

MAR 1

Broadcasting & Cable

The Newsweekly of Television and Radio

TELCOS



Meritech's trade:
phones for cable / 6

PROGRAMMING



Queen' leads CBS
award sweeps win / 7

CABLE



E's hot ticket in
cable channeling / 24

RADIO



Infinity's Karmazin:
locking radio / 43



LUCIE SALHANY

On the leading edge
in network future

Vol. 123 No. 7

2nd Year 1993 \$2.95

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IT'S MORE THAN A HIT.



THE FASTEST SELLING SHOW
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Homer Simpson is depicted in a relaxed, confident pose, sitting in a dark leather chair. He is wearing his signature white short-sleeved shirt and blue trousers. He has a cigar in his mouth, with a wisp of smoke rising from it. His arms are outstretched, resting on the chair's armrests. The background is a dark, stylized cityscape at night, with various buildings and lights visible. A speech bubble is positioned above his head, containing the text "LIKE I SAID, NO PROBLEMO."

LIKE I SAID,
NO PROBLEMO.



Fast Track

MUST READING FROM BROADCASTING & CABLE

HERE COME THE TELCOS

Telephone's onslaught on the TV business continued last week, with Ameritech saying it would open up its local-exchange business to competition in return for entry into long distance and cable. Last week, Cox and Southwestern Bell were reportedly in talks over a partnership to buy and build cable systems in Great Britain. / 6

Queen-of-daytime Oprah Winfrey and king-of-pop Michael Jackson may have smashed some records for ABC, but CBS, led by Queen, is poised to take the February sweeps. / 7

DECLINE OF THE INDEPENDENT INDIE

Worn down by tough times, small independent TV stations, especially in middle to small markets, are out to join 'em instead of beating them—through local marketing agreements, joint sales, time leasing and outright buyouts. / 11

GOING ONCE . . .

Spectrum auctions are coming for all commercial spectrum users—including broadcasters—if the Clinton administration has its way. Immediately after the President's economic package was released two weeks ago, vague wording of the plan left some in doubt about the administration's intentions. No longer. User fees may be close behind. / 12

For the second time in a month, NBC News has apologized for using rigged footage in a news report. / 72

BUILD YOUR OWN CABLE SYSTEM

Do you spend most of your TV time with the Nashville Network and wonder why you're paying for MTV? Then Cablevision may soon have the system for you—if you live in the New York metro area. The MSO last week announced completion of phase I of a fiber system that by 1996 will offer movies on demand and other high-tech services for 1.1 million subs. Meanwhile, the flap over Cablevision plans to drop some TV stations from its systems heated up on two fronts. / 14, 71

TELEVISION WITHOUT ABC, CBS OR NBC

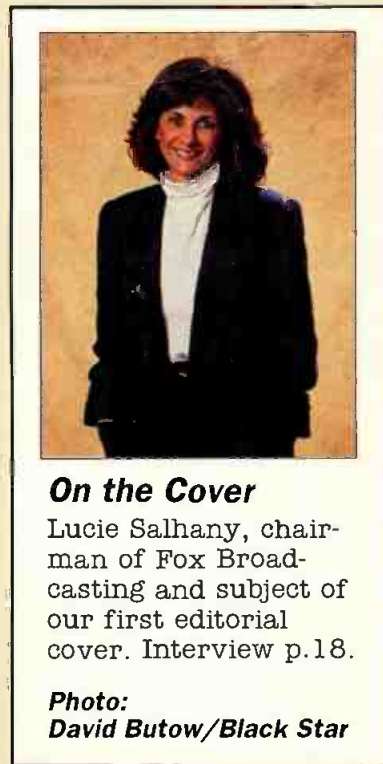
But with a Warner Bros. Network or a Paramount? Fox's Lucie Salhany warns of a world in which stations, having spurned their networks in favor of first-run syndication, find themselves dealing directly with studios for all their product. Plus her views on subjects from Rupert Murdoch to 500-channel TV. **COVER STORY / 18**



Fire knocks N.Y. stations off air / 72

A&E'S ARTFUL CLIMB

They may be harder and harder to find on Big Three TV, but drama, documentaries and the performing arts are the headlines pulling record audiences to the Arts & Entertainment Network. CEO Nick Davatzes hopes A&E's accelerating investment in programming will propel that number higher. / 24



On the Cover

Lucie Salhany, chairman of Fox Broadcasting and subject of our first editorial cover. Interview p.18.

Photo:
David Butow/Black Star

“Broadcasters, threatened by the growth of local cable, are spending their time and energies fighting off the midget when the giant can be built.”— J. Walter Thompson's Jean Pool / 51

Ad/Marketing.....49	Editorials74	Programing18
Bicoastal26	Fates & Fortunes.....68	Radio36
Business39	Fifth Estater67	Ratings Week.....35
Changing Hands40	For the Record62	Technology54
Closed Circuit.....71	In Brief72	Top of the Week.....6
Datebook61	Monday Memo.....66	Washington44

MARCH 1, 1993

CNBC IN SEARCH OF AN IMAGE

CNBC will launch the first of quarterly "theme weeks" next Monday, part of cable network's continuing effort to attract viewer attention and define itself to advertisers. One adman calls hybrid format "neither fish nor fowl." / 30

Hubbard has first DBS programers in sights. CLOSED CIRCUIT / 71

The Big Three broadcast networks posted 7% revenue growth in 1992, despite scant gains in the fourth quarter. Prime time revenues fell 7%. / 52

COUNTRY'S NEW FRONTIER

The growth of duopoly and LMA strategies has pitted radio station owners—notably country station owners—against themselves in their own markets. The beneficiaries: new niche formats like "Rebel Country" and "Young Country." Gerry McCracken, music director for three Entercom country stations in Pittsburgh, sums up the internecine warfare thus: "Somebody is going to eat our young. It might as well be us." / 36

ABC launches 'Day One,' prime time's newest newsmagazine, next Sunday, March 7. / 26

INFINITY'S THE LIMIT

The 24-hour radio format that can win a market hasn't been invented yet, says Infinity's Mel Karmazin, so now that he's running a network—Unistar—he's going to give it a try. Other plans include syndicating Infinity's stable of high-profile talkers and enlisting its DJ's for 24-hour music formats. / 37

Spanish-language radio group owner Tichenor Media System added its second AM and FM in San Antonio with the purchase of KONJ(AM)-KXTN(FM) for \$11 million. CHANGING HANDS / 40

INDECENCY RULES UNDER FIRE

Talking dirty, particularly on radio, was under fire last week in the courts and at the FCC. Among the attacks: an appeals court granted a request to stay the FCC's new midnight-6 a.m. safe harbor for indecent programing, and a group led by ACT filed a complaint to hobble FCC enforcement. / 44

The judicial battle over must carry and retransmission consent begins Thursday, March 4, when lawyers for five cable plaintiffs present arguments in U.S. District Court in Washington. / 45

GUESS WHO'S COMING TO DINNER

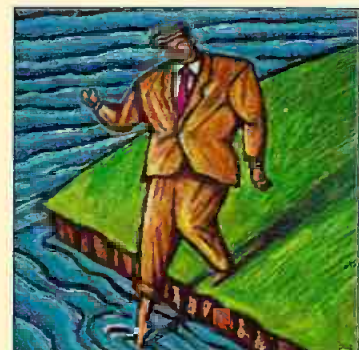
Rep firm Katz may be courting cable—it has a minority stake in Cable Media Corp.—but it's keeping its ardor under wraps until the day when its broadcast clients feel more comfortable with the collusion. / 49

FROM MANY, ONE HDTV?

The FCC's advanced TV advisory committee, which, try as it might, could not say whether any one of the four proposed HDTV systems was much better or worse than another, suggests that the competitors compact in a "grand alliance." Regardless of the testing scenario, final choice of a system is expected in early 1994. / 54



Letterman's really big show will stay in N.Y. as CBS pays \$4 million for Ed Sullivan Theatre / 32



Katz tests cable waters / 49

Top of the Week

Telcos closing in on video

Ameritech joins other telcos in pursuit of video business

By Joe Flint

If we don't get a piece of that action, we risk everything—not now, but 10 years from now.—The Godfather

Corporate strategists at the big telephone companies have apparently been offering the same sort of advice to their CEO's whenever talk turns to video.

