



- 'DEEP SPACE NINE' DEBUT SETS VIEWING RECORDS
- IRS GOES AFTER CABLEVISION'S DOLAN
- NEW NATIONAL SPORTS VENTURE UNVEILED



THE FIRST NEWS PROGRAM SPECIFICALLY DESIGNED FOR LOCAL SATURDAY MORNING NEWSCASTS

SATURDAY MORNING NEWS from Conus brings big profits, low costs and top quality local news.

Here's what you get:

- Breaking national stories.
- Timely and topical first block stories.
- Medical and environmental packages.
- Current weather and sports; features including business, travel, films and a kicker.

Saturday morning is the hot, new news time. With Conus you can take advantage of it. Profitably!



Conus Communications
(612) 642-4645
(202) 467-5600

***** 3-DIGIT 554
#0092724 APR93 BR022

BROOKLYN CENTE MN 55430

A CAHIERS PUBLICATION
FOX BROADCASTING GETS NEW CHIEF
Vol. 123 No. 2

REAL PERA

REAL STORIES = REAL RAT



Source: Nielsen and Arbitron* Household Shares / Metered Market Reports Dec.7-18.

PERFORMANCE!

RATINGS!*

WHEN WE PUT REAL STORIES OF THE HIGHWAY PATROL TO THE TEST ALL ACROSS THE COUNTRY IN EARLY FRINGE, ACCESS AND LATE NIGHT, THE RESULTS WERE ARRESTING! WITH TIME PERIOD RATING INCREASES OF UP TO 57%, THIS HALF HOUR STRIP IS A PROVEN PERFORMER!

+6%

VS NOV 92 TP

11:00 PM

ST. LOUIS/KPLR
(Hunter)

REAL STORIES OF THE HIGHWAY PATROL

AVAILABLE TO STRIP
MARCH 1993

 **GENESIS**
ENTERTAINMENT

© 1993 Genesis Entertainment.

Produced in Association with Mark Massari Productions.

Top of the Week

DISNEY CH., PARAMOUNT TAKE DBS PLUNGE

DirecTv makes programing and equipment splash at Consumer Electronics Show

By Peter Lambert

DirecTv broke the cable and studio program-access ice last week, signing The Disney Channel, as well as Paramount Pictures pay-per-view movies and special events, onto its direct broadcast satellite service, scheduled to launch 150 digital TV channels to 18-inch home antennas next year.

DirecTv used last week's International Consumer Electronics Show in Las Vegas to announce the contracts and demonstrate equipment.

The Disney deal comes three months after Congress passed the 1992 Cable Act mandating cable access—one of several elements of the act cable is opposing in court.

"In the end, programers are going to always look for varied means of distribution that reach different audiences," Disney Channel President John Cooke told BROADCASTING. "You always argue about the time-frame, but programers will end up in new technologies, sooner or later, maybe depending on regulation.

"The reality is there is a law, and the outcome is that programers will sign," said Cooke. "My suspicion is there are other entities that have already signed or will sign very soon."

DirecTv has committed to sign up 20 cable services by its March 1994 launch. (It is also negotiating with two



other Hollywood studios.) In exchange, the National Rural Telecommunications Cooperative will cover satellite costs for those programers, investing \$250 million to gain exclusive distribution rights in rural areas. DirecTv says it "will prominently market The Disney Channel in urban locations."

"We have no quarrel with, and have

dealt with, every alternate distribution technology," said James Boyle, spokesman for Discovery Networks, which has taken the access law to court. "We just don't think government should mandate we have the same terms as with cable operators, when the situations are different."

Continues on page 25

PRIME NETWORK, SPORTSCHANNEL TO MERGE

Liberty Media will own 50% of new partnership; Rainbow, NBC share the rest

By Rich Brown

Top regional cable sports programming suppliers Prime Network and SportsChannel America have reached a long-anticipated agreement to merge their operations, creating a combined national sports programming service reaching 41 million households nationally.

Following more than two years of on-again, off-again negotiations, Tele-

Communications Inc. spin-off Liberty Media Corp. last Thursday closed the no-cash transaction with Cablevision Systems Corp. affiliate Rainbow Programming Holdings Inc. and NBC. Liberty Media Corp., which owns 77% of Prime Network parent Affiliated Regional Communications (ARC), will own 50% of the new partnership; Rainbow and NBC, which are equal partners in SportsChannel America, will each maintain a 25% share of the

Weekly Series Now Set for Fall '93

It's the Wild, Wacky and Wonderful Weekend World of Widget

The Good



Swashbuckler Widget



Super Hero Widget



Interstellar Cop Widget



Sir Knight Widget



Mega Brain & Tracker

The Bad



Ratchet



Mega-Slank



Flim Flam McSham



Dr. Dante



Gyp

The Goofy



Mr. C.U. Later Alligator



Renegade Brain Units



Half Pint



Mutant Henchpersons



Muscle Head

He's the awesome alien hero with terrific disguises. He's here to help solve some of TV adventures and award winning animation His loyal legion of adoring



transformation powers that give him wondrous earth's most pressing problems. His comedy make Widget a classic kids evergreen TV series. fans now covers the world!

Widget



65 Half hour episodes • Contact Zodiac: Tel 212.582.5599 Fax 212.582.7006

Recommended for children's viewing by the **nea**

©1993, Zodiac Entertainment All Rights Reserved

national education
association



JANE WHITNEY EARNED HER YOUNG



NEW YORK WCBS 9:00AM

NOV. '92	JANE WHITNEY	9
NOV. '91	3	+200% W18-49 SH

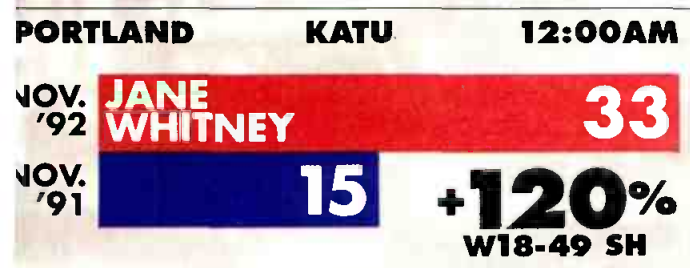
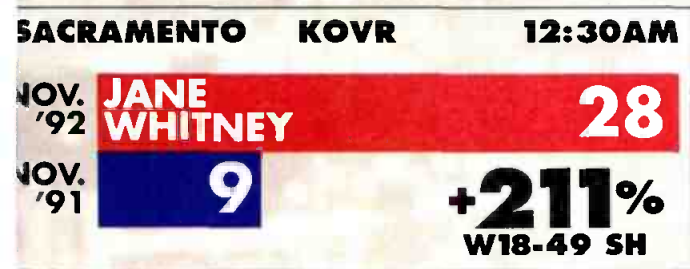
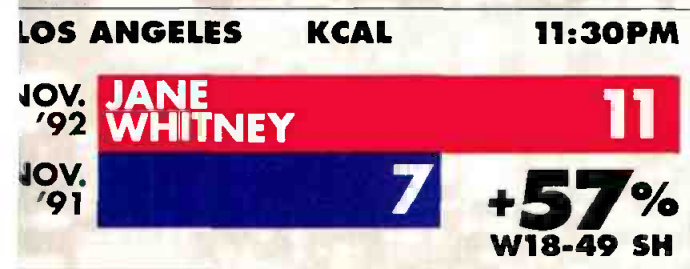
DETROIT WXYZ 1:00AM

NOV. '92	JANE WHITNEY	19
NOV. '91	8	+138% W18-49 SH

Source: NSI/SNAP As Dat

A
TELEPICTURES PRODUCTION
IN ASSOCIATION WITH
SCRIPPS-HOWARD
PRODUCTIONS

HAS ALREADY STRIPES WITH WOMEN.



THE JANE WHITNEY
S H O W

Proven. Not Just Promises.



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Entertainment Company

new partnership.

Liberty paved the way for the deal last week by purchasing ARC shares in Los Angeles-based Prime Ticket regional sports network and other properties. The purchase made Liberty sole general partner of ARC and marked the exit of Daniels, said to have been one of the obstacles in closing the Prime-SportsChannel deal.

Managing general partner of the new Prime-SportsChannel partnership is James Dolan, president and CEO of Rainbow; Jeff Ruhe, currently president and COO of SportsChannel America, is president and COO of the new venture, and Daren Miller, currently vice president of Liberty Sports, is executive vice president. NBC Cable Ad Sales, which currently handles sales for cable network CNBC and SportsChannel America, is selling advertising.

While executives involved in the deal said there was no cash involved, ARC was given a one-third interest in Prism and in SportsChannel Philadelphia, the two regional sports channels owned by Rainbow and NBC in the Philadelphia market.

The new Prime-SportsChannel venture, which will have a combined reach of 41 million of the nation's 57 million cable subscribers, plans to make the two networks available on a standalone basis outside areas served by a regional sports channel. Prime network presently distributes its lineup of live and taped events to 15 regional sports channels reaching 26 million homes across the country; SportsChannel America delivers its breaking sports news and occasional events to eight regional SportsChannels representing 18 million homes nationally. By comparison, the national ESPN sports network reaches virtually all cable subscribers nationwide.

Dolan said he dismissed speculation that SportsChannel would shut down any of its less profitable regional services, as the company did with its Los Angeles operation late last year. Dolan said the Prime-SportsChannel merger is expected to strengthen the company's regional sports operations.

Asked whether the new venture intends to bid on major national sports contracts, Tom Rogers, NBC Cable and Business Development division president, said there was no particular game plan set and added that any rights bid would have to be assessed "as the situation arises." ■

DISNEY SIGNS ONTO DBS / 4

In a big step for direct broadcast satellite service, DirecTV signed the Disney Channel and Paramount Pictures PPV onto its system, set to launch next year.

HAPPY RETURNS FOR 'DEEP SPACE' / 32

A strong starting week for Paramount's *Deep Space Nine* will likely land it in the record books as the highest-rated regularly scheduled syndicated series debut.

NEW 'ANIMALS' FROM ZODIAC / 34

Zodiac Entertainment is looking to its name for a 1994 launch of *Power Animals*, a weekly animated feature based on animals in the Chinese zodiac.

MCA MOVES ON KIDS / 44

MCA Family Entertainment hopes to build a block of children's programming with its first-run animation project *Exosquad* as a cornerstone.

PUBLIC TV EXPANDS INTO CABLE / 50

PBS and local public stations are moving aggressively to develop programming to meet demand in the upcoming cable channel boom.

NEW NEWS IN NEW YORK / 54

Entrepreneur Michael Bloomberg has launched WBBR-AM, an all-news radio station—New York's third—tied to his business-information



Workmen construct camera stands for TV coverage of the inauguration (p. 60).

may specifically prohibit broadcasters from claiming retransmission-consent authority (page 59).

PREPPING FOR THE INAUGURAL / 60

A mobile camera positioned in the presidential limo is one of the innovations the networks hope to put to use on Inauguration Day.

BURCHILL BUYS PETRY STAKE / 62

Thomas Burchill, president and CEO of Hearst/ABC-Viacom Entertainment Services, which runs Lifetime, has purchased a majority stake in rep firm Petry Inc. from its chairman, David Allen.

VIDEOCIPHER EXPORTS OK'D / 66

The U.S. Commerce Department has cleared the way for General Instrument to sell its Videocipher-RS encryption technology in the export market. A subsidiary of Mexico's Grupo Televisa may be the first customer.

NEWS DEPARTMENTS

Business	62
Cable	50
Radio	54
Technology	66
Television	32
Top of the Week	4
Washington	56

FEATURE SECTIONS

Bicoastal	44
Changing Hands	63
Closed Circuit	26
Datebook	74
Editorials	90
Fates & Fortunes	84
Fifth Estater	87
For the Record	77
In Brief	88
Monday Memo	30
Open Mike	76
Ratings Week	45
Washington Watch	61

computer network.

BACK TAXES SOUGHT FROM DOLAN / 56

Cablevision System Chairman Charles Dolan, facing an IRS demand for \$500 million in back taxes, penalties and interest, disputes the claim and says he is, in fact, due a refund.

ATTACKS ON RETRANS / 58

The 103rd Congress opened with two assaults on retransmission consent: the first would secure a share of proceeds for program producers, the second would scuttle the provision outright as anti-consumer. Also, program suppliers, in comments filed last week, told the FCC that typical program license agreements

**With Her
New Format,
Jenny Jones
Boosted
Women 18-49
Demos 100%
In Ottumwa!**

She Also Boosted Demos In All Of



<u>Market</u>	<u>Station</u>	<u>Time</u>	<u>% Gain</u>
New York	WWOR	1:00PM	+150%
Los Angeles	KNBC	2:00PM	+11%
Chicago	WMAQ	1:00AM	+182%
San Francisco	KRON	10:00AM	+180%
Washington	WDCB	11:00AM	+600%
Dallas	KDFI	7:00PM	+200%
Houston	KTXH	12:00N	+20%
Seattle	KTZZ	8:00PM	+100%
Tampa	WTTA	3:00PM	+400%
Minneapolis	KMSP	12:00N	+150%
Pittsburgh	WPXI	11:00AM	+100%
St. Louis	KMOV	12:45AM	+157%
Sacramento	KSCH	1:00PM	+33%
San Diego	KNSD	11:00AM	+233%
Indianapolis	WXIN	10:00AM	+100%
Portland	KPDX	10:00AM	+250%
Milwaukee	WTMJ	9:00AM	+350%
Kansas City	KCTV	12:30AM	+57%
Raleigh	WLFL	10:00AM	+300%
Greenville	WYFF	10:00AM	+32%



in association with

DAVID SALZMAN
ENTERTAINMENT

and Women 18-49 These Markets!

Market	Station	Time	% Gain
Norfolk	WAVY	3:00PM	+150%
San Antonio	KENS	12:00M	+31%
Harrisburg	WLYH	9:00AM	+225%
W.Palm Beach	WTVX	2:00PM	+200%
Albuquerque	KGSW	12:00N	+150%
Birmingham	WBMG	4:00PM	+700%
Richmond	WRLH	2:00PM	+200%
Fresno	KSEE	10:00AM	+89%
Little Rock	KASN	10:00AM	+167%
Mobile	WJTC	2:00PM	+150%
Roanoke	WJPR	11:00AM	+267%
Syracuse	WSTM	10:00AM	+86%
Green Bay	WGBA	1:00PM	+450%
Honolulu	KHON	10:00AM	+152%
Las Vegas	KVVU	11:00AM	+53%
Springfield	KSPR	10:00AM	+58%
Chattanooga	WRCB	11:00AM	+18%
Cedar Rapids	KWWL	9:00AM	+35%
Ft. Myers	WINK	10:00AM	+121%
Davenport	WHBF	3:00PM	+17%

Market	Station	Time	% Gain
Youngstown	WFMJ	10:00AM	+100%
Evansville	WAZ	11:00AM	+100%
Baton Rouge	WGMB	12:00N	+50%
Waco	KWKT	2:00PM	+125%
Lansing	WLNS	9:00AM	+17%
Monterey	KCBA	11:00AM	+67%
Augusta	WAGT	11:00AM	+375%
Tallahassee	WTWC	10:00AM	+133%
Reno	KRNV	10:00AM	+150%
Lafayette	KADN	10:00AM	+220%
Tyler	KFXK	1:00PM	+225%
Traverse City	WWTV	9:00AM	+100%
Amarillo	KAMR	9:00AM	+100%
La Crosse	WLAX	12:00N	+117%
Rockford	WTVO	10:00AM	+125%
Sioux City	KCAU	3:00PM	+25%
Terre Haute	WTWO	10:00AM	+11%
Midland	KPEJ	12:00N	+225%
Lake Charles	KVHP	10:00AM	+82%

Source: NSI Snap Nov. 92 vs Nov. 91 (NSI Share)

NEW FORMAT!
Jenny Jones



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION
A Time Warner Entertainment Company

© 1992 Warner Bros. All Rights Reserved.

TURBULENT TIMES AT FOX

Latest executive to leave is Kellner; Wall St. and affiliates, while concerned over future, are reassured by appointment of Salhany as FBC chairman

By Joe Flint and Steve Coe

Jamie Kellner's departure as president and chief operating officer of Fox Broadcasting Co., though in the cards for some time, according to close sources, caught Wall Street and many affiliates off guard. And while affiliates were pleased with the naming of Lucie Salhany as Kellner's replacement, there is still some concern from the financial markets and affiliates as to what the new year has in store for Fox parent News Corp.

On the street, Australia-based News Corp.'s American depository receipts fell by some 6% following Kellner's resignation. On Friday, shares of News Corp. were trading at 36.875 on the New York Stock Exchange, a 5% drop from 40.375, where the stock was trading before Kellner's departure.

Part of Wall Street's concern is the recent personnel changes at the top of Fox. First, Fox Chairman-CEO Barry Diller resigned, then Murdoch fired Steven Chao, the man hired to establish a news service for the incipient network. Fox Entertainment President Peter Chernin then replaced 20th Century Fox Chairman Joe Roth, who left to form an independent film company at Disney. Replacing Chernin was executive vice president, creative affairs, Sandy Grushow.

That two of Fox's major Christmas releases, "Hoffa" and "Toys," have been major busts didn't help matters, and some analysts have downgraded their projections for the company. Oppenheimer analyst Jessica Reif, who dropped her buy recommendation on the stock last month, said in a January report that the Fox TV station group, which had been outperforming their markets in the last two or three years, will no longer do so and station revenue will weaken. "We believe Fox Broadcasting will also face a similar situation, i.e., a slowdown in ratings and a weaker ad environment leading to slow revenue growth." At the same time, Reif wrote, Fox's costs should rise as it adds a seventh night of more expensive programming and replaces

its less successful shows in midseason.

While Reif's report is pleased with Salhany, "it still does not change our view that so many changes will be disruptive to all the operating divisions involved."

"There has been some concern about the movies in the fourth quarter and the lack of momentum. This [Kellner's departure] coupled with those events and analysts' recommendations being removed" probably led to the stock drop, said Mark Reilly, principal, MacDonald, Grippio, Reilly, who added that there are also many investors holding a short position in the stock, which also may have contributed to the drop.

But the changes don't concern Reilly. Although he concedes that Fox's new shows have been disappointing, "they have gotten more mileage out of the old ones than they thought."

Of the new appointments, Reilly said that Murdoch has a "stellar track record in picking people."

"Everybody is watching very closely as we move into January and the Tuesday night rollout," said PaineWebber analyst Chris Dixon. The investment community, he added, is also recognizing that it was a



News of Jamie Kellner's departure as Fox president was followed by drop in price of News Corp. stock last week.



The appointment of Lucie Salhany as chairman of Fox Broadcasting Co. pleases affiliates.

good year for News Corp. stock and this is an opportunity for portfolio managers to trim back their holdings and take some very real profits. "It's too premature to read too much into the drop, but we're watching very carefully," Dixon said.

And while the affiliates are happy with Salhany's appointment, that does not mean they are not somewhat worried about the recent changes at Fox and how the new Tuesday night lineup will fare.

"There has been some concern," said one major Fox affiliate operator. "Barry's leaving was a big loss; Peter Chernin was a good programmer. The appointment of Salhany is the most positive thing I've seen happen there."

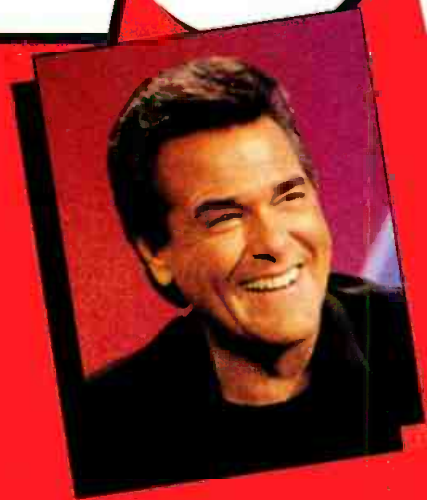
This group operator also has concerns about Tuesday night. "Do I think they rushed the seventh night? Yes. Am I concerned? Yes. Do we need the seventh night? No." The rush, the executive said, was probably predicated by the Warner Bros. consortium, Paramount's *Deep Space Nine* and Fox's concern that its affiliates would grab those products.

But Salhany's appointment has calmed a lot of nerves. "Affiliates were concerned, but the Salhany appointment is a terrific thing for us," said Barry Baker, partner, River City Broadcasting.

Continues on page 24

**To All
Stations
With A Hole
In Access,
We Have
A Couple Of
Words Of
Advice...**

LOVE COM



Access In
On WNBC

Access In L
On KCBS F

Access In S
On KTVU F

A Firm "Go" For Its 1

INJECTION

New York
For Fall '93.

Los Angeles
For Fall '93.

San Francisco
For Fall '93.

With Winning Season!



WARNER BROS.
DOMESTIC TELEVISION
DISTRIBUTION

A Time Warner Entertainment Company

© 1992 Warner Bros. All Rights Reserved.

FCC FAVORITE PROFITED IN LICENSE DEAL

Toni Cook received \$500,000 for withdrawing challenge to one of RKO stations; stepfather Jordan also in deal; controversial practice has since been banned by FCC

By Harry A. Jessell

Antoinette Cook, senior counsel for the Senate Communications Subcommittee and the leading candidate to be the next chairman of the FCC, received over a half-million dollars in 1988 to withdraw her license challenge to RKO General's WGMS-FM Washington—a practice subsequently banned by the FCC.

Cook's take was part of a comprehensive settlement involving RKO's WGMS-AM-FM, eight competing applicants and a "white knight" who purchased the stations for \$33.9 million. The settlement called on RKO to divvy up \$10.4 million of the purchase price among the competing applicants for their promise to walk away.

Cook's partnership, Riggs Broadcasters Inc., received \$2.1 million, according to FCC records. As one of two general partners with a 26.5% equity interest, Cook was entitled to a quarter of that amount. There was a third limited partner.

Another of the competing applicants involved in the settlement was Vernell Broadcasting Inc., whose ownership included Vernon Jordan, a prominent attorney with Akim Gump Straus Hauer & Feld, chairman of the Clinton transition and Cook's stepfather. In FCC records, he is listed as chairman and 12% owner of Vernell. The group received \$765,000 as part of the settlement.



"I had every intention of building and operating the station"—Toni Cook

Like hundreds of others involved in license challenges in the 1980's, Cook and Jordan did nothing wrong. But many in the industry and policy positions were convinced at least some challengers were in it for the settlement money and not the opportunity to own and operate a broadcast station. In 1989, the FCC moved to take the profit out of license challenges by limiting payoffs to out-of-pocket expenses. "We have for far too long tolerated abuse of our processes," said then-FCC chairman Dennis Patrick.

Cook makes no apologies and says there is no need for them. "When I filed the application for that license, I had every intention of building and operating the station if we got it," she said. "The FCC process dragged out, my life moved on and before I went to the Hill we entered into the settlement agreement. I didn't do anything that violated the law. It was a decision I made based on what was going on in my life at the time."

And during her years on the subcommittee, she said, the senators she has worked for were generally supportive of the FCC's efforts to reform the renewal process to prevent profiteering. "That is something the senators thought was a good idea. I always thought it was a good idea," she said.

The Vernell and Riggs groups were just two of more than 150 groups that challenged all of RKO's stations starting with KHJ-TV Los Angeles in 1965. Finding evidence of wrongdoing, the FCC yanked RKO's license for WNAC-TV Boston, but it permitted the group to reach settlements on the challenges of its 14 other stations. The only catch was that RKO could keep only about two-thirds of the station's market value; the other third had to go to the challengers.

Cook, 35, has been the candidate most mentioned to succeed Chairman Alfred Sikes. A graduate of Wellesley College and Northwestern Law School, the Chicago native came to Washington in 1981 to practice communications law at Wiley, Rein & Fielding (formerly Kirkland & Ellis). She joined Senator Daniel Inouye's (D-Hawaii) Communications Subcommittee in 1987 and was promoted to senior counsel in 1991. She was deeply involved in drafting and guiding passage of the 1992 Cable Act, which brings a large dose of regulation to cable.

Rumors were flying last week that Clinton was set to tap her for the job, but Cook said she has heard nothing and declines to talk about her chances or anybody else's. "I think you're all going to be fooled, and it's going to be someone like Clinton's brother." ■

ALL AMERICAN ARRANGING FINANCING

All American Communications Inc. (AACI) is trying to obtain \$25 million in financing that company officials say is necessary to complete the pending acquisition of LBS, finance next season's slate of *Baywatch* episodes and help pay outstanding loans totaling about \$14 million now due to Credit Lyonnais Bank Nederland.

According to AACI Chief Financial Officer Thomas Bradshaw, the company has obtained tentative approval for a \$25 million loan from a consortium of lenders led by Chemical Bank. Before the new loan can go through, said Bradshaw, Credit Lyonnais has to decide whether it will take possession of the collateral backing one loan, including certain theatrical films and 190,000 shares of film producer Live Entertainment Inc., held by AACI, or allow AACI to continue "exploiting" those assets and extend the due date on the loan. Bradshaw said that some "technical issues with some of the creditors" had also delayed closing on that deal, which he now anticipates will close by the end of January.

—SM



**Maggie O'Connell traded her
storybook life...**

**For an entirely different cast
of characters.**



**Comedy
on the
wild side.**

**NORTHERN
EXPOSURE**



Break the 30 minute laugh barrier.

Syndication, Fall 1994. **MEATV**

MSTV CALLS FOR SCALABLE ATV, ALL-CHANNEL TUNER STUDY

Comments on latest rulemaking urge flexible digital parity with competitors

By Peter Lambert

In comments filed with the FCC on Jan. 7, broadcasters made their strongest call yet for the ability to roll out the digital television age in whatever ways pay best for themselves and, at the same time, better serve the public.

To assure program innovation and diversity and maximize spectrum efficiency, the FCC should encourage any uses of advanced TV channels that do not undercut television broadcast service, says the Association for Maximum Service Television (MSTV) in the third round of advanced TV (ATV) rulemakings.

And in a tactic that could force TV set manufacturers to share the broadcasters' ATV implementation cost burdens, MSTV also suggests the FCC begin to consider mandating all-channel, NTSC/ATV receivers, three years after setting an ATV standard.

MSTV lauds the FCC's stated belief that defining ATV now might "inadvertently prohibit some sources and formats of programs that would be highly

desirable to viewers."

But MSTV argues the FCC's handling of future digital compression techniques, technical flexibility and ancillary services—three issues raised by the Third Further Notice of Proposed Rulemaking—all pose the same dangers.

In particular, says MSTV, scalable compressed video standards now being adopted by the cable, motion picture, video dialtone and computer industries "may offer ATV broadcast transmission systems greater flexibility and compatibility with other media. This will no doubt foster development of new, innovative video program formats [including] multiple programs on a single 6 mhz channel, interactive, user-selectable, scalable image formats and multichannel sound options.... This type of technical flexibility would clearly be in the public interest."

Indeed, argues MSTV, it is too early even to define "primary" and "ancillary" ATV channel uses, which "will be blurred...by the growing convergence of computer and television ap-

plications."

And although the FCC might well prohibit standalone subscription broadcast services, it should not "sweep too broadly" in prohibiting subscription enhancements, such as a sports data base integrated into sports TV transmissions.

MSTV also argues that, if the All-Channel Receiver Act of 1962 was needed to assure the viability of UHF TV, it may soon be needed to assure "the viability of the entire local broadcast system."

Suggesting the FCC seek comment on the need to "implement a mandatory universal ATV receiver capability" at the third year after standards adoption, MSTV reasons: "The commission's core decision to mandate the conversion to ATV carries the logical corollary of universal ATV receiver capability."

Also filing comments, Blonder Broadcasting went further, calling for a new procedure to set digital compression standards, saying the FCC's current ATV plan will bankrupt "every terrestrial broadcaster" by 2008. ■

WIDESCREEN TV: READY FOR SLOW ENTRY IN '93

Introducing the television made for movies," Thomson Consumer Electronics said of its 34-inch, direct-view, widescreen (16:9 aspect ratio) TV set, which debuted for sale this year at last week's 1993 Winter Consumer Electronics Show in Las Vegas.

Thomson was not alone: Philips, JVC and Sharp also introduced widescreen models. But Thomson laid out a marketing plan that will narrowly target current owners of videodisc players—virtually the only source of widescreen movies, with more than 600 titles currently available.

Its "CinemaScreen" set will "expand" 4:3 programming to fill the full 16:9 screen, and it includes split-screen and picture-in-picture features allowing simultaneous viewing of two, four or nine programs.

This winter, Thomson will preview the set to videodisc owners, predominately in California, and by April, start selling CinemaScreen with a retail price between \$4,495 and \$4,995. Comparable 35-inch NTSC sets



currently sell for \$1,600 and up.

Thomson Senior Vice President James Meyer described CinemaScreen as a "flagship model [that] further strengthens our position in the high-end category," which accounts for 5% of unit sales and 25% of dollar volume.

Thomson expects to make 10,000-15,000 units a year, aiming to gradually market 16:9 TV's while avoiding consumer confusion over all-digital HDTV introduction in 1995-96. Thomson is a partner with Philips, Sarnoff Research and NBC in developing the Advanced Digital High

Definition TV system, one of four digital systems vying for FCC adoption.

Thomson also unveiled prototype hardware for trademark "DSS," Digital Satellite System hardware it is building for direct broadcast satellite services to launch in early 1994 (see page 4).

New Radio Broadcast Data Service hardware also debuted at CES (see page 66). —PDL

Time in a bottle.



A great song is new forever.
And music users know that the hit songs of any decade are the hit songs of every decade.

The power of music—to reach, to influence, to touch—is indeed timeless. And with EMI Music Publishing's new Professional Compact Disc Library, that power is in your hands. Now and always.

EMI has music's richest song catalogue and controls thousands of the century's classic hit copyrights. Now we've put the best of them together in one CD package—a virtual treasure trove of more than 900 vintage songs—designed specifically for music users like you.

But there's much more inside the world of EMI. Our Music Services staff offers a more comprehensive range

of assistance and expertise than any other music publisher—from needle-in-a-haystack song searches to custom cassettes to original master acquisitions to third-party rights clearances from record labels and co-publishers.

Deal or no deal, our materials and services never cost a cent.

So, if you license music and don't have the industry's most popular and user-friendly research tools, you can order yours today.

Soon you'll see why more film and TV Producers look to one publisher, time after time, to achieve their music goals.

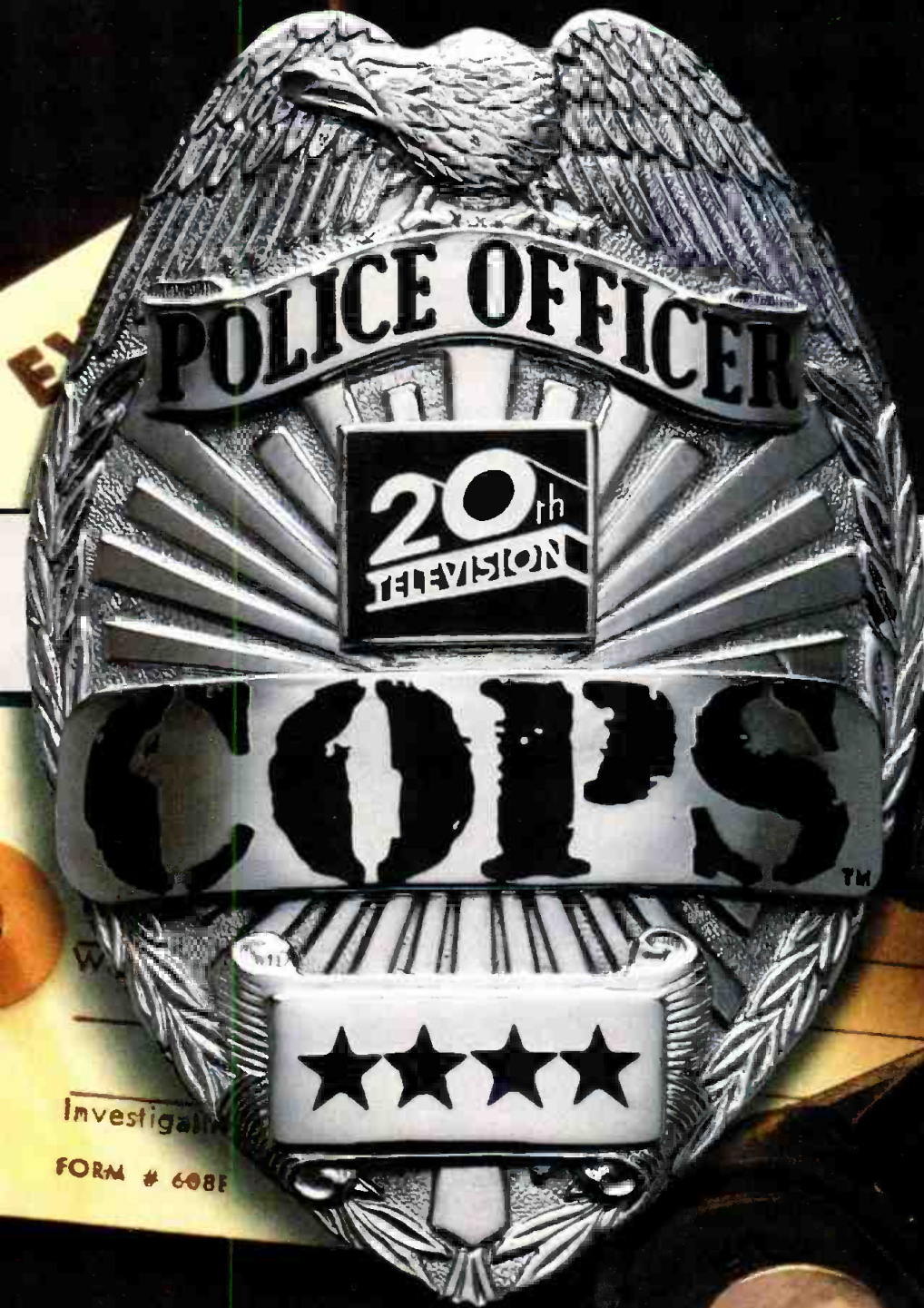
Because when it comes to songs, it's as easy as EMI.

To request the EMI CD Library:

Fax Cara Trimboli at 212. 956. 0121, or call 212. 492. 1223.

EMI Music Publishing





ALL

Investigative
FORM # 608E

The November sweep proves it – no one captures television's most wanted demos faster than COPS. In market after market, COPS moves in and instantly turns around weak time periods. If you need help now, call COPS. It's an open and shut case.

MARKET	A 18-34 SHARE			A 18-49 SHARE		
	PRIOR PROGRAM NOV '91	COPS NOV '92	% INCREASE	PRIOR PROGRAM NOV '91	COPS NOV '92	% INCREASE
WNBC/N NEW YORK* 7:00 PM	10	14	+40%	10	13	+30%
KTTV/F LOS ANGELES 11:00 PM	7	14	+100%	6	13	+117%
WFLD/F CHICAGO 6:30 PM	12	17	+42%	9	14	+56%

THE EVIDENCE YOU NEED.

WCAU/C PHILADELPHIA* 5:00 PM	10	18	+80%	12	16	+33%
KDAF/F DALLAS 6:30 PM	7	17	+143%	7	13	+86%
KRIV/F HOUSTON 10:00 PM	5	16	+220%	6	13	+117%
KCPQ/F SEATTLE 6:00 PM	14	20	+43%	12	14	+17%
KXTV/C SACRAMENTO 7:30 PM	6	12	+100%	7	12	+71%
KRRT/F SAN ANTONIO 6:30 PM	9	18	+100%	10	13	+30%

Source: NSI/ *ARB Share as dated



THE ADVOCATES (D.C. CHAPTER): WHO GETS WHAT

BROADCASTING's annual salary survey of the Fifth Estate's trade association chiefs for latest available year (and year prior) show MPAA's Valenti first in income; NCTA's Mooney and NAB's Fritts, second and third



Jack Valenti
Motion Picture
Association
of America
\$776,689 (\$750,000)



James Mooney
National Cable
Television
Association
\$468,359 (\$448,278)



Eddie Fritts
National
Association
of Broadcasters
\$325,008 (\$325,008)



John Sodolski
United States
Telephone
Association
\$270,775 (\$222,000)



Steve Effros
Community
Antenna Television
Association
\$230,000 (\$220,000)



Bob Schmidt
Wireless
Cable
Association
\$180,000 (\$180,000)



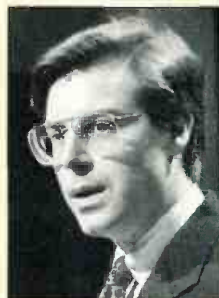
Jim Hedlund
Association
of Independent
Television Stations
\$177,583 (\$165,000)



Margita White
Association for
Maximum Service
Television
\$157,308 (\$150,000)



Chuck Hewitt
Satellite
Broadcasting &
Comm. Association
\$151,000 (\$143,500)



Peter Fannon
Advanced
Television
Test Center
\$130,000



David Bartlett
Radio-Television
News Directors
Association
\$130,000 (\$125,000)



David Brugger
America's
Public Television
Stations
\$121,390 (\$121,390)

Note: Latest salaries for Bartlett, Effros, Hewitt and Schmidt are for calendar year 1992; for Fannon, Hedlund, Sodolski and Valenti, for 1991; for White, fiscal year ending June 30, 1992; for Mooney, year ending Jan. 31, 1992; for Brugger, year ending June 30, 1991, and for Fritts, year ending March 31, 1991. Figures are base salaries only.

FOX

Continued from page 12

Salhany, who joined Fox as chairman of Twentieth Television in July 1991, now takes over the network as chairman of Fox Broadcasting Co., and takes a seat on the recently formed Fox Inc. board of directors.

Salhany said her most pressing challenge as she takes over for Kellner is keeping the momentum going that he started. "My job right now is to continue the work they've done, which is to make sure we make it to seven nights and eventually to number one," she said. Salhany predicted that her broadcast station and syndication background will be helpful in her new position. "Because I come from a programming background I'll

probably be more involved with programming and development than Jamie was, and because of my station experience I am familiar with affiliate relations." In his tenure as president of the network, Kellner left much of the programming and development duties to Peter Chernin, then president, Fox Entertainment, before assuming the Fox Motion Picture job Fox last year.

