

## TECHNOLOGY

**Frank Svet**, VP, engineering, Harris Allied Broadcast Division, Quincy, Ill., named VP, television products.

**Keith Bandolic**, VP/GM, Switchcraft, Inc., Chicago, named president.

Appointments at TV Answer, Reston, Va.: **James Haywood**, manager, network operations, named director, network operations, satellite division; **Larry Kimball**, manager, telecommunications, named director, telecommunications, telecommunications division.

## DEATHS

**Bryson Rash**, 79, pioneer radio and TV broadcaster whose career spanned 40 years, died Nov. 10 of emphysema at his home in Washington. Rash was 12 years old when he went on the air in St. Louis as the voice of Buster Brown for the Brown Shoe Co. He moved to Washington in 1936. In 1945 he did a nationwide radio report from San Francisco on the founding of the United Nations. He is credited with persuading President Truman to make the first televised presidential address in 1947. Other career highlights include the first coast-to-coast broadcast on ABC of the U.S.-Japanese peace treaty signing (1951), and producing and reporting gavel-to-gavel coverage of the dispute between Senator Joseph McCarthy and the Army for ABC and WMAL(AM) Washington (1954). Rash began his Washington career with CBS and WJTV(AM). He joined WMAL(AM) there and ABC in the early 1940's. He was with WRC-TV and NBC from 1956 to 1977. His honors include three Emmys and a Peabody Award (1973) shared with WRC-TV reporter Lea Thompson for a series on home rule in Washington. He was a past president of the National Press Club. Survivors include his wife, Julie, and two daughters.

**Leroy Strine**, 74, retired national sales manager, WGAL-TV Lancaster, Pa., and 40-year veteran of station parent Steinman Stations, died Oct. 5 of a stroke following bypass heart surgery at Lancaster General Hospital. He started his broadcasting career as the four voices of *The Boys in the Back Room* at WORK-AM York, Pa., in 1941. He eventually became general manager of the station in 1951. He moved to WGAL-TV in 1953 as commercial manager and later did stints as GM of WSBA-TV York, Pa.; sales manager of WLYH-TV Lebanon, Pa., and served as a consultant to various stations. He retired in 1981. Survivors include a son and three daughters.

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## JOSEPH ABRUZZESE

**T**hanks to Joe Abruzzese, CBS is looking at the world horizontally instead of vertically.

When Abruzzese took the helm at CBS Sales in March 1991, he brought with him ideas about restructuring the advertising sales force to help stronger dayparts support weaker ones by selling them in tandem. Instead of having salespeople sell their own dayparts blind to how other inventory was selling, Abruzzese created teams that sell horizontally across all dayparts, and gave them autonomy in making sales previously reserved for upper management. Then he made bonuses dependent on team rather than individual performance.

Abruzzese says he has also tried to change CBS Sales's attitude about itself. "There was definitely a degree of arrogance," he concedes, "and I've tried to rip that out."

The old sales system and attitudes worked, says Abruzzese, when the networks were the only game in town and there were more ad dollars than network inventory. The new system is geared to the tougher challenge of attracting sponsors in the changing world of television advertising.

"We used to just be negotiators; we are getting to be salesmen," says Abruzzese. Competition from Fox, cable and syndication has made his job tougher. To attract advertisers, many of whom are "looking to do more with it than just buy spots," according to Abruzzese, the network is hawking everything from sponsorships (buying a minimum of one-quarter of a program's inventory) to marketing partnerships, like those with Coke during the Olympics and Nabisco and K-Mart for the new season.

Abruzzese has been in the network advertising business for more than 20 years, the first half spent at NBC, the second at CBS. He got into the business when, as the cliché goes, he met a man in a bar. That man, Mike Sherlock, then NBC director of finance and now president of operations and technical services, offered Abruzzese a job on the spot. Abruzzese, unhappy selling and designing rainwear for the



J.P. Stevens textile company, jumped at the chance.