With a promise to open up its local lines to competition in exchange for entry into cable TV and long distance, Ameritech last week became one of several big telcos seeking entry into the TV business.

Bell Atlantic, Southwestern Bell, NYNEX and US West have all made video plays of one sort or another over the past several months (see chart, page 10).

Why the surge of interest?

Wall Street analysts see it as a natural reaction to the telcos' fear of competition in the local exchange business from alternative access providers and, eventually, cable.

"The Bells have seen [local] competition coming for a long time," said Bob Wilkes, of Brown Brothers & Harriman. "The potential competition from cable companies is more recent."

What's more, cable has "major revenue implications and is a business where a number of Bells have been gaining experience in the UK," Wilkes added. "They are more knowledgeable now than they were a few years ago."

Or, as one telephone industry exec-



Ameritech Chairman-CEO William Weiss: "We are proposing a new quid pro quo...to facilitate local competition in return for regulatory reform and the opportunity to enter new businesses."

utive bluntly put it: "There is not that much growth in telephone services."

Another factor is a regulatory climate more conducive to competition. U.S. District Judge Harold Greene in October 1991 cleared the way for telcos to provide information services ranging from electronic yellow pages to video programming.

And last July, the FCC recommended the statutory prohibition against telcos offering video services where they provide telephone services be lifted and gave telcos relief when it voted to allow them to offer video dialtone—a video delivery service for third-party programmers. The rules also allow video dialtone providers to acquire a 5% equity interest in, and provide financ-

ing for, the program services they carry.

Further relief may be coming. House Telecommunications Subcommittee Chairman Ed Markey two weeks ago said it is time to reassess whether the cable-telco crossownership restriction "continues to serve people well."

The future will not come cheap. John Sodolski, president, United States Telephone Association, has estimated that it will take the telephone industry up to 15 years and as much as \$150 billion to wire half the homes in America with the fiber optics necessary to provide a competing video delivery service.

Many of the telcos have seen the potential of video through cable ventures overseas. US West, in partnership with Telecommunications Inc., is one of the largest cable TV and phone service operators in England. Bell Atlantic and Ameritech, along with TCI, operate Sky Network, a UK-based cable network.

Just last week, reports surfaced that Cox Communications is in talks with Southwestern Bell about forming a partnership to buy and build cable systems in Britain.

Ameritech—the RBOC which provides phone and other communications services to some 12 million customers in the Midwest and had 1992 revenues of \$11.2 billion—said it would soon submit a plan to the FCC that will "pave the way for advanced universal access and assure broad availability of modern communications services."

"Essentially we are proposing a new quid pro quo: We're proposing to facilitate local competition in return for regulatory reform and the opportu-

CBS the 'Queen' of the sweeps

Perhaps if Oprah Winfrey's record-breaking interview with Michael Jackson had been lengthened to eight hours and spread over three or four nights, ABC would have been able to make the February sweeps more competitive. As it is however, CBS, thanks in large part to its three-part miniseries *Queen*, is poised to win the Nielsen-measured month. Through last Thursday night, CBS held a 2.1 rating point lead over second-place ABC. With six days remaining in the Nielsen sweeps, CBS was averaging a 15.2/24, ABC a 13.1/21, NBC was in third place with an 11.6/18 and Fox in fourth with an 8.3/13. CBS took a commanding lead when it convincingly won the week of Feb. 15-21. During that week CBS averaged a 17.0/26, four rating points ahead of ABC. NBC, which averaged an 11.9/19 for the week, won a total of only two hours the entire week. CBS won five nights during the week, with ABC capturing the other two. Over its six hours, *Queen* averaged a 23.9/36.

Although fourth in the prime time race in February, Fox is number one among the viewing audience on Saturday morning. The Fox Children's Network is averaging a 6.4/22 among kids 2-11 for the first three Saturday mornings of the February sweeps, with one more Saturday to go. CBS is second with a 6.1/21, ABC is third with a 5.4/18 and NBC, which is interested in older viewers, is pulling in a 1.9/7 among the younger audience. —SC



nity to enter new businesses," said William Weiss, Ameritech chairman.

While much of Ameritech's proposal focuses on getting into the long-distance business, television is also on its mind. In fact, the RBOC is already providing educational programming for students in Sterling Heights, Mich. Over a fiber network running into the homes of 115 fourth grade students, the telco is offering eight different programs designed to supplement what is going on in the classroom.

Ameritech is launching a somewhat similar test in Chicago for the business community. It has teamed up with IBM and Anderson Consulting to provide interactive training and sales programs over computers.

"A lot of companies are talking video on demand and video to the home," said Ameritech spokesman Steve Ford. "We are interested in that but are focusing right now on the business marketplace and programs that require advanced interaction. If it can work there, it will work in the home."

Ameritech's quid pro quo into other businesses does not mean that it wants to wait for competition to be established before going after new revenues. That is of concern to the cable industry, which otherwise had some praise for Ameritech's plan.

"Keep in mind the cable-telco restriction is vital as long as the local telcos continue to have a monopoly. There is a strong incentive for telcos to

cross-subsidize, and that is not wished away with a press release," said a spokesman for the National Cable Television Association, who said Ameritech's proposal is "interesting."

"The devil is in the details [sic]," said Steve Effros, president, Community Antenna Cable Television Association. Before telcos are allowed into

Broadcasting & Cable

This is the first issue of BROADCASTING & CABLE, the journalistic successor to BROADCASTING magazine, which has occupied this space since Oct. 15, 1931. The new magazine, part of the Cahners Publications Entertainment Group, has extended its reach to make cable television a permanent member of its core constituency (with broadcast television, radio and satellites); cable had long been a staple of the magazine's regular coverage. Among this week's innovations: an editorial cover, replacing the ad that occupied the front page for almost 62 years. The debut of BROADCASTING & CABLE is the subject of this week's "Editorial," on page 74.

cable, he said, "we need to eliminate all barriers to local competition and see an *actual* introduction of competition before allowing the unrestraining of the Baby Bells. If you're going to let a 300-pound gorilla roam the telecommunications countryside, at least maybe make sure a couple of 150-pound gorillas are around—otherwise, this is a straw man we're talking about."

The nation's largest cable system operator, Tele-Communications Inc., which has systems where Ameritech provides phone services, does not see effective competition in the local exchange any time soon.

"The prospect of any competition at all in the local exchange is doubtful and in the far distant future," said Bob Thomson, TCI senior vice president, communications policy and planning. The Cable Act, Thomson pointed out, defines effective competition as 15% market penetration, and there is no such competition in the local exchange.

Ameritech, however, feels that opening the door is enough and does not want to wait for some established definition of competition before entering other businesses. "The idea of an unfair advantage is ludicrous," said Ameritech's Ford, adding that "45% of our revenue comes from areas where there are significant choices. We want to open it up entirely so all elements are competitive. In ex-

change, we want to pursue other businesses."

Although no plan has been filed at the FCC yet, the commission likes what it has heard so far. "The FCC has been driving policies of this type, and it is heartening to see the private sector seeking to meet the public needs without government funding," said acting FCC Chairman James Quello.

"I think it shows some vision," said FCC Commissioner Andrew Barrett. "It is something I have been suggesting for some time." When it

"If you're going to let a 300-pound gorilla roam the telecommunications countryside, at least...make sure a couple of 150-pound gorillas are around."

CATA's Steve Effros

The telcos are coming

Bell Atlantic—The Philadelphia-based Bell operating company is building broadband fiber-based systems in two New Jersey communities with plans to provide later this year video transport services to cable operators and other programmers on a common carrier basis in accord with the FCC's new video dialtone rules. It is also planning to test a video-on-demand service over conventional telephone lines in Arlington County, Va.—soon to be Southwestern Bell's cable turf. Finally, it is challenging the constitutionality of the statutory ban against telcos' owning cable in their service area so it can build a cable system in Alexandria, Va., adjacent to Arlington County, and compete with Jones Intercable there.