Salhany's position at Twentieth apparently won't be filled, with oversight for Twentieth Television falling to Chase Carey, who also has responsibility for the Fox Television Group. Carey is not expected to have the same day-to-day control that Salhany exercised over Twentieth, which consists of the syndication, distribution and network production departments.

Kellner's departure prompted speculation that he had been fired by Fox

Inc. Chairman Rupert Murdoch in the wake of the recent exodus of Fox executives. Kellner, however, said he had been ready to leave for some time. "I've been itching to try something new for some time. I felt it was a great time for my exit."

Despite his departure, Kellner will retain ties to the company through a seat on the Fox Inc. board. Also named to the board last week were Chernin and Les Hinton, president, News America Publishing.

Kellner's relationship with Fox, where he has worked since 1986, may expand in the near future. Murdoch has suggested the company may provide financial backing for a future Kellner project. "The proposal of Mr. Murdoch's will only become reality if it makes sense to Fox Inc.," said Kellner. ■

DIRECTV DEALS

Continued from page 4

It remained unclear whether DirecTv's "initial group" of deals would include Paramount-owned USA Network, Lifetime or Madison Square Garden Network.

"Paramount is very pleased to be the first studio to join this exciting new venture," said Robert Klingensmith, president of Paramount's Video Division. New movies will become available after home video release, probably in cable PPV's usual window. Pricing "will be competitive with current pay-per-view pricing," said DirecTv.

"It is DirecTv's hope to be able to provide a multitude of pay-per-view channels providing both current and classic movies as well as special events," Klingensmith said, adding that history has "already proven to us that buy rates expand exponentially as the number of pay-per-view channels expands." DirecTv says it will devote enough digital signals to PPV to start hit movies every 30 minutes.

None of the companies divulged terms of the contracts, which are almost certainly revenue splits, since NRTC is covering costs. Speculation is that, by going first, Paramount and Disney gained favored-party terms that would be altered to match any more favorable terms negotiated by others in the future.

Thomson Consumer Electronics also appeared in Las Vegas to demonstrate the first real-time prototype "DSS" (Digital Satellite System) hardware. Thomson says it will produce a million units annually to receive DirecTv and programming from Hubbard Broadcasting's United States Satellite Broadcasting, which invested more than \$100 million to share DirecTv's satellite system.

Thomson will suggest a \$699 retail price for the basic DSS system, including single-output antenna and remote control; \$899 for a package including dual-output antenna and universal remote.

Thomson Senior Vice President James Meyer told press gathered at the Desert Inn: "It's a race to see who can produce the right technology to drive home entertainment systems [and] the most attractive programming package...that will capture the consumer's attention." ■

BACK TO THE DRAWING BOARD ON FIN-SYN

By Harry A. Jessell

Network and Hollywood executives are taking yet another look at the financial interest and syndication rules, having to stake out positions by Feb. 1 in the FCC's new rulemaking to rewrite or "rejustify" the rules it adopted in 1991.

The FCC launched the rulemaking on New Year's Eve in the wake of a federal appeals court decision striking down the 1991 rules as "unreasoned and unreasonable." The court gave the FCC until April to come up with new rules or rationale.

The new rulemaking invites comments by Feb. 1 on objections raised by the court; any effect changes in other FCC rules (notably relaxation of the network-cable crossownership ban) and passage of 1992 Cable Act may have on the rules, and, perhaps most important, whether the rules should expire or sunset after an unspecified amount of time (BROADCASTING, Jan. 4).

The 1991 rules restrict the networks' ability to acquire financial interest and syndicate programs that run

on the networks, although to a lesser extent than the 1970 rules they supplanted. The networks have been fighting for repeal; Hollywood and independent, for preservation.

FCC Commissioner Andrew Barrett reportedly inserted the sunset language into the proceeding.

Just before the '91 rules were adopted, Barrett tried to persuade the two other members of the fin-syn majority (Ervin Duggan and Sherrie Marshall) to agree to a sunset, but to no avail.

Neither side can ignore the sunset angle, recognizing it as the possible key to Barrett's vote, which was, and may still be, the swing vote. Capital Cities/ABC's David Westin said there is "no justification" for continuing restrictions on the networks' acquiring financial interest. However, he said, he would not "rule out" keeping syndication restrictions in place for "a fairly short amount of time."

Warner Bros.' Bob Daly said the coalition of producers and independent broadcasters trying to preserve rules would meet this week to settle on a position. He added, however, he is personally opposed to a sunset. ■

PBS PRESS TOUR OPENS WITH PROTEST

PBS kicked off the first day of the January Television Critics Association press tour by facing protesters stationed outside the Loews Santa Monica Hotel who charged the network with making programming decisions based on political sensitivity. The group of approximately 20 picketers claimed PBS rejected "Deadly Deception: General Electric, Nuclear Weapons and Our Environment," which won an Academy Award, and "Building Bombs," which was nominated for an Academy Award, for airing on the network because of the potential fallout from the nuclear defense industry and General Electric.

Jennifer Lawson, PBS executive vice president, national programming, defended PBS's decision regarding both documentaries and said the network's record speaks for itself. Lawson said "Building Bombs" was too one-sided, which violates one of PBS's criteria for choosing programming. With regard to "Deadly Deception," Lawson said the group responsible for making the movie was also its featured subject, which violates another selection criterion. The protest group, called Coalition vs. PBS Censorship, also took out a full-page advertisement in *Daily Variety* last Wednesday to protest PBS's decision.

On a less controversial matter, Don Marbury, director of the Corporation for Public Broadcasting's Television Program Fund, announced the CPB/PBS Challenge Fund will finance a 10-hour documentary on World War II. The project will use interviews, diaries and letters to illustrate how ordinary Americans experienced the war.

—SC

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

NEW YORK

ABC'S MAINE MAN

ABC-TV will bid farewell to 32-year veteran Bob Siegenthaler this week. The president of operations and engineering, and long-time newsman, is taking the network up on the "voluntary separation package" offered to virtually all employees late last month. Takers must respond by Feb. 5 to the offer, said to include several weeks' pay per year served and per \$10,000 salary, plus vacation and bonus. Siegenthaler, 59, will stay until a successor is appointed, before he heads off to Port Clyde, Me., where he will wear his "lumberman jacket every day," he says, and may take a teaching offer.

WEEKDAY ON HOLD

Multimedia Entertainment President Bob Turner has decided to "postpone" the proposed fall 1992 roll-out of *Weekday* (with Robb Weller and Dana Fleming). With over 14 syndicated daytime talk show strips—at latest count—in the broadcast marketplace, Turner explained the market has become "glutted to the point where it is extremely difficult to establish the kind of sampling that can give us above a 2 rating." Turner said Weller, Fleming and executive producer Burt DuBrow remain committed to further development of the project. He says the show could go back into the market by fall 1994, but hinted a network clearance deal hasn't been ruled out.

HOUSTON

TEXAS TWO-STEP

Designing Women has switched from affiliate KPRC-TV Houston, where it performed poorly since debuting in syndication this fall, to independent KHTV(TV) there, where it has joined the latter's late-night comedy block. Several years ago, a

WEISWASSER REASSIGNED IN ABC SHAKEUP

ABC News is expected to announce a top-level management reorganization this week to include the departure of executive vice president Stephen Weiswasser as the division's number two executive. The development was confirmed by several sources within ABC last week. Weiswasser, who joined the news division in 1991 after a five-year stint as general counsel for Capcities/ABC, did not return phone calls by deadline last week. Sources said that Weiswasser is expected to remain with the company. Last week, the presidency of an ABC cable subsidiary, Lifetime, opened with the departure of Thomas Burchill to Petry Television (see story, page 69). It was unclear whether Weiswasser was being considered for that post. One of Weiswasser's responsibilities at news, and one that did not make him a popular fellow with the rank and file, was to oversee staff cuts. When he joined ABC News, it was widely believed he was being groomed for a top-level corporate job. Weiswasser will be replaced at the news division by Paul Friedman, current executive producer at *World News Tonight with Peter Jennings*. Candidates to replace Friedman include ABC news producers Dennis Dunlavey and Betsy West.

number of affiliates who picked up *Cosby Show* rights dealt the show to an independent in their market after the show failed to meet expectations. But officials at *Designing* distributor Columbia Pictures Television say the Houston switch was the first and only flip involving their show so far. Station officials in Houston agree it was a unique situation. KPRC had earlier acquired the rights to both Paramount's *Entertainment Tonight* and *Hard Copy* for next fall. KHTV was the *Hard Copy* incumbent and wanted to dump what had become a lame-duck show early if possible. With *Designing* performing poorly on KPRC, both stations agreed, along with Columbia and Paramount, that it made sense for KHTV to give up *Hard Copy* early in exchange for *Designing Women*. Since the swap took effect a week ago, both shows have improved their new time periods.

WASHINGTON

BEFORE CLOSED DOORS

FCC chairmanship candidate Toni Cook—who's in the news for her association with an application

against a former RKO station (story, page 16)—will be the first guest at a new series of Washington power breakfasts organized by Jerry Udwin, ex-Westinghouse newsman and lobbyist who now heads his own government and media relations company, The Udwin Group. The invitation-only gathering (Wednesday, Jan. 13 in The Virginia Room of the Mayflower Hotel) will include lawyers, trade associations, public interest groups and others across the board in broadcast, cable, telephone and program production industries. Everyone, that is, except the press.

LOS ANGELES

HIP-HOP DEPASSE

Suzanne DePasse is executive producing what's being described as a hip-hop variety show for Fox Broadcasting. The show is likely to debut sometime in the spring. Fox may be looking to repeat the success it has had in the variety genre with *In Living Color*, whose future is in doubt now that series creator Keenan Ivory Wayans and the network have parted company.

IN 1992, THESE STATIONS DISCOVERED THE DIFFERENCE ABOUT SELTEL.

KTBY/ANCHORAGE, AK

KJAC/BEAUMONT, TX

WENY/ELMIRA, NY

WSEE/ERIE, PA

KEZI/EUGENE, OR

WGBA/GREEN BAY, WI

KPVI/IDAHO FALLS, ID

WLAX/LA CROSSE-EAU CLAIRE, WI

KRLR/LAS VEGAS, NV

WGBC/MERIDIAN, MS

KNOP/NORTH PLATTE, NE

WPGX/PANAMA CITY, FL

WNAC/PROVIDENCE, RI

KIDY/SAN ANGELO, TX

KKVI/TWIN FALLS, ID

KFXK/TYLER-LONGVIEW, TX



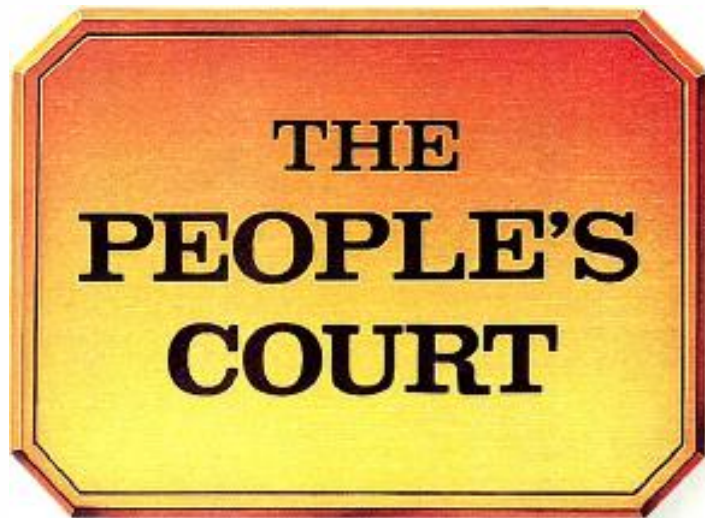
SELTEL

KTXS	KJAC	KHSL	KDVR	WEVU	KPVI	WDKY	WNOL	KAME	KTZZ	WBAK	KFXK	KSAS
WFXL	KVOS	WSTR	WTVY	WKJG	WXIN	KHAS	WTVZ	WRLH	KMSS	KTKA	KWTX	KJTL
WBKB	KIVI	WBOY	KECY	WGBA	WDBD	KTHV	KNOP	WJPR	WRSP	WGTU	WDCA	WOLF
KCIT	WKPT	KXRM	WENY	WNRW	WNFT	KJTV	KTPX	WQRF	KDEB	KTTU	WJFW	WJKA
KTBY	KVEO	WACH	KDBC	WFXI	ROAM	WMUR	KMIR	KSCH	WSYT	KKVI	WTVX	KNDQ
KXII	KBTX	WXTX	WSEE	WXVT	WKCH	WPTY	WPGX	KXIV	Canadian Broadcasting Corp.			
WATL	WUTV	WCBI	KEZI	WTJC	WLAX	WGBC	WYZZ	KIDY	Société Radio-Canada			
WFXG	WTAT	KZTV	KVIQ	KTVH	KVHP	WPMI	WTFX	KRRT	MSG Network/NY Yankees			
KUZZ	WVAH	KTXA	WTVW	KITV	WJFH	KARD	WPXT	KTTY	Discover The Difference.			
WNUV	WJZY	KLJB	KXJB	KTXH	KVTV	WCOV	WNAC	WWSB				
WVH	WDSI	WRGT	WSMH	WZDX	KRLR	WZTV	WLFL	WTGS				

With Over 2300 E This Is An Amc



Episodes In The Can, Amazing Trial Offer.



**Available To Run
2 Times A Day,
5 Days A Week,
52 Weeks A Year,
For 4 Straight Years,
Without Ever Repeating An Episode!**

A
Ralph Edwards/Stu Billett
Production



**WARNER BROS.
DOMESTIC TELEVISION DISTRIBUTION**
A Time Warner Entertainment Company

© 1992 Warner Bros. All Rights Reserved.

Monday Memo

"Should we change the [ratings] ground rules so some of the players get a leg up?"

A while back, Nielsen came up with a rating system just for cable in San Antonio. This was confusing because of the multiple coverage patterns of the cable networks on several interconnects with differing household levels. Now we have before us the notion to expand the San Antonio plan to other markets. This is a design to base cable ratings on a smaller universe. So if in a given market cable penetration is, say, 50%, then the ratings would double because the universe is cut in half.

Now that's a heck of an idea. If your ratings are soft, you change the universe and—wham—the numbers get bigger. Why don't those UHF stations that suffer from reduced circulation get after the rating services to publish numbers based on their universe? Why not? Then we could have mass confusion, screw up the ease of doing business and have a jolly good time keeping everyone off kilter.

Cable is part of television, but it is not one station or one channel. In any one market, cable is many systems, each with its own coverage pattern. And each system has its own program components. Not every system shows the same cable programming. And not every system is available for sale, even on an interconnect. Therefore, if a rating service is going to measure audience to cable, the numerator should be viewers available for sale and the denominator should be ADI or DMA homes, the same as it is for TV stations. The issue is simple—should we change the ground rules so some of the players get a leg up?

Try this argument. Cable has passed over 90% of U.S. homes, but cable penetration is only 60%-plus. This means one out of three homes said "no" to cable. For whatever the reason, they said "no," meaning they don't want it. Let's say that the same home that said "no" to cable also

happens to be a Nielsen home. On a given night the set is off. The folks are out to dinner, the set is broken, they are reading a book. No matter. On this night they said "no" to television.

Now, under the new proposed guidelines, the guy that says "no" to cable gets *excluded* from the cable universe, meaning he doesn't count. The same guy that says "no" to over-the-air gets *included* in that universe. Something wrong with this picture?

Any advertising agency or advertiser will tell you they don't want cable universe ratings. They don't need extra chores to convert numbers to a common standard. As an industry with a product to sell, we don't need to erode our joint efforts to make television user-friendly.

Also, consider this. Over these many years, the local-market grunt work and the diaries and meters were largely paid for by America's television stations. Now here comes cable with a smaller checkbook asking Mr. Nielsen for a report that's been developed on the numbers built on the wallets of over-the-air television. Not a smart move.

There's nothing wrong with special reports. We welcome that! But when a special report becomes part of a standard delivery, that crosses the line and changes the rules of doing business.

Cable is a very valuable extension of over-the-air TV to many advertisers. It allows advertisers who can't afford an ADI to buy a small slice of the market. That's good. Collectively, the common client of America's television stations and cable needs to be treated with encouragement. Television buying should not become complicated. We all need to pull together and treat our mutual customer—the advertiser—on a user-friendly basis. If there are ways to make what we do better, then we should do it together. Fair enough? ■



By Ave Butensky, president, TVB, New York

Founder and Editor Sol Taishoff (1904-1982) **Broadcasting**

1705 DeSales Street, N.W.,
Washington, D.C. 20036
Phone: 202-659-2340
Circulation: 800-323-4345

Editorial Fax: 202-429-0651 □ Administrative Fax:
202-331-1732 □ Advertising Fax: 202-293-3278

Lawrence B. Taishoff, chairman.

Peggy Conlon, publisher.

Editorial

Donald V. West, senior vice president and editor.

Mark K. Miller, managing editor.

Harry A. Jessell, senior editor.

Kira Greene (special projects), John S. Eggerton,

assistant managing editors.

David R. Borucki, art director.

Washington

Randall M. Sukow, Peter D. Lambert

(technology), Joe Flint,

Patrick Watson, assistant editors.

John Gallagher, staff writer.

Marsha L. Bell, editorial assistant.

Winslow Tuttle, David Thomas, proofreaders.

Denise P. Smith, Kenneth Ray, production.

New York

475 Park Ave. South 10016; 212-340-9860;

Editorial Fax: 212-340-9874;

Advertising Fax: 212-340-9869

Geoffrey Foisle, bureau chief.

Stephen McClellan, chief correspondent.

Rich Brown, Sharon D. Moshavi,

assistant editors.

Peter Viles, staff writer.

Hollywood

1680 N. Vine St., 90028; 213-463-3148;

Fax: 213-463-3159

Steve Coe, assistant editor (networks).

Mike Freeman, assistant editor (syndication).

Advertising

New York

212-340-9860

Lawrence W. Oliver, advertising director.

Leslie Lillian Levy, marketing services director.

Joseph E. Ondrick, East Coast regional

sales manager.

Randi T. Schatz, sales manager.

William C. Schenck, account executive.

Joan Miller, executive secretary.

Barbara Sonnenfeld, sales assistant.

Hollywood

213-463-3148

Nancy J. Logan, West Coast sales manager.

Sandra Klausner, editorial-advertising assistant.

Washington

202-659-2340

Doris Kelly, sales service manager.

Mitzi Miller, classified advertising manager.

Advertising Representatives

Lewis Edge & Associates (Southwest regional

and all North American equipment advertising):

609-683-7900; Fax: 609-497-0412

Yukari Media Inc. (Japan): (06) 925-4452;

Fax: (06) 925-5005

Distribution

William Cunningham, distribution manager.

212-545-5435

Circulation

Michael Borchetta, subscription promotion director.

P.O. Box 715, Brewster, N.Y. 10509-9873

□ 212-545-5432 □ Fax: 914-878-7317

Production

Harry Stevens, production manager.

Rick Higgs, assistant production manager.

Corporate Relations

Patricia A. Vance, director.

Broadcasting & Cable Market Place

Editorial 908-464-6800 □ Circulation 800-521-8110

□ Advertising 212-340-9860

Cahners Consumer/Entertainment Publishing Division

John J. Beni, senior VP-general manager.

Nell Periman, senior VP-group publisher.

Lawrence B. Taishoff, adviser.

Phyllis Steinberg, director of customized

communications.

Cahners Publishing Company

Terrence M. McDermott, president-COO.

Reed Publishing (U.S.A.) Inc.

Robert L. Krakoff, chairman-CEO.

I WILL NOT MISS
OUT ON TV'S MOST
SOPHISTICATED,
BEST WRITTEN
SITCOM.

I WILL NOT MISS
OUT ON TV'S MA



Television

'DEEP SPACE' TAKES OFF LIKE A ROCKET

Star Trek: TNG spin-off is on record-setting pace for syndicated series debut

By Mike Freeman

Making its bow in syndication last week, the two-hour premiere of Paramount Domestic Television's *Star Trek: Deep Space Nine* appeared to be on a record-setting ratings trek, likely surpassing the levels its forerunner, *Star Trek: The Next Generation*, reached in its debut six years earlier. In fact, once the final weekly national ratings are processed a little more than a week from now, *Deep Space Nine* is in a position to go in the record books as the highest-rated regularly scheduled syndicated series debut.

While it was widely anticipated that the premiere feature presentation would receive strong sampling, *Deep Space Nine* posted unexpectedly large margins of victory against competing network affiliate programming.

As of Tuesday last week, the space station-based drama had racked up record ratings in 18 metered markets with an 18.2 rating/25 share (NSI, Jan. 3-5; three ARB-only markets included), improving stations' previous time period programming by an average 127% in share over November 1992 sweeps (7/11 average). Even more impressive, *DSN*'s premiere won the time period in 10 metered markets and finished first or second in 16 of 18 against competing affiliate and independent fare.

The early rating returns also had Paramount's head of research, Mike Mellon, claiming *Deep Space Nine* will tally a mid-20 rating when its first national Nielsen Syndication Service (NSS) report is released next week. "We're already 77% ahead in rating than *TNG*'s debut," said Mellon.

According to Mellon, *Next Generation* posted a gross aggregate average (GAA) 17 rating (accounting for multiple broadcasts) in its first NSS mea-



'Deep Space Nine' achieved 'star' status on independents across the country.

suring for the week ending Oct. 11, 1987. Although Mellon estimated the post-debut episodic ratings for *Deep Space Nine* will "settle" into the 14-17 rating (NSS) range, he also ventured to predict that its season-to-date average could be 15%-20% higher than *Next Generation*'s 9.9 rating (NSS) average for its 1987-88 freshman season.

(Another critical measure will be the 18-49 demographic ratings that emerge from *DSN*'s first NSS report. *The Next Generation*'s demo ratings outscore all syndicated and network programs across the board.)

While Janeen Bjork, vice president, director of programming for Seltel, conferred upon *DSN* its status as a "through-the-roof hit," she pointed out that technically the highest-rated programs in syndication history were one-time specials—*The Mystery of Al Capone's Vault* and *Return to the Titanic*—which posted 34.2 and 25.7 ratings nationally (both NSS) in April

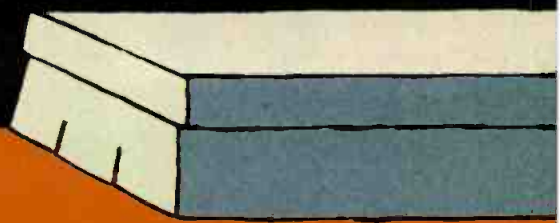
1986 and November 1987, respectively.

"Certainly, it's on a pace to be the highest-rated debuting series, but I think everyone was expecting that it would build on the momentum of *Star Trek: The Next Generation*," said Bjork, who also noted that *TNG*'s first-run ratings have continued to grow this season (where it sometimes ranks first, ahead of King World's *Wheel of Fortune*) due to its increased exposure with back-end repeats in strip syndication since last season. "They've got a monster hit. It is a franchise that has not lost anything over the last 25 years."

That brand recognition translated into some powerful local rating stories. In its first bow on Chris-Craft/United TV's KCOP(TV) Los Angeles, *DSN* won its time period with a 20.3/29 (NSI, Jan. 5), improving the station's time period (8-10 p.m., PT) 314% in share over November 1992 sweeps. Paramount's O&O indepen-

I WILL NOT LET THE
SHOW THAT STOLE
COSBY'S AUDIENCE
SLIP THROUGH MY
FINGERS.

I WILL NOT LET THE
SHOW THAT STOLE
COSBY'S ALL



dent, WDCA-TV Washington, posted the most dramatic time-period share growth, up a staggering 420% with a 19.8/28 (NSI, Jan. 4) at 8-10 p.m.

The highest ratings were achieved on two Fox affiliates: Kelly Broadcasting's KCPQ(TV) Seattle won 8-10 p.m. with a 25.8/36 (up 200% in share from November 1992), and XETV(TV) San Diego was not far behind with a top-ranked 24.8/35 (up 150%).

Other metered-market highlights were Tribune Broadcasting's WGN-TV Chicago scoring a second-ranked 15.5/21 (up 200%); Paramount independents WTXF-TV Philadelphia, a top-ranked 17.6/24 (ARB, up 118%); KTXA(TV) Dallas, a second-ranked 15.8/22 (up 267%); KTXH(TV) Houston, a third-ranked 14.7/20 (up 186%); KMSP(TV) Minneapolis, a top-ranked 20.9/29 (up 142%); KTXL(TV) Sacramento, a top-ranked 22.4/21 (up 107%); KNXV-TV Phoenix, a top-ranked 21.0/28 (ARB, up 115%); and WTIC-TV Hartford, a second-ranked 15.1/21 (up 62%).

Roger Ottenbach, general manager of KCPQ, whose station will sandwich regular episodes of *DSN* between airings of the original *Star Trek* and *Next Generation* on Saturdays at 7 p.m. (PT), says *DSN* reduced the broadcast stations' and cable networks' ratings by half during its premiere.

"With Microsoft and Boeing based in this town, I guess you could say that Seattle has a high-tech audience that is drawn to high-quality science fiction," Ottenbach suggested. "We average a 16/30 with *TNG* on Saturdays, so we'd be delighted if *Deep Space Nine* can do as well on a regular basis."

Martin Colby, vice president and general manager of XETV, similarly echoed Ottenbach's sentiments that scheduling the pair of first-run *Star Treks* on Saturdays (from 6-8 p.m.) has strengthened his Fox network lineup later that evening. "In a sense, it has made us prime time from 6-11 [p.m.]," said Colby.

On the supply side for Paramount, which is estimated to have budgeted \$1.5 million per episode on production of *Deep Space Nine*, it remains to be seen whether the series will surpass the reported \$100 million-plus in ad revenues *Next Generation* earns on the front end annually (not including cash revenues from the back-end repeats).

Although he declined to comment on the revenues for either series, Para-

mount syndication President Steve Goldman ventured to say that if an hour is going to "break through" an 8 rating in syndication, a studio has to invest more than \$800,000 per episode to reach a profit position on the front end. "Unless you are prepared to eat a deficit without the back end presold, the hour syndication business is not as easy as some people think. We preempted the market because we have the back end presold [for both *Star Treks*], so other studios would be hard pressed to find shelf space on other stations for new hours. Our philosophy is to go with brand awareness when taking a new product into the marketplace."

Brand awareness was indeed a primary consideration in Paramount's decision to similarly budget *The Untouchables*, a revived first-run series that makes its two-hour premiere nationally this week. Both Goldman and Mellon were cautious on projecting *The Untouchables'* debut ratings. "The *Untouchables* may not have the built-in heat of the *Star Treks*, but people are thirsting for high-quality hours, not only one that highlights action but also one that stresses strong writing and characters," Goldman said. "I'm confident that we'll have an hour that is comparable or surpasses the ratings and quality of some of the hours on the networks." ■

ZODIAC PLANS 'ANIMAL POWER'

Animated offering for 1994 will start as weekly

By Steve McClellan

Taking a cue from its own moniker, Zodiac Entertainment is developing what company executives and investors hope will become its franchise kids show for the 1990's—a program based on the animals in the Chinese zodiac (year of the dragon, horse, etc.) called *Power Animals*.

The show will launch as a weekly in 1994, with plans to go to strip in 1995. And according to Peter Keefe, Zodiac's program creator and director of production and strategic planning, the company will lay the groundwork for publishing and merchandising tie-ins during the coming year, a key goal being to get upfront advertising commitments from toy manufacturers and others.

And if the show performs as its producers hope, Keefe says Zodiac plans to offer *Power Animals* in year two on a cash-plus-barter basis. Zodiac's strategy is based on projections that the broadcast economy will have rebounded by 1995 and that stations will want to retain as much advertising time as they can.

"If they can do it cash-plus, that would be a good thing," offered one television programmer. "Right now, 95% of all animation is for straight barter, and stations are conditioned to acquiring it that way. One reason is that advertising demand for kids prod-

uct has been skewed to the fourth-quarter holiday season, with less demand in other quarters. But clearly the kids business continues to grow, and it's somewhat less cyclical now than it has been historically."

The plan to strip the show in year two follows the path Zodiac has taken with animated shows *Widget* and *Mr. Bogus*. The latter is going into year three next fall as a strip after two seasons as a weekly. *Widget*, now in its third season (second as a strip), has completed first-run production and will be paired in a weekly hour block with a new offering for fall 1993, *Twinkle, the Dream Being*.

"It's really not a question of whether we'll go to strip in year two," said Keefe, assuming it generates a decent rating. "The issue is really time periods. If we deliver a quality product, have licensing arrangements in place and have letters of interest from toy companies, retailers and others expressing support, we should be able to leap-frog to the head of the line" of distributors angling for the top time periods, he says.

Like previous efforts, Zodiac's latest is a joint venture with two Korean companies—broadcaster KBS and Sei Young, the animation house. Calico Entertainment, Northridge, Calif., will do the original animation and Sei Young will do the ink-to-film work. According to Keefe, the project may take on other partners. ■

I WILL NOT LET MY
COMPETITION GRAB THE
SHOW THAT MADE FOX.

I WILL NOT LET MY
COMPETITION GRAB THE
SHOW THAT MADE FOX.

I WILL NOT LET MY



I WILL NOT WASTE ANY MORE
READING TRADE ADS.

I WILL NOT WASTE ANY MORE
READING TRADE ADS.

I WILL NOT WASTE ANY MORE
READING TRADE ADS.

GO FOR IT
DUDE!



TIME

TIME

TIME



**IT'S MORE THAN
A FAMILY.
IT'S A FRANCHISE.**





3CCD
DIGITAL

Panasonic

Panasonic

digital

Panasonic

Panasonic

digital

OFF-LOCK VIDEO OUT
L-VIDEO
R-VIDEO
POWER SELECT
VCR IN/OUT
BATTERY
MIC TRIP
E-ARMER
SHUTTER RELEASE

MONITOR OUT
L-VIDEO

PANASONIC DSP CAMERAS: THERE'S AN EMMY IN EVERY ONE.



Panasonic has the only line of video cameras with the Digital Signal Processing (DSP) technology recognized by the National Academy of Television Arts & Sciences with a 1992 EMMY for Outstanding Achievement in Technical Engineering Development.

Now, every camera operator, from broadcast and teleproduction studios, electronic field production, ENG, and corporate and industrial television shooting environments, can access Panasonic EMMY-winning technology. From the highly advanced AQ-225 studio camera through the production-oriented AQ-20D EFP camera to the new value-packed WV-F500 dockable camera, Panasonic has firmly established its leadership in digital technology and camera design by being the first Company to apply the advantages of DSP to professional video cameras.

Panasonic's DSP technology overcomes analog's imprecision and need for constant adjustment. DSP maintains strict uniformity in RGB signals and ensures that phase and frequency characteristics remain stable regardless of normal temperature changes or aging. For assurance against signal degradation, some Panasonic DSP cameras feature digital outputs and fiber optic connection.

Camera set-up with DSP is easy, certain and repeatable. Advanced Digital Signal Processing provides for 2-dimensional cross-color filtering, variable enhancements, high-chroma aperture correction, accurate one-touch digital gamma adjustment and auto knee circuitry.

Panasonic's greatest achievement with advanced DSP technology is not just winning awards; it's making that technology *affordable* to you.



AQ-225 STUDIO CAMERA

For more information call: 1-800-528-8601 (upon request enter code 07)
One Panasonic Way, Secaucus, NJ 07094

Panasonic
Broadcast & Television Systems Company



WV-F500



WV-F700



AQ-20D



AQ-11D

Rule The



From the creators of the Emmy-nominated animated series, "Back To The Future" and "Fievel's American Tails" comes EXOSQUAD. This futuristic action-adventure half-hour is the first in a series of kids and family entertainment for first-run syndication from the "Universal Family Network."

Robby Benson, the acclaimed voice of Beast, in the animated "Beauty And The Beast," stars as Mace, the leader of the resistance, fighting to save



Weekend.

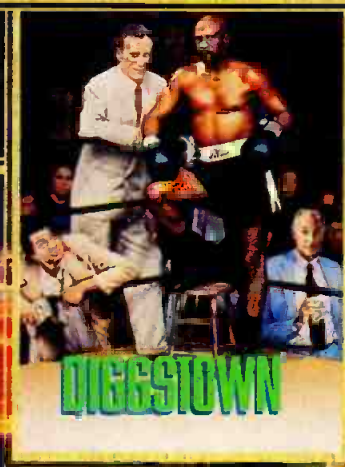
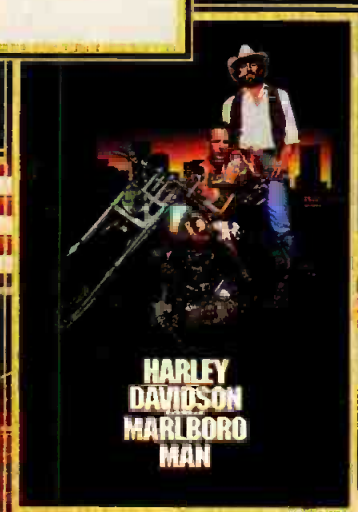
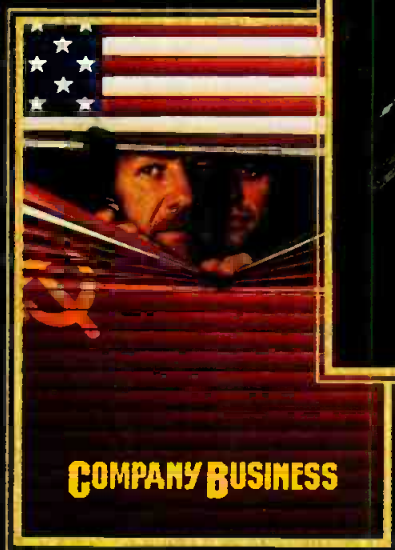


mankind in the 22nd Century. Heart-pounding action, one-of-a-kind characters and a compelling story all come alive with the latest, technically superior animation techniques.

EXOSQUAD is the future of kids television. With 13 advertiser-supported half-hours for September '93 — expanding to a strip in September '94 — it's your opportunity to command the forces that will rule the weekend... and beyond.

MCA TV

MAKE YOUR R



LOS ANGELES
310-280-6246
310-840-8265

NEW YORK
212-708-0310

CHICAGO
708-518-0500

RATINGS ROAR!

WITH THE LION'S PRIDE

Metro-Goldwyn-Mayer invites you to dazzle your movie audience with THE LION'S PRIDE, a collection of 19 major motion pictures, featuring highly promotable titles and Academy Award-winning performers.

These star-filled movies will deliver in any daypart. Whether it's action, drama, suspense, fantasy or comedy - MGM has the features that will work for you.

Make your ratings roar with...

THE LION'S PRIDE



MGM WORLDWIDE TELEVISION GROUP

❖ Capture The Lion's Share ❖

ATLANTA
404-392-3332

MCA IS NEWEST ON KID BLOCK

'Exosquad' is first of planned kids offerings

By Steve McClellan

MCA's new first-run animated cartoon, *Exosquad*, is the first show of a planned first-run kids block to be supplied by MCA Family Entertainment and distributed by MCA TV.

Exosquad is the first first-run animation project from the two-year-old Universal Cartoon Studios, a division of MCA Family Entertainment, which is run by Jeff Segal.

According to Segal, *Exosquad* will be followed by a cartoon version of *Beethoven*, the Ivan Reitman-directed theatrical with Charles Grodin and the title character, a Saint Bernard. Segal said the plan was to develop both a network Saturday version of the cartoon and a first-run strip version.

Segal said *Beethoven* was targeted for 1994, coinciding with the release of the theatrical sequel, currently in production. "It's getting pretty crowded in syndication," Segal said of the amount of kids fare currently in the market. "To start, we'll shoot for mornings" with the cartoon block.

"We think we have a good shot at being a major player in first-run," said Segal. "Our tie to MCA gives us a leg up because so many of the company's divisions are major advertisers in the TV spot markets, including the movie and music division, and also companies linked to our parent [Matsushita], such as Panasonic. So if we can bring ad commitments to stations along with strong programs, that could be a real advantage."

In addition to animated programs, MCA Family Entertainment is developing live action kids programming. Segal reports that his division is supplying Showtime, the pay channel, with a soon-to-be-announced kid-targeted sitcom. The company is also talking to NBC about a possible *Saved by the Bell*-type series for the network's teen-targeted Saturday lineup for 1993-94.

Also in development for NBC is a "family TV movie" slated for later this year that would be produced in association with actor Michael J. Fox's Snowback Productions. ■

BI-COASTAL

Keeping up with the TV set
from Burbank to Sixth Avenue

Leno at 10?

Yes, that was **Jim Waterbury**, president and general manager, KWWL(TV) Waterloo, Iowa, and chairman of the NBC affiliates advisory board, whom some viewers saw repeatedly over the New Year's weekend on CNN. An interview with Waterbury made its way into the long weekend story rotation regarding the network's Leno-Letterman dilemma. The interview dealt with Waterbury's suggestion that NBC consider stripping Leno and *The Tonight Show at 10 p.m.* and using *Late Night with David Letterman* at 11:30 p.m. to avoid losing either talent. According to Waterbury, CNN contacted him after learning of a note he dropped to NBC Television President Pier Mapes wondering if the network had considered such an alternative. "It was really just a suggestion given in the spirit that all options ought to be considered," said Waterbury. He noted that NBC had considered moving Carson to prime time in the early 1980's, the last time the network was mired in third place.

'Empty Nest' hatches spinoff

Word in Hollywood is that Witt-Thomas-Harris Productions (WTH) is developing a fall 1993 series spinoff for **Park Overall**, who plays Laverne the nurse in the WTH series *Empty Nest* for NBC. In the last phase of its exclusive series development deal with The Walt Disney Co.'s Touchstone

Television division, WTH is fulfilling a long-expressed desire by Disney and NBC executives to develop a series revolving around Overall's popular Southern-accented character. Last season, WTH introduced spinoff *Nurses* as a Saturday 8:30 p.m. lead-out from *Empty Nest*. Both are relative bright spots in NBC's prime time lineup. If the Overall project comes to fruition, it would mean the departure of two of the show's stars in as many seasons. Earlier this season, Kristy McNichol left for treatment of a manic-depressive condition. No word yet on her return.

Kinder, gentler Stern?

Howard Stern has at least one faithful listener in Washington: FCC Commissioner **James H. Quello**, whose disapproval of Stern is a matter of record (and record fine). Commissioner Quello says he listens every day to make sure nothing goes awry. He thinks Stern's act has been cleaned up appreciably since the FCC's crack-down.