After a decade at NBC, he did not make the switch to CBS at an auspicious time; moving in 1980, he went from one third-place network to another. Abruzzese says he has no regrets about leaving NBC when he did and missing its first-place heyday during the '80s. But asked how he feels about being in first place finally, he says, "It feels great."

Abruzzese spent much of his time at both networks selling sports inventory. He left NBC for CBS with the promise that after selling sports for a while, he could move over to prime time. But that never happened. Instead, he wound up as vice president, sports, at CBS and, until his present job, was never involved in prime time advertising.

Still, sports was the job he loved best. To a former college baseball catcher who got as far as a tryout with the Orioles, heading up sports sales was the next best thing to standing behind home plate at Memorial Stadium. "The greatest job is head of sports sales. It's everything

you thought of as a kid... You get to be in all facets [of sports]," he says. But what it does "is ruin you as a fan. Instead of rooting for a particular team, you root for a good game."

Heading up daytime sales, his next step after sports, was probably what Abruzzese liked least. He found it hard to get a grasp on, hard to come up with innovative marketing approaches the way he had done in sports. He eventually got the hang of it, bringing in the first car advertiser to daytime television. In his present position, Abruzzese's biggest headaches are morning news and late night. Selling third-place *CBS This Morning* is tough, but "we got enough business in prime time to support it," he says. Late night is tough, too, with relatively low network clearances and low ratings, but thoughts and hopes of luring David Letterman to CBS are already whetting Abruzzese's appetite.

Abruzzese also has the challenge of selling the oldest demographic of any network. But he says CBS has no plans to try to skew younger: "I'm not so sure we want to go after 18-49 only." As baby boomers grow, more clients are looking for older demos—and they can get them on CBS, he says.

The first major test of Abruzzese's tenure will be soon. The one-year anniversary of his restructured sales team is coming up, and the troops are going on retreat for two days to discuss its pros and cons, and perhaps make some changes. One media

buyer, DDB Needham's Bart McHugh, applauds the new structure and the new "senior management accessibility." McHugh, who has dealt with his share of contentious network ad executives, says of Abruzzese, "it's nice when a nice man succeeds." ■

**Senior VP, CBS Television Network Sales, New York; b. Sept. 10, 1947, Newark, N.J.; BS, marketing and finance, Seton Hall University, South Orange, N.J., 1969; account executive, J.P. Stevens, New York, 1969-70; manager of finance, NBC, New York, 1970-75; director, sales and planning, 1975-77; manager, sports sales, 1977-80; account executive, sports, CBS, New York, 1980-82; VP, sports sales, 1982-85; VP and director, Eastern sales, 1986; VP and director, daytime, children's, news and early morning sales, 1986-88; VP, daytime, children's and late night sales, 1988-91; present position since March 1991; m. Sherri Quinn, April 30, 1983; children: Melissa, 8; Bobby, 6; Alison, 4.**



# Broadcasting In Brief

**Fox Broadcasting will expand its schedule to seven nights** on Jan. 19, 1993, when it debuts Tuesday night programming with premieres of two one-hour dramas: *Class of '96*, depicting freshman life at a small Northeast college, at 8 p.m. ET, followed by *Key West*, a tale of a writer who moves to Key West, Fla., after winning the New Jersey lottery.

**KASP(AM)-WKBQ(FM) St. Louis was sold by Evergreen Media to Saul Frischling for \$7 million.** Evergreen, headed by Scott Ginsburg, owns three AM's and seven FM's. Frischling also owns KHTK(FM) St. Louis and WLTJ(FM) Pittsburgh. Broker: Blackburn & Co.

**KDHT(FM) Greeley, Colo. (Denver), was sold** by APB Broadcasting Inc., subsidiary of All Pro Broadcasting Inc., to Premiere Radio Networks Inc. for **\$3.55 million cash.** Seller owns radio stations in California and Wisconsin. Buyer is radio syndicator based in Sherman Oaks, Calif., that distributes music and entertainment programming. Brokers: Roy Rowan & Associates and Cliff Gill Enterprises.