GTE—GTE has been conducting trials of video services over fiber and coaxial systems in Cerritos, Calif., since 1989—some in cooperation for the local cable franchisee. GTE is continuing the tests under a five-year waiver of the statutory telco-cable crossownership ban, even though a federal court in 1990 ruled that the FCC overstepped its authority in granting a waiver and remanded the case to the commission. The FCC has yet to act.

NYNEX—In what it is calling a marketing and technical trial, the New York-based company is planning to deliver video via fiber to two large apartment buildings in Manhattan for Liberty Cable Television, which already serves the buildings via wireless cable. It, too, is offering the service under the video dialtone rules.

Pacific Telesis—Pactel almost was the first telco to own an out-of-market cable system, acquiring an option to buy a cable system in Chicago in 1985. But before it can exercise the option, it must first get permission from U.S. District Court Judge Harold Greene, who oversees the consent decrees that govern the RBOC's business activities, to import cable programming via satellite. Its request has been pending for two years.

Southwestern Bell—Southwestern Bell plans to purchase two major Washington-area cable systems for \$650 million. If consummated, the deal will represent the first cable purchase by one of the regional Bell companies. But like PacTel, Southwestern needs permission to import satellite signals before it can go to closing.

US West—Early last month, the Denver-based Bell operating company revealed plans to modernize all its networks, replacing conventional cable lines with broadband systems capable of the common carrier video dialtone service. The first 100,000 homes and businesses should be on line by the end of 1994, US West said. After that, the telco intends to upgrade its plant at the rate of 500,000 customers a year. Since it now has more than 13 subscriber lines, the project could take more than two decades to complete.

—HAJ

comes to cable, he said, he wants competition, not telcos' purchasing existing cable systems.

"The potential for competition is good; actual competition is even better," said FCC Commissioner Ervin Duggan. "I am looking forward to seeing how Ameritech's plan goes forward."

Wall Street analysts had mixed reviews of Ameritech's plan. While most are in agreement that cable and other businesses are necessary for telco's future, some question whether regulatory relief will appear without solid evidence of a declining market share.

Others, such as Furman Selz Managing Director Ron Altman, view this as potentially positive for the cable industry. "If I were a cable operator, I could rent switching elements from Ameritech and provision phone service without making a capital investment," he said.

Although Ameritech is taking a unique approach to cable entry, other telcos were quick to praise it.

"We applaud their efforts for full, open competition," said Peter Goodale, a spokesman for NYNEX. "We have the largest cable company in Britain and envision entering the same businesses here," he said.

"One day there won't be a firm line between the two markets—one-way broadcast and point-to-point interactive," said Kevin Seaman, project manager, broadband services, Pacific Bell. The motivation to get into video comes from the changing market as well as the potential threat to the telcos' core businesses from cable, he said.

"It is not a big problem for cable to move into our bread and butter," Seaman said. But it is a problem for telcos to get into cable, he said, describing the regulatory hurdles. "You'll see a lot of sparks," he warned.

"This is what you will see from all the Bell companies this year," said Bell South spokesman Bill McCloskey. "When legislation gets moving, cable will be a significant part of it. I don't know if you can say the telcos are coming, but we certainly are looking."

For More Late-Breaking News, See "In Brief," Pages 72 and 73

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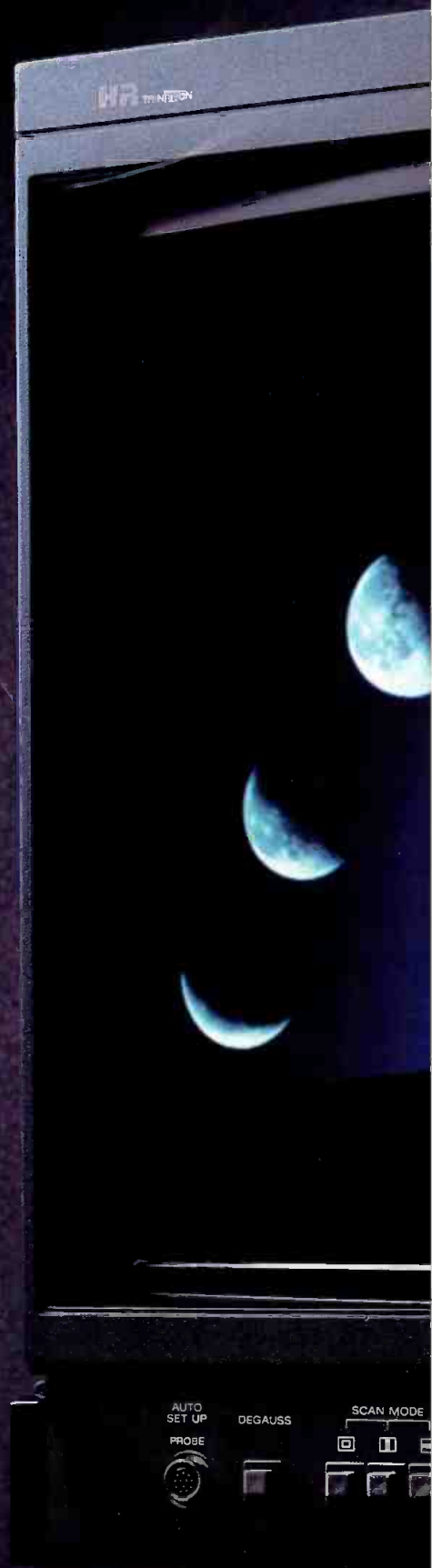
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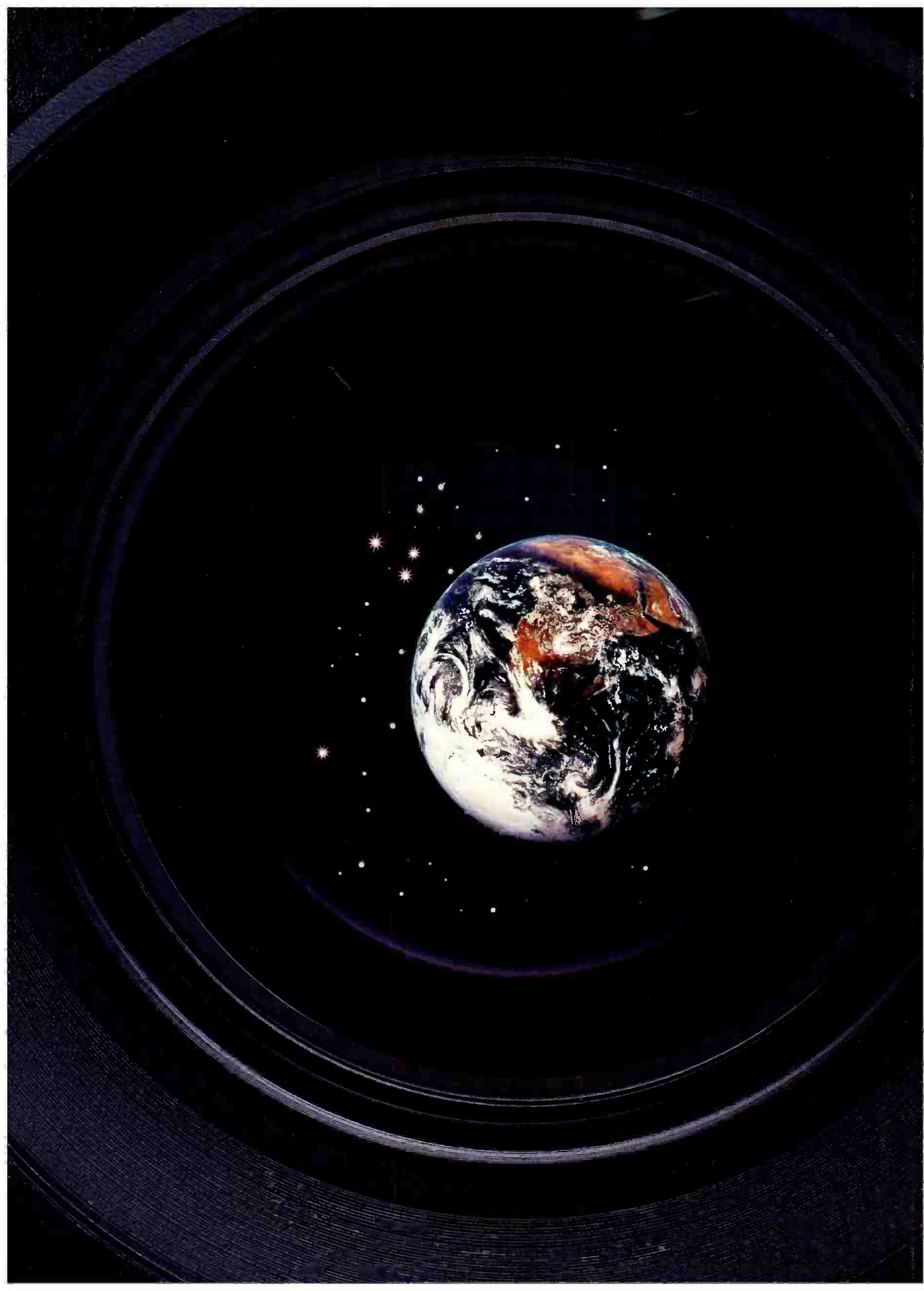
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Independents network for survival