Grove makes first-run push

Dallas-based distributor Grove Television Enterprises, which is targeting its half-hour reality weekly, *Firefighters*, for premiere the week of Jan. 18, is stepping into first-run syndication in a big way with three more series. Grove is teaming up with Dick Clark Productions and BinderSteinberg Productions to distribute *Heart-*

line, an interactive late-night dating show where singles can submit "video greeting cards" and home viewers call an 800 phone number to make a date. **Bob Goen** (formerly host of the network version of *Wheel of Fortune*) and **Amina Fakhir** are co-hosts of the April 1993 hour strip, offered on a seven-minute local/five-minute national barter basis.





GTE has also teamed with *Prevention* magazine on a half-hour reality strip, *Prevention*. Produced by Lifetime Medical, **Mike Jerrick** and **Heidi Bohay** host the fall 1993 strip, being sold on a four-minute local/three-minute national barter split. Grove is also looking to enter the kids arena with *The Land of I*, a half-hour live-action puppet show produced by TLC Productions and offered on a three-and-a-half/two-and-a-half barter basis for fall 1993.

More first-run firsts

Thunderbird Productions, a Reston, Va.-based distributor, is launching three fall 1993 strips in its first visit to the NATPE convention in San Francisco (Jan. 24-28). First off is 92607, a first-run half-hour sitcom strip set in Laguna Beach, Calif. Then there is *Honeymoon*, a hybrid soap/game show where viewers can send in a form (printed in *TV Guide* advertising inserts) to win a honeymoon in Jamaica. Finally, there is the more mainstream *School's Out*, a teenage "battle of the stars" taped in Florida.

Ratings Week : Broadcast

The World According to Nielsen, Dec 28-Jan 3

	 ABC	 CBS	 NBC	 FOX
MONDAY	16.1/25	12.0/19	17.0/27	NO PROGRAMING
8:00	41. Peter Jennings Reporting	19. Evening Shade 13.1/21	18. Fresh Prince 13.2/21	
8:30	10.0/16	29. Hearts Afire 11.8/18	22. Blossom 12.6/20	
9:00	4. NFL Monday Night	21. Murphy Brown 12.7/19	4. NBC Monday Night	
9:30	Football—Detroit Lions vs. San Francisco 49ers	38. Love and War 10.6/16	Movies—Amy Fisher: My Story 19.1/30	
10:00	19.1/31	27. Northern Exposure 12.0/19		
10:30				
TUESDAY	11.6/19	12.1/20	12.1/20	NO PROGRAMING
8:00	17. Full House 13.7/23	25. Rescue: 911 12.1/20	35. NBC Movie of the Week Tuesday—Three Men & a Baby 11.1/18	
8:30	22. Hangin' w/Mr. C 12.6/21			
9:00	9. Roseanne 16.0/26	25. CBS Tuesday Movie—Baby Snatcher 12.1/20	13. Dateline NBC 14.1/24	
9:30	20. Jackie Thomas 12.9/21			
10:00	63. Going to Extremes 7.2/12			
10:30				
WEDNESDAY	11.6/19	10.1/17	11.0/18	6.4/10
8:00	47. Wonder Years 9.4/16	37. 48 Hours 10.7/18	15. Unsolved Mysteries 14.0/23	67. Beverly Hills, 90210 7.0/11
8:30	46. Doogie Howser 9.5/15		36. Seinfeld 10.9/17	75. Melrose Place 5.8/9
9:00	8. Home Improvmt 17.2/27	43. 15th Annual Kennedy Center Honors 9.8/16	52. Mad About You 8.8/14	
9:30	13. Coach 14.1/23		50. NBC News Special 9.2/16	
10:00	45. Civil Wars 9.6/17			
10:30				
THURSDAY	8.0/17	8.5/18	5.8/12	6.4/13
8:00		60. Top Cops 7.9/16	65. King Orange Jamboree Parade 7.1/14	58. Simpsons 8.0/16
8:30	61. ABC Movie Special—Jewel of the Nile 7.4/15	55. Top Cops 8.4/18	61. Cheers 7.4/16	67. Martin 7.0/14
9:00		51. Funny Women of Television 9.1/21	65. Wings 7.1/15	72. ILC: First Season 6.0/13
9:30			83. A Spinal Tap Reunion 3.0/7	80. Down the Shore 4.6/10
10:00	49. Primetime Live 9.3/21			
10:30				
FRIDAY	18.4/30	16.3/26	4.2/7	6.5/10
8:00	7. Rose Bowl 17.9/30	6. CBS Special Movie—Dr. Quinn, Medicine Woman 18.2/29	82. Orange Bowl—Florida State vs. Nebraska 4.0/7	63. America's Most Wanted 7.2/12
8:30		22. Picket Fences 12.6/21		72. Sightings 6.0/9
9:00	6. Sugar Bowl—Alabama vs. Miami 18.2/31			78. Sightings 5.6/9
9:30				
10:00				
10:30				
SATURDAY	9.2/15	11.5/20	8.7/15	7.4/13
8:00	58. ABC Movie Special—Columbo: Murder, Smoke & Shadows 8.0/13	10. Dr. Quinn, Medicine Woman 15.9/27	71. Here and Now 6.1/10	53. Cops 8.6/15
8:30		39. Raven 10.4/18	74. Powers That Be 5.9/10	43. Cops 2 9.8/16
9:00		56. The Hat Squad 8.1/14	30. Empty Nest 11.7/20	69. Code 3 6.7/11
9:30			33. Nurses 11.2/19	81. The Edge 4.5/8
10:00	31. The Commish 11.5/20		54. Dame Edna's Hollywood 8.5/15	
10:30				
SUNDAY	15.3/23	19.5/30	11.3/17	7.5/11
7:00	47. Life Goes On 9.4/15	1. 60 Minutes 27.3/42	70. Secret Service 6.3/10	75. Batman 5.8/9
7:30		2. Murder, She Wrote 20.5/30	40. I Witness Video 10.3/15	75. Shaky Ground 5.8/9
8:00	16. Am Fun Home Vid 13.9/20		11. NBC Sunday Night Movie—Lionheart 14.3/22	32. In Living Color 11.3/16
8:30	27. Am Fun People 12.0/17	11. CBS Sunday Movie—Casualties of Love 14.3/22		33. Married w/Childn 11.2/16
9:00				41. Married w/Childn 10.0/15
9:30	3. ABC Sunday Night Movie—The Amy Fisher Story 19.5/30			56. Herman's Head 8.1/12
10:00				79. Flying Blind 4.7/7
10:30				83. Ben Stiller Show 3.0/5
WEEK'S AVGS	13.0/22	13.2/22	10.9/18	6.9/12
SSN. TO DATE	12.4/20	13.1/22	10.9/18	7.7/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

"TONIGHT'S" BEEN Arsenio storms ahead

The Sierra snowpack, the principal

In the Siskiyou and High Sierra

The rain should start falling here
the morning with the arrival of a
moist air from



SNOWED UNDER!

in November numbers.

But the snow also brought tragedy. Last week, a 20-year-old man died in Memphis when he was hit by a car.

"Especially what's happening here... the Project... riot act... on to... relay..."

The Arctic storm will still be well to the north when the rain begins falling here from the tropical storm sometime this morning.



In November, the weather may have turned cold, but Arsenio's performance against "The Tonight Show" still sizzled. In markets where the two shows compete head-to-head, the A-Man piled up win after win with young demos. And while we can't forecast the weather outside, we can offer this prediction. Come rain. Come snow. When it comes to attracting young viewers, Arsenio will keep the heat on all winter long.

ARSENIO HALL VS. THE TONIGHT SHOW

Head-To-Head, Adults 18-34

MARKET	STATION	ADVANTAGE	MARKET	STATION	ADVANTAGE
New York	WWOR(I)	+38%	Fresno*	KMPH(F)	+33%
Philadelphia	WTXF(F)	+37%	Roanoke	WDBJ(C)	+46%
Washington	WUSA(C)	+126%	Shreveport	KSLA(C)	+525%
Phoenix*	KPHO(I)	+23%	Portland, ME	WGME(C)	+117%
Baltimore	WBAL(C)	+273%	Paducah*	KBSI(F)	+27%
Orlando*	WOFL(F)	+91%	South Bend	WSJV(A)	+17%
Hartford	WFSB(C)	+31%	Davenport	KLJB(F)	+59%
San Diego	XETV(F)	+64%	Madison*	WMSN(F)	+75%
Portland*	KPTV(I)	+27%	Youngstown*	WYTV(A)	+13%
Indianapolis	WXIN(F)	+48%	Waco	KWKT(F)	+75%
Kansas City*	KSHB(F)	+69%	Savannah	WTAT(F)	+271%
Charlotte	WJZY(I)	+100%	Charleston, SC	WTOC(C)	+217%
Cincinnati	WCPO(C)	+133%	Macon	WMAZ(C)	+5800%
Nashville	WZTV(F)	+7%	Tyler	KFXK(F)	+133%
San Antonio	KRRT(F)	+27%	Amarillo	KCIT(F)	+100%
New Orleans	WNOL(F)	+20%	Wichita Falls	KJTL(F)	+61%
Memphis	WPTY(F)	+146%	Wilmington	WWAY(A)	+100%
Greensboro	WNRW(F)	+54%	Fairbanks	KTVF(C)	+478%
Charleston	WVAH(F)	+13%			

Source: NSI (ARB*), Nov. 1992, SNAP



We know a good access

'Hard Copy' climb

The number of stations using Paramount's "Hard Copy" to replace Carsey-Werner Distribution's defunct "You Bet Your Life" in access has jumped to six.

WRC-TV in Washington, D. will make the move next Septe

Why are more and more stations turning to HARD COPY in access? Instant improvement. *In Philadelphia, in its first November sweep on KYW, HARD COPY beat "Wheel Of Fortune" to vault the station to #1 with adults 18-49 and 25-54.** With three successful seasons behind us and new upgrades coming in all the time, it's little wonder everyone wants in on the story.

Reprinted with permission from Daily Variety.

*Source: NSI, Nov. 1992.

©1993 by Paramount Pictures. All rights reserved.

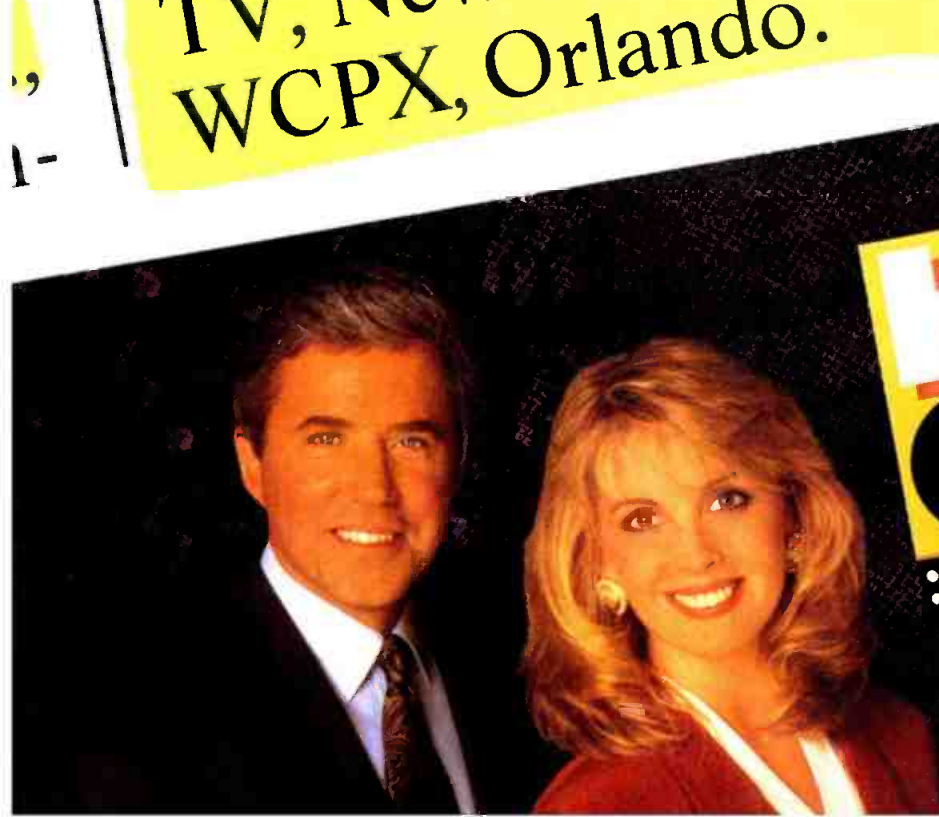
story when we see one.

as 'Life' expires

ber, while WLWT in Cincinnati will act on Monday.

Among the other stations that have replaced "Bet" with "Copy" in the last four weeks are WCBS-TV, New York; KDFW, Dallas and WCPX, Orlando.

—Daily Variety, January 4, 1993



HARD COPY™



© 1993 Paramount Pictures

Broadcasting

Cable

PUBLIC TV FINDS OPPORTUNITIES IN CABLE

PBS develops services for non-broadcast distribution; local stations program channels

By Rich Brown

As cable operators look ahead to compression and the need to program 500 or so channels, one source for new programming could turn out to be public television. The Public Broadcasting Service is developing new channels for possible distribution on the nation's cable systems, and there are a growing number of local cable channels produced by local public TV stations.

"When you have access to 500 cable channels, we see that as an opportunity," says Peter Downey, senior vice president, program business affairs, PBS. "As the distribution barriers melt away, it's a tremendous way for us to expand and provide multiple services."

On a national level, PBS is developing services for non-broadcast distribution for rollout within the next one to three years. Among the frontrunners is a channel aimed at preschoolers, "Ready to Learn," which Downey said would probably be best suited for cable distribution. He said even more specialized PBS services, such as a planned math channel aimed at professionals, might have potential as a cable network in a 500-channel environment.

And yet to be determined is what will become of the relationship between public TV and Discovery Communications, which had earlier forged an alliance to explore development of new program services. As both sides develop

new channels of their own—Discovery's Learning Channel is looking to spin off a preschool programming block, "Ready, Set, Learn"—the relationship is now being described by both sides as "dormant."

Meanwhile, upward of two dozen public TV stations around the country have developed local cable channels in their markets. Downey says that number is expected to grow as many local stations, looking to find additional outlets for their programming libraries, begin to program local cable channels at a cost far lower than the expense of building additional transmitters.

The cost of operating a second channel is manageable, says Byron Knight, station manager of WHA-TV Madison, Wis., which has operated a second channel, Cable Channel 3, for about 12 years. Operating costs run less than \$50,000 per year, he says. WHA-TV, owned by the University of Wisconsin, uses the cable channel as

an alternative to the over-the-air schedule and features primarily how-to, foreign-language and adult-education courses produced inexpensively at the university's Madison campus.

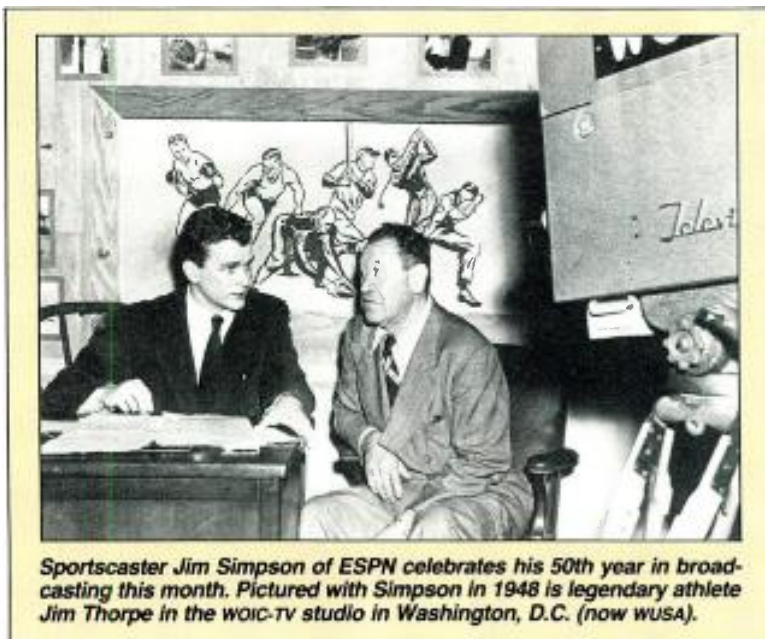
KLRU-TV Austin, Tex., a public station that has been running a separate cable channel for five years, has managed to keep operating costs down through automation, says Maria Rodriguez, vice president of broadcasting. She said the only problem in operating the additional service, at least initially, was finding the programs to fill the second-channel's schedule.

"The first year was very difficult," says Rodriguez. "Since that time, we have more programming than we have broadcast time for."

KLRU and the cable channel share about 30% of their programming through time-shifted schedules, much of which comes from the Public Broadcasting Service and other public TV program sources. The broadcast

channel focuses on programming for students K-12, while the cable channel allows the programmer to offer shows centering on early childhood and early childcare. Both channels program from 6:30 a.m. to midnight.

A number of public stations involved in programming cable channels have found their local operators to be supportive and receptive to the additional channels. "I think the local cable company is interested in having a channel for the public good," says Beth Miller, who oversees programming for the cable channel run by WHA-TV. ■



Sportscaster Jim Simpson of ESPN celebrates his 50th year in broadcasting this month. Pictured with Simpson in 1948 is legendary athlete Jim Thorpe in the WDC-TV studio in Washington, D.C. (now WUSA).

CABLE WAITS TO SEE WHERE SALHANY TAKES FOX

Promised FoxPlex multiplex service, to have been in testing last year, still in the works

By Rich Brown

In the wake of Lucie Salhany's appointment last week as chairman of Fox Broadcasting Co. (see "Top of the Week"), it was not immediately clear what changes, if any, would be made in the company's cable initiatives. But some industry onlookers said the appointment could bode well for the company's ongoing development of new cable networks.

Fox's reputation as a cable-friendly broadcaster so far has led to the successful launch of Fox Net, which in less than two years has enabled the company to reach via cable more than 1½ million homes not covered by Fox broadcast outlets. But the company has suffered delays in other cable initiatives, including its proposed launch of a new basic cable network or net-

works and its plans to multiplex Fox programming in selected markets via cable, a project called FoxPlex.

FoxPlex, a plan unveiled by Fox at the Western Cable Show in late 1991, was to have kicked off in test markets last year. But the plan, which would offer a time-shifted version of the local Fox channel via cable, has been delayed.

It is believed that at least one snag in the FoxPlex plan could be in trying to convince syndicators and producers to allow for a second run in a market at no additional cost, says Skip Simms, general manager of WEVV(TV) Evansville, Ind., one of the Fox stations that expressed an early interest in the FoxPlex plan.

"I imagine in typical Fox fashion they were quick to share things, and the next thing they knew it was public

without all the details worked out," Simms says of the FoxPlex plan.

Preston Padden, Fox senior vice president, affiliates, says that FoxPlex plans have not even advanced to the point of discussions with syndicators and producers. He adds that Fox still thinks the concept makes sense.

In other cable developments, some industry onlookers said Salhany's appointment could bode well for Fox's development of new cable networks, since Larry Jones, the Fox executive in charge of that development, reported directly to Salhany in her previous role as chairman of Twentieth TV.

Despite the speculation, Padden said last week it was too early to discuss the company's planned cable initiatives under Salhany's tutelage.

"We're still trying to introduce her to people at the company," he joked. ■

FOURTH-QUARTER RATINGS: 1992 VS. 1991

ESPN's fourth-quarter sports lineup took top honors among basic cable networks in prime time for the final quarter of 1992 with a 2.3 rating, reaching 1,413,000 households nationally. Following closely behind at 2.2 were USA (1,353,000 homes) and Superstation WTBS-TV Atlanta (1,328,000).

USA's high fourth-quarter numbers helped the network also score as the highest-rated basic cable network of the year in prime time with a 2.3 rating,

representing an average 1,350,000 homes in the time period (Monday-Sunday, 8 p.m.-11 p.m.). USA's 1992 win marked its third consecutive year in the first-place position in prime time, and represented a 5% rise over its prime time numbers for 1991, when it finished with a 2.2 (tied with TBS).

The other top-rated basic cable networks for 1992 in prime time included WTBS with a 2.2 and ESPN and TNT, each with a 1.8.

Network	Prime Time				Full Day			
	4th Quarter 1992		4th Quarter 1991		4th Quarter 1992		4th Quarter 1991	
	Rating	HH	Rating	HH	Rating	HH	Rating	HH
ESPN	2.3	1,413,000	2.4	1,431,000	0.9	553,000	0.9	539,000
USA	2.2	1,353,000	2.2	1,267,000	1.2	694,000	1.3	746,000
WTBS	2.2	1,328,000	2.5	1,419,000	1.4	834,000	1.4	811,000
TNT	1.7	975,000	1.7	932,000	1.0	573,000	1.0	553,000
CNN	1.6	959,000	1.1	629,000	0.8	492,000	0.8	449,000
Nashville	1.2	666,000	1.4	728,000	0.6	318,000	0.6	325,000
Nick at Nite	1.1	613,000	0.9	502,000	0.7	415,000	0.6	335,000
Family	1.0	592,000	0.8	426,000	0.5	260,000	0.5	250,000
Discovery	1.0	573,000	1.0	557,000	0.6	327,000	0.5	295,000
Lifetime	1.0	547,000	1.2	618,000	0.6	333,000	0.6	320,000
A&E	0.9	481,000	0.8	416,000	0.5	282,000	0.4	231,000
MTV	0.5	271,000	0.6	331,000	0.4	215,000	0.5	265,000
Headline	0.4	184,000	0.3	159,000	0.4	183,000	0.3	165,000
VH1	0.3	133,000	0.3	126,000	0.2	93,000	0.2	90,000
CMT	0.5	84,000	0.3	52,000	0.5	83,000	0.3	51,000
Nickelodeon					1.2	695,000	1.1	614,000

Notes: Figures are network estimates. All data supplied by an outside source based on Nielsen Media Research. Ratings based on coverage area of each network, not entire television universe. USA's prime time is 7-11 p.m.; Family's is 7-10 p.m.; Discovery's and TNN's full day is 9 a.m.-3 a.m.; Lifetime's and Family's is 7 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; Nickelodeon's is 6 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-6 a.m.

**NETWORK CHIEFS,
ADVERTISING MAVENS,
SYNDICATION HONCHOS,
CABLE HEAVYWEIGHTS,
AND ONE FCC BIGWIG.
TOGETHER FOR ONE DAY
IN NEW YORK!**

They'll all be at the *IRTS/Broadcasting Magazine Seminar*, TELEVISION: A VIEW FROM THE TOP—THE NEW REALITIES. The date, Friday, February 19, 1993; the place, The Waldorf-Astoria in New York City.

Traditionally, once a year, the broadcast network entertainment heads have lunch together at one of the IRTS monthly meetings. This year, the IRTS and *Broadcasting Magazine* are expanding this luncheon meeting into an all-day seminar that will include panel workshops with industry leaders from every aspect of the broadcasting and cable fields. They'll define the problems and even offer some solutions to the industry's most complex issues that affect your future.

It will be informative, provocative, unpredictable, unique, entertaining, rewarding and, without question, a day not-to-be-missed!

The cost of this unprecedented event is \$300 per person (\$250 for IRTS members) which includes the \$50 you would normally pay just for the luncheon.

Hurry, because seating is limited.

**IRTS/BROADCASTING SEMINAR
TELEVISION: A VIEW FROM THE TOP
—THE NEW REALITIES**

**FRIDAY, FEBRUARY 19, 1993
WALDORF-ASTORIA, NEW YORK CITY**

- 9:00-9:15 AM **WELCOME/OVERVIEW**
Empire Room Donald V. West
Broadcasting
- 9:15-10:00 AM **THE KEYNOTE HOUR:
A WAKE-UP CALL FOR THE 90'S**
John C. Malone
Tele-Communications, Inc.
- 10:15-11:00 AM **THE GREAT DEBATES REVISITED**
MODERATOR
Donald V. West
Broadcasting
DEBATERS
Ave Butensky
Television Bureau of Advertising
vs.
Robert H. Alter
Cabletelevision Advertising Bureau
- 11:00-NOON **THE ADVERTISING AGENCY
OUTLOOK**
MODERATOR
Carolyn Wall
News America Holdings, Inc.
PANEL
Jerome H. Dominus
J. Walter Thompson USA
Betsy Frank
Saatchi & Saatchi Advertising
Marvin Goldsmith
ABC Television Network
James L. Greenwald
Katz Communications, Inc.
Stephen Grubbs
BBDO
Philip Guarascio
General Motors North America
Robert Watson
AT&T
- 12:30-2:00 PM **NEWSMAKER LUNCHEON**
Grand Ballroom Broadcast Entertainment
Network Heads
- 2:15-3:15 PM **THE BIG, WIDE, WONDERFUL WORLD
OF TV SYNDICATION**
Empire Room MODERATOR
G. William Ryan
Post-Newsweek Stations
PANEL
Steven Goldman
Paramount Television Distribution

- Robert Jacquemin
Buena Vista Television
Dick Robertson
*Warner Brothers Domestic Television
Distribution*
John Ryan
Worldvision Enterprises
Lucie Salhany
Twentieth Television
Barry Thurston
Columbia Pictures Television
- 3:15-4:15 PM **CABLE: A KEY PLAYER IN THE
MAJOR LEAGUES**
MODERATOR
Rich Brown
Broadcasting Magazine
PANEL
Thomas F. Burchill
Lifetime Television
Winston H. Cox
Showtime Networks, Inc.
Tom Freston
MTV Networks
John S. Hendricks
Discovery Networks
David Kenin
USA Network
- 4:15-5:15 PM **THE SUMMARY AND THE VERDICT**
The Honorable Ervin S. Duggan
Federal Communications Commission
- *Speakers, panelists and times are subject to change.*

**IRTS/BROADCASTING SEMINAR
TELEVISION: A VIEW FROM THE TOP
—THE NEW REALITIES**

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____

FAX: _____

PLEASE CHECK ONE: _____ IRTS MEMBER @ \$250
 _____ NON-MEMBER @ \$300

Feel free to copy this coupon for each individual registrant.

Please make checks payable to the
IRTS/Broadcasting Seminar and mail to:
**IRTS/BROADCASTING SEMINAR
420 LEXINGTON AVENUE, SUITE 1714
NEW YORK NY 10170-0101**

For more information, call (212) 867-6650

IRTS Broadcasting 

Radio

NEW ALL-NEWS MARCHES TO ITS OWN NEWSBEAT

Wall Street wizard Bloomberg uses New York AM station to reinforce company name

By Peter Viles

When New York's WBBR-AM signed on last week as the city's third all-news station, a brash entrepreneur named Michael Bloomberg took on two of radio's news giants, Group W and CBS Radio.

Bloomberg also challenged conventional wisdom in radio that says a station specializing in business news cannot draw a big enough audience to make money. But, in a larger sense, Bloomberg was only pushing ahead with his core business, a booming financial information service distributed via computer terminals to nearly 23,000 customers around the world.

In fact, on the day Bloomberg's WBBR was launched on the frequency long held by WNEW-AM, Bloomberg declared the station a financial success—even though every minute of commercial time in January has been given away for free to existing Bloom-

berg customers.

"If we never sold an ad, this would be a profitable venture for us," Bloomberg said last Monday (Jan. 4). "It gives us great publicity. It helps us sell [computer] terminals."

He added, "Basically we are a company that comes back to these machines that are on 22,500 desks around the world."

Still, Bloomberg is known for his competitive nature, and he made it clear he intends to build a loyal following of listeners and advertisers to compete against WINS-AM and WCBS-AM, New York's all-news leaders. His business theory, as quoted in a *Forbes* profile, is simple: "A new guy can do it better."

"I don't care what the competition does," Bloomberg said. "I can promise you—I will not, from now on, listen to the other guys."

Bloomberg spent \$13.5 million to acquire WNEW-AM from Westwood One and Robert F.X. Sillerman, and

spent another \$500,000 building an entirely digital studio that is so computerized the station can be run at night from Bloomberg's offices in London and Tokyo.

WBBR's format surprised some observers, who expected more emphasis on business and financial news. Bloomberg's 10-minute program blocks (see box) consist of 4½ minutes of non-business news, 4 minutes of business and financial news and 1½ minutes of commercials.

"There is not a big market for just financial news," he said. "Take a look at the CNBC ratings."

Bloomberg said WBBR, with an on-air slogan "News that matters to you," will try to appeal to a broad cross-section of listeners, from government workers and tradesmen to bankers and investors. "Our audience is doers, if you will," he said. For example, "Housewives, who, if you think of it, each run their own business."

And, lest WBBR be lumped with other New York all-news outlets, Bloomberg said the station will pay considerably less attention to crime than other news outlets do. "If you want all crime all the time, this is not the station for you."

Bloomberg said he plans to spend \$2 million over the next two-and-a-half months in an advertising and promotion blitz that will include billboards, television and newspaper inserts.

He said he hopes the station will reach \$10 million in revenue in 1992. According to estimates in *Duncan's Radio Market Guide*, that would exceed the \$7.7 million WNEW-AM billed in 1991 but fall far short of WINS, at \$30 million, and WCBS-AM, at \$21.4 million.

In response, both WINS and WCBS have been stressing their business cov-

BLOOMBERG'S NEWS WHEEL

WBBR(AM) New York debuted with a 10-minute programing cycle that will be repeated six times an hour, 24 hours per day, 365 days per year. Each 10-minute block contains:

:00-:02—General news; national and international at :00, :20, :40; regional and local at :10, :30, :50.

:02-:04—Market news. Updated around the clock from markets in New York, London, Tokyo.

:04-:05—Business news.

:05-:06—Traffic, weather, sports.

:06-:07—"Where You Work." Six separate hourly reports: Living (service industries) at :06, Fashion at :16, Media at :26, Business Services at :36, Consumer Industries at :46, Finance at :56.

:07-:08—Commercial.

:08-:09—"Surviving in Style," human interest stories, charities, "fun and interesting odds and ends."

:09-:09:30—"Bloomberg Timepiece," cultural, educational and entertainment options.

09:30-10—Commercial.

erage, but neither station has shown any signs of altering its format. "If they can enlarge the news audience and attract more people to the AM dial, so much the better for all of us," said Dan Griffin, general manager of WCBS-AM.

If nothing else, Bloomberg should get the radio industry's attention through some of his unorthodox operating methods, which include:

- Giving the first month of commercial inventory away to existing Bloomberg clients, partly as a thank you for their support and partly to entice them to advertise on the station.

- Advertising salespeople are paid a straight salary, with no commission. Annual bonuses will be based not on the station's performance but on Bloomberg's sale of computer terminals.

- Bloomberg said he plans to publish a rate card and stick to it. And just so advertisers know the card is non-negotiable, he plans to print monthly

statements for the entire station revealing the number of spots each advertiser took and the amount the station charged.

- Under no circumstances, he said,

"If we never sold an ad, this would be a profitable venture for us. It gives us great publicity. It helps us sell terminals."

Michael Bloomberg

will any commercials be bumped.

- Although he staffed the station almost entirely with radio professionals, Bloomberg said he will not look to the industry for too much more help. "We've hired enough professionals to get us going," he said. "The danger of hiring people from the outside who,

quote, 'know what to do' is that you end up doing what your competitors are doing."

Bloomberg, who first made his mark on Wall Street by running the equity trading desk at Salomon Brothers Inc., has made a successful career out of taking on the big boys of financial communications. As founder and chief executive of Bloomberg L.P., he carved a niche in the market-data business by developing and marketing an elaborate computer and software network—the distinctive machines are known as "The Bloomberg"—that gives investors up-to-the-minute information.

And he has taken on financial news giants such as Reuters and Dow Jones by starting his own news service. Bloomberg Business News, which now has 150 reporters and editors, operates news bureaus in New York, Tokyo, London and Toronto, and has its stories printed in the *New York Times* on most days. ■

SPANISH KLAX-FM SURGES TO TOP IN L.A.

The fall Arbitron surveys showed Howard Stern holding the top spots in morning drive ratings on both coasts, while recently reformatted KLAX-FM Los Angeles became the first Spanish-language station to win the L.A. Arbitron ratings battle.

Stern, whose run-ins with the FCC provided plenty of media coverage during the fall survey, drew an 8.5 share in New York (total week, persons 12-plus) and a 6.0 in Los Angeles, both tops in the market. In the Strategic AccuRatings survey in New York, Stern finished second among listeners 12-plus—trailing all-news WINS-AM—and first among listeners aged 25-54.

Among listeners 12-plus, urban-formatted WRKS-FM drew the top spot in both New York surveys—Arbitron and Strategic AccuRatings.

In Los Angeles, where Strategic did not survey, KLAX more than doubled its 12-plus share, from 2.0 to 5.3. The station, owned by Spanish Broadcasting System, switched call letters and format recently, adopting a Mexican/Ranchera format on Aug. 1 that drew almost immediate ratings increases.

"It's a very pleasing surprise," said Raul Alarcon Jr., president of SBS. "But it's not totally unexpected. And I don't think the station's leveled off yet." —PV

New York (1)

Arbitron

Station	Format	Summer Share	Fall Share
WRKS-FM	Urban	6.6	6.5
WLTW-FM	Soft AC	5.1	5.2
WBLS-FM	Urban	4.4	4.4
WXRK-FM	Classic	4.7	4.4
	Rock		
WABC-AM	Talk	4.2	4.2
WCBS-FM	Oldies	5.0	4.2
WHTZ-FM	CHR	3.6	3.6
WINS-AM	News	3.8	3.6
WQHT-FM	CHR/Dance	3.3	3.6
WPIJ-FM	CHR	3.2	3.4
WCBS-AM	News	3.2	3.4

Strategic AccuRatings

Station	Format	Recalled Share	Fall Share	Partisans
WRKS-FM	Urban	7.6	7.7	989,000
WQHT-FM	CHR/Dance	6.5	6.3	811,000
WINS-AM	News	4.9	5.1	666,000
WHTZ-FM	CHR	5.1	4.6	589,000
WXRK-FM	Classic	4.6	4.4	574,000
	Rock			
WCBS-AM	News	4.0	4.3	561,000
WBLS-FM	Urban	4.4	4.3	555,000
WCBS-FM	Oldies	4.4	4.3	551,000
WLTW-FM	Soft AC	3.8	4.0	520,000
WPIJ-FM	CHR	3.6	3.7	481,000
WABC-AM	Talk	3.6	3.7	479,000

Los Angeles (2)

Arbitron

Station	Format	Summer Share	Fall Share
KLAX-FM	Spanish	2.0	5.3
KOST-FM	Soft AC	5.2	5.1
KPWR-FM	CHR	4.4	5.1
KRTH-FM	Oldies	3.9	4.4
KISS-FM/AM	CHR	4.2	4.2
KROQ-FM	New Rck.	4.0	3.8
KFI-AM	Talk	2.7	3.7
KBIG-FM	AC	3.0	3.7
KLSX-FM	Classic	4.0	3.6
	Rock		
KABC-AM	Talk	3.7	3.5

Sources: Arbitron fall survey, conducted Sept. 24-Dec. 16, total week, persons 12-plus, AQH share, copyright 1993, Arbitron; Strategic AccuRatings fall survey, conducted Nov. 11-Dec. 22, share of partisanship (persons 12-plus), copyright 1993, Strategic Radio Research.

Washington

IRS SAYS DOLAN OWES ALMOST \$500 MILLION

Cablevision chairman has gone to tax court to fight attempt to make him pay that amount in back taxes, penalties and interest for 1984, '86, '87, '88

By Harry A. Jessell

The Internal Revenue Service has slapped Cablevision System Chairman Charles Dolan with a demand for back taxes, penalties and interest that could approach half a billion dollars.

Dolan's IRS troubles emerged last week following his public petition challenging the tax collector's claims top to bottom in U.S. Tax Court.

According to the IRS's "notice of deficiency" delivered to Dolan last fall, he owes \$179.9 million in back taxes and \$53.9 million in penalties for the years 1984 and 1986-88—a total of \$233.9 million. What's more, interest and penalties on the interest could easily double that amount.

No fraud is alleged. The IRS says Dolan's exposure is due to "negligence or intentional disregard of rules and regulations" in reporting income from cable system partnerships, asset sales and family trusts.

"It's pretty outrageous," said Bruce Haims, of Debevoise & Plimpton, who is representing Dolan. The IRS claims "do not bear any relationship to the facts," he said. "I've never seen anything like it."

In his tax court petition, Dolan accuses the IRS of "ascribing ownership of assets to Dolan that he never owned; alleging the receipt of income that never existed; valuing assets without any basis in reality; including income from the sale of the same assets more than once, and claiming that income was not reported when, in fact, the income was included in [Dolan's] tax returns."

Not only does the petition dispute the IRS's claim, it insists the IRS owes Dolan a refund of \$1.4 million for 1987.



DOLAN'S TAX BILL

	Unpaid tax	Penalty	Total
1984	\$78,428,423	\$23,528,527	\$101,956,950
1986	95,881,228	28,764,366	124,645,594
1987	2,912,471	873,742	3,786,213
1988	2,777,852	833,356	3,611,208
Total	\$179,999,974	\$53,999,991	\$233,999,965

Note: The figures do not include annual interest on the unpaid taxes or penalties on the interest. Together they could double Dolan's liability.

According to Haims, the IRS and Dolan have been trying to work out their differences for three or four years through the agency's internal private appeals processes. The IRS notice and subsequent court appeal signaled the failure of those efforts, he said.

Although the case is now in court, Haims said, a negotiated settlement is still possible. That is what happens in the "great majority of [tax court] cases," he said.

The IRS has made no allegations for

1985 or the years after 1988, Haims said. A statute of limitation blocks the IRS from going after Dolan for years prior to 1984.

Haims stressed that the IRS's action is directed at Dolan and his family only. It has "absolutely no effect" on the publicly traded (Amex) Cablevision Systems Corp., of which Dolan is chairman, he said.

Among the IRS's claims:

- That interest Dolan received in cable partnerships was taxable income

that he failed to report. The IRS says the interest was compensation for "personal services...in connection with the formation, development and operation of various cable TV companies."

For instance, in 1984, a year in which Dolan reported a \$13 million loss, the IRS says, he received taxable interests in several partnerships totaling \$169.3 million.