**The Seattle Mariners announced a new exclusive three-year deal with ch. 11 independent Gaylord Broadcasting's KSTW(TV)** for 1993-95. This year, games were split between KSTW and KIRO-TV. Next year KSTW will carry 65 games. The Mariners will produce and distribute the games and sell the ad time in house, the team said. The Mariners announced a new five-year radio with KIRO Radio in September.

**King World reported fiscal 1992 profits of \$94.9 million,** up 5%, on revenues totaling \$503.2 million, up 6%. KWP COO Stephen Palley said it was the eighth consecutive year of "record financial results" for the company.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 8. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.0/220/96
2. Star Trek	13.7/244/99
3. Jeopardy!	11.7/210/94
4. Oprah Winfrey Show	11.7/233/98
5. Magic II	9.2/174/92
6. Entertainment Tonight	9.0/178/95
7. Wheel Of Fortune-wknd	8.1/180/76
8. Married...With Children	7.9/185/96
9. Inside Edition	7.8/166/93
10. Current Affair	7.5/178/95
11. Portfolio XV	7.2/186/95
12. Designing Women	6.7/208/99
13. Roseanne (M-F)	6.6/127/84
14. Baywatch	6.2/171/94
15. Donahue	6.1/216/97

**Twentieth Television** is claiming that *The Bertice Berry Show* has mounted the "fastest rollout in daytime talk show history," with the new strip sold in 41 markets representing over 57% of the U.S., including 21 of the top 25 markets. **King World Productions** may contest Twentieth's "fastest rollout" claim, with *The Les Brown Show* proclaimed a firm go with over 50% of the country cleared, including eight of the top-10 markets.

*Inside Edition*, which is distributed by King World Productions, has named **Bob Young** co-executive of the news magazine. Young, who was previously producer of the show, created *Inside Edition* in 1989 with co-executive producer John Tomlin.

Following rumors that **MGM Television** would be looking to get into the development and production of programming for first-run syndication, the downsized Hollywood studio has named **Hank Cohen** senior VP of TV development. Cohen, who joined MGM one year ago as VP of comedy development, and development VP **Ron Levinson** (who will continue to oversee production of

CBS's *In the Heat of the Night*) are said to be developing a new comedy-reality series with producer Neal Israel, a possible revival of its former network and syndicated series *Fame*, and a new animated version of *The Pink Panther* series. **Mark Young**, who was senior VP of animation development at Hanna-Barbera Productions, has been hired by MGM to head a new animation division that would produce *The Pink Panther* project.

Cable operators not paying their copyright fees, beware. **The Motion Picture Association of America**, which has already collected over \$21 million in unpaid fees over the last six years, is now going after **Cencom Cable**. In a complaint filed in federal district court in St. Louis, MPAA charges the MSO with underpaying royalties on distant broadcast signals by \$3 million. Cencom, the complaint alleges, avoided paying royalties by establishing a \$2.95 basic tier containing all broadcast signals and not publicizing its availability. Cencom did not return calls last week.

After 12 years and 2,315 episodes in first-run syndication, **Judge Joseph Wapner will hang up his black robe** after this season, with his distributor, Warner Bros. Domestic Television Division, planning to offer the repeat episodes of *People's Court* on a straight barter basis starting next season. WBDTD President Dick Robertson claimed that each of the original episodes had received no more than two exposures as repeats and that the ratings for its current *The Best of People's Court* repeats and originals are close to the same ratings level. Although it does not approach the robust ratings it enjoyed during the early 1980's, *People's Court* ranked 42nd among syndicated programs during the October



Jones Intercable's Mind Extension University (ME/U) will be providing up to 10½ hours daily of European-produced news, educational and entertainment programming to its 21 million subscribers starting Jan. 1. A five-year, \$3.1 million deal was unveiled last week at a Washington press conference by Jones Intercable CEO Glenn R. Jones (l) and Siegfried Berndt, managing director, television, Deutsche Welle (r), a German nonprofit international distributor of shortwave, AM-FM radio and TV services. The deal also provides Deutsche Welle with use of ME/U's transponder on Satcom C4 for 24-hour programming of English-, German- and Spanish-language programs to a satellite footprint covering almost all of North America and part of South America.