Active group owners continue to buy out or otherwise take competitors out of contention while looking over their shoulder for possible FCC regulation

By Geoffrey Foisie

Today (March 1) is a big day for independent WPTT-TV Pittsburgh. Its slate of syndicated programming grows by an additional four hours to 13 hours a day—noon to 1 a.m.

But if you are interested in purchasing a spot on the new block, you will have to head across town to independent WPGH-TV. Through a time-leasing deal, WPGH-TV programs those 13 hours on WPTT-TV and sells all the spots.

WPGH-TV's control over WPTT, which extends even to the design of the station's logo, is only one example of the consolidation of independent TV stations in market after market through local marketing agreements, joint sales agreements, time leasing and buyouts (see chart, page 39).

The banding together of independents is being driven by the still tough economic climate that is making second and third independents unprofitable in all but the largest markets.

Combined with the transformation of independents to Fox affiliates, the consolidation trend is making the truly independent independent a rare, if not endangered, species.

Instead of competing against each other, independent operators are finding it smarter and more lucrative to combine forces or buy out the competition as Renaissance Communications is proposing in Hartford/New Haven, Conn.

The owner of independent WTXX(TV), Renaissance wants to buy rival Fox affiliate WTIC-TV and spin off WTXX to Counterpoint Communications, a nonprofit group with vague plans for home shopping and "family" programming. The deal with Counterpoint forbids it from selling to a for-profit company without giving

Renaissance the right of first refusal.

The same applies to any leasing of station time to a for-profit programmer. Those restrictions stay in place until Counterpoint pays off its seller's note due Renaissance—a note with a payment schedule running more than 20 years, although it can be prepaid.

While such strategic maneuvering

brokering in radio as it relaxed radio ownership limits, it never got around to TV. Thus, TV stations are free to strike whatever kinds of deals they want so long as the licensee retains ultimate control of the station.

TV deals don't even have to be filed with the FCC, whereas radio LMA's are due at the FCC within 30 days of

implementation. TV stations that send in their contracts voluntarily can no longer expect them to be reviewed promptly because of staff cutbacks, more than one FCC official said.

The independent TV industry's consolidation is taking place "in the midst of temporarily suspended public policy debate" about the health of the TV station business, said Royce Yudkoff, managing partner of ABRY Communications, which has an affiliation agreement in Birmingham, Ala., and is negotiating a time-leasing arrangement in Milwaukee.

Squeezing the ad market

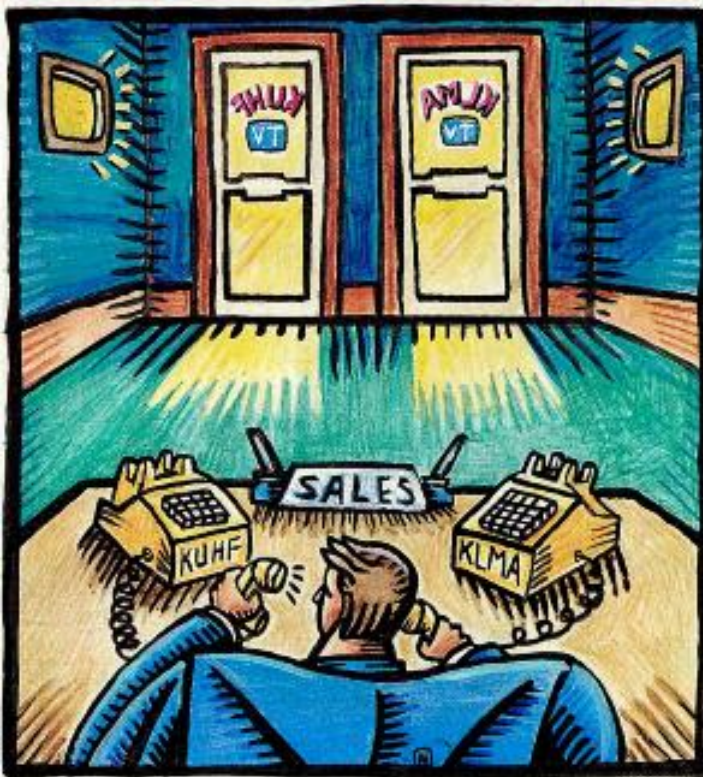
Perhaps the most important benefit of consolidation is a better advertising

market for the remaining or dominant station. If an independent station is removed from competition in one way or another, marketwide inventory shrinks by roughly 3,000 units.

If the dominant station takes over ad sales for the weaker station, one company can end up with control over as much as 50% of the unit (although not ratings points) inventory.

Robert Gluck, general manager of WTIC-TV, said that even though WTXX didn't control a lot of ratings, the roughly 25% of inventory they did control may change the "psychological pressure" in the market: "My indications are that advertisers will now buy a little earlier. In the younger demos we will make them buy earlier."

And it is in demographics, rather



may worry some, most in the industry defend the idea of lessening competition among independents. In Hartford, WTXX(TV) had been cash-flow negative for several years, according to filings with the Securities and Exchange Commission. Lodged between New York and Boston, the Hartford/New Haven market has always suffered from imported signals from the two larger markets.

Defenders of less competition also note that not only are cable monopolies permitted, but that newspaper business combinations have been permitted since the 1950's and that radio LMA's and duopolies are also permitted.

Although the FCC last year regulated joint ventures and time leasing and

than broad ratings, that the benefits from consolidation are most easily observed. In Oklahoma City, for instance, KAUT-TV had a prime time movie, as did KOCB-TV. Now, with the former station gone, KOCB-TV is alone among the market's stations in providing that advertising vehicle, said the station's owner, Ted Baze.

Similarly, in prime time access, consolidation can funnel younger sitcom viewers to one station, especially in the top-50 markets where the prime time access rule handcuffs affiliates to generally older-skewing reality and game show programming.

But perhaps the most important result of consolidation, at least in some markets, is in children's demographics. In Hartford/New Haven, WTIC-TV will be carrying both the Fox and the Disney cartoon blocks. In Pittsburgh, the concentration of kids programming at WPGH-TV became such that CBS

affiliate KDKA-TV was persuaded to drop its network's morning show to carry the Disney fare, beginning this fall.

Consolidation can affect broad numbers as well, including reach. In

Birmingham, Ala., the signal of ABRY's WTTO, a Fox affiliate, is extended by two nearby independent stations, which simulcast WTTO's signal for most of the week. ABRY's two

Continues on page 39

A station consolidation lexicon

Joint sales agreement—One station agrees to handle sales for another station. Promotion and some administrative functions may also be involved.

Local marketing agreements—Typically used to describe one station handling sales, programming and most other functions for another station.