■ That Dolan failed to report his gains on certain assets. In 1986, the unreported gains amounted to \$114.8 million.

■ That Dolan received, but failed to report, taxable income from family trusts or earned the income and shifted it to the tax-exempt trusts. As a result, in 1986 alone, the IRS says, Dolan should have reported an additional \$3.9 million.

Dolan's 51-page court appeal takes on each of the IRS's numerous allegations. In responding to the 1984 allegations, the petition sets out four different ways the IRS may have "erred" in insisting he earned \$169.3 million in partnership interests in 1984. ■

NEW COMMERCE CHIEF SAYS HE'S 'SUPPORTIVE' OF S. 1200 GOALS

In testimony before Senate, Ronald Brown, while agreeing with intent of Gore telecommunications infrastructure bill, makes no comment on telco entry provision

By Randy Sukow

Commerce Department Secretary-designate Ronald Brown, appearing before the Senate Commerce, Science and Transportation Committee considering his confirmation, said he is "familiar with S. 1200," a bill introduced during the last Congress by Vice President-elect Albert Gore and Communications Subcommittee member Conrad Burns (R-Mont.) and "is fully supportive of the goals," including the creation of a telecommunications superhighway by 2015.

But Brown was careful to avoid comment on S. 1200's most controversial provision—repeal of the 1984

Cable Act's prohibition on telephone company ownership of cable TV systems in their local telephone service areas as an incentive to complete construction of the new high-tech infrastructure by the Senate's ambitious deadline.

Burns said he was satisfied with Brown's response. "I think that's wise on his part" not to tip his hand on the cable-telco crossownership issue at his confirmation hearing, Burns told BROADCASTING. He said he expects to soon take part in discussions between Congress and the administration on such controversial details involving the modernization of American communications lines.

In the meantime, Burns said he

**There's still time to enter
The Journalism
Awards Competition
for distinguished service
in health reporting
sponsored by the
American Chiropractic
Association. Cash prizes
and medallions of merit
will be awarded
for category
entries in
newspaper,
magazine, radio
and television.**



If you have been responsible for a program or story that is meritorious in bringing public attention to the health needs of our nation...if your work has served to motivate your community to a better understanding of a health problem...if your efforts promoted health and welfare, your story or program should be entered in this competition. Enter your own program or nominate colleagues' programs for awards.

**Closing date for 1992
competition is April 1, 1993**

For Rules and Entry forms,
write to:

Journalism Awards
American Chiropractic Association
1701 Clarendon Blvd.
Arlington, VA 22209

Plan also to do a suitable work
for the calendar year 1993
and enter before April, 1994

would unveil a new version of S. 1200, including cable-telco crossownership and expanded provisions dealing with construction of the new infrastructure, early in the new Congress—"First jump out of the box."

Brown endorsed the Clinton-Gore campaign statements on the need for an upgraded telecommunications infrastructure. "I will work with the FCC and other agencies to develop technical standards and telecommunications policies designed to promote the rapid development of a national telecommunications and information infrastructure," he said in reply to written questions presented to Brown by the committee before the hearing.

In response to a question from Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) on his commitment to educational television, Brown said: "One of the reasons we want to build this telecom-

munications superhighway is to make sure that young people have access to information. If you can tap into a Nintendo game, you can tap into the Library of Congress."

Brown also said he would promote a more important role for the National Telecommunications and Information Administration as the chief adviser to the President on telecommunications matters. High-priority technologies NTIA will watch include "high-definition and digital television, digital audio broadcasting, personal communications services and wireless computer networks," he said. He also said he would work to find "unused or underused government spectrum" for application to new civilian wireless communications technologies.

In spite of some criticism by a few committee members about possible conflicts of interest arising out of Brown's current positions—chairman

of the Democratic National Committee and partner in the Washington law firm of Patton, Boggs & Blow—he is expected to easily win Senate confirmation. He is set to resign his DNC position and sever all ties to the law firm by Inauguration Day, Jan. 20.

Brown will not be required, however, to sever his association with Albimar Communications, owner of WKYS(FM) Washington, of which he is a partner and vice chairman of the board. "We have interparty agreements. He can't sell his stock, so it has no liquid value whatsoever. He has never been a decision maker over here—never has been and never will be," said Albimar President Skip Finley, a member of the National Association of Broadcasters Radio Board.

Finley credits Brown's wife, Alma, public affairs/public relations director at WKYS, for many of the station's public affairs awards. ■

RETRANS CONSENT FOES QUICK TO ACT IN CONGRESS

Two bills introduced in House to insure program producers get slice of pie

By Randy Sukow

House Judiciary Committee opponents of retransmission consent in the 1992 Cable Television Consumer Protection and Competitiveness Act wasted no time in resuming their attacks. On the first day of the new 103rd Congress (Tuesday, Jan. 5) two bills out of Judiciary's Copyright Subcommittee were introduced to scuttle the provision broadcast lobbyists worked two years to enact during the last Congress.

Copyright Subcommittee Chairman William Hughes (D-N.J.) and ranking subcommittee minority member Carlos Moorhead (R-Calif.) introduced a measure (H.R. 12) to insure that TV program producers get a share of retransmission-consent revenues.

The Hughes-Moorhead bill would amend the United States Code dealing with copyright restrictions to read: "A television broadcast station is an infringer of copyright...if such station, without the express written consent of the copyright owner of a work broadcast by such station, authorizes the secondary transmission of such copyrighted work by a cable system or other multichannel video programing distributor."



Copyright Chairman William Hughes

On the same day, fellow Copyright Subcommittee member Barney Frank (D-Mass.) introduced the "Cable Television Amendments Act," which seeks to repeal retransmission consent outright. Frank promised to introduce the bill during the end-of-the-year recess, calling retransmission consent "potentially very anti-consumer" because broadcasters "with their significant market strength, would demand unreasonably high payments from cable systems" and cable systems would pass the expense on to subscribers (BROADCASTING, Dec. 7, 1992).

Of the two bills, Frank's appears to

have the least chance of movement. Because it would simply strike the retransmission-consent amendment as enacted in 1992 out of the 1934 Communications Act, it would come under the jurisdiction of the Energy and Commerce Committee. In view of the solid support retransmission consent enjoyed in Energy and Commerce last year, committee action on the Frank bill this year is highly unlikely.

H.R. 12, however, has been referred to Judiciary, and Hughes will be free to start consideration of it in his Copyright Subcommittee at will. Hughes, in a written statement for the *Congressional Record*, promised early hearings and asked members who opposed retransmission consent last year to immediately sign on as cosponsors "so that we may quickly rectify what is a serious problem." A problem because, "put simply, broadcasters want to sell other people's property," Hughes said.

Motion Picture Association of America President Jack Valenti, whose constituents are most likely to benefit from the Hughes-Moorhead bill, reacted cautiously to its introduction. MPAA was studying its potential "impact on the industry," he said last week. "Over the last two years the

industry has repeatedly voiced its concerns with retransmission consent. This bill may very well add to the debate and review taking place in the FCC and the courts," he said. (Five cable industry plaintiffs currently are pressing suits to strike down retransmission consent and other elements of the 1992 Cable Act in the U.S. Court

of Appeals in Washington.)

Retransmission-consent supporters did not give either bill high odds for enactment. NAB President Eddie Fritts noted that Congress enacted retransmission consent in some form three different times since 1927. "In each instance, Congress clearly recognized that provisions governing broad-

cast retransmission rights do not have any impact on provisions governing programers' copyright interests," he said.

An Energy and Commerce aide doubted any widespread support for repeal of retransmission consent could be mustered out of any sector of the House. ■

PROGRAMERS DISPUTE BROADCASTERS' RETRANS RIGHT

MPAA, Fox tell FCC retransmission consent interferes with program license agreements

By Joe Flint

Whether the FCC likes it or not, it may end up deciding whether a programer has a claim to any retransmission-consent money that a broadcaster gets from a cable system for signal carriage.

While CBS told the commission to "resist the temptation to intermingle copyright issues with the communications policy," it may not be that simple for the FCC, with programers, broadcasters and cable operators appearing unable to come to an agreement on how to decide the issue of who gets paid what.

Group owner and syndicator Tribune Broadcasting Co. told the FCC to declare retransmission consent-type clauses in programing contracts void when it comes to a station's ability to exercise its statutory right to retransmission consent (which allows a broadcaster to negotiate a fee with a cable operator for signal carriage).

"The Cable Act speaks in terms of retransmission of a station's 'signal,' rather than retransmission of constituent elements of the signal such as individual programs.... Congress could have granted equivalent rights to those who own the programs themselves—copyright holders—but chose not to do so," Tribune said.

Tribune's views were echoed in comments to the commission by the broadcast networks and the National Association of Broadcasters, while the Motion Picture Association of America countered that retransmission consent is flawed and programers have a legal right to any retransmission consent monies.

The comments are in response to the commission's notice of proposed rulemaking on how to best implement the must-carry and retransmission-consent statutes of the Cable Act. Tri-

bune said allowing program license holders to block retransmission consent would frustrate congressional intent.

Last November, the FCC asked whether it is correct for the agency to interpret the retransmission consent provision as enabling broadcasters, in the absence of any express contractual agreement, to negotiate retransmission consent without the participation of copyright holders. The answer, Tribune said, is yes.

Even if there is a clause in a contract regarding rebroadcasts or retransmission, programers should not be included in any FCC rulemaking, Tribune said. "Tribune can represent to the FCC that such provisions are standard 'boilerplate' in program licensing agreements throughout the television industry." Such terms, Tribune said, existed "well before the Cable Act was ever dreamed of."

That's not the way the MPAA and other programers see it. "We have opposed retransmission consent because, in principle, it collides with typical TV program license agreements, which may specifically prohibit broadcasters from claiming or exercising retransmission consent authority with regard to cable and other media."

Filing separately from MPAA, Fox Inc. also said that "there can be no question that program suppliers continue to have the right to limit by contract the ability," of stations to grant retransmission consent. Ironically, Fox's syndication arm—Twentieth Television—said late last year it would waive its right to any retransmission-consent money.

Syndicator, broadcaster, cable programmer/operator Viacom Inc. also sided with the studios and asked the FCC to require that a local station electing retransmission consent to "provide a

cable system with a written certificate signed by the station stating that it has express authority from its video programers to grant retransmission consent."

The National Cable Television Association and the nation's largest operator—Tele-Communications Inc.—also sided with broadcasters on this issue, saying that the commission should find that such contracts "may not restrict a broadcaster's right to grant retransmission consent."

MPAA and broadcasters also differ over whether retransmission consent collides with the compulsory copyright license, which allows cable operators to carry copyrighted material for a governmentally set fee. MPAA says yes; broadcasters, no.

Seeking an exemption from retransmission consent are the telcos that, through the United States Telephone Association, said they should be exempt from retransmission-consent payments.

With the cable industry challenging both must carry and retransmission consent in the courts, many operators reiterated those challenges in their comments but also asked the commission to set tight deadlines for television stations to decide whether to elect must carry or retransmission consent.

The NAB and Comcast Corp. said stations should have to choose one or the other 30 days from the commission's order in this proceeding. Cable operators are concerned about avoiding unnecessary copyright fees from carriage of a broadcast station for a portion of a copyright royalty reporting period.

Cable programers also expressed concern that one of the unintended consequences of the Act would be that cable networks would be pre-empted because of must carry. ■

TELEVISION READIES FOR PRESIDENT CLINTON

Robotic and mobile cameras are just a few of the technological devices over-the-air and cable networks will use to cover the inauguration

By Randy Sukow

TV networks and the U.S. Government began making preparations for coverage of the 1993 Presidential Inaugural Ceremony in spring 1991. It is a difficult, complicated task involving several jurisdictions of the federal government and a number of tricky security issues.

As construction progressed last week on network headquarters on the inaugural parade route and camera stands at numerous sites between Capitol Hill and the White House, many of the final details had not yet been resolved.

A mobile camera in the presidential limo during the parade from Capitol Hill to the White House is one new wrinkle the networks may have this time, said Lane Venardos, vice president, hard news and special events, CBS News. "We were not allowed to do that in 1989. We're waiting to see if we'll be allowed to do it this time," he said.

In spite of the complications, network producers and pool coverage coordinators say preparations for this inaugural have been comparatively smooth because most of the same people in both the networks and government who organized the 1989 inauguration coverage returned to their familiar roles. Pool responsibilities will match the 1989 assignments, with CNN coordinating the overall pool coverage, NBC manning pool cameras on Capitol Hill, CBS on the parade route and ABC at the White House.

"We've learned a little bit" about dealing with the myriad government agencies," said CNN's Bill Headline, who is handling the same position as overall network pool coordinator he manned for the 1981 and 1989 inaugurations. ABC, for example, took several hours in 1989 to set up its mobile units in Lafayette Park (across from the White House), a chore that should have taken 20 minutes, out of government concern to protect trees and shrubberies there. "We got together as early as last spring and started dealing with the various authorities" to find better sites, Headline said.



Workmen were up early every morning last week to construct camera stands and other structures for TV coverage of the Clinton-Gore inaugural on Jan. 20.

The television viewer may not notice subtle changes in the coverage of the traditional Washington ritual, which has changed little over 200 years—the administration of the oath of office at the West Front of the U.S. Capitol at approximately 11:45 a.m. on Jan. 20, followed by the delivery of the inaugural address; a procession through the Capitol building to the East Front, where President Clinton will bid farewell to a departing former President Bush; luncheon in the Capitol's Statuary Hall; the parade down Pennsylvania Avenue to the White House, scheduled to start at approximately 2 p.m.

Pool TV cameras will follow every step, with each network planning to fill in with its own hand-held camera coverage at various spots throughout the afternoon.

In addition, some networks are planning expanded use of robotic and miniature-sized cameras, first used in 1989 inauguration coverage. "There are several locations that lend themselves to [robotic cameras] and we

plan to take advantage of the opportunity," said Jeff Grelnick, ABC executive producer, special events. ABC will use them in locations, such as the East Front roof of the Capitol building, where the Secret Service and other Washington police agencies prohibit manned cameras.

CBS correspondent Bob Schieffer will cover the swearing-in with a micro-miniature camera mounted on his head. Venardos said: "We did that during the conventions and it was great fun.... The 'Bobcam,' as he dubbed it, worked out very well."

As they did in 1989, two networks—ABC and CNN—will base their anchors at their Washington bureaus rather than build temporary headquarters along the parade route. Updated matte and chroma-key equipment will provide the illusion that they are on site.

"In some instances [being on site] allows us to get certain guests," said Bill Wheatley, executive producer for NBC's coverage, which will be based on the roof of the Labor Department Building on Constitution Avenue. "Our people like to be on scene. We believe it adds to the electricity in the air."

The Senate Radio and Television Gallery, which handles accreditation for Capitol Hill events, could not estimate how many radio and television personnel would be authorized, except to say it would be in the thousands, with each TV network, including Fox, PBS and C-SPAN, sending between 50 and 100 each. (CNN estimates that it will use 150 people to cover all sites.)

Perhaps the most noticeable difference in this inauguration's coverage will be expanded coverage of inaugural balls and pre-inaugural events, including shows on cable entertainment networks. MTV, for example, is holding its own inaugural ball (airing at 10-11:30 p.m. ET on Jan. 20) as the culmination of its 1992 "Choose or Loose" campaign to get out the young-adult vote. The Clinton and Gore families have been invited to attend the party, which will feature a number of rock acts. ■

Former TV news reporter and freshman House member Marjorie Margolies-Mezvinsky (D-Pa.) was named to the House Telecommunications Subcommittee last Wednesday (Jan. 6) following a caucus of Democrats on the parent Energy and Commerce Committee. Before making her run for Congress last year, Margolies-Mezvinsky worked for NBC's *Today* show and the network's Washington O&O WRC-TV Washington.

As expected, Subcommittee Chairman Edward Markey (D-Mass.) was reappointed and Jack Fields (R-Tex.) was chosen to succeed Matthew Rinaldo (R-N.J.) as ranking minority member. In total, 22 members were chosen to sit on the subcommittee (14 Democrats, 8 Republicans), a reduction from 25 members during the last session. Other new members include: Paul Gillmor (R-Ohio), J. Dennis Hastert (R-Ill.), Alex McMillan (R-N.C.) and Lynn Schenk (D-Calif.).

Nickelodeon provided a platform for Washington lawmakers to promote "family issues" with its first-ever "Welcome to Washington Party" last Monday night (Jan. 4). House and Senate members, their wives and children were invited to the Capitol Hill event, which featured appearances from stars of Nickelodeon's children's programs. The congressional hosts of the party—Representatives Patricia Schroeder (D-Colo.) and Frank Wolf (R-Va.), chairwoman and ranking Republican on the House Committee on Children, Youth and Families, and Senators Jay Rockefeller (D-W.Va.) and Kit Bond (R-Mo.)—used the event to drum up support for several pieces of legislation, including the Family and Medical Leave Act (vetoed last year), health care reform and removal of the Bush administration's "gag rule" regulation limiting information federally subsidized doctors can provide on abortions.

At the same time, Nickelodeon President Gerry Laybourne discussed the network's plan to hold the "Kids World Council," an annual meeting of children to discuss serious issues.

The Community Antenna Television Association has tapped longtime FCC attorney Bob Ungar for its newly created post of vice president and general counsel. CATA President Steve Effros said Ungar, who joined the association last Monday, will help in trying to shape the new cable rules flowing from the 1992 Cable Act. "The game has changed from debating this law to making it work," Effros said. "Trying to make things work has been Bob's specialty at the commission, and it will now benefit the cable business."

Effros said he and Ungar worked together in writing the first set of cable rules in the early 1970's. Most recently, he served as a legal adviser to Tom Stanley, chief of the FCC Office of Engineering and Technology.

Communications attorney Mickey Gardner is out from under a Resolution Trust Corp. suit, but it's costing him \$350,000. The RTC agreed to drop its suit alleging, among other things, Gardner had received excessive consulting fees from Charles Keating's Lincoln Communications in connection with its purchase of Gulf Broadcasting Co. in 1984. Gardner's settlement payment amounts to 17% of the

\$2.1 million in fees and interest RTC was trying to recover from Gardner. Other charges in the suit were dismissed with prejudice.

According to Gardner, he received \$1.5 million from Keating for advice that led Lincoln to buy Gulf for \$132 million and later sell it for a \$50 million gain. "The uncontested evidence in the case demonstrated beyond dispute that the consulting fees which I received were entirely reasonable and proper," Gardner said. It makes more sense to settle the case than to endure "another year or more of the RTC's taxpayer-financed prosecution," he said.

Washington Watch

Edited By Harry A. Jessell

The co-author of the FCC report that concluded broadcasting is in an "irreversible" decline is on his way to Australia. Jonathan Levy, a senior staff economist in the Office of Plans and Policy, has won a USIA-funded Fulbright Scholarship to study U.S.-Australia trade in audiovisual products at the University of Technology in Sydney this summer.

Along with fellow OPPER Florence Setzer, Levy wrote "Broadcast Television in a Multichannel Marketplace," which painted a generally bleak picture of broadcasting's future. Although it upset some broadcasters, it helped buttress FCC Chairman Alfred Sikes's drive to loosen broadcast regulations.



As chairman of the United States Telecommunications Training Institute, Mickey Gardner presented a special certificate to USTTI's 3,000th graduate, Cleo Monica Nombuleno Gobo of Cape Town, South Africa (above). Hoping to pursue a broadcasting career in South Africa, Gobo took training courses sponsored by WJBK-TV Detroit and Paramount Pictures. USTTI is now in its 11th year.

Washington may be getting a new media hub at 1320 19th St. N.W. The Association of Independent Television Stations is looking to relocate there in March, and they are not alone. Tele-Communications Inc. and Cox Communications have also leased space. ■

Business

LIFETIME'S BURCHILL BUYS PETRY MAJORITY

Chairman of rep, David Allen, sells his stake, believed to be 60%-65%, to nine-year veteran of cable channel

By Sharon D. Moshavi

After trying to sell his majority stake in the firm for more than a year, Petry Inc. Chairman David Allen has found a buyer: Thomas Burchill, currently president and CEO of Hearst/ABC-Viacom Entertainment Services (HAVES), which runs Lifetime Television.

Allen, 62, will remain chairman, effectively in a consultancy position, and Burchill will take on the newly created position of president and CEO. Burchill said Allen is key to insuring a smooth transition.

Petry would not release financial details, other than to say that Burchill now holds a majority equity stake in the company. He said he has backers in the deal who are providing capital but are not taking an equity position. He is believed to have bought Allen's

60% to 65% stake in the privately held company, and possibly some of the rest of the shares, which are controlled by senior management. Sources close to Burchill and Petry say the former is paying for just a small part of the equity personally; they say he is borrowing the bulk of the cash from Allen and will repay him from cash flow.

Petry's annual sales are believed to be about \$750 million, with cash flow in the neighborhood of \$6 million. The company's market value is estimated at \$35 million to \$40 million, say sources.

Burchill, who had been in his current position at Lifetime for nine years, has roots in the rep business. He worked at RKO and Blair, and in fact, he had worked at Petry for four years in the late 1960's as a radio sales manager.

Burchill's extensive cable experi-



Tom Burchill, with Lifetime for nine years, joins rep firm as majority shareholder.

ence should be a boon to Petry's client stations, since he "knows how to fight for a share of the audience. And he has programing expertise that will help our stations make the right choices," says Harry Stecker, executive vice president, director of client services at Petry. As for getting into the cable rep business, Burchill's pres-

TVB FINDS LOCAL AND SPOT UP 6% IN '92

Television stations experienced 6% growth in local and spot advertising in 1992, according to the Television Bureau of Advertising's earliest estimates. But that figure is cut in half—to 3%—if political dollars are discounted, proving that normal advertising did not bounce back much in 1992.

Total local and spot dollars for 1992 come to about \$10.8 billion. TVB is estimating that spot grew by 5%-7% and local 6%-8%; that includes political advertising, which accounted for \$300 million. The organization's earliest projections, made when the presidential race was asleep and it appeared political advertising would be much more minimal, had been that both categories would grow about 3% to 5%. Excluding political ads, growth fell to the low end of that early prediction.

Despite the overall anemic growth for spot and local in 1992, several categories showed signs of life, and that bodes well for the start of 1993, says Harold Simpson, TVB's vice president, research. The key automotive category showed a significant comeback in 1992 (up 28% in spot and 18% in local through the first nine months of 1992). Other categories showing growth are sporting goods and toys. One area in which Simpson says the industry needs to see a surge is packaged goods advertising, which didn't bounce back in 1992.

A lot of attention is being paid to the first quarter, which could be a good indicator of the state of the advertising economy. "What happens in first quarter is key. It's the first quarter in a while without Olympics or political dollars," says Simpson.

—SDM

ence "does not increase or decrease our interest" in getting into that field, says Stecker, who adds that Petry shares other rep firms' interest in expanding into cable and other businesses, while retaining broadcast as its core business.

Petry has already started that expansion, taking an equity stake in and repping station-client Hubbard Broadcasting's new DBS venture, set to launch in 1994. Chairman Stanley S. Hubbard says he is "delighted,

pleased and happy" about Burchill taking over at Petry. Hubbard also thinks Allen will stay on in some capacity for some time. "I'm sure he'll be there for years. Dave doesn't want to tend to his garden yet."

Doug McCormick, group vice president at HAVES and executive vice president at Lifetime, is thought to be the leading candidate to replace Burchill at Lifetime. McCormick and David Moore, group vice president, HAVES, and president, Lifetime

Healthcare Communications, are running the network until a successor is named. Moore is also said to be a candidate for the job, but there appears to be interest among some of Lifetime's owners in finding a woman to head the female-targeted channel.

Burchill, who said talks with Petry revved up in December, informed Lifetime's board of his decision to leave on Christmas Eve. Sources say the board released him from his contract. ■

ABRY TO BUY STAKE IN ITS ADVERTISERS

In effort to create second revenue stream, group broadcaster wants to purchase equity in companies operating in markets where its stations are located

By Sharon D. Moshavi

In an attempt to find a second revenue stream for its TV stations, ABRY Communications is taking the unusual step of buying equity in its advertisers.

ABRY is looking for deals that utilize what its stations have to offer: advertising time. It wants to purchase equity in companies operating in the five markets where ABRY stations are, offering up a combination of cash and advertising inventory.

The TV group owner is in the process of buying equity stakes in a two-year-old venture called Discovery Zones—children's entertainment centers found in about 30 malls nationwide. Each is an individual franchise, and ABRY so far has taken equity (paying in both cash and ad time) in a Cincinnati franchise—its WSTR-TV is located there—and is negotiating for equity in franchises in two other markets where it has TV stations.

According to Andrew Banks, ABRY managing director, the company is looking to have three or four "substantial" equity ventures set up in each of its TV markets by the end of 1993. Ideal companies are those such as Discovery Zones—in a growth rather than maintenance mode and who need, but cannot afford, to advertise heavily. Some other businesses that ABRY has identified as potential equity partners include car dealerships, theme parks and real estate franchises.

The equity positions have two potentially significant benefits. First, they help get rid of underpriced or unsold inventory. Second, says

Banks, they have no operational costs and so contribute directly to a station's bottom line. "If a station has cash flows of \$8 million, and [an equity venture] can increase that by even \$800,000 or so, that may not sound like very much, but think about the amount of revenue a station would need to raise in the course of its regular business to get that much money in cash flow. It would be a heck of a

lot," says Banks.

The new direction for ABRY is necessitated by economics: the explosive growth in ad inventory due to cable television, says Banks. While he admits such equity ventures are unusual for TV stations, it makes sense, he says, because they do not take the focus away from the stations' core business of selling ad inventory, but rather take advantage of it. ■

Changing Hands

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

WSSH-FM Lowell (Boston), Mass. □ Sold by Noble Broadcast Group to Granum Communications Inc. for \$18.5 million. **Seller** is headed by John T. Lynch, and is purchasing KATZ-AM-FM St. Louis (see below). It is also licensee of five AM's and seven FM's. **Buyer** is headed by Herb McCord, and is also licensee of WBOS(FM) Boston, KXMZ(AM)-KCDU(FM) Dallas, and WMMO(FM) Orlando, Fla. WSSH-FM has AC format on 99.5 mhz with 32 kw and antenna 600 feet above average terrain.

KMST(TV) Monterey (Salinas), Calif. □ Sold by Retlaw Enterprises Inc. to Harron-Smith Television Partnership for \$8.2 million. **Seller** is owned by Lillian B. Disney, Sharon Disney Lund and Diane Disney Miller, and owns five other TV's. **Buyer** is new

company formed by Harron Television Corp., which has interests in three TV's, and Robert N. Smith, who has interests in 10 TV's. KMST is CBS affiliate on ch. 46 with 1,350 kw visual, 135 kw aural and antenna 2,530 feet. **Broker: Kalil & Co.**

KSRR-FM San Antonio, Tex. □ Sold by Genesis Broadcasting Inc. to Tichenor Media System Inc. for \$3.8 million cash plus assumption of liabilities. **Seller** is subsidiary of Booth American Co., headed by John L. Booth, and is licensee of seven AM's and 12 FM's. **Buyer** is headed by McHenry Tichenor, and is also licensee of six AM's and six FM's. KSRR-FM has AC format on 92.9 mhz with 100 kw and antenna 1,016 feet. **Broker: Star Media Group Inc.**

WIMZ-AM-FM Knoxville, Tenn. □

Sold by Stoner Broadcasting System Inc. to South Central Communications Corp. for \$3.5 million. **Seller** is headed by Thomas Stoner, and recently purchased WONE(AM)-WTUE(FM) Dayton, Ohio, for \$7.7 million ("Changing Hands," Oct. 12, 1992). It is also licensee of three AM's and six FM's. **Buyer** is headed by John D. Engelbrecht, who has interests in licenses of one AM, three FM's and one TV. WIMZ(AM) is fulltimer with AOR format on 1240 khz with 1 kw. WIMZ-FM has AOR format on 103.5 mhz with 100 kw and antenna 1,723 feet. *Broker: Blackburn & Co.*

KDRV(TV) Medford, Ore. □ Sold by Sunshine Television Inc. to Soda Mountain Broadcasting Inc. for \$4.1 million. Assignment includes satellite KDKF(TV) Klamath Falls (Medford), Ore. **Seller** is headed by John F. Hash, and is 100% owned by Love Broadcasting Co., which owns licensee of WLOX-TV Biloxi, Miss. **Buyer** is headed by Carolyn S. Chambers, and is subsidiary of Chambers Communications Corp., which owns licensee of KEZI(TV) Eugene, Ore. KDRV is ABC affiliate on ch. 12 with 190.5 kw visu-

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$1,497,500 □ 7
 FM's □ \$32,085,000 □ 18
 AM-FM's □ \$13,820,000 □ 10
 TV's □ \$12,435,000 □ 4
 Total □ \$59,837,500 □ 39

1992 to Date:

AM's □ \$191,225,844 □ 239
 FM's □ \$472,694,554 □ 309
 AM-FM's □ \$368,069,895 □ 185
 TV's □ \$1,428,323,087 □ 59
 Total □ \$2,460,313,380 □ 792

For 1991 total see Jan. 27, 1992 BROADCASTING.

al, 38.1 kw aural and ant. 2,701 ft. **WGBI-AM-FM Scranton, Pa.** □ Sold by Megargee Co. to Lackazerne Inc. for \$3 million. **Seller** is headed by Marcella Megargee Holcomb and has no other broadcast interests. **Buyer** is headed by Kerby Confer, who is 100% stockholder of Keymarket Communications, which recently sold

WNNK-AM-FM Harrisburg, Pa. (see "For the Record," p. 77) and WDCK(FM) Williamsburg, Va.; it recently purchased WZLB(AM)-WFRG-FM Rome, N.Y. It is also licensee of three AM's and four FM's. WGBI(AM) has AC format on 910 khz with 1 kw day and 500 w night. WGBI-FM has top-40 format on 101.3 mhz with 7 kw and antenna 1,110 feet.

KHFI-FM Georgetown (Austin), Tex. □ Sold by Rusk Limited Partnership to Clear Channel Communications for \$3.5 million. **Seller** is headed by Jesse H. Jones II and John C. Jones, and has interests in KTRH(AM)-KLOL(FM) Houston and KSMG(FM) San Antonio, all Texas. **Buyer** is headed by L. Lowrey Mays, and is licensee of 11 AM's, 12 FM's and seven TV's. KHFI-FM has CHR format on 96.7 mhz with 100 kw and antenna 951 feet. *Broker: Media Venture Partners.*

KATZ-AM-FM St. Louis □ Sold by Inter Urban Broadcasting of St. Louis Inc. to Noble Broadcast of St. Louis Inc. for \$2.75 million. **Seller** is headed by Thomas P. Lewis and James J. Hutchinson Jr. and also owns one AM and two FM's. **Buyer** is headed by John T. Lynch, and is selling WSHH-FM Boston (see above). KATZ(AM) is fulltimer with R&B, Motown format on 1600 khz with 5 kw. KATZ-FM has AC format on 100.3 mhz with 50 kw and antenna 495 feet. *Broker: Blackburn & Co.*

WCAW(AM)-WVAF(FM) Charleston, W.Va. □ Sold by Franklin Communications Partners Ltd. to West Virginia Radio Corp. of Charleston for \$1.6 million. **Seller** also owns WKSJ-AM-FM Mobile, Ala., WRKA(FM) Louisville, Ky., and Alabama Radio Network. **Buyer** also owns two AM's, two FM's, Metronews News radio network and daily newspaper in Morgantown, W.Va. WCAW has country format on 680 khz with 50 kw day, 250 w night. WVAF has AC format on 99.9 mhz with 50 kw and antenna 490 feet. *Broker: Blackburn & Co.*

KAKI(FM) Benton (Little Rock), Ark. □ Sold by Bridges Broadcasting Service to Southern Skies Corp. for \$1.125 million. **Seller** is headed by Preston Bridges and also owns KGKO(AM) Benton, Ark. **Buyer** is headed by Jerry Atchley and also owns one AM and two FM's. KAKI has MOR format on 107.1 mhz with 2.5 kw and antenna 331 feet.

WMME-AM-FM Augusta, Maine □

APOGEE COMMUNICATIONS, INC.

has acquired

KFXX / KGON

Portland, Oregon
from

ACKERLEY COMMUNICATIONS, INC.

\$5,500,000.00

The undersigned acted as broker in this transaction and assisted in the negotiations.



Kalil & Co., Inc.

3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

VS&A GIVES UP ON PALMER STATIONS

VS&A Communications Partners L.P. has decided not to appeal a recent court decision that ended its \$70.2 million attempt to buy from Palmer Communications WHO-AM-TV and KLYF(FM), all Des Moines, and KFOR-TV Oklahoma City. VS&A had asked the court to force Palmer to resume negotiations toward a definitive contract. Those negotiations had fallen apart last April. But the chancellor in New Castle (Delaware) County Court decided that although both parties had agreed to some material terms, they had not agreed to bind themselves to those terms. The agreement letter between Palmer and VS&A, Chancellor Allen wrote, did not require Palmer to give up its "right as a property owner to change its mind concerning the disposition of its property prior to the time it agrees to bind itself legally to a sale." Bill Ryan, president and chief executive officer, Palmer Communications, said the stations have shown improved performance and the company now has no intention of selling them.

Sold by Tri-Group Inc. to Pilot Communications of Augusta Inc. for \$950,000. **Seller** is headed by Michael G. Ferrel and has no other broadcast interests. **Buyer** is headed by James L. Leven, who also owns WAQX-FM Manlius, N.Y. WMME(AM) is fulltimer with CHR format on 1400 khz with 1 kw. WMME-FM has CHR format on 92.3 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Media Services Group.*

WMMQ(FM) Charlotte, Mich. □ Sold by Ottaway Communications Inc. to Goodrich Broadcasting Inc. for \$900,000. **Seller** is headed by Robert F. Ottaway and has no other broadcast interests. **Buyer** is headed by Robert F. Goodrich, and currently has attributable interest in station through time brokerage agreement (see WMRR(FM) Muskegon Heights, Mich., below). WMMQ has classic rock format on 92.7 mhz with 1.5 kw and ant. 466 ft.

KHAR(AM)-KBRJ(FM) Anchorage □ Sold by Sourdough Broadcasters Inc. to Alaska Broadcast Communications for \$800,000. **Seller** is headed by Patricia Harpel and has no other broadcast interests. **Buyer** is headed by Roy Paschal and also owns three AM's and four FM's in Alaska. KHAR is fulltimer with MOR format on 590 khz with 5 kw. KBRJ has AC format on 104.1 mhz with 55 kw and antenna 61 feet above average terrain. *Broker: American Radio Brokers Inc./SFO.*

WVMX(FM) Stowe, Vt. □ Sold by Sage Broadcasting Corporation of Vermont to Vermont Communications Systems Inc. for \$750,000. **Seller** is subsidiary of SBC Technologies, which is licensee of one AM and one FM. **Buyer** is headed by Ronald L. Shaffer, and recently purchased KRKY(AM)-KRKM(FM) Granby-Kremmling, Colo. (see

"Changing Hands," Jan. 4). It is subsidiary of American Broadcasting Systems, licensee of two AM's and two FM's. WVMX has AC, CHR format on 101.7 mhz with 43 w and ant. 2,653 ft.

WCNA(AM) Clearwater, S.C. □ Sold by Wafar Communications Inc. to GHB of Clearwater Inc. for \$750,000. **Seller** is headed by Wayne P. Farmer and has no other broadcast interests. **Buyer** is headed by George H. Buck Jr., who recently sold WTOO(AM) Asheville, N.C. ("Changing Hands," Sept. 7, 1992). He is also licensee of 13 AM's and two FM's. WCNA has beautiful music format on 98.3 mhz with 2.8 kw and antenna 484 feet. *Broker: Michael J. Bergner*

KGAL-FM Brownsville, Ore. □ CP sold by Eads Broadcasting Corp. to C & C Broadcasting Inc. for \$725,000. **Seller** is headed by Richard B. Eads, and is also licensee of KSHO(AM) Lebanon, Ore. **Buyer** is headed by Charles Chackel, who has 35% interest in Combined Communications Corp., licensee of KUGN-AM-FM Eugene, Ore. KGAL-FM has oldies format on 102.3 mhz with 6 kw and antenna 961 feet.

WMRR(FM) Muskegon Heights, Mich. □ CP sold by Pathfinder Communications Corp. to Goodrich Broadcasting Inc. for \$625,000. **Seller** is headed by John F. Dille III, and is also licensee of six AM's and five FM's. **Buyer** is headed by Robert E. Goodrich, and has attributable interests in station as well as in WMMQ(FM) Charlotte, Mich. (see above). It recently sold WUBU(FM) South Bend, Ind. ("Changing Hands," Nov. 30, 1992). It is also licensee of three AM's and four FM's. WMRR has easy listening format on 101.7 mhz with 3 kw and ant. 300 feet.

1992

CLOSED

\$137,525,250

Once again, as it did in 1991, MVP led the industry in closed transactions. Year after year – in bull and bear economies – in radio and television – large, medium and small markets – MVP out-performs its competition. Solving complex problems, while creating unique opportunities, through discipline, intelligence and integrity.

ELLIOT B. EVERS
RANDOLPH E. GEORGE
415-391-4877

GEORGE I. OTWELL
404-978-1294

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

RADIO and TELEVISION
BROKERAGE • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO
SAN FRANCISCO

Technology

COMMERCE CLEARS VC-RS EXPORT IN TIME FOR SBCA

San Diego conference will emphasize international market, but digital transmission and high-power DBS may vie for attention

By Peter Lambert

The U.S. Commerce Department cleared the way last week for the sale of VideoCipher-RS encryption hardware to home satellite equipment distributors outside the U.S., just in time for the Satellite Broadcasting and Communications Association (SBCA) Winter Show, Jan. 14-16 in San Diego—an event with a decidedly international theme this year.

Armed with an export classification number to sell a special version of its VC-RS descrambler, General Instrument Corp.'s VideoCipher Division is negotiating sales to a subsidiary of Grupo Televisa in Mexico.

The SBCA's all-day international conference Wednesday, Jan. 13, will open with a panel titled, "How U.S. Programmers Operate in International Markets," featuring executives from HBO, ESPN, Turner Broadcasting, GI and the Motion Picture Export Association of America. Ira Goldman, manager of California's overseas trade and investment programs, will keynote the day. Speakers from Brazil, Canada and Mexico will also be featured.