On Dec. 1, Encore will shift its programming to transponder 3 of Hughes Communications' Galaxy I, located at 133° west longitude. On hand for the lease-signing last week were (seated, l-r): Jerry Farrell, Hughes senior VP, and John Sie, Encore chairman-CEO, and (standing) Ann Mountain, Hughes manager of cable and broadcast services, and Mark Bauman, Encore director of finance and administration. Said Sie: "We are very pleased to move to a strong cable satellite, Galaxy I, with a seamless transition to Galaxy I-R in 1994."

sweeps (calendar weeks) with a healthy 2.9 rating nationally (NSS/NTI, Sept. 28-Oct. 25).

Four shows from Home Box Office have been awarded the most **nominations in the 14th annual CableACE Awards** competition. Top-nominated shows include: *Dream On*, HBO, with nine nominations; *Citizen Cohn*, HBO, with eight; *Tales from the Crypt*, HBO, and *Sessions*, HBO, both with seven, and *A Private Matter*, HBO, and *Ashenden*, Arts & Entertainment Network, each with six. Winners will be selected in 81 categories during a live televised ceremony on Jan. 17, 1993, from Hollywood.

**Pay-per-view revenue in 1992 would have been about \$500 million higher** if the same movie and event product had been available on systems everywhere, according to Edward Bleier, president of Warner Bros. pay TV, cable and network features. Bleier was responding to recent estimates that PPV revenue in 1992 will be flat at \$327 million (BROADCASTING, Nov. 16).

**60 Minutes**, which will soon celebrate its 25th anniversary on CBS, **has been named to the NAB's Hall of Fame**. The award is presented annually to prominent and histori-

cally significant individuals or programs. Past TV shows inducted have included *The Honeymooners* and last year's honoree, *Star Trek*. *60 Minutes* Executive Producer Don Hewitt and several of the show's correspondents are likely to attend the induction ceremony on April 20, 1993, during the NAB's annual convention in Las Vegas.

**George W. Bodenheimer**, VP of national affiliate sales for ESPN since June 1991, has been promoted to VP of affiliate sales and marketing.

**Joel Gallen**, MTV VP of production, has quietly left the network to form his own production company, set to open on the West Coast later this year. Gallen, whose three-and-a-half-year tenure at MTV included the direction of such MTV hits as *Springsteen Plugged* and *An Evening with Bon Jovi*, is also expected to consult with MTV.

**CMT Europe has reached agreements** with cable operators that will place the overseas version of the 24-hour country music video service **into more than one-third of all cable homes in the United Kingdom**. The service, which was introduced in the UK on Oct. 19, reaches more

than 123,000 cable households in England and Scotland.

Joint efforts to improve the **pay TV** category by **Showtime Networks Inc. and Jones Intercable/Space-link** in the last year have resulted in a **5% increase in premium units** on the companies' systems. Efforts have included various combinations of price reductions, specific service packaging and added-value components.

**Tele-Communications Inc. has signed a 10-year deal with Graff Pay Per View** to distribute its adult-oriented SPICE programming service.

On Dec. 1, **Bravo and AIDS awareness organization Cable Positive will present a public service announcement**, "A Moment Without Television," which will air on 35 cable networks. A number of MSO's and cable systems have also agreed to air the PSA across all available local channels on that day.