Time brokerage or leasing—Similar to an LMA, but may involve several lessors and blocks of paid programming.

Simulcast—Paying a competing station to simulcast a signal; payment may be in the form of commercial airtime. An affiliation agreement is a similar concept.

Buyout—Purchasing a competing station and either shutting it down or selling it to a home shopping, nonprofit or otherwise noncompetitive broadcaster. —GF

Clinton administration confirms spectrum auctions

By Randy Sukow

A high-ranking Clinton administration official confirmed broadcasters' worst fears about spectrum auctions last week, saying all new spectrum allocations, including broadcast channels, would be made available to the highest bidder.

"Yes, broadcasters supply some public service in return for being granted this license," said Roy Neel, chief of staff to Vice President Al Gore. "But, arguably, that public service, whether it is willingness to air

public service announcements or follow any other public service standards, does not offset the enormous value of a license."

National Association of Broadcasters President Eddie Fritts was "disturbed" by the Neel's comments. "It is ironic that this administration, which has been such an innovator in the use of broadcast public interest programs like town hall meetings and children's interview shows, could make light of broadcasters' public service responsibilities," he said.

Neel also said the administration

philosophically favors user fees for broadcasters and other FCC licensees.

The administration estimates it could gather up to \$4.1 billion in revenues over four years with auctions. A 1991 Bush administration FCC user-fee plan would have brought in an estimated \$80 million annually had it been accepted by Congress.

Broadcasters were left unsure about the administration's intentions following release of the Clinton economic package—"A Vision for Change in America"—which included a vague reference to auctions and no mention of user fees (BROADCASTING, Feb. 22). But Neel's statements appear to remove all doubt.

In the Congress, longtime spectrum auction foes, such as Energy and Commerce Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), are preparing to take a fresh look at the issue. Markey promised spring hearings on an auction bill introduced last month.

In the Senate, Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and Subcommittee member Ted Stevens (R-Alaska) have wide support for a bill (S. 335), to allow a trial auction plan of 30 mhz with exemptions for broadcast and public-safety spectrum users. ■

Iger offers 'compensation stabilization'

ABC Television Network Group President Robert Iger, in his first address to ABC affiliates last week, promised not to cut compensation and sour network-affiliate relations, according to executives at the Washington meeting.

The affiliates sources said Iger spoke of instituting a "compensation stabilization plan."

According to one executive, Iger "expressed his conviction...that compensation would not be reduced and that it would not become an issue that would tear at the relationship" as it did last year at CBS.

The Iger speech went over well, affiliates said, although some were irked at learning that the network had scrapped plans to air *The Shirley Show* from press reports. "It struck me as ironic that Iger talked about a new openness while [daytime and sports head] Dennis Swanson didn't say a word about *Shirley*," said one (see "In Brief").

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Cablevision rocked in Conn., rolls in N.Y.

By Rich Brown

MSO Cablevision Systems has dropped its plan to delete five local TV stations from its two Connecticut systems (BROADCASTING, Feb. 22), but the story is far from over.

By midweek, the ongoing dispute had developed into a heated fight over retransmission consent, a call for restructuring ADI's in the area and an attempt to revoke Cablevision's franchises in the state.

Problems escalated when Cablevision agreed to keep the stations on condition they not pursue retransmission consent. The retransmission-consent/must-carry provisions of the Cable Act, still subject to judicial review and FCC interpretation, would insure cable carriage and provide for compensation for some local stations.

Some of the management at the Connecticut TV stations were vocal in their opposition to the revised plan. Chris Rohrs, WFSB(TV) vice president/general manager, told *The Hartford Courant* that the proposal was "comical" and an "arrogant bluff."

The NAB added: "This whole episode demonstrates both why Congress found it necessary to rein in the cable monopoly and to what lengths the cable industry will go to circumvent the intent of the Cable Act."

There were some suggestions by on-lookers that Cablevision had orchestrated its entire plan to drop the stations as a way of squashing retransmission consent. Cablevision officials vehemently denied those accusations. "It is inconceivable to think that we would jeopardize our relationship with our subscribers and our elected officials as a negotiating tactic," said a Cablevision spokeswoman.

Cablevision Chairman Charles Dolan said Thursday the company had not yet taken a position on retransmission consent. But he added the cost of retransmission-consent fees would ultimately be passed on to cable customers.

Under its revised plan, Cablevision would drop one station—independent WTXN(TV) Waterbury—but would retain WTNH-TV New Haven; WFSB(TV), WVIT(TV) and Fox affiliate WTIC-TV, all Hartford. WTXN is expected to soon be sold and will program a lineup featuring the Home Shopping Network.

Cablevision originally decided to drop the stations at the end of March to make room for new cable networks. Company officials argued that much of the network programming on the Connecticut stations was duplicative of New York stations also on the systems. The New York channels serve an ADI that stretches into Connecticut.

One of the most outspoken critics of Cablevision's activity in recent weeks, Connecticut state Attorney General Richard Blumenthal, last Tuesday filed a petition with

the state Department of Public Utility Control (DPUC) to revoke the company's franchise agreements, arguing that those agreements call for Cablevision to carry the Connecticut stations. A spokesman for Blumenthal said he would continue to pursue the possible revocation as long as the stations had not agreed to Cablevision's revised plan.

The attorney general and DPUC were also looking into petitioning the FCC for modification of the market definition to extend the Hartford-New Haven ADI. DPUC has scheduled a meeting on the matter for tomorrow (March 2).

□



Cablevision Chairman Charles Dolan

While Connecticut was shaping up as a battleground for Cablevision last week, the MSO was breaking new ground in nearby New York, where it has completed the first phase of a \$300 million fiber optic rebuild that, among other things, will enable the operator to offer services on an a la carte basis.

Cablevision expects by 1996 to have completed the electronic super-highway for its 1.1 million subs in New York, Connecticut and New Jersey. Eventually, as the company introduces digital compression, switching and storage technologies, the highway will offer hundreds of new channels and services including PCS and video on demand. "It's as though we've built 10 floors of a skyscraper that will be 100 floors," said Dolan.

On the first floor, and providing the most immediate impact, will be a new converter box that offers all services on an a la carte basis. Cablevision has already laid 1,400 miles of fiber optic

pathway in the region, and some customers will be able to pick and choose as early as April, according to Dolan. Entry-level channel selection will be priced under \$2. "From a consumer point of view, as soon as we can offer a la carte we must offer a la carte," he said. "The consumer should not have to take something to get something else."

Cablevision subscribers who do not want the new converter box will continue to receive programming services as part of a package through their existing converters. But Dolan said the company expects many of its customers to opt for a service that, for example, will allow them to order ESPN for \$1.95 a month.

Cable program network executives have opposed plans by operators to offer their services a la carte, arguing that such a move diminishes the money they will have to produce programming. Nevertheless, more and more MSO's are talking about letting the customer decide, with John Malone at number one MSO Tele-Communications Inc. among those leading the charge. Eventually, said Dolan, "cable networks will have to go along with it." ■



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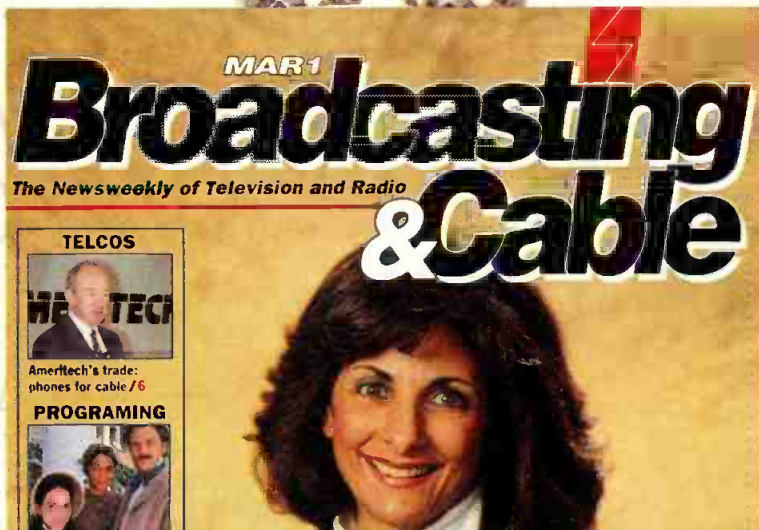
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Programming



Fox's Passionate Pro

Lucie Salhany is one of the most powerful—make that influential—executives in television. She has the combination of talent, smarts, guts and luck that knows no gender but is the common denominator of success in an industry where misses far outnumber hits. That package has landed her atop Fox Broadcasting, where she remains an avowed broadcaster, but with an openness to cable and other delivery forms that will likely be a quid pro quo for survival in the new media mix. Of the new 500-channel future she says: "I'm not sure what's going to be on 499 of them. I know one of them is going to be the Fox network." In a candid interview with BROADCASTING & CABLE's Steve Coe, of Fox, and of television.