Likely to address international expansion, signal security and the coming transition to digital transmission, Home Box Office Chairman and Chief Executive Officer Michael Fuchs will deliver the keynote address to the SBCA Jan. 14.

With HBO, Viacom Networks and Tele-Communications Inc. all purchasing satellite digital video compression hardware this year, "it will be hard not to focus on compression," says Hewitt. "C-band will eventually go digital, and our members want to know how and when."

GI and others may debut new hybrid

analog/digital receivers able to serve home dish subscribers through a transition that already includes both kinds of signals in the sky.

High-power direct broadcast may also make a splash, with pressure rising during last week's Consumer Electronics Show on Hughes Communications' DirecTv to announce deals with cable programmers.

On the current analog front, SBCA President Chuck Hewitt says many had feared the conversion to VC-RS (renewable security via replaceable smart cards) would blunt satellite equipment sales. To the contrary, he says, while cable programmers were shutting off the pirated VC-II data stream beginning last October, the industry sustained the best autumn in five years, selling nearly 40,000 systems per month (up from the mid-20,000's).

SBCA preregistration, at more than 1,400 last week, was up from sub-1,000 levels the past several years. And 406 exhibitors is down by only 10 from last year's show.

Meanwhile, Titan Satellite Systems Corp., with supporting comments from home dish programmer PrimeTime 24, has urged the FCC to support competitive provision of VideoCipher-based equipment. Commenting in response to a general FCC inquiry (BROADCASTING, Jan. 4), Titan charges GI "has threatened programmers...that it will terminate their software maintenance and licensing agreements" if they add Titan authorization keys. Titan also charges GI has blocked its access to horizontal blanking interval capacity to deliver Titan authorization data. PrimeTime 24 questioned GI's ability to keep up with consumer demand by itself. ■

RADIO BROADCAST DATA DEBUTS AT CES

Manufacturers demonstrate digital display, format-scan receivers to become available by summer, as more than 40 stations implement RBDS standard

By Peter Lambert

Radio manufacturers and broadcasters teamed to make the nation's new radio broadcast data system (RBDS) standard a top story at the 1993 Winter Consumer Electronics Show Jan. 7-10 in Las Vegas.

Nine radio makers demonstrated new RBDS receivers to become available in mid-1993. Each has an eight-character digital display for radio station identification, program, emergency alert, paging and other in-

formation delivered by broadcasters. Critical to broadcasters, the RBDS radios allow listeners to search signals according to format. Regularly downloaded AM and FM station formats are stored in the receivers.

"At a time when many broadcasters are looking to expand their revenue base, this technology will help usher in a new world of data broadcasting," said NAB Executive Vice President John Abel. "Perhaps most important, all AM and FM stations will enjoy the call sign and format display features."

As of Jan. 7, 42 FM broadcasters across the nation had become "RBDS stations," said the Electronic Industries Association. They include five in Detroit, three in Philadelphia, two in Chicago, New Orleans and San Diego and one each in New York and Long Beach, Calif. Ten Las Vegas FM's broadcast messages during CES.

So far, 22 formats have been incorporated into the standard; seven format slots remain open. The formats agreed upon by broadcasters and manufacturers—through the National Radio Systems Committee (manned by EIA and National Association of Broadcasters members): (1) news, (2) information, (3) sports, (4) talk, (5) rock, (6) classic rock, (7) adult hits, (8) soft rock, (9) top 40, (10) country, (11) oldies, (12) soft, (13) nostalgia, (14) jazz, (15) classical, (16) R&B, (17) soft R&B, (18) language, (19) religious music, (20) religious talk, (21) personality and (22) public.

Manufacturers exhibiting RBDS receivers were Access USA Corp., Blaupunkt, Delco Electronics, Denon America, Grundig, Kenwood USA, Onkyo USA, Philips Car Systems and Sony Corp. of America. ■

PANAMSAT AND TELEVISA TIE KNOT

PanAmSat and Mexico's Televisa S.A. de C.V. finalized formation of PanAmSat Limited Partnership, following FCC approval of the deal. That expedited approval came over objections from Orion Satellite Corp. With backing from British Aerospace, Orion plans to start its own international separate satellite system in the mid-1990's.

Televisa's \$200 million investment will give it a 50% senior equity position in PanAmSat LP, though the FCC says it is satisfied PanAmSat founder Rene Anselmo will remain managing general partner.

PanAmSat President Frederick Landman says the company will probably need no further equity to launch Ku-band satellites into the Pacific, Atlantic and Indian Ocean regions by early 1995. While Televisa's investment will go to satellite construction, contracts with Hughes Aircraft allow for payments over the 15-year life of each bird. Favorable export financing with Paris-based launcher Arianespace also lessens the need for upfront cash.

Landman expects broadcasters will continue to make up about 70% of PanAmSat's clientele. Currently NHK, Fuji TV, Turner Broadcasting System, ESPN, CBS, the BBC and other networks use PAS-1 to move television product in and out of Europe. He hopes programmers now scattered across several domestic and regional spacecraft in the Pacific will aggregate on PAS-2, allowing the use of a single, small downlink across the region.

The FCC rejected Orion's argument that Televisa principal Emelio Azarraga—through his investment in the partnership, through his "past personal and financial dealings" with Anselmo and as a user of PanAmSat—would surreptitiously control the satellite operation. —PDL

Would you believe...
Complete
Computer
Controlled

5 Meter Satellite Under \$50K?

TURN-KEY SYSTEM, INCLUDING:

- 4-LNB Feed Horn Motorized
 - 4-LNBs
 - 6 Satellite Receivers
 - 1 Computer Controller
 - All necessary hardware to complete installation
- 180° Plus Arc Coverage with DH 5-Meter Satellite Antenna for C and Ku Transponder Pick Up.
Use for Primary or Secondary Service

One Price Covers Everything

\$49,000

Operational—Your Site

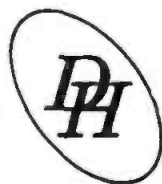
TEST DATA AVAILABLE
OVER 300,00 ANTENNAS PRODUCED



GIBRALTER
SERIES

—ORDER TODAY—
Call 919-851-1926
or
Fax 919-851-1190

Lease Financing Available



Satellite

Rush Media Systems

PO Box 12354
Research Triangle Park, NC 27709

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

Turnaround general manager: For Massachusetts based group's acquisitions. Target stations in markets 25-150, all regions. Seek turnaround specialist with successful track record. Opportunity to share in value created. Send resume and outline of turnaround experiences to Box A-9. EOE.

Information services director: Minnesota Public Radio seeks applicants for a new position to manage staff and resources within MPB's data processing and telecommunication functions. This position will identify information needs and develop strategies for systems development and integration. Ideal candidate will have experience in: Management of technical personnel and technologically-specialized vendors (5+ years); EDP programming (3+ years); VMS-based VAX systems; PBX systems including data/voice networks; large-scale EDP networks that include mainframes, PC's, modems and servers. Experience with the broadcast communications industry; emerging EDP technologies; Rolm VoiceMail system; and systems integration methodologies (DecNet, InterNet and TCP/IP) a plus. Send letter and resume to: Human Resources/INFO, Minnesota Public Radio, 45 East Seventh Street, St. Paul, MN 55101. AA/EEO employer.

If you are just looking for a job do not answer. If you want to own a radio station in next few years we are looking for a man or woman to work with older owner who is retiring. Then an easy step to ownership. Station KVBR, Brainerd, MN 56401. EOE.

Sales manager needed at small market regional combo. Looking for a leader for a great sales team already in place. Will also handle established account list. Contact: T. David Luther, PO Box 1629, Danville, VA 24543. EOE, MF, A/A.

Are you a top-producing sales manager in a major market or at a network? We're a national broadcasting organization looking for a professional manager to bring experience and proven success to the position. If this sounds like you, please drop your cover letter and resume to Box A-8. EOE.

General sales manager Southeast: New duopoly requires GM (3-5 yrs. min.) Strong sales retail/direct and agency. Familiar with strategic planning, mission statements. Able to construct budgets and read balance sheet. A person willing to work hard and think smart. Equity. All replies in confidence. Send resume, state salary requirements to Box A-11. Equal opportunity, M/F.

HELP WANTED SALES

Beautiful historic, coastal Charleston SC powerhouse AC, 100 KW WXTG, and regional AM is looking for a dynamic, experienced radio salesperson to work and live in one of America's selected ten super cities. Fax letter & resume to 803-577-7726. EOE.

Sales manager: Fast growing #1 rated station in medium northwest market has an excellent opportunity for "street smart" goal oriented sales manager. Family community offering outdoor recreation and university. Station is regional leader. Good advancement potential. Reply to Box T-15. EOE.

Top 50 Southeast market FM/FM expanding sales staff. Minimum 2 years radio sales experience. Excellent opportunity with long-established broadcast company. Send resume to Box A-10. EOE.

HELP WANTED ANNOUNCERS

Morning personality, WHEN, Syracuse. AC/full service regional leader seeks all applicants interested in hosting mornings. Looking for entertaining and informative personality with quality presentation and experience. Please send resume and tape to: Richard Carr, General Manager, WHEN Radio, PO Box 6875, Syracuse, NY, 13217. EOE.

HELP WANTED NEWS

Journalist/personality, investigator, writer, broadcast and print. Excellent entry level station near Phoenix. Minorities encouraged, some sales. KQSS 602-425-4378. EOE.

Network news anchors and reporters needed for news operations to start early '93 in Washington, DC and White Springs, Florida. Send tape and resume to Kent Phillips, PO Box 456 (UPS or FedEx Three River Street), White Springs, FL 32096. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graduate assistants (4), Miami University, 1993-94, WMUB FM. Full time 30 kw NPR affiliate, Big Band-Jazz-news format. Graduate assistants work toward a Master's degree in Mass Communications while working twenty hours per week in a professional capacity at WMUB. **News:** 2 positions in news department reporting, writing and anchoring. Experience necessary. **Operations:** 1 position for general radio station operation/programming: quality control, studio and remote production, traffic and promotion copy writing. **Marketing:** 1 position assisting in membership, promotion, program guide, press releases and special events. Desk top publishing experience desirable. Required: Acceptance into Master's program in Mass Communication at Miami University. 3.0 GPA. Stipend at least \$6,800 plus fee waiver. Additional summer stipend possible. Qualified only. No phone calls. Immediate letter of application, resume and 3 reference letters necessary. Deadline March 5, 1993. Contact GA Search Committee, WMUB, Miami University, Oxford, OH 45056. AA/EEO.

SITUATIONS WANTED MANAGEMENT

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

Director of sales, general sales manager, or general manager, in medium size market. If you need to make a profit at two stations, four stations or more, I can make it happen. Results driven with a proven track record. Prefer West. Reply to Box A-2.

Successful manager looking to earn sweat equity managing a sun belt property or group. Strong track record in network, station and syndication management in NYC, FL and TX. Reply to Box A-3.

GM/GSM major market turnaround specialist. 100% record of improving top line at 3 consecutive stations as SM. 100% record of improving top and bottom line at 3 as GM. Prefer New England, Northeast. No magic. Hard work and proven systems. Give me what I need to win, you keep the profits. Reply to Box T-19

Unique combination of general management experience, programming and sales know-how looking for new challenge. Stable, bottom line oriented family man looking for quality-conscious station to take to the top. Reply to Box A-12.

GM/GSM vigorous, talented 59 year old career broadcaster with high success rate in start-ups and turnarounds available January 18 to lead your station or group to financial dominance. Donald 904-585-6060.

GM/SM: 13 years experience in all areas of radio, in small, medium and major markets. Assertive personality, leads by example, strong trainer and team builder. Brad 216-757-4667.

SITUATIONS WANTED SALES

Sales leader seeks sales & or marketing post in radio, TV or cable with on-air potential. Extensive and varied sales & promotion experience. Attributes include: Proven sales record, effervescent personality, dedication & flexibility with regard to hours & duties, & familiarity with all types of music. Currently employed as special event/party disc jockey & marketing consultant. Willing to relocate. Phone Steve at 410-337-7444.

SITUATIONS WANTED TALENT/PERSONALITY

Talented talk host. Experienced, dedicated, informed. Seeking new opportunities. Have been hosting national show with big name guests. Rick: 1-800-257-6556.

Talk host/news director/broadcast engineer: 15 years major market experience. Dropped out to teach high school. Want back in business. John DeCieux 314-325-4465.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

CHR programmer with 15 years successful track record searching for medium or large market as PD/operations. Specialist in maturing format to sellable demos and working with sales on promotions that increase listenership and revenue. Expertise in focused product, music scheduling, talent development, and marketing. Employed with industry-wide references. Please reply to Box T-21.

Mature, very experienced talk show host of quality. Intelligent, gracious, listen well, excellent questioner who does not allow interviewee or caller get away with anything, sophisticated yet fun, unusual but not a kook, listeners love me. Salary not important. I will get you an audience. Have additional plan to earn you high five-figure extra net-net income. No tapes, live audition only, my expense, no obligation. Reply to Box A-13.

MISCELLANEOUS

Stand-out ad copy sizzles, sells, 24-hour turnaround. Our low prices beat your production in-house. Details: Paul Carson Communications, 305-726-3924.

TELEVISION

HELP WANTED MANAGEMENT

WDBD-TV Fox 40 in Jackson, MS, part of a growing group, is seeking a general manager with strong sales background, solid marketing skills, and independent or Fox affiliate experience. Send resume including present salary and references to D&K, Inc. at 7200 Wisconsin Avenue, Suite 310, Bethesda, MD 20814. M/F EOE.

Executive director: Large, suburban non-profit public access facility seeks executive director to oversee operation of its television and radio channels. Administration, fiscal, personnel management, and television experience required. Excellent communication skills and knowledge of cable industry essential. Equal opportunity employer. Interested applicants should send cover letter, resume and salary requirements to: FCAC, Attn: ED Search Committee, 2929 Eskridge Road, Suite S, Fairfax, VA 22031. Deadline January 31, 1993.

Traffic manager: Fox affiliate seeks experienced traffic manager. Must be thoroughly versed in all aspects of Columbine traffic applications. Send resume to: General Manager, PO Box 8115, Spokane, WA 99203. EOE.

Operations mgr for S.F. T.V. station: KPIX-TV is seeking an experienced professional to manage all functions of a major market sales operations department. This includes managing the traffic and sales service functions and staff of 6, inventory control, continuity and station logs. Qualifications: minimum 2 years as a sales operations manager, working knowledge of Word, DOS, Lotus and/or Excel or equivalent. Must be proactive, organized and able to work under deadlines. EOE employer. No phone calls. Resume, cover letter and salary requirements to KPIX, Human Resources Manager, 855 Battery Street, San Francisco, CA 94111.

Executive director, public television: Iowa Public Television is seeking qualified applicants for the position of executive director/CEO. IPTV is a state-owned network with an operating budget of approximately \$9,500,000. It broadcasts to all 99 Iowa counties through a system of 8 transmitters and 8 translators, and is headquartered in the Des Moines vicinity in a new 62,000-square-foot state-of-the-art facility with three studios, including a studio/theatre with audience seating capacity of 335. It also has development and coordination responsibilities for the educational component of a fiber optic stateside interactive telecommunications network which is currently under construction. The executive director is responsible for all network operations, and reports to the nine-member Iowa Public Broadcasting Board. Candidates should possess successful broadcast management experience, appropriate credentials, and have necessary skills to administer large and complex organizations. Ability to relate effectively to multiple constituencies, including the viewing public, State government, board, staff, educational community, and Friends of Iowa Public Television is critical, as is the ability to motivate and lead an exceptionally creative staff. Applicants should submit a complete resume detailing experience and credentials, along with professional references who can speak to the competency of the candidate. Applicants should also provide a statement of philosophy, no longer than two pages, as it relates to the operation and administration of a statewide public television network funded by State sources, and their vision for the future of public television. Applications need to be received by February 1, 1993, and will be a matter of public record and open for public inspection. The position opens mid-April 1993, upon the retirement of the current executive director. All correspondence should be addressed to: Search Committee, Iowa Public Television, PO Box 6450, Johnston, IA 50131. An equal opportunity employer.

WESH, the NBC affiliate in Orlando, FL has an opening for national sales manager. Candidates should possess national rep experience and/or sales management experience. Individual must be proficient in inventory management and pricing. Strong communicative skills a must. Send resumes to: Nick Nicholson, GSM, WESH-TV, 1021 N. Wyomere Rd., Winter Park, FL 32789. No calls. EOE.

KATV, dominant ABC affiliate in the 58th ADI, seeks local sales manager with ability to train, direct and motivate, effective new business development, presentation and computer skills. Five years of broadcast sales and B.S. degree or equivalent required. No phone calls please. Send resume to Personnel Director, PO Box 77, Little Rock, AR 72203. EOE M/F.

News director for award winning small market mid-western affiliate. If you are hands-on, energetic, innovative and can help us continue our winning ways, send your resume, news philosophy and salary requirements to Art Daube, WTOV-TV, Box 9999, Steubenville, OH 43952. EOE.

Sales manager: WSMH-TV Fox 66 serving mid-Michigan is seeking a local sales manager. This demanding position requires a talented manager with a track record of success. Call in confidence 8AM-9AM EST. David Wittkamp 1-800-733-2065. EOE.

Business manager: Help build a new TV network. The Hispanic Information & Telecommunications Network (HITN), the nation's first Hispanic public television network, is seeking a hands-on business manager to: Oversee the financial operations of its network composed of ITFS (microwave) stations in 30 U.S. cities; handle contract negotiations and administration; supervise program acquisitions and distribution; oversee and implement network development and affiliate relations. Requirements: 5 or more years television experience, at least two years in a management position. MBA or CPA desirable. Salary: \$35,000. Send resume to Business Manager, HITN, 449 Broadway, 3rd Floor, New York, NY 10013. EOE.

Instructional television — station manager: Hispanic Information & Telecommunications Network, Inc. is adding a satellite station in Albany, NY to its national network of television stations. HITN-TV seeks qualified individual to fill the position of station manager. Candidate will be responsible for all start-up procedures, day-to-day management authority and all station operations; has primary responsibility for implementing internal policies and for managing and allocating station resources effectively in pursuit of the corporate mission, objectives and goals. Higher education degree in communications, business or education; five years experience (two in management) in non-commercial broadcasting or related field; demonstrated success and extensive experience in all areas of television programming and production; experience managing distance learning projects and grant funded projects; communication skills needed to be an effective spokesperson for the station; working knowledge of laws, rules and regulations relating to non-commercial television; computer literacy; Spanish fluency desired. Salary: \$33,000 annual. Send resume: HITN-TV, 449 Broadway, New York, NY 10013. Attn: Station Manager/Albany. EOE.

HELP WANTED MARKETING

Marketing producer: Oklahoma's #1 TV and news station is looking for an energetic and creative person to help promote news, station image and programming. If you think you've got what it takes, then let's talk! 1 year or related broadcast experience required. Send resume and tape to: Rick Buchanan, Marketing Director, KWTW, 7401 N. Kelley, Oklahoma City, OK 73111. No phone calls, please! EOE-M/F.

HELP WANTED SALES

Sales promotion director: To help sales department develop and execute revenue-producing promotions and special events. Will also develop vendor and co-op opportunities. Solid background in TV or radio sales/promotion is essential. Resume and salary history to WSYT Fox 68, 1000 James Street, Syracuse, NY 13203. EOE.

HELP WANTED RESEARCH

Research director: The #1 TV station in the 44th market seeks person with research background. This highly visible position will involve news research, sales promotion, ratings, Stowell Data and other research applications. Candidate should have a minimum of two years experience in TV research or related background and should have a strong background with ratings and computers. A college degree is required. Send resume by January 22, 1993 to: Personnel Director, WGAL 8, PO Box 7127, Lancaster, PA 17604-7127. WGAL 8 is an equal opportunity employer.

HELP WANTED TECHNICAL

Chief engineer: Television start-up. Take charge of total engineering equipment and staff. Planning, purchase and maintenance of equipment. 5 years minimum experience. Compensation with ability. Send resume to Box T-36. EOE.

TV maintenance engineer: 100+ market, group-owned NBC affiliate, is seeking high school graduate with minimum two-year course in TV broadcast electronics, including digital technology. FCC General Class license or SBE/CET certification and technical management skills required. This is not an entry level position. Advancement potential, excellent fringe benefits package, and competitive salary. Send resumes only (no phone calls) to: Ken Dick, Chief Engineer, WVVA Television, Inc., POB 1930, Bluefield, WV 24701. EOEMF.

Director of operations: Direct engineers in nightly operations. Work directly with news night managers and assistant director of engineering to coordinate assignment of personnel, covering absences, vacations, dispatching engineering crews for all ENG and SNG remotes. 10 years engineering experience. Management experience preferred. Ability to get along with people and possess good communications skills. Please send your resume to: Human Resources, KTVI Inc., 5915 Berthold Ave., St. Louis, MO 63110. EOE.

HELP WANTED NEWS

Assignment manager: Responsible for daily news coverage; supervise assignment desk & editors to discover, gather & execute local stories; manage reporters & photographers; prepare staff schedules; provide editorial thread from broadcast to broadcast; plan major event coverage. Minimum 5 years experience producing shows & managing assignment desk; ability to crystallize story from basic information. EOE M/F ADA. Send resume to KYW-TV, Independence Mall East, Philadelphia, PA 19106.

News producer: #1 station in the market needs a take-charge news professional to produce fast-paced, well-written newscast. BA/BS and two years experience needed. Send tape and resume to Desiree Newhart-Hill, KWTW, PO Box 14159, Oklahoma City, OK 73113. No phone calls please. EOE-M/F.

Reporter: KMSP-TV, Mpls-St. Paul, seeks reporter who is aggressive, wants to be the lead every night, knows how to break stories and chase spot news. Salary commensurate with experience. Tapes & resumes to Dana Benson, News Director, KMSP-TV, 11358 Viking Dr., Eden Prairie, MN 55344. No phone calls. EOE.

WPSD seeks applicants for future anchor and reporter openings. Anchor applicants needed for all dayparts. Producing and/or weather knowledge helpful for reporter applicants. Degree and experience preferred. No calls please. Send tape and resume to: Terry Reeves, ND; WPSD News; 100 Television Lane; Paducah, KY 42003-5098. EOE.

Weekend anchor/weekday reporter: Experienced television news reporter with anchor skills. Experience in working with bureaus, SNG, ENG and NewStar computers helpful. Excellent writing and people skills important. Broadcast journalism degree or equivalent preferred. Resume and recent anchor tape to Weekend Anchor Search, KWTX-TV, PO Box 2636, Waco, TX 76702. EOE.

Medical reporter/anchor: KFOR-TV is looking for a medical reporter. Capable of breaking medical stories and can focus on medical breakthroughs. We have serious commitment to medical news potential for development of weekly medical show. No beginners. Women and minorities encouraged to apply. Tapes and resumes to News Directors, KFOR-TV, Box 14068, Oklahoma City, OK 73113. EOE.

News photographer: Needs to be aggressive, creative with one year experience shooting/editing news. Must be serious about living/working in Alaska. Send resume and non-returnable tape to T. Hiebert, KTVA-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. EOE.

Reporters: Chattanooga's number one news team is looking for experienced reporters. In 1992 we chased hurricanes, presidential candidates, trains and hot vacation spots. We have the area's best staff equipped with ENG, SNG and a computerized newsroom to help you be the best. If you are up to the chase in '93 send non-returnable tapes and resumes to: Jim Church, News Director, Box 1150, Chattanooga, TN 37401. No phone calls. EOE/MF.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

WFAA-TV in Dallas, Texas seeks an experienced promotion writer/producer to join our marketing staff. A minimum of 3-5 years in film, videotape, print and radio production, preferably at a network affiliate television station. Our multi-studio facility includes D-2 Post Suite, A-62s, digital audio editing, V-series paint boxes, Cypher, Mac and K-scope. Send tape and resume to: Dave Muscari, Promotion Manager, WFAA-TV, 606 Young Street, Dallas, TX 75202. (No phone calls please) EEOC.

KJCT-TV in Grand Junction, Colorado is seeking a creative services producer. Must have strong creative and writing skills with the ability to work well with a wide variety of people. If you can write, shoot and edit send your resume to Layne Montgomery, Production Manager, KJCT, #8 Foresight Circle, Grand Junction, CO 81505. EOE.

Graphic designer: Create graphics & animation for news, promotion & programming in state-of-the-art component design suite & digital editing suite. Minimum 5 years television or post production experience; knowledge of Quantel Paintbox, DFX PictureBox & Macintosh. Send resume to Box A-14. EOE M/F ADA.

Got the winter hues? Head for a Paintbox under Southern skies. We're an award winning creative team in search of a dynamic designer. If you're a state-of-the-art artist who's ready for the big time, send your resume and tape to: Jeff McInnis, Art Director, KDFW-TV, 400 N. Griffin, Dallas, TX 75202. EOE.

television?! Independent Television Service (ITVS) seeks proposals for innovative independent productions, to be offered for broadcast on public television, that bring new voices to audiences across the nation. Open Call seeks proposals for single programs of standard broadcast length, of any genre or subject. Proposals must be received by 5 p.m., March 16, 1993. Guidelines for application to Open Call are available from ITVS: 333 Sibley Street, Suite 200, St. Paul, MN 55101. 612-225-9035. EOE.

SITUATIONS WANTED NEWS

Female sports reporter/producer seeks position with sports team in medium-sized market. I bring experience in on-air sports features along with creative production ideas. I seek a new and challenging assignment allowing me a growth experience. Aggressive, dynamic and willing to learn. Will relocate. Resume tape available. Reply to Box A-15.

Stable with growth potential for dedicated hard working people? Attractive lady newscaster with beautiful bell-clear on-air presence and sultry voice, 6+ years radio/television news and production (major market experience), wants to talk with you! Communications degree, dedicated, and a no-nonsense professional. Prefer SE or Midwest. Box 110, Ark, VA 23003.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

A take charge producer/director. Self-starter who needs a change for the better. Seeking a position with a challenging production schedule. BA in Broadcasting. Willing to relocate. Phone Joe at 213-625-7112.

MISCELLANEOUS

Career Videos: Our broadcast professionals prepare your personalized resume tape. Unique format, excellent rates, success record, job search assistance. 708-272-2917.

Jobs nationwide! Expanded listings. Spectacular upgrade of services. Broadcasting's leading authority on employment opportunities. Now in our 9th year. You should see us now! Free information. Media Marketing/THE HOT SHEET, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast journalism: Assistant professor, tenure track. Teach broadcast journalism, studio and field production, media ethics, and areas of personal expertise. Preferential consideration to those with expertise in developing communication technologies or comparative and international media systems. Applications from minorities are especially encouraged. A commitment to research and professional/scholarly performance, a Ph.D., and professional experience are required. Application review begins on February 26, 1993 and continues until the position is filled. Send a letter of application, current and complete vita, evidence of teaching and research effectiveness, and have three letters of recommendation sent to: Dr. Joseph P. Tenerelli, Chairperson, Radio/TV/Film Search Committee, Department of Communication, Indiana State University, Terre Haute, IN 47809. ISU is an EOE/AA, ADA employer.

Boston University, College of Communication, School of Broadcasting and Film Producing for Television. Faculty member to develop and teach courses such as creative television producing, program analysis, scriptwriting and history of TV genres. Background in producing and writing required. Teaching experience as well as an advanced degree preferred. Send letter and resume to Faculty Search Committee, c/o Assistant Dean Phyllis Robbins, Boston University, College of Communication, 640 Commonwealth Avenue, Boston, MA 02215. Deadline February 15, 1993. Boston University is an equal opportunity, affirmative action employer.

HELP WANTED MANAGEMENT

Executive director: The Society of Environmental Journalists, an 800 member educational organization, seeks a strong executive director to run its national headquarters. Responsibilities include development and oversight of annual budget, office staff and fundraising, and coordination of national and regional conferences and other educational programs. Grant-writing skills and experience in running a non-profit organization essential. Experience in environmental journalism a plus. Annual salary \$35,000 to \$45,000 commensurate with experience. Benefits package negotiable. Relocation may be necessary. Send resume and cover letter explaining your qualifications by Feb. 15 to Jim Detjen, SEJ President, 1742 Academy Lane, Havertown, PA 19083. SEJ is an equal opportunity employer.

FINANCIAL SERVICES

Immediate financing on all broadcasting equipment. If you need \$2,000-\$500,000. Easy to qualify, fixed-rate, long term leases. Any new or used equipment & computers, 100% financing, no down payment. No financials required under \$50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding, 800-275-0185.

EMPLOYMENT SERVICES

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

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: 501-868-5023. Fax: 501-868-5401.

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

Transmitters: Harris 55, excellent, many recent upgrades, Channel 33 and 17. Philips 110, Channel 54, Townsend 30MX, any channel, 1988. Townsend 120, 1986, any channel, many spares. Also Klystrons, financing. Pauza Company, LTD. 615-238-4200.

Over 1000 new Fidelity AUDIO CARTS for sale, model 300. From 20 seconds to 6 minutes. \$500 for all 702-386-2844.

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.

**We'll give you
all the credit.**



FAX (202) 293-FAST

**OR MAIL TO: Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.**

PUBLIC NOTICE

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session Thursday, January 14, 1993, beginning at noon at National Public Radio, 2025 M Street, N.W., Washington, DC. Subject to amendment, the agenda includes: Dues allocation and other issues set forth at the October meeting.

RADIO

HELP WANTED NEWS

940 WINZ, South Florida's Only News Station, is expanding.

We're looking for top notch anchors, editors, reporters, writers and producers to join our award winning staff. A minimum of three years experience in medium or large markets required. Tape, resume and cover letter to **Peter Bolger, Program Director, WINZ, 4330 NW 207th Drive, Miami, FL 33055.** No calls, please. WINZ is an Equal Opportunity Employer. WINZ is a Paxson Broadcasting station.

HELP WANTED TECHNICAL

Chief Engineer

Two of the country's most successful radio stations are seeking a hands on, roll up the sleeves, engineer.

A minimum of five years in radio engineering experience is required. Candidates must also possess a First Class license. Candidates should know how to operate in a ninety's efficient environment, while possessing strong people skills.

WHK/WMMS are Equal Opportunity Employers. Please send resumes to:

Charles Bortnick
Vice President/General Manager
WHK/WMMS
200 Skylight Office Tower
Cleveland, Ohio 44113

HELP WANTED PROGRAMING PROMOTION & OTHERS

PROMOTION DIRECTOR FOR KMOX RADIO

Immediate opening. College degree and three to five years' experience in radio preferred. Responsible for all marketing efforts on station including audience and sales promotion. Must have good writing and communication skills. Send resumes to Vice President/General Manager, KMOX Radio, #1 Memorial Drive, St. Louis, MO 63102. Equal Opportunity Employer.

HELP WANTED MANAGEMENT

General Sales Manager Radio One Marketing

America's most innovative radio sales organization is seeking an exceptional broadcast sales professional to manage the sales effort for WMMS and WMJI, two of northeast Ohio's largest radio stations.

Please send resumes to either:

Charles Bortnick
Vice President/General Manager
WMMS
200 Skylight Office Tower
Cleveland, Ohio 44113

or

Dean Thacker
Exec. Vice President/General Manager
WMJI/Legacy Broadcasting
310 Lakeside Ave., 6th floor
Cleveland, Ohio 44113

Radio One, MalriteCommunications and Legacy Broadcasting are equal opportunity employers. All applicants will be given equal consideration regardless of race, sex, age, religion or ethnic background.

SITUATIONS WANTED MANAGEMENT

PROGRAMING GENERAL MANAGER

For the past 23 years I have been a disc jockey, music director, program director, operations manager and station manager. I've loved every minute of it! It's time to move to the next level... and that could be as a VP/Programing with broad multiple station opportunity, or maybe it's a General Manager position at a station that's not afraid to promote from the programing side. I offer strong people skills, fiscal responsibility and a pattern of success fueled by desire, determination and dedication. I am presently employed, happy and normal. Anxious to discuss any and all situations. Reply to Box A-5.

TELEVISION

SALES TRAINING

LEARN TO SELL TV TIME
Call for FREE Info Packet
ANTONELLI MEDIA TRAINING CENTER
(212) 206-8063

EDUCATIONAL SERVICES

TV WEATHERCASTERS WORKSHOP
NATIONAL WEATHER NETWORK OFFERS WEEK-END TV WEATHERCASTING SEMINARS FOR ASPIRING TALENT. GAIN PRACTICAL COMPUTER GRAPHICS EXPERIENCE & WORK THE CHROMAKEY. SHARPEN YOUR ON-AIR SKILLS AND PRESENTATION IN OUR COMPLETE STUDIO. PRODUCE YOUR ON-AIR DEMO TAPE AND BENEFIT FROM THE ADVICE OF WORKING PROFESSIONALS.
CALL NWN TODAY FOR BOOKING INFORMATION
801-352-8673

SITUATIONS WANTED NEWS

Only interviewer in the U.S. that can consistently identify fundamental truths and mistakes in our national leader's thinking, is interested in working for T.V. station or network that doesn't mind shaking things up. Send for Demo or complete interview of **Mike Wallace, Senator Biden, Congressman Henry Hyde** or others to see for yourself. Call Jan Helfeld (809) 791-5664.

HELP WANTED TECHNICAL

BROADCAST TECHNICAL DIRECTOR

In only 6 years QVC has become the largest and most successful cable shopping company in the country, now reaching more than 42 million homes nationwide. This impressive growth has created the need for a **BROADCAST TECHNICAL DIRECTOR.**

QVC broadcasts live, 24 hours a day, from our state-of-the-art facility in West Chester, PA. As a Technical Director you will be responsible for directing and technical directing of our live broadcast while controlling robotic cameras.

The successful candidate will have a solid background in live broadcast production, knowledge of Grass Valley Switchers, Dubner Graphics system, live audio production plus a high level of creative energy and ambition.

For immediate consideration, submit your resume and salary requirements to: **Diane Donio, QVC Network, Goshen Corporate Park, West Chester, PA 19380-0844.** Or fax your resume to 215-430-2368. We offer a competitive salary and benefits package, including relocation assistance. An equal opportunity employer.

QVC

HELP WANTED PROGRAMING PROMOTION & OTHERS

PRODUCTION EDITOR

KNSD in San Diego is seeking a highly creative and technically solid Production Editor to run our computer editing suite for commercial, promotion and program production. This individual must have a minimum of 5 years experience with computerized editing systems, switchers and digital effects. He/she must be able to work well with all types of people.

Send your reel and resume to:

Ric Schwartz
KNSD-TV
8330 Engineer Road
San Diego, CA 92171



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
PROMOTION**

WWOR-TV, New York's Superstation seeks a highly talented individual with proven creative and production skills to write, shoot and produce on air, radio and print promotion. Assignments will include image and topical promotion; shooting original material and editing from footage; graphics, music print and radio. If you can think of it, chances are you can do it. Serious award winning applicants only, this position is not for beginners! If you have a reel that shines, a talent for creating excitement, and aren't afraid to roll up your sleeves, you could be the one! Salary commensurate with your skills and past experience. Send a resume, your reel and salary requirements **Referencing for this position is BC34, HUMAN RESOURCES DIRECTOR.**

PROMOTIONS MANAGER

Superstation in nation's #1 market seeks a highly creative, organized individual with excellent leadership skills to manage daily promotion activities. Applicants should have excellent reel, demonstrate a flair for eye catching graphic design and have prior management experience. Duties will include image and topical promotion, sales promotion, media and the creative supervision of producers. If you're currently a #1 or #2 ready to meet the challenge of the New York market, send a resume, your reel and salary requirements to:

**HUMAN RESOURCES DIRECTOR—BC37
WWOR-TV
9 BROADCAST PLAZA
SECAUCUS, NJ 07096
Equal Opportunity Employer M/F/H/V**

ALLIED FIELDS

EMPLOYMENT SERVICES

**GOT THE 900 NUMBER BLUES?
TRY MEDIALINE**

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

To subscribe call 800-237-8073/California 408-648-5200



EMPLOYMENT SERVICES CONTINUED

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

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
\$1.99 Per Minute (5627)

FOR SALE EQUIPMENT

READY FOR JULY 1, 1993?
That's the deadline for all aural STL's to be FCC approved. If your STL doesn't have an FCC ID # call MARTI at 817-645-9163, we can help.

FOR SALE STATIONS


Recent mainland acquisitions force decision to sell partially constructed Class C FM station in Honolulu. This represents a fine opportunity to acquire a property that will provide a signal capable of dominating the market. Includes long term site leases. Qualified serious buyers please reply to Box A-7

FOR SALE STATIONS CONTINUED

MEDIA BROKERS • APPRAISERS

RADIO • TV • LPTV
A Confidential & Personal Service

BURT SHERWOOD INC.
4171 Dundee Rd., Suite 268, Northbrook, IL 60062
708-272-4970



TV STATION
(Full Power) UHF
(Lake Dallas)
DALLAS/FORT WORTH
No Program Obligation
Priced to sell
(817) 267-9725

**FOR SALE: REGIONAL AM STATION,
LEADING AM IN LEADING FLORIDA RE-
SORT MARKET — #1 GROWTH MAR-
KET IN NATION. PERFECT FLORIDA
BASE FOR EXPANDING GROUP. IN-
CLUDES VALUABLE LAND, BLDG. CAN
BECOME REGIONAL POWERHOUSE
SIGNAL. REPLY TO BOX A-16.**

**For Sale or Trade
Class C FM/10 KW AM**
KMCM/KMTA Miles City, Montana
Regional signals cover Southeastern Montana.
Top facility in a great market with excellent
growth potential. Priced to move \$595,000.
Call Paul 612-222-5555

Stop! Look! and Call!

Class B Gulf Coast. Positive sales growth. Arbitron #2. \$1.3 million. Terms.
Class C. Mid-South Capital City. \$1.4 million. Terms. Call **Paul Reid** 904-837-0590 or 904-654-3032.

Class C Southeastern. Grossing \$1.0 million '91 & '92. Priced at \$1.3 million. Terms. Big signal. Call **Tom Snowden** 919-355-0327.

Carolinas Combo. Class A FM. 1kw AM. All new equipment. Showplace studios and offices. \$750,000 terms. \$675,000 cash. Call **Dick Paul** 919-355-0327 or 919-946-7777.