**MTV has begun preproduction on the second season of *The Real World***, the network's documentary series on young adults. Twenty-two new half-hour episodes will debut on MTV in June 1993.



# Editorials

## THE PUCK STOPS HERE

**S**portsChannel Chicago is suing a record 68 sports bars for poaching its hockey playoff games and using them to attract customers (it has already settled with 20 other bars in the case). The bars used a variety of modi operandi for their crime, including unscrambling the satellite feed of the game and ordering the service at the lower residential price and then exhibiting the games for their commercial customers. SportsChannel Chicago's investigations found that about 10% of the area's bars were stealing the games. And nationwide, the National Cable Television Association estimates that the industry loses some \$3 billion to signal pirates annually.

We think one of the major problems with this type of crime is perception. It is a problem shared by computer software manufacturers and phone companies. Picking up a TV show, or making a call, or copying software, doesn't feel like stealing. It has an intangible quality that distances the criminal from the crime. You don't have to leave home, and you don't leave your fingerprints on anything. For that reason it is particularly tough to discourage. And for that reason we hope the bars guilty of such theft in the Chicago case are fined every penny of the \$1.53 million SportsChannel Chicago is asking for each offense. Given that it would have cost those bars at most a few hundred dollars to carry and exhibit the games above board and legal, it would impress upon them the seriousness—and stupidity—of this kind of fraud.

We hope the federal court case currently under way in Chicago sends a signal to sports bars—and residential pirates—across the country: Stealing is stealing.

## OFF TARGET

**T**he Department of Defense has proposed new rules that would restrict its national media pool. Some of the rules are unclear, and others would unnecessarily limit access to the pool. The Radio-Television News Directors Association has joined with the American Society of Newspaper Editors and the Newspaper Association of America to call for some clarification. We join in that call.

Among the suspect additions:

1. Guarantee of a pool "unless national security reasons suggest otherwise." Which roughly translates into: "We promise to provide access unless we decide not to." That national security caveat can cover a multitude of sins, and this one is the potential of dropping the pool if it becomes politically expedient. As a security issue, there are clearly restrictions short of exclusion.

2. Another new section would require that pool members "demonstrate a familiarity with the U.S. military" and have a correspondent who "visits military operational

units, regularly attends Pentagon press conferences and interviews senior military and civilian DOD officials." (We're reminded of the reporter's comment that "most press officers at the Pentagon wouldn't tell you if your coat was on fire.") Why must pool members be only those in frequent contact with the official channels? How much familiarity, and how demonstrated? The rule is too vague, and it discriminates against news organizations that do not have Pentagon correspondents.

3. The new rules would exclude any news organizations not U.S.-owned. Such a rule would apparently exclude Fox Broadcasting (and BROADCASTING magazine, if it wanted to participate in such a pool), and suggests that a news organ is necessarily compromised if it has an overseas parent. News organizations free from foreign government subsidy or control should be allowed in the pool.

There are other points of contention, spelled out in the RTNDA et al. letter to the Pentagon's Pete Williams. But suffice it to say the rules, which were read into the Federal Register, said DOD, in hopes of "obtaining public comments which will enhance the deliberative process," should get plenty of comment from the Fourth and Fifth Estates.

## INFLATED HOPES

**W**e are bracing for a new assault on the TV Marti front. The Florida contingent enamored of the balloon-borne boondoggle, led by Cuban businessman Jorge Mas, feels it has ammunition in the campaign rhetoric of Bill Clinton, who, when in Rome (make that Miami), told a crowd that he was interested in turning up the heat on Communist Cuba and supported an expansion of TV Marti to 24 hours a day.

We recommend to the President-elect the great body of independent evidence finding TV Marti a large waste of time and money at its present two-and-a-half-hour format, much less 'round the clock. We hope that in the post-election light of day, present reality will win out over past rhetoric.



Drawn for BROADCASTING by Jack Schmidt

"'Run for your lives' is not an appropriate EBS test."

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