COVER STORY

With 500 channels on the horizon, how well do you think Fox is positioned in that new universe? Are there things you can do to improve that position?

I think we have—and research shows we have—better trademark identity than the majority of the other networks, including cable networks. The best thing we can do is continue to keep that identity and keep pushing that with the young audience.

I have yet to see 500 channels work. I believe there will be a time when there are 500 channels. I'm not sure what's going to be on 499 of them. I know one of them is going to be the Fox network. And I know how strong the Fox network is going to be, so I'm very optimistic about that. We fight competition every day, all of us, and we will fight the competition of those other channels. But we can't lose sight of what we're here to do, and what we're here to do is entertain the audience. And if we do it better than anybody else, then I don't care if there are 5,000 channels, they're going to watch us.

I don't want you to get the impression we're burying our head in the sand. We're not ignoring future competition, we're not ignoring new technologies. As you know, Fox has stated it would like to get into the cable business with a cable channel or more than one, and I think we will ultimately do that. I think we bring a lot to the cable networking, a lot of expertise, from the Fox Inc. companies. And I think we're going to be in all sorts of new technologies as a company. As a network, my priority is to make us one of those 500 and the strongest of those 500.

Can you afford to continue targeting a specific audience, as you have been, or do you have to eventually come around to the CBS philosophy, which is bring as many people under the tent as you can and let Nielsen sort 'em out?

That's an excellent question, but when you look at the four networks, or the three networks and Fox, they truly have their clear identity. CBS gets the largest household numbers because it is a 55-plus network and those viewers are very loyal. It's a very old-skewing network, and that's been their niche. Everybody has a range, but they're the main viewer for CBS. And that's fine—that's what they want and that's why their household base is so large. Then you get down to what ABC is and what NBC is trying to be, and you address what we want to be. Our average viewer is about 27 years old. We would just like to get that up to about 31 or 32, that's all. What I think you're trying to say is: Can you reach a broad audience and still have that target demo? ABC's been doing it for years. They're number one, and reached that target demo. You can be number one and be 55-plus because you have so many viewers coming in. What we'd like to be is number one in a target demo of 18-49, but that doesn't mean we're going to have very narrow niche programming in every time period and it doesn't mean we're going to have very broad programming in every time period. But it takes programs that we think are going to reach the largest audience in key demographic areas.

Where do you see Fox expanding?

Well, we're late night, we're prime time, we're kids. You know, if our affiliates would like us to get into daytime at some point, we would, but I'm not predicting that. We need to get seven nights of prime time right and late night right before I think we would look at getting into daytime.

Are you interested in bringing sports to Fox?

It was brought up [at the NATPE Fox affiliates meeting]

because there was some talk that if the NFL wanted to come to Fox, we would be interested. I think if all our stations would be, we would be. And there may be sports opportunities we'd look at in the future. But the reaction [at the meeting] was: Why would you want to do sports? Personally, I don't have any interest in sports and the network doesn't have any interest unless it's something huge.

What's it like working for Rupert Murdoch? The word is he has become much more involved in day-to-day operations.

He is no more or less involved than most bosses I've had. It's just that Rupert is a person who's bigger than life, and he can be intimidating if you don't know him. There are only three or four people in this world who have as much influence as Rupert Murdoch. Talk about powerful. So when he walks into a room, the question is: Are you dealing with Rupert Murdoch or are you dealing with whomever you perceive Rupert to be? Once that's gone, he is a really nice, very funny human being. He cares about his family; he cares about the people who work for him; he cares about the business. He's just a rebel. And when he has strong feelings, rather than hide them, he says them.

I wasn't here, so I don't know who gets credit for moving *Simpsons* to Thursday at 8. I've heard it was his idea and Barry [Diller] loved it. That's not necessarily a decision I would have made had I been here. I think I would have taken a more conservative approach.

Here's another thing that's important. No one else pulled out the checkbook to pay for another network. And I can tell you that because I was at a company that wanted to do the fifth network, and no one was willing to sign the check. He did it. He said: "Go out there and do it and you're covered."

If Fox begins to compete more closely with the other networks in prime time, won't you be tempted to expand the network to a full 22-hour schedule?

Most of our affiliates have a 10 o'clock news, so it would be difficult to ask them to move their news. We have no interest in doing that at the moment, including owned and operated stations. We'd like to do every night for two hours throughout our schedule what we did last night from 8 to 9 [rank number one in adults 18-49 and households] and in late night. When we start getting closer to that, we can talk about expansion.

At NATPE, one of the concerns affiliates had was the expansion of the Children's Network on Sunday. What has been resolved, if anything, in that area? Will you push that back until 1995? Will you cut back the proposed two hours?

They said, "No, we don't want it," and we said, "Fine. You're the Children's Network." So right now there are no plans to expand into something unless the Children's Network, meaning the stations, want to do it.

How is the relationship between Fox and its affiliates? It has always been very good, but at NATPE there were some concerns expressed in some different areas.

My response to things is as a station person first. And I think they know that—and that sometimes gets me into trouble. I think they know they have a good representative here at the network. I feel very good about that relationship.

There were questions at our affiliate meeting at NATPE—don't forget that Peter Chernin, our president of entertainment, and Jamie Kellner, president of Fox Broadcasting, both left within six months, so I think that there were some questions because of that.

I think once Sandy Grushow, our new president of enter-

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Lydia Holt
Marketing Manager
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“Our subscribers could not be more pleased with the Sci-Fi Channel. Some examples of responses I’ve received from subscribers confirm their pleasure: ‘I haven’t turned off the service since you turned it on.’ ‘The Sci-Fi Channel is my new favorite channel.’”

David Wall
General Manager
Post Newsweek
Cablecom of Ardmore

FRAMINGHAM, MASSACHUSETTS

“Since the launch on November 1st, we have gained 550 new tier subscribers. The Sci-Fi Channel has been a great addition.”

Mike Howard
Marketing Manager
Framingham Cablevision Associates



Issue of the hour: Holding that line in prime time

Fox network chief Salhany is taking aim these days at what she perceives as a disturbing trend: syndicators targeting the prime time schedules of network affiliates for first-run product. "In the short term it may look very desirable, but in the long term it may pull down our business," she says. "It may kill the golden goose."

Although some find the newly minted network chief's concerns self-serving, she insists they are not, arguing that "anyone who thinks preempting the network short term is the right business to be in doesn't understand this business, and they're buying the syndicators' stories. Syndication is not as strong a business for the average program as it used to be. Hits will sell, but average shows aren't selling the way they used to."

In a television universe in which affiliates have spurned their networks for syndicated programming,

Salhany predicts stations will be treated to increasingly onerous barter splits by a smaller pool of suppliers.

"When there is no network, the studio is producing programming for the stations, so the studio produces an hour for a television station with no network guaranteeing the license fee. The only guarantee is the barter the station is giving up to run that program. Now, after that show runs on the station in barter twice, it has to go into syndication for the studio to make up that deficit. And the deficit is bigger if the show underperforms on the stations."