SNOWDEN



REID



PAUL



SNOWDEN Associates

MEDIA BROKERS

FOR SALE STATIONS CONTINUED

FOR SALE

50KW AM AND CLASS C FM, IN SOUTHWESTERN TOP 50 MARKET. SERIOUS BUYERS ONLY PLEASE. P.O. BOX 25670, HONOLULU, HAWAII 96825.

NEW JERSEY Class A stand-alone in high growth area. Station profitable but needs on-site owner. Cash flowing for past seven years. SOUTHERN CALIFORNIA Coastal. Highly rated Class A. Excellent national share. Needs more local effort. Great untapped potential. CONTACT: JACK SATTERFIELD, 215-668-1168

LOWER MIDWEST three station group. Cash flowing. Will take \$600K w/terms. MID SOUTH cash flowing combo prices 1.5 times gross @ \$450K. CONTACT: Doug Stephens, 913-649-5103

TEXAS AM-FM. FM is 100kw. Huge population under signal. Great potential and good current revenues.

IDAHO AM-FM. 100kw FM. Cash flowing. Great quality of life and seller will finance.

WASHINGTON AM-FM. 100kw FM. Beautiful town. Real estate included. Excellent opportunity.

FLORIDA AM-FM. Low price, low down. Class A upgrade to C3. CONTACT: Bob Austin, 303-740-8424

COLORADO C1 FM small market upgrade. COLORADO Class C combo. NEW MEXICO Class A combo. CONTACT: AL PERRY, 303-239-6670


Satterfield & Perry, Inc.
Brokers • Consultants • Appraisers
Philadelphia • Kansas City • Denver

Your Yearbook is back!

The all new edition of
Broadcasting & Cable Yearbook,

coming

March 1993.

For information, call
1-800-521-8110.

R.R. Bowker
A Reed Reference Publishing Company

SATELLITE

PROGRAMING SERVICES

TRANSPONDER NOT IN USE?

EARN \$\$\$ * SHARE WITH ESTABLISHED PROGRAMMER.
SUBCARRIER RADIO FREQUENCY NEEDED IN N.Y.C., CHICAGO AND L.A.
CALL DR. VISWANATH. 718-429-0900.

Give.



American Heart Association

WE'RE FIGHTING FOR YOUR LIFE

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.

Confidential Service. To protect your identity, seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting Magazine, at the address above.

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.**

DateBook

JANUARY

Now through Jan. 31—"The Glaring Light: Television Coverage of the American Civil Rights Movement," exhibition sponsored by *Museum of Broadcast Communications*, Chicago. Information: (312) 629-6000.

Jan. 15—*The New York Festivals* 1992 television programming and promotion awards banquet featuring presentation of domestic and international Gold Medal-winning TV programming and promotion. Sheraton New York Towers, New York. Information: (914) 238-4481.

Jan. 15—14th annual *National CableACE Awards* Friday night celebration. Biltmore Hotel, Los Angeles. Information: Anne Wolek, (202) 775-3611.

Jan. 17—14th annual *National CableACE Awards* televised ceremony. Pantages Theatre, Hollywood. Information: Anne Wolek, (202) 775-3611.

Jan. 17-20—*Pacific Telecommunications Council* 15th annual conference. Sheraton Waikiki, Honolulu, Hawaii. Information: (808) 941-3789.

Jan. 19-21—48th annual Georgia Radio-TV Institute sponsored by *Georgia Association of Broadcasters*. Athens, Ga. Information: Mar-

lene Sanders, (404) 395-7200.

Jan. 21—"Salute to the Super Bowl," newsmaker luncheon sponsored by *International Radio and Television Society*. Speakers: Dick Ebersol, president, NBC Sports; Terry O'Neil, executive producer, NBC Sports; Bill Parcels, O.J. Simpson and Bob Trumpy, commentators, NBC Sports. Waldorf-Astoria, New York. Information: (212) 867-6650.

Jan. 21-23—*Women in Cable* annual leadership conference. San Antonio, Texas. Information: Cathy Pena, (312) 661-1700.

Jan. 22-24—"Economic Challenges of the Next Four Years," sponsored by the *Foundation for American Communications, The Ford Foundation, Los Angeles Times, Society of Professional Journalists and the California Society of Newspaper Editors*. Sheraton La Reina, Los Angeles. Information: Chris Gardner, (213) 851-7372.

Jan. 23—*Associated Press TV-Radio Association of California-Nevada* regional seminar. KESQ-TV, Palm Desert, Calif. Information: (213) 626-1200.

Jan. 25-26—*Corporation for Public Broadcasting* board meeting. Washington, D.C. Information: (202) 879-9600.

Jan. 26-27—15th *International Sport Summit* trade show and conference. Beverly Hilton, Bever-

ly Hills, Calif. Information: Scott Easton, (301) 986-7800.

Jan. 26-27—Fifth annual *Pennsylvania Cable Academy*. Harrisburg Hilton Hotel and Towers, Harrisburg, Pa. Information: (717) 234-2190.

Jan. 28—"TV 2000: Goals for A New Age," *Alfred I. duPont-Columbia University* forum. Keynote speaker: John Chancellor, NBC News. Scheduled speakers: Chris Whittle, Whittle Communications; Ed Turner, CNN; Phillip Balboni, Hearst Corporation; David Poltrack, CBS; Douglas Bennet, NPR, and Jennifer Lawson, PBS. Kellogg Conference Center, School of International and Public Affairs, Columbia University, New York. Information: (212) 854-5047.

Jan. 28-29—*North American National Broadcasters Association* annual meeting. Corporation for Public Broadcasting, Washington, D.C. Information: (613) 738-6553.

Jan. 29—*New York Festivals* 1992 television advertising and public service announcements awards banquet. Sheraton New York Towers, New York. Information: (914) 238-4481.

Jan. 29—*Alfred I. duPont-Columbia University Forum* presents "The Winners Circle," discussion of the duPont-Columbia Award winners with producers and reporters as well as excerpts of their broadcasts. World Room, Journalism School, Columbia University, New York. Information: (212) 854-5047.

MAJOR MEETINGS

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. Ritz Carlton, Naples, Fla. Information: (202) 775-3527

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) 887-1970.

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. 5-12—*33rd Monte Carlo Television Festival*. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44.

Feb. 13-16—50th annual *National Religious Broadcasters* convention. Los Angeles. Information: (703) 330-7000.

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

Feb. 24-26—*Satellite XII*, annual conference and exhibition, sponsored by Phillips Business

Information Inc. Sheraton Washington. Information: 800-777-5006.

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) 689-4220.

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 conven-

tion. 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) 775-3639.

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. Walt Disney World Dolphin and Swan Hotels, Orlando, Fla. Information: (213) 465-3777.

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

July 15-17—*Satellite Broadcasting and Communications Association* summer trade show. Opryland Hotel, Nashville. Information: (703) 549-6990.

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.

WIN AT MONTE CARLO!

***Broadcasting Abroad* at the 1993 Monte Carlo TV Festival, February 8–12.**

When it comes to covering the Monte Carlo TV Festival no publication delivers more vital news and more insights into what your key prospects are thinking than *Broadcasting Abroad*.

The February issue will highlight the new programming being offered, as well as features on the personalities who will be doing the buying and selling.

That's why *Broadcasting Abroad* is the perfect setting for your international sales message—and the best way to assure that you will be a winner at Monte Carlo.

Advertising deadline: January 20, 1993

Issue date: February 1993



Broadcasting Abroad

The International Authority

Published by *Broadcasting Magazine*, the leading U.S. weekly.

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

LONDON
(071) 637-3663
FAX (071) 580-5559

ROME
361-3103
FAX 674-7155

MADRID
576-4262
FAX 575-9390

SYDNEY
(02) 267-3124
FAX (02) 264-2346

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

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

Open Mike

SOUNDING OFF ON STERN

EDITOR: As the first broadcaster to go on the record in opposition to the "Stern" style of radio (in 1985), I've followed with amusement and revulsion subsequent developments. My first skirmish with Howard Stern, when he occupied the afternoon drive outhouse at WNBC(AM) New York, was via an on-air editorial denunciation. This resulted in a half-hour "confrontation" via telephone broadcast live on his show. Although my lady objected to the fact that "Stern" repeatedly mispronounced my name "Bird Dick," this encounter opened my ears to the fact that "Stern" the radio persona and Stern the man are quite different entities. Regrettably, the former now appears to have taken control of the latter. I wish Stern, a brilliant humorist and satirist, had chosen a different mode of expression, but to use the cliché, he's laughed all the way to the bank. That I can and do forgive and accept.

But I will not accept, condone or forgive BROADCASTING and those industry "leaders" who, under the guise of First Amendment protection, are defending Stern's on-air filth. When a radio group owner (unidentified by BROADCASTING) praises Mel Karmazin and calls him the William S. Paley of today's radio, our industry is in deep doodoo. My first paying job in radio was at a small market station in upstate New York (WGVA Geneva). The year was 1949. Bob Kieve, then program director, now group owner of Empire Broadcasting, taught me everything you need to know about the basic principles and subtleties of taste and community service. Some things never change, contrary to the Karmazins and their supporters, who obviously care only about corporate profits.

And, to find the "bible" of our industry supporting them is absolutely shattering. Sol Taishoff must be spinning in his grave.—*Peter M. Bardach, chairman, WSUS(FM) Franklin, N.J.*

EDITOR: I believe there may have been an error in your Dec. 21, 1992, editorial "Plenty of Rope." You appear to be under the misinformed belief that the FCC has levied a fine against Infinity Broadcasting for the content of the *Howard Stern Show*. This certainly must be in error. Enclosed is a copy of an official FCC release dated Dec. 17 [denying longstanding rumors that the commission may try to ban religious broadcasting], which very clearly states that "both the First Amendment and the Communications Act prohibit the FCC from interfering with freedom of speech in broadcasting and from censoring broadcast material." Obviously you must be mistaken!

While many of us find Howard Stern repugnant, I personally find the likes of Jimmy Swaggart and Oral Roberts even more so. I wonder where to draw the line?—*Charles L. Amy, chief engineer, KOAT(TV) Albuquerque, N.M.*

BARTER CLARIFICATION

EDITOR: As a follow-up to my "Monday Memo" of Dec. 7, 1992, "The IRS Takes a Dim View of the [Barter] Reporting Used by Much of the Media," we at EPT Cadre Ltd. would like to point out a relevant issue that your readers should be aware of concerning IRS Form 1099B usage.

We spoke with Mark Fratrack of the National Association of Broadcasters concerning 1099B compliance. The main issue we discussed was the clear-cut situations for 1099B reporting versus the gray areas. We had originally included a paragraph in the "Monday Memo" that stated: "A restaurant, for example, could pay for ad time with gift certificates rather than cash. The TV station, in turn, could use them itself, or pay other bills, such as printing or carpet cleaning, with those certificates."

The clearest reason for filing a 1099B is when a station is using trade-out items for the purchase of others' products and services. For example, if a station trades for scrip from

a restaurant and they pass all of the certificates on to a snow removal company for payment in part or in full for snow removal services, this is an efficient use of trade and they must file a 1099B for the sales made by both companies. Provided, of course, that they complete over 100 transactions per year. (This 100 figure is empirical; the code refers only to the 100 transactions in relation to "Barter Exchanges," see code Sec. #6045.)

As consultants who specialize in trade design, implementation and account procedures, we recommend the use of trade-outs not only for immediate internal use, but to pay other ongoing expenses. For example, if a radio station trades for tires with a local retailer and in return utilizes the tires to pay for printing, we consider this an efficient use of trade-outs.

The process of setting up a station to handle 1099B's is easy. We typically can make the necessary changes within a day to accommodate 1099B transactions.

If a station chooses to utilize trade-outs exclusively for internal corporate use, we believe the filing of 1099B's is probably not necessary; however, incorporating 1099B reporting into a station's accounting system allows a station the flexibility to reduce ongoing expenses and obtain other desirable products and services via items that have been obtained on trade, as in the tire example. The reporting process is fairly inexpensive and simple, so why not incorporate a 1099B program at a station?

The added flexibility of utilizing trade to obtain other needed products and services in an organized manner could have a very positive impact on a station's bottom line. This is especially true in a depressed economy when many stations are cash and customer poor and must efficiently utilize trade-outs in order to survive and flourish.—*Harold Rice, chief financial officer, EPT Cadre Ltd., Minneapolis.*

For the Record

As compiled by BROADCASTING from December 21 through December 31 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WAAJ(AM)** Huntsville, AL (BAL921211EB; 1550 khz; 50 kw-D, 500 w-N)—Seeks assignment of license from United Communications Inc. to M.B. Associates for \$12,500. **Seller** is headed by Sam Floyd, who has interests in licensees of WFAL(AM) Fayetteville, WKML(FM) Lumberton and WRQR(FM) Farmville, all North Carolina; WASC(AM) Spartanburg, SC, and WSJC(AM) Magee, MS. **Buyer** is headed by Marcus Taylor, and has no other broadcast interests. Filed Dec. 11, 1992.

■ **WACV(AM)** Montgomery, AL (BAL921210EB; 1170 khz; 10 kw-D, 1 kw-N)—Seeks assignment of license from MB Radio Inc. to Meyer-Baldrige Radio Inc. for \$100,000, assumption of debt. **Seller** is headed by Deborah Corbett, and is subsidiary of Woods Communications Group, headed by Charles Woods and is also selling KATP(FM) Amarillo, TX (see below). **Buyer** is headed by Kenneth E. Meyer and George C. Baldrige, who have interests in KBOA(AM)-KTMO(FM) Kennett, KFAL(AM)-KKCA(FM) Fulton, KCFM(FM) Lexington and KTXR(FM) Springfield, all Missouri. Filed Dec. 10, 1992.

■ **KRWA-FM** Waldron, AR (BTCH921215HP; 103.1 mhz; 3 kw; ant. 298 ft.)—Seeks transfer of control from Cole Thomas Broadcasting Corp. to Marty Starkey for \$25,000. **Seller** is headed by Robert E. Yoes, and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed Dec. 15, 1992.

■ **KAZY(FM)** Denver (BALH921211HX; 106.7 mhz; 100 kw; ant. 987 ft.)—Seeks assignment of license from Summit-Denver Broadcasting Corp. to Z-C Radio Acquisition Inc. for \$5.5 million ("Changing Hands," Dec. 14, 1992). Filed Dec. 11, 1992.

■ **KRKY(AM)-KRKM(FM)** Granby-Kremmling, CO (AM: BAL921207EA; 930 khz; 4.5 kw-D; FM: BALH921207EB; 106.3 mhz; 300 w; ant. 1,096 ft.)—Seeks assignment of license from Hays Communi-

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

cations Group Inc. to Granby Broadcasting Systems Inc. for \$250,000. **Buyer** is also purchasing WVMX(FM) Stowe, VT (see "Changing Hands," Jan. 4, and WVMX, below). Filed Dec. 7, 1992.

■ **WPKX(FM)** Enfield, CT (BAPLH921211HL; 97.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Goldenberg Broadcasting Inc. to Multi-Market Radio of Springfield Inc. for \$5 million ("Changing Hands," Dec. 21, 1992). Filed Dec. 11, 1992.

■ **WGMX(FM)** Marathon, FL (BAPLH921210HM; 94.3 mhz; 3 w; ant. 160 ft.)—Seeks assignment of CP from Great Marathon Radio Company Inc. to PCG of Florida Inc. for \$200,000. **Seller** is headed by Joseph Nascone, and has no other broadcast interests. **Buyer** is headed by John E. Rayl, and has no other broadcast interests. Filed Dec. 10, 1992.

■ **WEDG(FM)** Ormond Beach, FL (BAPH921203GG; 93.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from deHaro Radio Ltd. to Edge Broadcasting Inc. for \$132,000. **Seller** is headed by Anthony deHaro Welch, who has 50% interest in licensee of WROD(AM) Daytona Beach, FL. **Buyer** is headed by Reid B. Hughes, and has no other broadcast interests. Filed Dec. 3, 1992.

■ **WTWA(AM)-WTHO-FM** Thomson, GA (AM: BAL921215HN; 1240 khz; 1 kw-U; FM: BALH921215HO; 101.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Hickory Hill Broadcasting Co. to Camellia City Communica-

Inc. for \$110,000. **Seller** is headed by Nick W. Evans and Walter J. Brown, who have interests in licensees of WSPA-AM-FM-TV Spartanburg, SC; WBTW(TV) Florence, SC; KIMT(TV) Mason City, IA, and WMBB(TV) Panama City, FL. **Buyer** is headed by Donald Michael Wall, and has no other broadcast interests. Filed Dec. 15, 1992.

■ **WAIV(FM)** Spring Valley, IL (BAPH921202GX; 103.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Illinois Valley Radio to Owen L. Studstill Jr. for \$24,000. **Seller** is headed by Cynthia Krysiak and Charles Tiemann, and has no other broadcast interests. **Buyer** has interests in licensees of WGLC-AM-FM Mendota and WXKO-FM Pana, both Illinois, and WXRS-AM-FM Swainsboro, GA. Filed Dec. 2, 1992.

■ **WCCL(TV)** New Orleans (BALCT921218KE; ch. 49; 5,000 kw-V, 500 kw-A, ant. 1,049 ft.)—Seeks assignment of license from Wayne Ducote, chapter 7 trustee for Crescent City Communications Company Inc., to George S. Flinn Jr. for \$135,000. Station is not on air. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Filed Dec. 18, 1992.

■ **WITH(AM)** Baltimore (BAL921209EC; 1230 khz; 1 kw-U)—Seeks assignment of license from WITH of Baltimore Inc. to Capital Kids' Radio Co. for \$762,500 ("Changing Hands," Dec. 21, 1992). Filed Dec. 9, 1992.

■ **WSPR(AM)** Springfield, MA (BAL921214ED; 1270 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Dycorn Inc. to Edmund Dinis for \$70,000. **Seller** is headed by Peter M. Brestovan, and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed Dec. 14, 1992.

■ **WMMQ(FM)** Charlotte, MI (BALH921211GE; 92.7 mhz; 1.5 kw; ant. 466 ft.)—Seeks assignment of license from Ottaway Communications Inc. to Goodrich Broadcasting Inc. for \$900,000 (see "Changing Hands," p. 64). Filed Dec. 11, 1992.

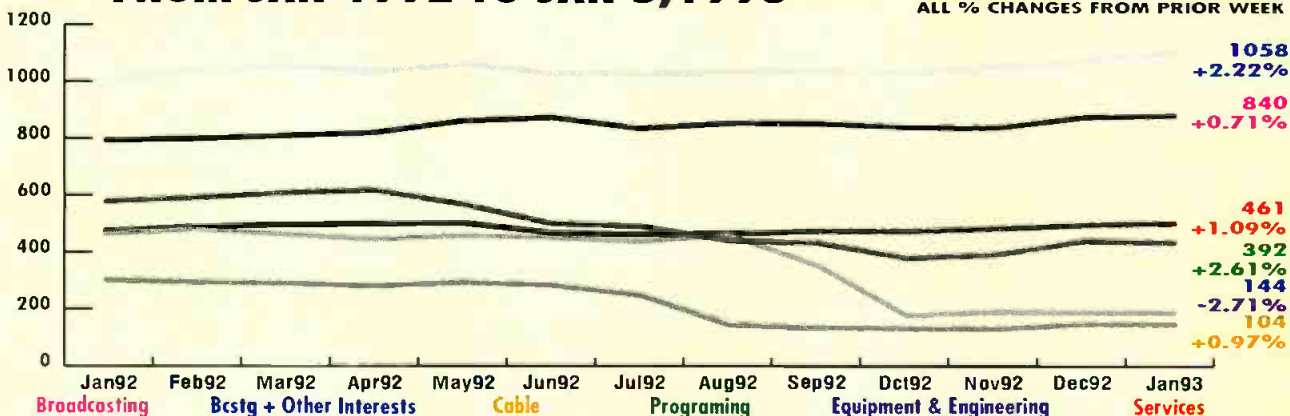
■ **WMRR(FM)** Muskegon Heights, MI (BAPLH921203HY; 101.7 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of CP from Pathfinder Communications Corp. to Goodrich Broadcasting Inc. for \$625,000 (see "Changing Hands," p. 64). Filed Dec. 3, 1992.

■ **KIBZ(FM)** Lincoln, NE (BALH921202HU; 106.3 mhz; 3 kw; ant. 213 ft.)—Seeks assignment of license from Tate Communications Inc. to Rock Steady Inc. for \$550,000.

STOCK MARKET PERFORMANCE AVERAGES FROM JAN 1992 TO JAN 5, 1993

NASDAQ: 674.34 (+1.21%)
S&P Ind.: 506.05 (-1.23%)

ALL % CHANGES FROM PRIOR WEEK



Filed Dec. 2, 1992.

■ **WGBB(AM)-WBAB-FM Freeport, NY (AM):** BAL921203HZ; 1240 khz; 1 kw-U; FM: BALH921203GF; 102.3 mhz; 3 kw; ant. 300 ft.—Seeks assignment of license from Noble Broadcast of New York Inc. to Liberty Broadcasting of New York Inc. for \$16 million (see "Changing Hands," Dec. 7, 1992). Filed Dec. 3, 1992.

■ **KDDR(AM) Oakes, ND (BAL921204EC; 1220 khz; 1 kw-D, 327 w-N)**—Seeks assignment of license from CERM Broadcasting Corp. to James D. Ingstad for \$85,000. Seller is headed by Ronald Frisch, and is also licensee of KDDR-FM Oakes, ND. Buyer recently purchased KLKK(FM) Clear Lake, Iowa ("Changing Hands," Dec. 7, 1992). He is also 100% shareholder of licensees of KWAD-(AM)-KKWS(FM) Wadena, KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna and permittee of KLPR(FM) Springfield, all Minnesota; KLXX(AM)-KBYZ(FM) Bismarck and KOVC-AM-FM Valley City, both North Dakota, and KRFO(AM)-KIAI(FM) Mason City, KWBG-AM-FM Boone and KIAQ(FM) Clarion, all Iowa. Filed Dec. 4, 1992.

■ **KGAL-FM Brownsville, OR (BAPH921216GJ; 102.3 mhz; 6 kw; ant. 961 ft.)**—Seeks assignment of CP from Eads Broadcasting Corp. to C & C Broadcasting Inc. for \$725,000 (see "Changing Hands," p. 64). Filed Dec. 16, 1992.

■ **KDKF(TV) Klamath Falls, OR (BALCT921201KG; ch. 31; 100 kw-V, 10 kw-A, ant. 2,266 ft., see KDRV(TV) Medford, OR, below).**

■ **KDRV(TV) Medford, OR (BALCT921201KF; ch. 12; 190.5 kw-V, 38.1 kw-A, ant. 2,701 ft.)**—Seeks assignment of license from Sunshine Television Inc. to Soda Mountain Broadcasting, Inc. for \$4.1 million. Assignment includes KDKF(TV) Klamath Falls (Medford), OR (see above and "Changing Hands," p. 64). Filed Dec. 1, 1992.

■ **WNCC(AM) Barnesboro, PA (BAL921211EA; 950 khz; 500 w-D)**—Seeks assignment of license from J. Richard Lee to Eagle Broadcasting Group Inc. for \$10; Lee owns 70% of assignee, which is also licensee of WRDD(AM) Ebensburg and WCRO(AM) Johnstown, both Pennsylvania. Filed Dec. 11, 1992.

■ **WNNK-AM-FM Harrisburg, PA (AM: BAL921201HB; 1400 khz; 1 kw-U; FM: BALH921201HC; 104.1 mhz; 22.5 kw; ant. 725 ft.)**—Seeks assignment of license from KeyMarket Communications of Pennsylvania Inc. to June Broadcasting Inc. for \$12 million (see "Changing Hands," Dec. 14, 1992). Filed Dec. 1, 1992.

■ **WORD-FM Pittsburgh (BALH921208GJ; 104.7 mhz; 50 kw; ant. 500 ft.)**—Seeks assignment of license from Salem Media of Pennsylvania Inc. to Entertainment Communications Inc. for \$4 million (see "Changing Hands," Dec. 14, 1992). Filed Dec. 8, 1992.

■ **WGBI-AM-FM Scranton, PA (AM: BAL921204GT; 910 khz; 1 kw-D, 500 w-N; FM: BALH921204GU; 101.3 mhz; 7 kw; ant. 1,110 ft.)**—Seeks assignment of license from Megaree Co. to Lackazere Inc. for \$3 million (see "Changing Hands," p. 64). Filed Dec. 4, 1992.

■ **WCNA(AM) Clearwater, SC (BALH921211HJ; 98.3 mhz; 2.8 kw; ant. 484 ft.)**—Seeks assignment of license from Watar Communications Inc. to GHB of Clearwater Inc. for \$750,000 (see "Changing Hands," p. 64). Filed Dec. 11, 1992.

■ **WJZS(AM) Orangeburg, SC (BAL921207EC; 1150 khz; 5 kw-D, 500 w-N)**—Seeks assignment of license from Wilkes-Posey Broadcasting Inc. to O'Brien Broadcast Services Inc. for \$80,000. Seller is headed by George Wilkes, and is licensee of WORQ(FM) Orangeburg, SC. Buyer is headed by Melissa K. O'Brien, and has no other broadcast interests. Filed Dec. 7, 1992.

■ **KJTX(FM) Jefferson, TX (BALH921203EA; 104.5 mhz; 3 kw; ant. 450 ft.)**—Seeks assignment of license from DLB Broadcasting Partnership to Wisdom Ministries Inc. for \$140,000. Seller is headed by David L. Boyd, Leona Boyd and William E. Davis, and is also licensee of KITO(FM) Vinita, OK. Buyer is headed by Leroy Richardson, and has

no other broadcast interests. Filed Dec. 3, 1992.

■ **KARU(FM) Raymondville, TX (BAPH921217GK; 105.7 mhz; 310 w; ant. 797 ft.)**—Seeks assignment of CP from Lucile Ann Lacy to Christian Ministries of the Valley Inc. for \$18,000. Seller is also licensee of KARX(FM) Claude, TX. Buyer is headed by Enrique Garza, and is licensee of KBIC(FM) Alice and KRGE(AM) Weslaco, TX. Filed Dec. 17, 1992.

■ **WVMX(FM) Stowe, VT (BALH921208GW; 101.7 mhz; 43 w; ant. 2,653 ft.)**—Seeks assignment of license from Sage Broadcasting Corporation of Vermont to Vermont Communications Systems Inc. for \$750,000 (see "Changing Hands," p. 64). Filed Dec. 8, 1992.

■ **WHTL-FM Whitehall, WI (BALH921208GX; 102.3 mhz; 3 kw; ant. 450 ft.)**—Seeks assignment of license from Amercom Corp. to Coulee Communications Corp. for \$196,000. Seller is headed by Richard L. Hendey, and has no other broadcast interests. Buyer is headed by Kevin E. Severson, and has no other broadcast interests. Filed Dec. 8, 1992.

Actions

■ **WXAL(AM)-WZMJ(FM) Demopolis, AL (AM: BAL921022HA; 1400 khz; 1 kw-U; FM: BAPLH921002HB; 106.3 mhz; 3 kw; ant. 300 ft.)**—Granted assignment of license from Southstar Communications Corp. to Edmonds Broadcasting Co. Inc. for \$316,776 ("For the Record," Nov. 9, 1992). Action Dec. 11, 1992.

■ **KZKZ(FM) Greenwood, AR (BALH921104GG; 106.3 mhz; 1.7 kw; ant. 433 ft.)**—Granted assignment of license from KZ Radio Ltd., debtor-in-possession, to GMX Communications Inc. for \$326,000 ("For the Record," Nov. 23, 1992). Action Dec. 18, 1992.

■ **KJDJ(AM) San Luis Obispo, CA (BAL921030EA; 1030 khz; 2.5 kw-D, 700 w-N)**—Granted assignment of license from Peacock Broadcasting Co. to Jaime Bonilla Valdez for \$155,000. Seller is headed by Patricia J. Jacobsen, and has no other broadcast interests. Buyer has interests in permittee of KURS(AM) San Diego. Action Dec. 16.

■ **WAVZ(AM) New Haven, CT (BAL921020EB; 1300 khz; 1 kw-U)**—Granted assignment of license from Noble Broadcast Group to Clear Channel Communications for \$10; station is part of sale of WKCI(FM) New Haven from Noble Broadcasting to Clear Channel Communications ("Changing Hands," Feb. 10, 1992). Action Dec. 18, 1992.

■ **WHQT(FM) Coral Gables, FL (BALH921016HV; 105.1 mhz; 100 kw; ant. 1,049 ft.)**—Granted assignment of license from EZ Communications Inc. to Cox Communications Inc. in station swap; assignor will acquire assignee's WSOC(FM) Charlotte, NC, in exchange for WHQT. Assignor is headed by Alan Box, and also owns two AM's and eight FM's. Assignee is headed by Nicholas D. Trigony, and owns five AM's and eight FM's and six TV's. Action Dec. 10, 1992.

■ **WAMT(AM) Titusville, FL (BAL921029EF; 1060 khz)**—Granted assignment of license from Florida-American Broadcasting Inc. to Radio Brevard Inc. for \$265,000 ("For the Record," Nov. 16, 1992). Action Dec. 16, 1992.

■ **KORL(FM) Honolulu (BAPH920304GO; 99.5 mhz; 100 kw; ant. -386 ft.)**—Granted assignment of CP from Agnew-Sachs Broadcasting to Coral Communications Corp. for \$117,000 ("For the Record," March 30, 1992). Action Dec. 15, 1992.

■ **WHRS(FM) Winchester, KY (BAPLH921021HG; 100.1 mhz; 1.4 kw; ant. 460 ft.)**—Granted assignment of CP from Hancock Communications Inc. to Trumper Communications of Kentucky Ltd. for \$1.513 million ("For the Record," Nov. 16, 1992). Action Dec. 14, 1992.

■ **KVTO(FM) Rayne, LA (BAPLH921028GW; 106.7 mhz; 3 kw; ant. 328 ft.)**—Granted assignment of CP from Simla Broadcasting to Broadcast Partners Inc. for \$60,000 ("For the Record," Nov. 23, 1992). Action Dec. 18, 1992.

■ **WWFX-FM Belfast (Bangor), ME**

(BALH920921HK; 104.7 mhz; 10 kw; ant. 1,099 ft.)—Granted assignment of license from Union Financial Services Inc. to Group H Radio Inc. for \$525,000 ("Changing Hands," Oct. 5, 1992). Action Dec. 18, 1992.

■ **WXTR-FM Waldorf, MD (Washington) (BTCH921106GV; 104.1 mhz; 50 kw ant. 500 ft.; see WAFX(FM) Suffolk, VA, below).**

■ **KQQL(FM) Anoka, MN (BALH921022GE; 107.9 mhz; 100 kw; ant. 1,080 ft.)**—Granted assignment of license from Trumper Communications of Minnesota Ltd. to Radio 100 Ltd. for \$14 million. Seller is headed by Jeffrey E. Trumper, and is also licensee of WMXL(AM)-WLAP-FM Lexington, KY; KKCV(FM) Beaverton, OR, and WTDR(FM) Statesville, NC. Buyer is headed by Cofax Communications Inc. (GP - 1%), Equity Group Holdings (LP - 93.25%), L. Steven Goldstein (LP - 5%) and Carol Johnson (LP - .75), and recently purchased WCTS-FM Minneapolis ("Changing Hands," Aug. 24, 1992). It is also licensee of WTEM(AM)-WGM5-FM Washington. Action Dec. 16, 1992.

■ **KARL(FM) Tracy, MN (BTCH921006GZ; 105.1 mhz; 3 kw; ant. 342 ft.)**—Granted assignment of license from Plum Creek Broadcasting Co. to KMHL Broadcasting Company for \$22,100 ("For the Record," Nov. 9, 1992). Action Dec. 17, 1992.

■ **WTUP(AM)-WESE(FM) Tupelo-Baldwyn, MS (AM: BAL921016HO; 1490 khz; 1 kw-U; FM: BAPLH921016HN; 95.9 mhz; 3 kw; ant. 300 ft.)**—Granted assignment of license from Magnolia Communications Corp. to Tupelo Broadcasting Corp. for \$250,000 ("For the Record," Nov. 16, 1992). Action Dec. 14, 1992.

■ **WTSI-AM-FM Hanover, NH (AM: BAL921028GY; 1400 khz; 1 kw-U; FM: BALH921028GZ; 92.3 mhz; 3 kw; ant. 326 ft.)**—Granted assignment of license from CM Communications Corporation to RJ Communications Inc. for \$665,000 ("For the Record," Nov. 23, 1992). Action Dec. 14, 1992.

■ **WWSS(FM) Meredith, NH (BALH920529GU; 101.5 mhz; 3 kw; ant. 302 ft.)**—Dismissed app. of assignment of license from Latchkey Broadcasting Inc. to McLean Communications Inc. for \$500; in addition, station equipment is to be leased by Seller to Buyer ("For the Record," June 15, 1992). Action Dec. 11, 1992.

■ **WSOC(FM) Charlotte, NC (BAPLH921019HU; 103.7 mhz; 100 kw; ant. 1,040 ft.; see WHQT(FM) Coral Gables, FL, above).**

■ **WZRZ(FM) Hamilton, OH (BALH921021HH; 96.5 mhz; 19.5 kw; ant. 810 ft.)**—Granted assignment of license from Reams Broadcasting Corp. to National Radio Partners Ltd. for \$3.25 million ("For the Record," Nov. 16, 1992). Action Dec. 17, 1992.

■ **WTSW(AM) Wilkes-Barre, PA (BAL920814EA; 1340 khz; 1 kw-U)**—Granted assignment of license from Source Communications Inc. to LB Radio Corp. for \$77,000 ("For the Record," Sept. 7, 1992). Action Dec. 11.

■ **KMXR(FM) Corpus Christi, TX (BALH921023GR; 93.9 mhz; 100 kw; ant. 840 ft.)**—Granted assignment of license from Twin W Communications Inc., debtor-in-possession, to Sparkling City Communications Inc. for \$693,000 ("Changing Hands," Nov. 9, 1992). Action Dec. 10, 1992.

■ **KPRC(AM) Houston (BAL921030EB; 950 khz; 5 kw-U)**—Granted assignment of license from H & C Communications Inc. to Sunbelt Broadcasting Co. for \$3.5 million ("Changing Hands," Nov. 23, 1992). Action Dec. 14, 1992.

■ **WSVS-AM-FM Crewe, VA (AM: BAL921023GI; 800 khz; 5 kw-D, 275 w-N; FM: BALH921023GJ; 104.7 mhz; 100 kw; ant. 404 ft.)**—Granted assignment of license from Banking Services Corp. and Roger A. Aiken, as coreceivers for KAT Broadcasting Corp., to ABS Communications for \$3 million ("Changing Hands," Nov. 2, 1992). Action Dec. 16, 1992.

■ **WMXB(FM) Richmond, VA (BTCH921106GU; 103.7 mhz; 18.5 kw; ant. 750 ft.; see WAFX(FM) Suffolk, VA, below).**

■ **WAFX(FM) Suffolk, VA (Norfolk-Virginia Beach-Newport News) (BTCH921106GT)**; 106.9 mhz; 100 kw; ant. 938 ft.—Granted transfer of control from Lyman Radio Corp. to TWC II Corp. for \$460,000; transferor is assigning its 50% interest in general partner of licensee Radio Ventures I to TWC III Corp., principals of which are same as general partner TWC II Corp. Assignment includes licensee stations WMBX(FM) Richmond, VA, and WXTR-FM Waldorf, MD (Washington) (see "For the Record," Nov. 30, 1992, and above). Action Dec. 18, 1992.

NEW STATIONS

Applications

■ ***Palm Springs, CA (BPED921211MC)**—Shepherd Communications Inc. seeks 90.5 mhz; 3 kw; ant. 35.9 m. Address: P.O. Box 1000, Yucaipa, CA 92399. Applicant is headed by Jon Fugler, and is permittee of KYUB(FM) Palm Springs, CA. Filed Dec. 11, 1992.

■ **Mount Olive, IL (BPH921125MF)**—Talley Broadcasting Corp. seeks 105.3 mhz; 6 kw; ant. 100 m. Address: 1255 23rd. St., NW, Suite 800, Washington, DC 20037. Applicant is headed by Hayward L. Talley, and owns licensees of WSMI-AM-FM Litchfield, IL, and KBKB-AM-FM Fort Madison, IA. Filed Nov. 25, 1992.

■ **Pinckneyville, IL (BPH921207MI)**—Richard Blakely seeks 104.3 mhz; 3 kw; ant. 100 m. Address: 5 Patton Drive, Pinckneyville, IL 62274. Applicant has no other broadcast interests. Filed Dec. 7, 1992.

■ **Marlboro, VT (BPH921207MD)**—Southern Vermont Radio seeks 101.5 mhz; .4 kw; ant. 188.5 m. Address: P.O. Box 850, West Dover, VT 05356. Applicant is headed by general partners Robin Rothschild and Martin Rothschild, and has no other broadcast interests. Filed Dec. 7, 1992.

■ **Marlboro, VT (BPH921214MB)**—Robert P. Cham seeks 101.5 mhz; .06 kw; ant. 223 m. Address: 25 West St., Bristol, VT 05443. Applicant has 5.1% of stock permittee of WSMK(FM) Essex, NY. Filed Dec. 14, 1992.

■ **Marlboro, VT (BPH921214MC)**—Vermont Community Broadcasters seeks 101.5 mhz; .9 kw; ant. 181 m. Address: 1465 Hooksett Road, #356, Hooksett, NH 03106. Applicant is headed by Marc A. Pinard, and has no other broadcast interests. Filed Dec. 14, 1992.

■ **Marlboro, VT (BPH921204MA)**—Dynacom Corp. seeks 101.5 mhz; 2.6 kw; ant. 105 m. Address: P.O. Box 1230, Claremont, NH 03743. Applicant is headed by William D. Goddard and Jeffrey D. Shapiro, and has no other broadcast interests. Filed Dec. 4, 1992.

Actions

■ **Hamburg, AR (BPH910821MH)**—Granted app. of Kenneth W. Diebel for 99.5 mhz; 3 kw; ant. 100 m. Address: 1207 Louisa St., Rayville, LA 71269. Applicant has no other broadcast interests. Action Dec. 18, 1992.

■ **South Waverly, PA (BPH910703MK)**—Granted app. of William F. O'Shaughnessy for 96.1 mhz; .94 kw; ant. 180 m. Address: Lordstown Meadow Farm, Weaver Rd., Waverly, NY 14892. Applicant has no other broadcast interests. Action Dec. 18, 1992.

■ **South Bend, WA (BPH910826MQ)**—Dismissed app. of Carol Keightley for 105.7 mhz; 25 kw; ant. 16.1 m. Address: P.O. Box 24, Oysterville, WA 98641. Applicant has no other broadcast interests. Action Dec. 1, 1992.

FACILITIES CHANGES

Applications

AM's

■ **Lawrenceville, IL WAKO(AM) 910 khz—Dec. 7**

1992 application of Lawrenceville Broadcasting Co. Inc. for CP to make changes in antenna system.

■ **Bayou City, LA KDLP(AM) 1170 khz—Dec. 14, 1992**, application of Teche Broadcasting Corp. for CP to make changes in antenna system.

■ **Leicester, MA WVNE(AM) 760 khz—Aug. 14, 1992**, application of Blount Masscom Inc. for CP to increase day power to 25 kw; application returned 10-28-92, re: in contravention of section 7337(A) rules appl. resubmitted nunc pro tunc 12-7-92.

■ **East Lansing, MI WVFN(AM) 730 khz—Dec. 3** application of Goodrich Broadcasting Inc. for CP to increase night power to 50 kw and make changes in antenna system.

■ **Mount Holly, NJ WWJZ(AM) 640 khz—Dec. 7, 1992**, application of Mount Holly Radio Co. for MP (BP810806BG) to augment standard directional pattern; reduce night power to 950 w and remove any designation of array as critical array.

■ **Albuquerque, NM KRZY(AM) 1450 khz—Dec. 8, 1992**, application of Commonwealth Broadcasting of Northern CA for CP to change TL to Renaissance III Water Park near intersection of Interstate 25 and Montgomery Blvd., Albuquerque; make changes in antenna system.

■ **Milwaukee WTMJ(AM) 620 khz—Dec. 4** application of WTMJ Inc. for CP to increase power to 10 kw-50 kw; make changes in antenna system; change TL to SE corner of intersection of South Raynor Ave. and Church Rd., Yorkville Township, Racine Cnty., Union Grove, WI, and operate transmitter by RC from 720 E. Capital Dr., Milwaukee. 42 42 28 - 88 04 00.

■ **Odon, WI WNAM(AM) 1280 khz—Nov. 27, 1992** application of Odon Communications Group I Ltd. for MP (BP890720AG) to augment night radiation pattern.

FM's

■ **Lucerne Valley, CA KIXA(FM) 106.5 mhz—Dec. 10, 1992**, application of Rasa Communications Corp. for mod. of CP (BPH-880714MS) to make changes; change ERP: .555 kw (H&V); ant.: 325 m.; TL: AT&T site at end of Grapevine Canyon Rd.; Lucerne Valley is 10.46 km distant at 52 degrees true from transmitter site.

■ **Orcutt, CA KGDP-FM 95.7 mhz—Dec. 14, 1992**, application of Radio Representatives Inc. for mod. of CP (BPH-880620MB) to make changes; TL: Harris grade transmitter site, 5 mi. north of Lompoc, CA, on Route #1.

■ **San Rafael, CA KTID-FM 100.9 mhz—Dec. 9, 1992**, application of Marin Broadcasting Company Inc. for CP to make changes; change conform constructed facilities specified in application file no. BLH-921016KB.

■ **St. Augustine, FL WSOS(FM) 105.5 mhz—Dec. 11, 1992**, application of WSOS-FM Inc. for CP to make changes; change ERP: 19 kw (H&V); ant.: 115 m.; change frequency to 94.1 and class to C3 (per MM docket #90-164).

■ **Martinez, GA WMTZ(FM) 93.9 mhz—Nov. 25, 1992**, application of Columbia County Broadcasters mod. of CP (BPH-900611B) to make changes; change ERP 13 kw H&V; ant. 139 m.; TL: 2400 Barton Chapel Road, 9 km south of Martinez, in Richmond County, GA; install directional antenna.

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
Total Radio	11,275	1,410	12,685
Commercial VHF TV	557	13	570
Commercial UHF TV	587	157	744
Educational VHF TV	124	5	129
Educational UHF TV	237	8	245
Total TV	1,505	183	1,688
VHF LPTV	466	139	605
UHF LPTV	825	922	1,747
Total LPTV	1,291	1,061	2,352
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	89,400,000
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.

■ **Nashville, GA** WJYF(FM) 95.3 mhz—Nov. 16, 1992, application of Tifton Broadcasting Corp. for CP to make changes; ERP: 9.7 kw (H&V), ant.: 159 m., change class to C3 (per docket #92-67).

■ **Rushville, IL** WKXO(FM) 96.7 mhz—Dec. 10, 1992, application of Larry and Cathy Price for CP to make changes; change ERP: 6 kw (H&V).

■ **Bicknell, IN** WUZR(FM) 105.7 mhz—Dec. 2, 1992, application of Media Five Corp. for CP to make changes; change ERP: 1.8 kw H&V; ant. 130 m.

■ **French Lick, IN** WFLQ(FM) 100.1 mhz—Dec. 2 application of Willtronics Broadcasting for mod. of license to increase ERP: 6 km (H&V) (per docket #88-375).

■ **Irvine, KY** WCYO(FM) 106.1 mhz—Dec. 2, 1992, application of Kentucky River Broadcasting Co. Inc. for CP to make changes; change ERP: .6 kw H&V; ant. 221 m.; TL: 37 43 38 - 83 56 34.

■ **Bayou Vista, LA** KQKI-FM 95.3 mhz—Dec. 11, 1992, application of Teche Broadcasting Corp. for CP to make changes; change ERP: 25 kw (H&V); correct tower height data; change class to C3 (per MM docket #89-178).

■ **Benton, LA** KLKL(FM) 92.1 mhz—Dec. 14, 1992, application of Algonquin Corp. for CP to make changes; change main studio location.

■ **Folsom, LA** KGZC(FM) 104.9 mhz—Dec. 7, 1992, application of Enon Broadcasting Inc. for mod. of CP (BPH-890119MD) to make changes; change: ERP: 6 D.A. max (H&V); TL: approximately 3.9 km at 209 degrees true to Fussell Cemetery, St. Tammany Parish, LA.

■ **Ashley, MI** WJSZ(FM) 92.5 mhz—Aug. 3, 1992, application of William V. Constine for mod. of CP (BPH-901226MD) to make changes; change ERP: 2 kw (H&V) ant.: 122 m. Informal objection filed Dec. 3, 1992.

■ **Paynesville, MN** KZPK(FM) 98.9 mhz—Dec. 1, 1992, application of Ronald U. Linder for mod. of CP (BPH-880826MH) to make changes; change ERP: 47.3 kw (H&V) ant.: 152 m.; TL: .9 kw W of Pitts Lake, 1.7 km N. of Koop Lake, 5.2 km S of Hwy. I-94.

■ **Springfield, MN** KLPR(FM) 105.7 mhz—Dec. 11, 1992, application of James Ingstad Broadcasting Inc. for mod. of CP (BPH-881221MD) to make changes; change TL: 13 km SW of Wabasso on bearing of 50 deg., Brown Co., MN.

■ **Missoula, MT** KZOQ-FM 100.1 mhz—Dec. 10, 1992, application of Smith Broadcasting Inc. for mod. of CP (BPH-910606IH) for changes; change TL: antenna will be located at top of Mount Dean Stone, 8 km SSW of Missoula.

■ **Las Vegas** KRBO(FM) 105.1 mhz—Dec. 10, 1992, application of Patmor Broadcasting Group for mod. of CP (BPH-860519ML) to make changes; change ant.: 11 m.

■ **Dover, NH** WOKQ(FM) 97.5 mhz—Dec. 9, 1992, application of Fuller-Jeffrey Broadcasting Corp. of New England for CP to make changes; change directional antenna pattern.

■ **Jamestown, NY** WCOT(FM) 90.9 mhz—Dec. 11, 1992, application of Family Life Ministries Radio Inc. for mod. of CP (BPH-900705MF as mod.) to make changes; change antenna supporting structure.

■ **Warsaw, NY** WCOU(FM) 88.3 mhz—Dec. 11, 1992, application of Family Life Ministries Radio Inc. for mod. of CP (BPED-900405MK) to make changes; change antenna supporting-structure height.

■ **Roanoke Rapids, NC** WZRU(FM) 88.5 mhz—Dec. 9, 1992, application of Better Life Inc. for mod. of CP (BPED-880211MD) to make changes; change ERP: 28.2 kw (H&V); ant.: 20 m.; TL: 232 Roanoke Avenue, Roanoke Rapids.

■ **Belpre, OH** WCVV(FM) 89.5 mhz—Nov. 23, 1992, application of Belpre Educ. Broadcasting Foundation for CP to make changes; change ant. 117 m.; TL: .4 km WNW of intersection of Way Road and Farson Street, Dunham Township,

Washington County, OH (WEYQ tower).

■ **Lancaster, PA** WJTL(FM) 90.3 mhz—Dec. 11, 1992, application of Creative Ministries Inc. for CP to make changes; ERP: 11.8 kw (H&V); ant.: 151 m.; TL: .3 km NNE of Ironville, IN, Lancaster County, PA.

■ **Walterboro, SC** WNTC(FM) 100.9 mhz—Aug. 19, 1992 app. of Gresham Communication Inc. for CP to make changes; change ERP: 25 kw (H&V); ant.: 100 m.; TL: 1.15 mi. south of Irons Crossroads, just west of state highway 651 in Colleton County, SC; change to class C3 (per MM docket #91-262); operate with directional antenna.

■ **Sweetwater, TN** WDEH-FM 98.3 mhz—Dec. 10, 1992, application of M & H Broadcasting Corp. for CP to make changes; change ERP: 1.87 kw (H&V); ant.: 179.6; TL: atop Hiwassee Knobs, 5 km north of Madisonville, TN.

■ **Cameron, TX** KCRM(FM) 103.9 mhz—Dec. 3, 1992, application of KCRM Broadcasting for mod. of CP (BPH-881121ID) to make changes; change ERP: 25 kw (H&V); ant.: 212 m.; TL: 2.3 mi. NE Milano Co., TX.

■ **McCallen, TX** KHID(FM) 88.1 mhz—Dec. 15, 1992, application of RGV Educational Broadcasting Inc. for mod. of CP (BPED-891214MB) to relocate main studio outside community of licensee to Harlingen, TX.

■ **Midland, TX** KQRX(FM) 95.1 mhz—Dec. 11, 1992, application of Three Card Enterprises for mod. of CP (BPH-880421ND) to make changes; change ERP: 154 m.; ant.: 10.35 kw (H&V); TL: 750 ft. south of bend in Hwy 158, 1.2 mi. WNW of junction of Hwy 158 and Hwy. 1788, Ector City, TX; change class to C3 (per MM docket #91-312).

■ **Rupert, VT** WMNV(FM) 104.1 mhz—Nov. 20, 1992, application of Family Broadcasting Inc. for mod. of CP (BPH-920806IE) to make changes; ERP: 26 kw (H&V); ant.: 74 m., TL: Hebron Crossroad, 2.7 km west of Rupert at 290 true.

■ **Petersburg, VA** WPLZ-FM 99.3 mhz—Dec. 11, 1992, application of Sinclair Telecable Inc. for CP to make changes; change ERP: 2.9 kw (H&V); ant.: 142 m.

TV's

■ **Phoenix, AZ** KPAZ-TV ch. 21—Nov. 19 application of Trinity Broadcasting of Arizona Inc. for CP to change ERP (vis): 1496 kw.

■ **Denver** KRMA-TV ch. 6—Dec. 11, 1992, application of Council for Public TV, CH-6 Inc. for MP (BPET-900116KF) to change ant.: 292 m.; antenna: Harris TAB-4L-S, (BT); TL: 855 Colorado Road 4 km SW of Golden, Jefferson County, CO (39-43-49 - 105-15-00).

■ **Chattanooga, TN** WTCI(TV) ch. 45—Nov. 23, 1992, application of Greater Chattanooga Pub. TV Corp. for CP to change ERP (vis): 1524 kw; ant.: 328.0 m.; antenna: Andrew Corp. ATW27H3-HT01-45H, (ST), (35-12-26 - 85-16-52).

■ **Conroe, TX** KTFH(TV) ch. 49—Dec. 9, 1992, application of San Jacinto Television Corp., D.I.P. for CP to change ERP (vis): 4227 kw; ant.: 359 m.; TL: north of SR 2090, 19.3 km SE of Conroe (30-15-45 - 95-14-50); antenna: RF Technologies Corp. RFT-H-32-49, (DA)(BT).

■ **Charlottesville, VA** WVIR-TV ch. 29—Dec. 8, 1992, application of Virginia Broadcasting Corp. for MP (BPCT-900501KF) to change ant.: 363 m.; antenna: Dielectric TFO 33E, (BT).

■ **Tacomma, WA** KCPQ(TV) ch. 13—Dec. 7, 1992, application of Kelly Television Co. for MP (BPCT-900104KF) to change antenna: Andrew ATW13V4-ET01-13, (BT), (47-32-53 - 122-48-22).

Actions

AM's

■ **Denver** KBNO(AM) 1220 khz—Granted app. of Colorado Comm. Corp. (BP-921029AA) for CP to change TL to 3150 S. Vallejo, Englewood, CO: 39 39 34 - 105 00 44. Action Dec. 11, 1992.

■ **Denver** KDEN(AM) 1340 khz—Granted app. of Cashel Inc. (BP-920709AB) for CP to change TL to

1601 Jewell Avenue, Denver: 39 41 01 - 105 00 25. Action Dec. 15, 1992.

■ **St. Augustine, FL** WAOC(AM) 1420 khz—Granted app. of Ariel Broadcasting Inc. (BP-920911AA) for CP to correct coordinates to 29 51 00 - 81 19 50. Action Dec. 8, 1992.

■ **Valdosta, GA** WGOV(AM) 950 khz—Granted app. of W G O V Inc. (BP-920601AF) for CP to make changes in antenna system. Action Dec. 8, 1992.

■ **Evanston, IL** WKTA(AM) 1330 khz—Granted app. of Polnet Communications Ltd. (BP-920429AB) for CP to change PSSA-PSRA power to 24 w non-DA, and make changes in antenna system. Action Dec. 7, 1992.

■ **Storm Lake, IA** KAYL(AM) 990 khz—Granted app. of Northwest Iowa Broadcasting Corp. (BP-920922AA) for CP to correct coordinates: 42 38 05 - 95 10 10. Action Dec. 7, 1992.

■ **Florence, KY** WMLX(AM) 1180 khz—Granted app. of WMLX Inc. (BMP-920831AB) for MP (BP890630AD) to change TL: south side of Hwy 237 (Pleasant Valley Road), 6.34 km WSW of center of Florence, 38 59 00 - 84 41 44. Action Dec. 11, 1992.

FM's

■ **Georgiana, AL** WWGA(FM) 107.7 mhz—Granted app. of Sharon A. Seifert (BMPH-920612IE) for mod. of CP (BPH-900329MN) to make changes; TL: 1.2 mi. east of Route 65 on Route 106. Action Dec. 14, 1992.

■ **Oro Valley, AZ** KRKN(FM) 97.5 mhz—Granted app. of Maloney Broadcasting Company (BPH-920720IF) for CP to make changes: ant.: -4 m. Action Dec. 9, 1992.

■ **Kings Beach, CA** KBCH-FM 107.7 mhz—Granted app. of Kido Communications (BMPH-920512IC) for mod. of CP (BPH-861231ML) for new station for upgrade (per MM docket #89-449), change ERP: .21 kw H&V; ant. 903 m.; TL: located on Slide Mountain, 11 km NE of Incline Village; class C3. Action Dec. 17, 1992.

■ **Roseville, CA** KRXQ(FM) 93.7 mhz—Granted app. of Fuller-Jeffrey Broadcasting Corp. of Grt. Sac. (BPH-920407IB) for CP to make changes: ant.: 100 m., TL: 8842 Quail Lane, Roseville, CA, .25 mi. north of Eureka Rd., .5 mi. east of Sierra College Blvd., Placer County, CA. Action Dec. 8, 1992.

■ **Sonora, CA** KZSQ-FM 92.7 mhz—Granted app. of Clarke Broadcasting Corp. (BPH-920807IE) for CP to make changes, ERP: .38 kw H&V, ant.: 393 m., and TL: top of Bald Mountain, 3.1 km at 37 degrees from Sonora, CA. Action Dec. 9, 1992.

■ **Callahan, FL** WAI(A)(FM) 93.3 mhz—Granted app. of Rowland First City Radio Inc. (BPH-920220IC) for CP to make changes; change comm. of license from St. Marys, GA to Callahan, FL (per MM docket #91-261). Action Dec. 8, 1992.

■ **Cape Coral, FL** WXKB(FM) 103.9 mhz—Granted app. of WRCC Partners (BPH-920409II) for CP to make changes: ERP: 100 kw (H&V), ant.: 299 m., class: C1. Action Dec. 10, 1992.

■ **Fort Myers Beach, FL** WJBX(FM) 99.3 mhz—Dismissed app. of Schefflera Inc. (BMLH-891212KL) for mod. of license (BLH-831020AB) to increase ERP: 4.4 kw H&V (per docket #88-375). Action Dec. 9, 1992.

■ **Live Oak, FL** WQHL-FM 98.1 mhz—Returned app. of Day Communications Inc. (BPH-921013IK) for CP to make changes; ERP: 100 kw (H&V), ant.: 299 kw H&V, TL: from mayo, N on FL Hwy 51 approx. 4 km, right on Hwy 354 approx. 3 km, right on dirt road approx. 1 km, right on dirt road approx. .8 km, site 500 m. NW end of road. Change class to C1 (per docket #90-546). Action Nov. 23, 1992.

■ **Safety Harbor, FL** WYUU(FM) 94.5 mhz—Granted app. of Entertainment Communications Inc. (BPH-920909IC) for CP to make changes: ERP: 6 kw (H&V); ant.: 138 m. TL: 10608 Gandy Blvd., St. Petersburg, Pinellas, FL. Action Dec. 7, 1992.

■ **Griffin, GA** WQUL(FM) 97.7 mhz—Granted app.

of Design Media Inc. (BMPH-9202181B) for mod. of CP (BPH-9106061J) to change ERP: 4.4 kw (H&V); ant.: 116 m. Action Dec. 16, 1992.

■ **Hinesville, GA** WHVL(FM) 104.7 mhz—Granted app. of Bullie Broadcasting Corp. (BMPH-9110301F) for mod. of CP (BPH-890504MN) to make changes; change ERP: 6 kw (H&V). Action Dec. 11, 1992.

■ **Sparta, GA** WSKS(FM) 97.7 mhz—Granted app. of Alexander Mitchell Communications Co. (BPH-9201061B) for CP to make changes; ERP: 6 kw (H&V). Action Dec. 16, 1992.

■ **Kealahou, HI** KAOY(FM) 101.5 mhz—Dismissed app. of Visionary Related Entertainment Inc. (BMPH-9208211G) for CP (BPH-9111071K) to make changes; ERP: 7.079 kw H&V, ant.: 838 m., TL: .75 km WSW of Kaupulehu Crater, island of Hawaii; class: upgrade from C3 (per docket #89-490). Action Dec. 15, 1992.

■ **Portland, IN** WPGW-FM 100.9 mhz—Returned app. of WPGW Inc. (BPH-9209041G) for CP to correct coordinates. Action Dec. 2, 1992.

■ **Wabash, IN** WWIP(FM) 105.9 mhz—Granted app. of Conaway Communications Corp. (BMPH-9208031A) for mod. of CP (BPH-880722MK) to make changes; change ant.: 97 m.; TL: southeast corner of Morrett Road and Dowd Road, Wabash County, IN. Action Dec. 15, 1992.

■ **Hawesville, KY** WLME(FM) 105.7 mhz—Granted app. of Joe L. Aldridge (BMPH-9207101F) for mod. of CP (BPH-871201MA) to make changes; ERP: 2.6 kw H&V, ant.: 154 m.; TL: 5.7 km northwest of Pelville, KY, in Davies County and .25 km north of Indian Hills Road. Action Dec. 15, 1992.

■ **Radcliff, KY** WLK(FM) 103.5 mhz—Dismissed app. of W & B Broadcasting Inc. (BMPH-9208041D) for mod. of CP (BPH-871110MU) to make changes; ant.: 137 m.; TL: 3110-B South Wilson Road, Elizabethtown, Hardin County, KY; specify directional antenna class changed to C3; informal objection dismissed as moot 12-17-92. Action Dec. 17, 1992.

■ **Boston** WBUR(FM) 90.9 mhz—Dismissed app. of Trustees of Boston University (BPED-9106171O) for CP to make changes; change directional antenna pattern. Action Dec. 4, 1992.

■ **York Center, ME** WCQL-FM 95.3 mhz—Granted app. of Sunshine Group Broadcasting (BPH-9208241A) for CP to make changes; change ERP: 1.42 kw (H&V); ant.: 208 m.; TL: Mount Agamenticus, York Town, York County, ME; change to directional antenna. Action Dec. 10, 1992.

■ **Boyer City, MI** WBCM(FM) 93.5 mhz—Granted app. of Biederman Investments Inc. (BMPH-9205221E) for mod. of CP (BPH-9106211A) to make changes; change ERP: 14.1 kw (H&V); ant.: 283 m.; TL: approximately .5 km SE of Krause Rd.; approx. 1.1 km SSE of intersection of Click and Krause Roads, Bear Creek Twnshp, Emmet County, MI. Action Dec. 10, 1992.

■ **Spring Arbor, MI** WSAE(FM) 106.9 mhz—Granted app. of Spring Arbor College Communications (BPED-9207141I) for CP to make changes; ERP: 3.9 kw (H&V). Action Dec. 11, 1992.

■ **Marshall, MN** KKCK(FM) 99.7 mhz—Granted app. of KMHL Broadcasting Company (BMPH-9008141G) for mod. of CP (BPH-8802031C) to make changes; change ant.: 282 m.; TL: 3.4 km from Lake Benton, MN, at bearing of 133.7 degrees; informal objection denied 12-17-92. Action Dec. 17, 1992.

■ **Pipestone, MN** KISD(FM) 98.7 mhz—Granted app. of Wallace Christensen (BPH-9203031A) for CP to make changes; change ant.: 310 m.; TL: 1.2 km east of Hwy 91 and 4.8 km south of Chandler, MN. Action Dec. 15, 1992.

■ **Cape Girardeau, MO** KRCU(FM) 90.9 mhz—Granted app. of Southeast Missouri State University (BMPD-9208131C) for mod. of CP (BPED-8901111M as mod.) to make changes; change ERP: 6 kw (V); ant.: 79 m.; TL: 900 Normal, Cape Girardeau; change antenna pattern. Action Dec. 14, 1992.

■ **Columbia, MO** KCMQ(FM) 96.7 mhz—Granted

app. of Greenfield Group, receiver (BMPH-9209011D), for mod. of CP (BPH-9110211F) to make changes; ERP: 18 kw H&V, ant.: 105 m. and TL: 405 Tower Drive, Columbia. Action Dec. 10, 1992.

■ **Nixa, MO** KGBX-FM 105.9 mhz—Granted app. of Sunburst II Inc. (BMPH-9208141B) for mod. of CP (BPH-9112191D) to make changes; change ERP 38 kw H&V; ant. 170 m. TL: 600 m. south of Farm Road C, 4 km NW of Strafford in Greene County, MO. Action Dec. 11, 1992.

■ **Sparta, MO** KLTQ(FM) 96.5 mhz—Granted app. of James L. Gardner (BMPH-9208131G) for mod. of CP (BPH-9104221D) to make changes to TL: 2.9 km from Highlandville, MO, bearing from antenna site to Highlandville is 165 degrees. Action Dec. 9, 1992.

■ **Plattsmouth, NE** KOTD-FM 106.9 mhz—Granted app. of Platte Broadcasting Company Inc. (BMPH-9208261A) for mod. of CP (BPH-8807141NY) for new station; change frequency: 106.9; ERP 6 km H&V; ant. 100 m.; TL: 7.2 km (4.7 mi.) NW of Glenwood, IA. (per MM docket #89-595). Action Dec. 10, 1992.

■ **Lovington, NM** KLEA-FM 101.7 mhz—Granted app. of Lea County Broadcasting Company (BPH-9208281A) for CP to make changes; ERP: 25 km (H&V), TL: on Sties Rd., 3.5 mi. E of Hwy 18, N of Humble City, Lea County, NM, change to class C3 (per docket #91-305). Action Dec. 8, 1992.

■ **Ellenville, NY** WWWW(FM) 99.3 mhz—Granted app. of Straus Broadcasting Inc. (BPH-9209171A) for CP to make changes; change ERP: .116 kw (H&V); ant.: 497 m.; change radiation centerline above mean sea level. Action Dec. 8, 1992.

■ **Moyock, NC** WMYK(FM) 92.1 mhz—Granted app. of Virginia Urban Radio Inc. (BMPH-9206011M) for mod. of CP (BPH-8808151D) for changes; ERP: 18 km (H&V); ant.: 117 m.; TL: 1265 West Landing Road, Virginia Beach, VA, make changes to directional antenna. Grant rescinded 6-19-92. Action Nov. 27, 1992.

■ **Langdon, ND** KNCK-FM 95.7 mhz—Granted app. of KNCK Inc. (BMLH-92033CKB) for mod. of license to increase ERP: 6 km (H&V) (per docket #88-375). Action Dec. 8, 1992.

■ **Lisbon, ND** KQLX-FM 106.1 mhz—Granted app. of Sheyenne Valley Broadcasting Inc. (BMPH-9208241B) for mod. of CP (BPH-850711PO) to make changes to ant.: 75.9 m. Action Dec. 10, 1992.

■ **Harrison, OH** WNLT(FM) 104.3 mhz—Granted app. of Vernon R. Baldwin Inc. (BMPH-9206091D) for mod. of CP (BPH-870331PD) to change antenna supporting-structure height. Action Dec. 8, 1992.

■ **Springfield, OH** WEEC(FM) 100.7 mhz—Granted app. of World Evangelistic Enterprise Corp. (BPED-9208061C) for CP to change from commercial station operating on educational basis to non-commercial station. Action Dec. 15, 1992.

■ **Allentown, PA** WFMZ(FM) 100.7 mhz—Granted app. of Maranatha Broadcasting Company Inc. (BMPH-9211131B) for mod. of CP (BPH-8703311L as mod.) to make changes; change ERP: 11 km (H&V); ant.: 327 m. Action Dec. 8, 1992.

■ **Emporium, PA** WQKY(FM) 99.3 mhz—Granted app. of Emporium Broadcasting Co. (BPH-9205151C) for CP to make changes; ERP: 1 km (H&V), ant.: 167 m., TL: 2.8 km SW of Emporium; 41 29 32 - 78 15 19. Action Oct. 14, 1992.

■ **Loris, SC** WVCC(FM) 94.9 mhz—Granted app. of Robert L. Rabon (BMPH-9208121C) for mod. of CP (BPH-870918MA) to make changes; change ERP: 2.65 kw (H&V); ant.: 151 m.; TL: State Route 910, across from Cedar Branch Church, 1.9 km north of intersection of State Route 910 and 857, Horry County, SC; change frequency to 94.9 (per MM docket #89-326 and #89-327). Action Dec. 10, 1992.

■ **Huntsville, TX** KVST(FM) 103.5 mhz—Granted app. of New Wavo Communication Group Inc. (BPH-9210231C) for CP to make changes; ERP: 14.9 km (H&V), change frequency to 103.7 mhz;

change class to C3 (per docket #92-113). Action Dec. 10, 1992.

■ **Lufkin, TX** KSWP(FM) 91.1 mhz—Granted app. of Lufkin Educational Broadcasting Foundation (BPED-9110151MC) for CP to make changes; change ERP: 30 kw (H&V); ant.: 240 m.; TL: 8 km NE of Lufkin, Angelina County, TX; 2.9 km N of intersection of county roads 103 and 326; change frequency from 91.1 to 90.9; change to class C1. Action Dec. 15, 1992.

■ **San Marcos, TX** KTSW(FM) 89.9 mhz—Dismissed app. of Southwest Texas State University (BPED-9208131D) for CP to make changes; ERP: 10.4 kw (H&V); ant.: 65 m. Action Dec. 15, 1992.

■ **Roanoke, VA** WVTF(FM) 89.1 mhz—Granted app. of Virginia Tech Foundation Inc. (BPEO-9205041F) for CP to change antenna supporting-structure height. Action Dec. 10, 1992.

■ **Cashmere, WA** KZPH(FM) 106.7 mhz—Granted app. of Big Rock Inc. (BMPH-9205131F) for mod. of CP (BPH-870908MB) to make changes; change ERP: 2.45 kw (H&V); ant.: 156.4 m.; TL: 3.3 mi. east of Cashmere City Center in Chelan County, change frequency from 101.1 to 106.7. Action Dec. 15, 1992.

■ **Mannington, WV** WTUS(FM) 102.7 mhz—Granted app. of Joseph Donald Powers (BMPH-9207071G) for mod. of CP (BPH-880531MY) to make changes; ERP 3.21 km H&V, ant. 138 m., TL: .95 km northeast of Monongah, Marion County, WV. Action Dec. 8, 1992.

■ **Princeton, WV** WAey-FM 95.9 mhz—Granted app. of Betap Corp. (BPH-9208271B) for CP to make changes; ERP: 48 kw (H&V), ant.: 348 m., TL: 3 km E of Bluefield, WV, on north side of Hwy 21-52 in Bland County, VA. 37 15 30 - 81 10 37. Action Dec. 15, 1992.

■ **Brookfield, WI** New FM 106.9 mhz—Granted app. of Tran Broadcasting Corp. Inc. (BMPH-91090411) for mod. of CP (BPH-861020TB) to make changes; change ant.: 46.9 m.; TL: 3545 N. 124th St., city of Brookfield, Waukesha County, WI. Action Dec. 9, 1992.

■ **Cheyenne, WY** KFBC-FM 97.9 mhz—Granted app. of Buck Broadcasting Corp. (BPH-8703021D) for CP to change TL: 3.5 mi S of state line on south edge of Harriman, WY, on Red Mtn. Rd. and .5 mi. east in Field, CO; change ant.: 984 ft. and make changes in antenna system: 40 56 33 - 105 14 31. Action Dec. 11, 1992.

TV's

■ **Montgomery, AL** WMCF-TV ch. 45—Granted app. of Sonlight Broadcasting Systems Inc. (BPCT-9209231KG) for CP to change antenna: Andrew ALP16M2-HSOC-45, (DA)(BT); ERP (vis): 619.4 kw. Action Dec. 14, 1992.

■ **Angola, IN** WINM(TV) ch. 63—Granted app. of Tri-State Christian TV Inc. (BPCT921110KE) for CP to change ant.: 473 ft.-144 m.; ERP (vis): 1374 kw; antenna: RCA TFU-36J SPECIAL (ND). Action Dec. 17, 1992.

ALLOCATIONS

■ **Clearwater and Rozel, KS** Effective February 11, substituted channel 254C2 for channel 254A at Clearwater, and conditionally modified construction permit for channel at Clearwater. (MM Docket 92-216 by R&O [DA 92-1649] adopted December 4 by the Chief, Allocations Branch).

■ **Larose, LA** Effective February 11, substituted channel 262C1 for channel 262A at Larose, and conditionally modified the construction permit of KMZM-FM accordingly. (MM Docket 92-198 by R&O [DA 92-1642] adopted December 2, 1992, by the Chief, Allocations Branch).

■ **Preston, MN** Effective February 28, substituted channel 276C3 for channel 276A and conditionally modified license of KFIL-FM accordingly. (MM Docket 92-215 by R&O [DA 92-1650] adopted December 4, 1992, by the Chief, Allocations Branch).

ACTIONS

- **Invited comments** on provisions that will govern access to multichannel video programming, as well as program carriage agreements. Comments are due January 25, replies February 16. (MM docket 92-265 by NPRM [FCC 92-543] adopted December 10 by Commission).
- **Proposed and solicited comment** on procedural and substantive alternatives for rate regulation on basic tier service, cable programming services, equipment offered to subscribers, and commercial leased access offered to programmers. Comments are due January 27, replies February 11. (MM docket 92-266 by NPRM [FCC 92-544] adopted December 10 by Commission).
- **Proposed amending sections 73.682 and 73.699** of rules concerning television technical standards to permit optional transmission of expanded closed-captioning and other types of information using all of line 21, field 2, of vertical blanking interval (VBI) of broadcast television signals. It also has proposed reserving use of line 19 of VBI for optional use of ghost-cancelling reference signal. Comments are due March 1, replies March 16. (MM docket 92-305 by NPRM [FCC 92-556] adopted December 18 by Commission).
- **Proposed** requiring certain types of broadcast stations to report on their license renewal applications status of their operations. Comments are due February 23, replies March 10. (MM docket 92-304 by NPRM [FCC 92-557] adopted December 18 by Commission).
- **Seeking comment** on interpretation and implementation of crossownership and anti-trafficking provisions of Cable Act, as well as on adoption of limits on horizontal concentration and vertical integration in cable industry. Comments are due February 9, replies March 3. (MM docket 92-264 by NPRM and NOI [FCC 92-542] adopted December 10 by Commission).
- **Bullhead City, AZ and Needles, CA** Notified Calnevar Broadcasting Inc., licensee of KBAS(AM)

Bullhead City, AZ and KWAZ(FM) Needles, CA of apparent liability for forfeiture of \$12,500 for violating anti-lottery provisions by broadcasting commercial for slot machine tournament that was to be held at Edgewater Hotel-Casino from March 21 to March 23, 1991. (By Letter [DA 92- 1720] adopted December 21 by Chief, Mass Media Bureau).

■ **Bella Vista, AR** Denied reconsideration of its previous order denying review of dismissals of application of JEM Broadcasting for a new FM on channel 293C2. Application was dismissed because it contained inconsistent geographic coordinates for proposed transmitter site. (By MO&O [FCC 92-562] adopted December 22 by Commission).

■ **Santa Barbara, CA** Denied Joelmart Inc.'s petition for reconsideration of Review Board's reversal of ALJ's Initial Decision which granted application of Joelmart Board's decision; granted application of Delta Broadcasting Inc. for a new FM at Santa Barbara. (MM docket 90-218 by MO&O [FCC 92R-93] adopted December 15 by Review Board).

■ **Temecula, CA** Notified Penfold Communications Inc. licensee of noncommercial KRTM(FM) Temecula, CA, of apparent liability for forfeiture of \$5,000 for violating Commission's rules prohibiting non-commercial stations from broadcasting announcements that promote sale of goods and services of for-profit entities in exchange for consideration paid to station. (By Letter [DA 92-1730] adopted December 23 by Chief, Mass Media Bureau).

■ **Clermont, FL** Proposed to include Clermont, FL, in Orlando-Daytona Beach-Melbourne-Cocoa, FL, television market. Comments are due February 22, replies March 9. (MM docket 92-306 by NPRM [FCC 92-561] adopted December 21 by Commission).

■ **Brunswick and Waycross, GA** Denied petition for rulemaking submitted by Rowland Radio Inc. to reallocate channel 273C1 from Waycross to Brunswick. (MM docket 90-326 by R&O [DA 92-1629] adopted November 30 by Chief, Allocations Branch, Mass Media Bureau).

■ **Evansville, IN** Denied application of Evansville Skywave Inc. for new FM on channel 298A. (MM

docket 88-403 by Supplemental Initial Decision [FCC 92D-71] issued December 17 by ALJ Edward J. Kuhlmann).

■ **Provincetown, Dennis, Dennis Port, West Yarmouth and Harwich Port, all Massachusetts** Denied Joan Orr's petition for reconsideration of Report and Order which denied petition for rulemaking to allot channel 230A to Dennis Port, and dismissed joint counterproposal filed by Orr and Marshfield Broadcasting Co. to allot channel 232A to Dennis or Dennis Port, and channel 230A to Provincetown. (MM docket 87-484 by MO&O [DA 92-1628] adopted November 30 by Chief, Policy and Rules Division, Mass Media Bureau).

■ **Detroit** Notified Bell Broadcasting Co., licensee of station WJZZ(FM) of apparent liability for forfeiture of \$6,250 for violating rules by failing to conduct contest substantially as advertised. (By Letter [DA 92-1722] adopted December 21 by Chief, Mass Media Bureau).

■ **Newark and Jersey City, NJ** Upheld approval of joint settlement agreement which resulted in granting application of Multicultural Broadcasting Inc., to operate deleted facilities of WHBI(FM) on channel 290 at Newark, NJ. (MM dockets 84-115, et al., by MO&O [FCC 92-558] adopted December 18 by Commission).

■ **Glens Falls, NY** Denied application of Normandy Broadcasting Corp. to renew license of WYLR(FM); granted application of Lawrence N. Brandt for new FM on 95.9 mhz, WYLR's frequency, at Glens Falls. (MM docket 92-6 by Initial Decision [FCC 92D-72] issued December 18 by ALJ Richard L. Sippel).

■ **Henderson, NV** Notified Commonwealth Broadcasting of Northern California, licensee of KMZQ-FM, of apparent liability for forfeiture of \$12,500 for violating anti-lottery rules. (By MO&O [DA 92-1721] adopted December 21 by Chief, Mass Media Bureau).

■ **Reno** Notified DR Partners, licensee of KOLO-TV, of apparent liability for forfeiture of \$12,500 for violating anti-lottery rules. (By Letter [DA 92-1719] adopted December 21 by Chief, Mass Media Bureau).