Given that so far only Paramount's *Star Trek: The Next Generation* and *Deep Space Nine* have successfully launched in first run, and have had the back-end of the series sold, the prospects for distributors recouping their production deficits through back-end sales look dim, she says. Studios either would

have to absorb the per-episode deficit or pass it on to the station with the next project offered in the marketplace. Could stations take a pass on that less attractive product? "Once stations pre-empt their network and weaken the network-affiliate structure, stations are immediately more dependent on the syndicator for product," she says.

"What's going to happen is, instead of having ABC, NBC, CBS, you're going to have the Warner Bros. Network, you're going to have the Paramount Network, you may have the Columbia Network, and the economics are still the same. And eventually the only way the stations can pay is by buying the back-end or paying in time. Then you're back to your same network split. The only difference is, who's promoting it? Where do you promote it? Do you cover your own network? Well, you may not have a network anymore." —SC

tainment, and I got up and talked to everybody, they were very calm and pleased about what we talked about.

What is the status of Fox's talks with TCI regarding retransmission fees?

Right now we're waiting to find out what's going to happen with retransmission, and at some point when I think everybody gets a better feel for where it's going and what's happening, I think we'll be in constant contact with our affiliate board and our affiliates.

Are the talks with TCI ongoing?

That came up at the affiliates' meeting, and I jokingly said: "We're always in talks with TCI on a variety of different levels." We are very close to them as a company. Barry is very close to John Malone and Rupert's even closer. So we are always in talks with them about all sorts of businesses and some are domestic and some international. So retransmission is just an ongoing conversation.

Are you as rigid financially with regard to license fees at FBC as people perceived you to be as a producer at Twentieth Television?

This network has been rigid even before I got here. It has always been very tough on license fees, and I'm just going to do what it's done very well before me.

Has that caused any difficulty in attracting producers and talent to Fox?

No, we just got Sinbad away from CBS. I think what everybody needs to look at is that talent or producers or studios don't necessarily want only the highest license fee. What they would like is the best environment for their artist, and Disney and Sinbad's choice to be on Fox versus another network is because we have a very good, young

environment in which to premiere and run his show.

Are you uncomfortable with the designation of being the most powerful woman in the television industry?

Well, it's not true. I'm telling you, I had more power when I was a program manager in Cleveland. I just hate the term "power." It's so negative to me.

How about "influential"?

Candidly? I felt I always had influence in this business from the time I was a program manager. When I was at Taft I was involved in Operation Prime Time and I felt I had some influence in bringing that into television. I was involved in *Solid Gold*, which was really one of the first barter series in syndication, and in *Entertainment Tonight*.

The thing I like best about this job is that I can interface with television stations, and that's probably the most redeeming part of this job and the part that I like the best.

Can I influence what they do? I hope so. Not in a power mode, but one that means we provide them with strong programming to run in their markets. That's the kind of influence I want to have.

Do you consider the perceived difficulty that women have in participating in the business to be an issue?

I care about women in the business and it is an issue. It's very difficult to solve, and we're all working to try and solve it. I think we need more diversity in our business and we need more voices and different voices. That's very important. But I never want anyone to believe I got my job because I was a woman, and I resent the designation that I'm the most powerful woman in the business. I'm a powerful executive, I'm an executive with a lot of influence, but the fact that I'm a woman, believe me, didn't get me here. ■

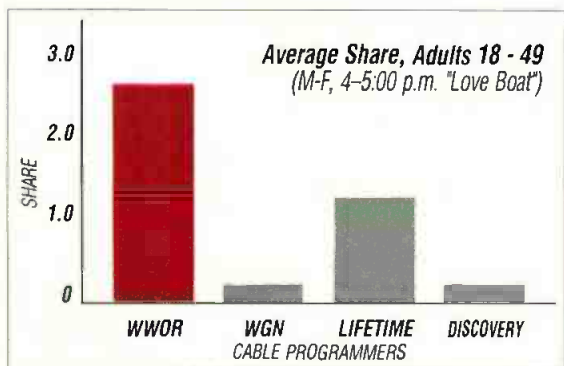
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 Females 18-49: .7 (M-F, 12-1:00 a.m.)
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Programming investment provides boost for A&E

Network earns its highest rating to date with mix of comedy, drama and performing arts

By Rich Brown

Having engineered a programming strategy that has paid off in higher ratings, the Arts & Entertainment Network is looking to build on that success with a growing budget and more domestic production. And if all goes according to plan, there could also be word of an additional A&E programming service by the end of the year.

With its varied mix of comedy, drama, documentary and performing arts, A&E last month garnered a personal-best 0.9 average audience rating, representing 532,000 households during prime time (Monday-Sunday 8 p.m.-11 p.m. ET), according to A.C. Nielsen Co. data.

A&E's programming budget is the single largest expenditure of any of the network's activities, and it continues to grow at twice the rate of any other activity at the network, according to Nickolas Davatzes, president and chief executive officer, A&E. He said previous reports that have pegged the network's programming budget at \$50 million are actually understating the amount. The privately held network does not disclose figures.

Part of A&E's development as a programmer in the past year has included a boost in domestic production. In addition to existing series, such as its comedy lineup of *A&E's An Evening at the Improv*, *Caroline's Comedy Hour* and *Comedy on the Road*, the network's domestic production has grown to include such series as *Charlton Heston Presents the Bible* and the successful *The American West*.

Meanwhile, A&E continues to

maintain its many strong ties with such international co-production partners as the BBC. (The network does more co-productions with the BBC than any other programmer.) Brooke Bailey Johnson, vice president of programming and production, said that international co-productions will remain



A&E's Nick Davatzes, and a scene from the network's 'Lovejoy'



an important part of the network even as it looks toward increasing domestic production.

"I look forward to a day when we can do domestic drama, which is currently a little bit beyond our financial reach," said Johnson.

Johnson said there will also likely be many new variations on international co-productions in the future.

For example, she said, A&E is currently developing one unnamed project that would be funded primarily by German investors and shot in Germany, but produced in English by an American production company.

In terms of expanding A&E outside the U.S., Davatzes said the priority is North America. The company already reaches more than 4 million of the 6.5 million cable households in Canada and is in the development stages of expanding its business into Mexico, he said.

Like other cable programmers, A&E is looking to develop new services to meet the expanded channel capacity that will come with digital compression. In fact, Davatzes said the company hopes to have something to say about at least one new service by the end of this year. Among services it is interested in developing is some sort of history channel, he said.

"That is one of a number of venues that we are looking at that could be a natural line extension from our current area of expertise," said Davatzes. The network has a broad interpretation of what that line extension could be.

"People should not assume always that it will be a genre-related activity," Davatzes said of the company's development of new programming services. "It will be demographically driven."

The challenge for programmers developing new channels will be in learning how to develop a network that can be funded and deliver quality to consumers when distribution probably will not exceed 20 million, said Davatzes.

Looking ahead to the launch of direct broadcast satellite services, Davatzes said that A&E has not yet signed any deals to offer the network on DBS, and he questions how big the market will actually be.