SERVICES

BROADCAST DATABASE
dataworld[®]
MAPS
Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

EDS
BROADCAST DATA SERVICES
A Div. of Moffet, Larson & Johnson, Inc.
• AM, FM, TV, H-group databases
• Coverage, allocation and terrain studies
• FCC research
703 824-5666 FAX: 703 824-5672

dataworld[®]
LPTV/TV Translator
Detailed Interference Studies
Regional Directories
Maps - Terrain - Popcount
301-652-8822 800-368-5754

DSI
COMMUNICATIONS, INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite
Engineering and Installation
627 Boulevard
908-245-4833 Kenilworth, NJ 07033

Stainless, inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

LDL
COMMUNICATIONS, INC.
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL, MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

Broadcast Video Tape
Great Service • Excellent Prices
CoarcVideo[™]
New Quality Stock • Custom Reloads
BETACAM • U-MATIC • VHS
1-800-888-4451

FOR WORLDWIDE
SATELLITE TRANSMISSION
SERVICES ANYWHERE CONTACT
IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-240-3901

TNS
TOWER NETWORK
SERVICES
NATIONWIDE SERVICE
(305) 771-7180
WE
SERVICE • STROBE LIGHT SYSTEMS
• TOWERS AND ANTENNAS

**RADIO OR TV
DATABASE
\$50**
The Radio Mall
800-759-4561

STROBE/RED Light Repair
Troubleshooting/Service Contracts
Structural Inspections
Used Towers Bought and Sold
ANTENNA & TOWER SERV. INC.
PH: 314-687-3932 FAX: 687-3933

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.

1019 19th Street, N.W., Suite 300
Washington, D.C. 20036
Telephone: 202-223-6700
Member AFCCE

CARL T. JONES
CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS
8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488



Since 1944

Member AFCCE

**COHEN, DIPPELL AND
EVERIST, P.C.**
CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCCE

SILLIMAN AND SILLIMAN
8601 Georgia Ave. #910
Silver Spring, MD 20910

ROBERT M. SILLIMAN, P.E.
(301) 569-8288
THOMAS B. SILLIMAN, P.E.
(812) 853-9754
Member AFCCE

MLJ

Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703-824-5660
FAX: 703-824-5672
MEMBER AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCCE

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers
Suite 600

#1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360
Member AFCCE

**CARL E. SMITH
CONSULTING ENGINEERS**
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON
CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCE

F.W. HANNEL & ASSOCIATES
Registered Professional Engineers

911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**
J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 556-9765

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCE

**JOHN F.X. BROWNE
& ASSOCIATES, P.C.**
525 Woodward Ave.
Bloomfield Hills, MI 48013
(313) 642-6226
Washington Office
(202) 293-2020
Member AFCCE

D.C. WILLIAMS, P.E.
Consulting Radio Engineer
Member AFCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400

COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS
Clarence M. Beverage
Laura M. Mizrahi
P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124

**LAWRENCE L. MORTON
ASSOCIATES**
1231 MESA OAKS LANE
MESA OAKS, CALIFORNIA 93046
LAWRENCE L. MORTON, P.E.
AM • FM • TV
APPLICATIONS • FIELD ENGINEERING
MEMBER AFCCE
(805) 733-4275 / FAX (805) 733-4793

SELLMEYER ENGINEERING
Consulting Engineers
P.O. Box 356
McKinney, Texas 75069
(214) 542-2056
Member AFCCE

STEVEN J. CROWLEY, P.E.
Consulting Engineer

1133 15th St., N.W., Suite 1200
Washington D.C. 20005
Telephone (202) 223-1101
Fax (202) 383-2906
Member AFCCE

DON'T BE A STRANGER

To Broadcasting's 117,323 Readers. Display
your Professional or Service Card here. It will
be seen by station and cable TV system owners
and decision makers
* 1989 Readership Survey showing 3.7 readers
per copy

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

AFCCE
Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036-0333
(202) 296-2722

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$45 per insertion
26 weeks - \$60 per insertion
13 weeks - \$75 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

Fates Fortunes

TELEVISION

Appointments at Paramount Domestic Television, Hollywood: **Susan Stamm**, account executive, southeast region, named southeast division manager; **Liz Firalio**, account executive, western division, named central division manager; **Maura McDonough**, central division manager, named VP/central manager.

director; **John Greene**, producer, marketing department, named promotion director.

Dean Eisner, managing director, international development, Cox Enterprises, London, named treasurer, Cox Enterprises, Atlanta.

Sandy Martin, director, marketing/research, creative services, promotion, KSHB-TV Kansas City, Mo., named secretary, Broadcast Pro-

Toper Taylor, VP, television, Nelvana Entertainment, Studio City, Calif., named senior VP.

Robert Lerew, former director, marketing development, Television Advertising Bureau, New York, joins Eckstein, Summers & Co., Red Bank, N.J., as executive management consultant.

Appointments at WOKR-TV Rochester, N.Y.: **Don Loy**, director, pro-



Cathleen Creany
WFAA-TV



Harold Gaar
A.H. Belo Corporation



Karle Ross
WTVJ-TV



Chip Wallace
KMIR-TV



Kirk Combs
HNWH Radio Sales

Andrea Hein, former senior VP, licensing, motion picture group, Paramount Pictures, Los Angeles, named president, licensing, of newly formed Paramount Licensing Group there.

Cathleen Creany, VP/GM, WTVH-TV Syracuse, N.Y., joins WFAA-TV Dallas in same capacity.

Appointments at A.H. Belo Corp., Dallas, Tex.: **Brenda Maddox**, tax director, named VP, corporate taxes; **Harold Gaar**, VP, marketing, *The Dallas Morning News*, named VP, public affairs; **Judith Craven, M.D.**, president, United Way of the Texas Gulf Coast, elected to Belo's board of directors.

L. Randall Yates, president, Whitehall Laboratories, New York, joins Nielsen Media Research there as VP, marketing.

Appointments at KUTV-TV Salt Lake City, Utah: **Louise Barrett**, Kingston, promotion director, named marketing, creative services di-

rector; **John Greene**, producer, marketing department, named promotion director.

Appointments at WSTR-TV Cincinnati, Ohio: **Jim Hazlett**, promotion writer/producer, named community relations director; **Bob Benkert**, community relations director, named programing coordinator; **Samantha Routzon**, video editor, named production coordinator; **Lisa Nelsen**, receptionist, named programing assistant.

Karie Ross, sports anchor, KLAS-TV Las Vegas, joins WTVJ-TV Miami as sports anchor/reporter.

Chip Wallace, field producer/cameraman/editor, KNBC-TV Burbank, Calif., joins KMIR-TV Palm Springs, Calif., as general assignment reporter.

Appointments at ABC's *One Life to Live*, New York: **Susie Bedsow-Horgan**, producer, joins the show's writing team; **Robyn Goodman**, program executive in charge, replaces Bedsow-Horgan.

graming, named VP, director, operations; **Kent Beckwith**, GSM, named VP, sales marketing, and **John Drain**, comptroller, VP, CFO.

Appointments at KOMO-TV Seattle: **Janice Evans**, executive producer, news, KSL-TV Salt Lake City, joins in same capacity; **Gary Walker**, executive producer, named executive editor.

Andrea Duggan, public relations director, WSBK-TV Boston, joins WFXT-TV Boston as marketing director.

Appointments at Capital Cities/ABC Video Enterprises, New York, Los Angeles: **Archie Purvis**, president, ABC Distribution Company, New York, named president, Capital Cities/ABC Video Productions, Inc., Los Angeles, and **Joseph Abrams**, senior VP, ABC Distribution Co., New York, named president.

Appointments at Multimedia Entertainment's *Sally Jessy Raphael*, New York: **Rose Mary Henri**, senior

producer, the *Jackie Mason* and *New York at Night* shows, WWOR-TV Secaucus, N.J., joins in same capacity; **Christina Pane**, producer, *Richard Bey Show*, WWOR-TV Secaucus, joins in same capacity; **Jason Raff**, field/line producer, *The Real Story* and *Real Life*, CNBC, Fort Lee, N.J., and **Carole Holmes McCarthy**, host/producer/writer, *L.A. Journal*, public access, Los Angeles, join as associate producers.

Robin Wagner, anchor, WDAF-TV Kansas City, Mo., resigns.

Gene Lavanchy, host, Boston Bruins Hockey, WSBK-TV Boston, joins WHDH-TV there as weekend sports anchor/reporter.

Robert Gordon, president, Broad-

caster, sales, marketing, Intermarket Technologies, Chicago, joins HNWH Radio Sales, Chicago, as account executive; **Julie Lane**, director, sales, Schubert Radio, Dallas, joins HNWH Radio Sales, Dallas, as account executive; **Jolie de Sedas**, account executive, Eastman Radio, Los Angeles, joins HNWH Radio Sales, Los Angeles, in same capacity.

Chuck Jewell, station manager, KIOA(AM)-FM Des Moines, Iowa, named GM.

Mark Halverson, GM, WYNN (AM)-WTNT-FM Tallahassee, Fla., joins WHO(AM)-KLYF-FM Des Moines, Iowa, in same capacity.

Susan Golden, account executive,

Stevens Point, Wis., joins WBIZ AM-FM Eau Claire, Wis., in same capacity.

Steve LaBeau, operations/program manager, KMXX-KISP Phoenix, joins WMXN-FM Norfolk, Va., as program director.

Peter Pennekamp, VP, cultural programming, National Public Radio, Washington, D.C., resigns.

Bobby Rich, former program director, KTZN Tucson, Ariz., joins KKLD-KJYK there as director, operations, programming.

Richard Kelley, executive VP, sales, Unistar Radio Networks, Los Angeles, joins KMEL-FM San Francisco as director, sales.



Jeff Hodge
HNWH Radio Sales



Mark Halverson
WHO(AM)-KLYF-FM



Susan Golden
Broadcast Programming



Tonise Paul
BBDO



Suzanne Jasso
DMB&B

cast Communications Group, Ailes Communications, Inc., New York, resigns to form The Gordon Group, Inc., Cincinnati.

RADIO

Appointments at WINS(AM) New York: **John Montone** and **Anthony Johnson**, freelance reporters, named full-time reporters.

Appointments at HNWH Radio Sales, New York: **Kirk Combs**, VP/Eastern Division manager, named executive VP; **Sharon Wienzveg**, VP, and **Kevin Cassidy**, VP, regional manager, director, sales, named senior VP's; **Jeff Hodge**, executive VP, Caballero/MG Spanish Media, New York, joins as VP, sales, marketing; **Adam Pullman**, account executive, Schubert Radio Sales, New York, and **Carol Rosenberg**, account executive, CBS Radio Representatives, New York, join in same capacities; **Zina Meggas**,

KOMO Seattle, joins Broadcast Programming there as regional sales manager.

Tim Gardner, operations supervisor, KLYF-FM Des Moines, Iowa, named program director.

Kathy Stinehour, station manager, KCFX-FM Kansas City, Mo., joins KBEQ AM-FM there as VP/GM.

Robert Ausfield, CFO, WABY (AM)-WKLI-FM Albany, N.Y., joins WTRY AM-FM-WPYX-FM Albany-Troy, N.Y.

Susan Reynolds, promotion, marketing director, KKCW Portland, Ore., joins KSFO(AM)-KYA-FM San Francisco as promotion/marketing director.

Tom Thon, VP/GM, WLWQ-FM Columbus, Ohio, named president.

Tom Connolly, VP/GM, WKLS-FM Cincinnati, named president.

Stuart Saginor, director, retail development, WEEK(AM) Boston, named director, sports sales.

Al Leittl, GM, WSPO(AM)-WSPT-FM

CABLE

Karen Schmeichel, director, advertising sales, Comedy Central, New York, named VP, sales.

Phil Laxar, VP, programming, pay-per-view, KBLCOM, Inc., Houston, joins Request Television, Denver, as VP, programming.

Kirsten Poe, media relations associate, CNBC, Fort Lee, N.J., named media relations manager.

Charles Younger, executive VP, Continental Cablevision, Boston, retires. **Jeffrey DeLorme**, senior VP, Continental Cablevision, Florida region, has been named to succeed Younger; **Nancy Hawthorne**, senior VP, treasurer, named CFO.

Mary Healy, director, TNN Enterprises, The Nashville Network, Nashville, named director, international operations, CMT: Country Music Television, Nashville.

Robert Sieber, VP, research,

BUZOGANY NAMED NEW HEAD OF BCFM

The Broadcast Cable Financial Management Association named Bruce (Buz) Buzogany as its new executive director effective today, Jan. 11. Buzogany previously ran his own communications consulting firm, counting among his clients Multimedia Entertainment. Prior to that he was director of NATPE*Net, a PC-based information service, and before that was director of programming and promotion at WLOS-TV Asheville, N.C., and director of advertising and promotion at KTLA-TV Los Angeles. Among his immediate goals, he said, were to use the business expertise of BCFM's membership to analyze their own organization. He also wants to attract more financial and other corporate executives from syndication and distribution companies to join BCFM. Buzogany replaces Robert McAuliffe, who retired after 20 years.



—GF

Turner Broadcasting System, Atlanta, named VP, audience development, Turner Entertainment Networks, Atlanta.

Appointments at Turner Network Television, Los Angeles: **Kim Long** and **James Wilberger**, directors, production, named VP's, production.

ADVERTISING

Claudia Deichstetter, account supervisor, VP, DDB Needham Worldwide, Chicago, named VP.

Appointments at CME-KHBB Advertising, Southfield, Mich.: **Sharon Knapp** and **Angelika Paglia**, media supervisors, named VP's.

Audrey Knoth, news director, WCMS Norfolk, Va., joins Goldman & Associates Advertising and Public Relations there as public relations director.

Tonise Paul, senior VP, management supervisor, BBDO, Chicago, named executive VP.

Suzanne Jasso, senior financial analyst, D'Arcy Masius Benton & Bowles, St. Louis, named supervisor, agency accounting.

INTERNATIONAL

David Simon, VP, Buena Vista Productions International, London, named senior VP.

Cobus Stofberg, head, subscriber management services division, Film-Net International, Belgium, named CEO.

1969. He was a member of the Broadcast Pioneers. Survivors include his wife, Rose, a daughter and a son.

Thomas Calmeyer, 44, station manager, WCVE-FM Richmond, Va., died Dec. 13 at Retreat Hospital after a lengthy illness. Calmeyer's broadcasting career began in the late '60s when he served with the United States Air Force Alaskan Forces Radio and Television Network. From there he went to WLNC(AM) Laurinburg, N.C. In 1974 he joined WNOR(AM) Norfolk, Va. A year later he served as news director at WRNL(AM) Richmond. He also worked at now defunct WEET(AM) and WRVA(AM), both Richmond, before joining WCVE as operations manager in 1987. Survivors include his father, John, one sister and two brothers.

Romeo Muller, 64, writer of children's television Christmas specials including *Rudolph the Red-Nosed Reindeer*, *Frosty the Snowman* and *The Little Drummer Boy*, died Dec. 8 of cancer at his home in High Falls, N.Y. He wrote 11 Christmas specials and had Christmas specials on all three television networks at the same time in 1979. His last Christmas special, *Noel*, aired in December on NBC.

John Stodelle, 66, founder and co-owner of Stodelle Broadcasting Corp., Brawley Calif., died Dec. 8 from a heart attack at his home in La Mesa, Calif. During the '40s, Stodelle worked for KFXM(AM) San Bernardino, Calif., and KMPC(AM) Los Angeles before moving to San Diego, where he opened the Wilson-Stodelle Advertising Agency in the '50s. In 1970 he retired from the agency and purchased KROP(AM) Brawley, Calif., later adding KSIQ-FM. He turned over the operation of Stodelle to his son Stephen upon his second retirement in 1989. Survivors include his wife, Elaine, a son and daughter.

DEATHS

Johnny Most, 69, radio voice of the Boston Celtics on WEEI(AM) for 37 years, died Jan. 3 of cardiac arrest at Cape Cod Hospital, Hyannis, Mass. The native New Yorker attended Brooklyn College and broadcast New York Knicks games before coming to Boston. He began broadcasting Celtics games in 1952. Most retired Oct. 8, 1990. Survivors include two daughters and two sons.

Lucas Voinovich, 63, audio maintenance engineer for Radio Free Europe/Radio Liberty's New York Programming Center, died Dec. 29 from a cerebral hemorrhage at St John's Hospital, Queens. He had been with Radio Free Europe/Radio Liberty since 1964. Survivors include his wife, Anna, and a brother.

Jack Nedell, 92, retired television and radio sales executive, died Dec. 23 at his home in Hollywood, Fla., after a lengthy illness. Nedell started his career in 1929 at WHN(AM) New York and later worked at CBS affiliates WGBI(AM) and WDAU-TV Scranton, Pa. in 1932. Nedell retired in

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Televasting** introduced in 1946. *Television** acquired in 1961. *Cablecasting** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting*® is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting Cable

Broadcasting (ISSN 0007-2028) (GST #123397457) is published weekly with one additional special issue in January by The Cahners Publishing Co. (subscription includes all issues). Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President; John J. Beni, Senior Vice President/General Manager; Neil Perlman, Senior Vice President/Group Publisher; Jerry D. Neth, Senior Vice President/Publishing Operations; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knapp, Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing. Second-class postage paid at New York, N.Y., and additional mailing offices. Postmaster, please send address changes to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. *Broadcasting* copyright 1992 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Single copies are \$2.95, special issues, \$4.50. Please address all subscription mail to: *Broadcasting*, PO Box 715, Brewster, NY 10509-0715. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (1-800-521-0600).

DANIEL LESLIE BRENNER

It would be understandable for the vice president, law and regulatory policy, of the National Cable Television Association—which represents an industry under attack from Congress, broadcasters and telcos—to be wary about what 1993 has in store for cable. Not so.

“Some see headaches, I see opportunities,” says Dan Brenner, the 41-year-old attorney who sharpened his regulatory skills working under FCC Chairmen Charles Ferris and Mark Fowler.

Dan Brenner has a genuine love of television in general and cable in particular that allows him to keep focused on the issues at hand instead of letting the pile of paperwork and FCC proceedings overwhelm him.

For cable, those opportunities lie in the possibility of a 500-channel world and the telephone business. Cable, Brenner believes, is the industry best positioned to take advantage of new technologies.

“Cable is where the smart money is. We’ve got the pipeline, the infrastructure and the proven ability to create programming options. Every month millions vote for cable again and again by renewing their subscriptions.”

Brenner concedes that the cable industry has had its problems over the last few years. “This is a real hard time for cable—it’s chops-busting time around here.” That includes close monitoring of the FCC’s implementation of the Cable Act as well as challenges to the Act in the courts. “We want to work with the FCC and answer the questions they ask. Everybody is under tremendous time pressure to do an enormous amount of critical thinking in establishing approaches to these regulatory schemes.”

When it comes to what is at stake in the courts, though, there is only one answer for Brenner. “This must carry is the worst version ever cooked up. It is unconstitutional,” he says tersely. He has similar feelings toward retransmission consent that he hopes the courts will agree with.

TV has always been a big part of



Brenner’s life. Growing up in Los Angeles he was a TV addict, and several childhood friends had parents in the business.

“I love TV. I came from the typical family: my mother slaved away in the kitchen while my father was watching *Bullwinkle*. I grew up really liking TV, thinking it was really magical.

The magic is still there for me, and that is probably why I wound up being a communications lawyer.” Before deciding on becoming a lawyer, though, Brenner tried his hand in front of the microphone, and his college days at Stanford included a stint on the college station.

However, the idea of being an on-air personality was not as appealing as being behind the scenes.

“While I liked the on-air aspect, I kept getting drawn into the more academic aspects of the industry. I became a regulatory enthusiast. The on-air world is an enormous crapshoot.”

Brenner knows something about

crapshoots: he has tried his hand at stand-up comedy and hosting his own cable shows (one was nominated for an ACE Award) and writing music.

While a law student at Stanford, Brenner got his first official taste of the industry as a law clerk at Westinghouse. After graduation, he clerked for federal trial judge William Byrne Jr. of the U.S. District Court, Los Angeles. From there it has been communications all the way.

Although he loves Los Angeles, Brenner came East and after two years in private practice joined the commission as a legal adviser to Ferris. He stayed in that position through 1984 under Mark Fowler before becoming Fowler’s senior adviser and principal speechwriter. But in 1986, after seven years at the FCC, Brenner returned to Los Angeles as director of UCLA’s Communications Law Program.

“It seemed like a good opportunity to test my feelings about the academic world for a while and allowed me to bring what I learned in government to the classroom.”

While he enjoyed the experience, Brenner found that teaching “was not hospitable to people who had interests in the outside world.” Last June, with NCTA in need of a legal boost for the upcoming regulatory battle, Brenner answered the call and does not anticipate leaving soon.

“The problems we face here will keep me enjoying this job for quite a while. I am doing something important by sorting out issues for the industry and helping the FCC make sense

of it all. The fun comes from reaching out to the industry and making sense of it all. I care about giving people the options that TV offers. It gives meaning to my work.” ■

Vice President, Law and Regulatory Policy, National Cable Television Association, Washington; b. May 5, 1951, Los Angeles, Calif.; BA, communications, Stanford University, 1973, J.D., Stanford Law School, 1976; law clerk, Westinghouse Broadcasting Co., New York, 1975; law clerk, William Byrne Jr., U.S. District Court, Los Angeles, 1976-77; attorney, Wilmer, Cutler & Pickering, Washington, 1977-79; legal adviser to chairman, FCC, 1979-84; senior adviser, 1984-86, Washington; director, Communications Law Program, School of Law, University of California, Los Angeles, 1986-92; of counsel, LeBoeuf, Lamb, Leiby & McRae, Los Angeles, 1990-92; current position since June 1992.

In Brief

The FCC's fight against indecency continued last week with the commission issuing a **\$23,750 fine to WSUC-FM Cortland, N.Y.**, for a broadcast the FCC said described sexual activities in a patently offensive way. WSUC-FM is licensed to the State University of New York. Separately, the FCC upheld its \$25,000 indecency fine against KMEL(FM) San Francisco.

Latest name circulating for coveted FCC chairmanship in Clinton administration: **Geoffrey Cowan** of Los Angeles, public interest lawyer, TV producer and lecturer at UCLA.

Paramount Television's Star Trek: Deep Space Nine premiere continued its record march (see page 32) through the metered markets, winning 8-10 p.m. in New York with a 16.5 rating/24 share (NSI, Jan. 7) on WPIX-TV. That improved the station's time period by 267% in share from the November 1992 sweeps (4/6). Since its Jan. 3 debut, the third-generation *Star Trek* dra-

NSS POCKETPIECE

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

1. Wheel Of Fortune	13.7/221/98
2. Jeopardy!	11.8/208/97
3. Oprah Winfrey Show	9.7/227/97
3. Star Trek	9.7/241/99
5. Fox Holiday Theatre	8.5/196/95
6. Married...With Children	8.3/189/96
7. Entertainment Tonight	8.1/179/95
7. Imagination I	8.1/191/97
9. Current Affair	7.2/178/94
10. Inside Edition	7.1/162/88
10. Roseanne	7.1/132/85
12. Family Festival: White Christmas	7.0/198/95
12. Wheel Of Fortune-wknd	7.0/174/73
14. Designing Women	6.3/203/99
15. Fox Holiday Th: Smokey Mountain Xmas	6.1/191/94

ma has racked up an 18.7/25 average in the 24 Nielsen markets it debuted in, a 150% boost in share average.

Among 486 bills introduced during the first week back for the new House of Representatives were several affecting the TV industry,

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 27. Numbers represent aggregate rating average/stations/% coverage)

1. Star Trek	12.1/245/99
2. Wheel Of Fortune	11.9/219/97
3. Jeopardy!	10.9/212/98
4. Oprah Winfrey Show	9.1/236/99
5. Wheel Of Fortune-wknd	7.9/171/73
6. Married...With Children	7.5/187/96
7. Entertainment Tonight	7.1/178/95
8. Designing Women	6.4/198/97
9. Current Affair	6.3/179/95
10. Inside Edition	6.1/158/90
11. Roseanne	6.0/128/83
12. Donahue	5.6/220/99
13. Baywatch	5.4/173/94
13. Sally Jessy Raphael	5.4/215/98
13. WKRP in Cincinnati	5.4/219/95

including: the Political Broadcasting Access Act (H.R. 449), a measure to provide qualifying candidates limited free ad time on radio and TV stations and cable, by Tom Bliley (R-Va.); a similar bill (H.R. 352) to mandate free time for political debates during the campaign season and expansion of the lowest-unit-rate laws, by Jim Slattery (D-Kan.); a bill to remove Major League Baseball's antitrust exemption (H.R. 108), the mechanism that allows teams to negotiate national TV and radio rights contracts with networks, by Michael Bilirakis (R-Fla.), and a bill to eliminate all federal funding for CPB (H.R. 147), by Phil Crane (R-Ill.). All four bills are identical to legislation introduced during the last congressional session.

Capcities/ABC confirmed last week that the ABC television network entered 1993 with a hiring freeze. "That would make sense, since we're offering voluntary buyouts," said a company spokeswoman, adding that some vacant jobs are being filled at the network, but only after each new hiring is reviewed and approved.

The Radio Advertising Bureau

THOMPSON TO LEAVE GROUP W RADIO

Group W Radio President Jim Thompson announced his resignation last week, effective by the end of the first quarter of 1993. Group W did not immediately name a successor to run the company's 16 radio stations.

A Group W spokesman described Thompson's departure as "amicable," and said the company will soon begin a "very aggressive search throughout the radio industry" for a successor. Thompson, a 20-year Group W veteran who had been running the radio group since 1989, said he is resigning to join the recently formed Liberty Broadcasting group as co-chief executive officer, sharing those duties with former Group W executive Michael Craven.

Thompson's resignation was announced in an internal memo sent last Thursday (Jan. 7) to Group W broadcasting employees by Group W Chairman Burt Staniar. In the memo, Staniar praised Thompson as a "dynamic leader" and a "superb representative of our company."

Group W, with annual radio billings estimated at \$200 million by *Duncan's Radio Market Guide*, ranks with CBS and Capcities/ABC among the three highest-billing companies in radio.

Liberty, which recently announced plans to purchase WBAB-FM in Babylon, N.Y., is shopping for stations in the top 35 markets.

-PV



Westwood One countdown king Casey Kasem and his wife, Jean, held their annual Christmas party to benefit the Los Angeles Rescue Mission with donations of clothing, toys and blankets. The bash brought in more than four truckloads of gifts. Pictured are (l-r): Mary Lanier (Diane Ladd's mother), Jean Kasem, Diane Ladd and Casey Kasem.



To celebrate VH-1's launch on ATC's Birmingham (Ala.) Cable, the two companies held a "Soul of VH-1" promotion featuring a VIP reception and appearances by the trio After 7. L-r: Tom Buffolano, VH-1 affiliate marketing manager; Keith Mitchell, After 7; Birmingham Mayor Richard Arrington; Kevon and Melvin Edmonds, After 7, and Mike D'Ambra, Birmingham Cable GM.

reported another round of revenue increases for the industry in November. For the month, total revenue increased 3% from November 1991, and for the year to date, combined national and spot revenues exceeded 1991 levels by 2%. For the 11 months, local revenues exceeded 1991 performance by 5%, while national revenue was down by 7%.

Capcities/ABC Inc. signed a definitive agreement to sell WPRO-AM-FM Providence, R.I., to cable operator Tele-Media Corp. of Delaware. The price was undisclosed and Capcities disputes rumors of \$18 million. Capcities has owned the stations since 1959.

Greater Media's **KLSX-FM Los Angeles plans to double-check the Arbitron diaries from the fall survey** to make sure none of its listeners were credited to KLAX-FM, the Spanish station that doubled its ratings and soared to number one in the market. Despite extraordinary publicity surrounding morning man Howard Stern, KLSX saw its ratings dip slightly from summer to fall.

The FCC has officially proposed adopting the Motorola C-Quam AM stereo technical standard. Responding to congressional mandate, the FCC has asked for comments by April 5 and replies by April 20. The FCC says 591 C-Quam stations and 24 million receivers are in operation.

Twentieth Television reports that its Century 16 movie package, which includes top-grossing box office titles "Home Alone," "Star Wars,"

"Diehard 2" and "Edward Scissorhands," **has been sold in 60 markets** representing 62% of the U.S.

Fox Television Stations Inc. named Stacey Marks-Bronner VP-GM of WFLD-TV Chicago, filling the post left vacant by the departure of Stu Powell late last year. Marks-Bronner comes from CBS Television Stations, where she had been VP of advertising, promotion and press relations since August 1992.

FCC Chairman Al Sikes told reporters last week that there will be no review of the prime time access rule at this week's meeting.

Sikes said he was willing, but the other commissioners were not. Commissioners Ervin Duggan and Andrew Barrett both expressed reluctance to address the issue while the fin-syn proceeding is still going on.

Don Heller, VP-GM of the Philadelphia-area Prism and SportsChannel Philadelphia regional sports services, was replaced last Thursday as co-owners NBC and Rainbow Programming Holdings Inc. sold a third of the operation to TCI spinoff Liberty Media Corp. SportsChannel executive Dennis Patton has been named GM for both services.

NBC REVAMPS SCHEDULE

To make room for the Barry Levinson drama *Homicide: Life on the Streets* and to prime Thursday night in anticipation of life without *Cheers*, NBC made a series of schedule changes that will affect at least six series. As previously announced, *Homicide* will premiere following NBC's presentation of the Super Bowl on Sunday, Jan. 31. The show will debut in its regular time slot of Wednesday, 9-10—currently occupied by *Seinfeld* and *Mad About You*—on Feb. 3. On Thursday night, *Cheers* will begin airing twice, at 8-8:30 and 9-9:30, while *Wings* moves from 9:30-10 to 8:30-9 and *Seinfeld* jumps into the 9:30-10 slot. That lineup takes effect on Feb. 4 and continues through the February sweeps. During February, *A Different World*, currently at 8:30-9, will be pulled from the schedule, but returns at 8-8:30 beginning Thursday, March 4.

On Saturday, March 6, *Almost Home* (redeveloped from last year's *The Torkelsons*) joins the schedule at 8-8:30. *Nurses* moves to 8:30 followed by *Empty Nest* at 9-9:30. *Mad About You* moves from Wednesday to take over the Saturday, 9:30-10 slot. *Sisters* remains at 10-11.

NBC also announced James Wilder and Dan Cortese will star in a remake of the 1960's series *Route 66*. Wilder was a co-star of ABC's *Equal Justice*, and Cortese has been host of MTV's *MTV Sports*. Bert Leonard, creator and executive producer of the original series, will oversee the 1990's version. Production will begin this year, with no air date set.

—SC

Editorials

BLAST FROM THE PAST

BROADCASTING accorded far less space in reporting settlement of the WGMS-FM purchase in 1987 than it does this week to detailing the role played in that deal by Antoinette (Toni) Cook, the respected senior counsel to the Senate Commerce Committee, reportedly under consideration to be chairman of the FCC. (We were a little more wordy in 1983 when we reported details of the original application—albeit in 6 point type.) The difference, of course, is the new prominence of Ms. Cook, who's come a long way since walking away with \$500,000 for withdrawing from the WGMS contest.

In some ways it's a case of "that was then, this is now." At the time it was common practice for competing applicants to receive generous sums simply for stepping out of the way, despite the protests of broadcasters, policymakers and this page that such payoffs amounted to extortion. Eventually, the FCC agreed, limiting payoffs to legitimate expenses. Since then the number of such challenges has dropped significantly, if not out of sight.

However much we deplored the practice, there's no smoking gun in Ms. Cook's taking advantage of the existing law. Had she become a broadcaster she'd probably have been a good one. As good, indeed, as she may yet turn out to be as head of the FCC.

'STAR' POWER

Talk about boldly going. *Deep Space Nine*, the *Star Trek* spin-off that debuted last week, is rewriting the ratings record books for independents in major markets across the country. If *The Next Generation (TNG)* proved that big-budget first-run hours could pay off, *Deep Space Nine* suggests the appetite for such fare is far from sated. On Washington's WDCA-TV, for instance, the debut improved on November 1992 numbers for the time period by 430%, and that was just one of many such success stories.

Not since syndicators searched for Al Capone's money and the Titanic's mystery have independents seen such ratings, and those were specials. *Deep Space Nine* has a continuing mission to give some independents a much-needed shot in the pocketbook. It remains to be seen just how much of the show's early success is a product of the *Star Trek* phenomenon. One gauge of that, of course, will be how well the episodic-hour *Deep Space* performs on a regular basis. Another will be the ratings for the debut of Paramount's *The Untouchables*, another big-ticket syndicated hour—but one without the built-in buzz factor of the *Trek* franchise—and of the hours on tap for Warner's

Prime Time Entertainment Network (*Time Trax* and *Kung Fu*), scheduled to debut next week.

Those answers will come soon enough. For now, the stations with *Deep Space Nine* can bask in a truly stellar performance.

LETTER PERFECT

Last week's mail brought a letter from a broadcaster constituent who didn't want us to miss an editorial in the *Northwest Florida Daily News* (whose parent Freedom Newspapers also owns broadcast properties). Its conclusion: that the FCC is a "historic mistake" that should be put out of its "embarrassing misery." While we wouldn't go that far, the case it builds toward that conclusion makes many of the points we've been making on the indecency issue. In the interest of letting broadcasters know they have allies in their battle against censorship, below are liberal excerpts from the Dec. 22 editorial ("FCC Was an Old Mistake That Should Be Corrected").

While radio ratings are hardly the perfect model of something so elusive as the "community standards" of the large and diverse populations of metropolitan areas like New York City or Los Angeles, popular radio personalities generally get to be popular by reflecting the prevailing standards rather than by violating them...

By the terms of the FCC's own regulations, then, the FCC has no legal call to punish [Howard] Stern. He may be tasteless, but to contend that he violates community standards is worthy of the Red Queen of Wonderland.

The larger issue is whether the FCC should be controlling the content of the broadcast media at all. The First Amendment guarantees freedom of the press, and the broadcast media constitute the press with more recent technology. The federal government began regulating them in 1934 under false pretenses that have dissolved into anachronism.

Hear hear.



Drawn for BROADCASTING by Jack Schmidt

"Are you sure that shoveling your sidewalk qualifies as a public service obligation?"

From Broadcasting and Focal Press IMPORTANT READING FOR THE BROADCAST PROFESSIONAL!

INTERNATIONAL TELEVISION CO-PRODUCTION:

From Access to Success

Carla Brooks Johnston

This ground-breaking, pragmatic guide shows you how to identify and exploit co-producing opportunities. It explains the legal, political, economic and technological challenges, and covers acquisition and distribution of internationally co-produced programs listing information sources and contacts.

1992 • 108 pp • paper •
240-80110-5 • \$12.95



PRACTICAL RADIO PROMOTIONS

Ted E. F. Roberts

This book details the techniques, methods, goals and ethics of creating successful and efficient radio promotions. It stresses the need to establish links between programming, sales and public relations.

1992 • 92 pp • paper •
240-80090-7 • \$12.95

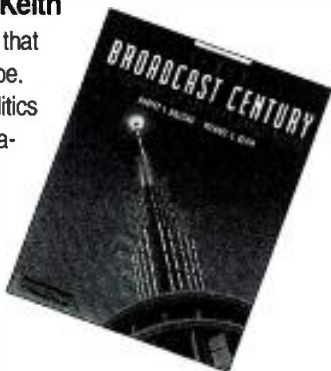


THE BROADCAST CENTURY: A Biography of American Broadcasting

Robert Hilliard & Michael C. Keith

The Broadcast Century captures all that broadcasting has been, is, and will be. Within the context of our culture, politics and economics, it balances authoritative scholarship with fascinating anecdotes and insights. The book features retrospectives by 40 historical figures. Illustrated with rare photographs.

1992 • 296 pp • cloth •
240-80046-X • \$39.95



SELLING RADIO DIRECT

Michael C. Keith

The fundamentals of selling radio: researching a market, developing new clients, understanding the complexities of a rate card, building a solid client relationship, and efficiently managing your sales effort is covered in detail. *Selling Radio Direct* gives you the tools to become a successful radio salesperson.

1992 • 117 pp • paper • 240-80091-5 • \$12.95

ELECTRONIC MEDIA RATINGS

Turning Audiences into Dollars and Sense

Karen Buzzard

This book explains concisely how broadcast and cable audiences are defined and calculated. It details how ratings are used within the industry to evaluate programs and sell advertising time. Readers will grasp the assumptions and concepts upon which ratings are based and thus be better able to assess and employ ratings figures effectively.

1992 • 119 pp • paper • 240-80066-4 • \$12.95

30-Day Return Privileges Guaranteed! Call 1-800-366-2665 weekdays

Available at bookstores or direct from FOCAL PRESS

ORDER BY PHONE, MAIL OR FAX!

By phone, call 1-800-366-2665 M-F 8:30-4:30 EST, and mention this ad.

To order by mail or FAX, place an X in the box alongside the books you are ordering, fill out the information below, and mail or FAX to:
FOCAL PRESS, 80 Montvale Ave., Stoneham, MA 02180 (FAX 1-617-279-4851)

Name _____

Company _____

Street _____

City, State, Zip _____

Signature _____

(All orders must be signed)

Check enclosed: Add 3.50 plus local tax (Payable to Focal Press)

Charge my VISA MC AMEX

Card# _____ Exp date _____

Bill me. Bill my company or organization. (PO must be enclosed.)

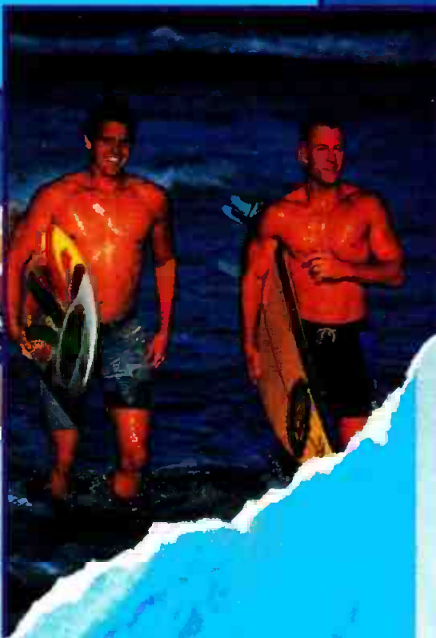
30-day return privileges. Add \$3.50 on pre-paid orders.

Billed orders pay shipping. Prices subject to change.

SS017

HOT SUMMER STRIP!
PREMIERING JUNE 1993

THE NEW WAVE IN SYNDICATION!



PARADISE
BEACH

Adventure, romance and today's hottest music set against the tropical sun, glistening sand and unspoiled beaches. Every day PARADISE BEACH brings the thrill of living in Paradise!

- 🐟 The Sexy Energy of Baywatch.
- 🐟 Compelling Characters like Beverly Hills 90210.
- 🐟 13 Weeks of ABC Original First Run Programming.
- 🐟 Barter Split 4 Local/ 3 National.

GENESIS
ENTERTAINMENT

©1993 Genesis Entertainment.