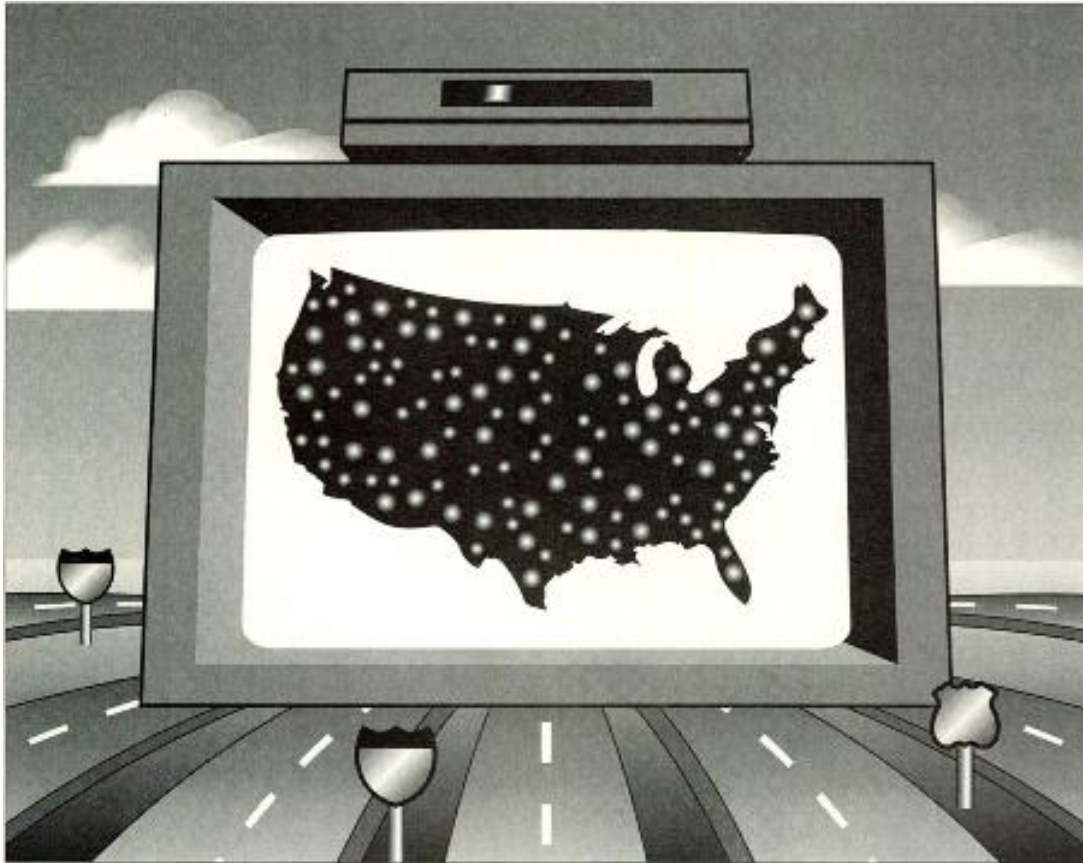
"I'm amazed that people see this as a major breakthrough," he said of DBS. "Given the degree that the nation is wired, it would be surprising to see that market ever exceed 10% or 15% of total TV households. The economics are such that cable operators can meet the price whenever they want to on an incremental basis." ■

Laybourne to MTV vice chair

Nickelodeon President Gerry Laybourne, who has been with the kids cable network since 1980, has been named vice chairman of parent company MTV Networks. In her new role, she will work directly with MTV Networks Chairman and Chief Executive Officer Tom Freston on overall company strategy, with a focus on improving the organizational structure and general efficiency of the company's business operations. She will also continue to have responsibility for Nickelodeon.



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March 7 is 'Day One' for ABC

New show is first of several

By Steve McClellan

Network television's newest prime time newsmagazine is poised to launch next week with the debut of ABC's *Day One* on Sunday, March 7—and at least four others are set to debut before the end of 1993. Some media executives believe the prime time magazines are the drama shows of the 1990's. Others, however, believe the networks are determined to "kill the goose," as one put it, with too much news product in an entertainment-dominated daypart.

At a press conference last week, Tom Yellin, executive producer of the broadcast, said that magazines that have failed in the past have a consistent pattern. "They've tended to go for some sort of gimmick or high-concept approach."

Indeed, ABC's *Prime Time Live* came out of the box three years ago with a gimmicky format that included both live interviews and a live studio audience, not to mention a space-age studio backdrop. The show struggled, but after an ABC makeover with an emphasis on solid storytelling, it is a top 20 show.

Successful magazines, said Yellin, stick to "good stories well told by interesting people. If you do issues and not stories, you die." Having said that, the *Day One* producers have come up with a bit of a gimmick of their own. They intend to put hand-held "high eight" cameras and journalism credentials in the hands of amateurs to go out and report stories "where we can't go," said Yellin. One example cited: the mean steets of South Central Los Angeles.

Yellin described the technique as "experimental" for the time being, but one the producers hope will pan out and help give the show a unique signature.

The producers showed a clip of one such experiment at the press conference. It was a story about South Cen-

Price of principle

CBS News correspondent **Connie Chung** was hit with a \$6,000 bill by the Grand Junction (Colo.) Area Chamber of Commerce for refusing to speak at the chamber's annual banquet Jan. 29. Chung withdrew after gay-rights activists protested her appearance as tacit support of a new state law they feel discriminates against homosexuals in housing and employment. The \$6,000 is what the chamber says it lost because of Chung's pull-out (CBS sent sports president Neil Pilson in her stead, but the chamber says it just broke even on the night and would have made money had Chung shown up). A CBS News spokesman had no comment.

In the pink

Ever since Metro-Goldwyn-Mayer Television and Claster Television began marketing an updated version of *The Pink Panther* last fall (BROADCASTING, Nov. 23, 1992), the 50-plus stations (70% of the U.S.) picking up the new half-hour syndicated cartoon for 1993-94 have been curious as to who will be the voice behind



Pink Panther and Matt (Max Headroom) Frewer



the Pink Panther's first words.

If they shut their eyes, the immortal Max Headroom may come to mind. **Matt Frewer** has been signed as the new voice of the Panther. Frewer, who currently stars in the Fox sitcom *Shaky Ground*, is best remembered as the electronically enhanced visage Max Headroom, during the mid-1980's on MTV and ABC. He also had a starring role in the critically received but low-rated *Doctor, Doctor* comedy series that briefly ran on CBS from 1990-91.

According to Sally Claster Bell, executive vice president of Claster Television, more than 100 people auditioned to be voices of characters for the animated strip. Other stars cast for parts

are former *Saturday Night Live* cast member **Joe Piscopo**, as the voice of Dog Father, and New York stage actor **Wally Shawn**, as the voice of The Boss.

'Lost in Space' meets 'Inside Space'

June Lockhart, the actress who visited a variety of planets as **Mareen Robinson** on *Lost in Space* (1965-68), might soon take over as host of the Sci-Fi Channel series *Inside Space*. Plans call for Lockhart to replace current host **Nichelle Nichols**, who rose to fame as **Uhura** on the original *Star Trek* series. Lockhart has been an ardent supporter of Sci-Fi and helped launch the channel last October in New York City.

tral L.A. and life there after the 1992 riots. It was reported by a former gang member and ex-convict who captured eery pictures of people doing drugs and one individual pump-loading a sawed-off shotgun.

That segment is planned to air in May, one year after the L.A. riots. Asked if there was a danger in putting cameras in the hands of amateurs, Yellin responded: "No, the danger is putting it on the air," if the material isn't screened and edited carefully.

The program will also break out of the traditional 20-minute story segment format as the need arises. An early episode will devote an entire show to convicted cannibal-murderer **Jeffrey Dahmer**.

To date, *Day One* does not have a Dahmer interview, but has constructed a psychological profile based on interviews with those with firsthand knowledge of him, as well as police and court transcripts.

Day One is just one of five new

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PENDENTS

magazines planned by the networks. CBS, NBC and Fox all say they have magazines in development expected to launch later this year. And ABC has a second new magazine, *Moments in Crisis*, being developed by Phylis McGrady and planned for fall 1993.

So far, viewers have signaled a thirst for such programs, but some advertising executives are concerned. "I really have my doubts," said one executive at a leading agency. "As usual, the networks see a trend and they're all going overboard. Why do

they always have to kill the goose that laid the golden egg?"

Richard Kostyra, president, Media First International, agreed. "It's a bad trend," he said. "It doesn't matter what it is, too much of it is too much. It dilutes and neutralizes the value of the [genre]."

But others don't see it that way. "I don't think it's a problem," said New York-based media buyer Paul Schulman. "The viewers will tell us whether we've saturated the market with magazines. The beauty of this

format is they stay in originals all year, and the ratings are pretty consistent. For advertisers that's a plus because their rating point levels are met in all four quarters."

Forrest Sawyer will host and report for the show. The correspondents include ABC News veterans Sheila MacVicar, Lisa McRee and Jay Schadler, and John Hockenberry (from National Public Radio) and Michel McQueen (from the *Wall Street Journal*). *Nightline's* Jeff Greenfield will do commentary pieces as well. ■

CNBC hopes to get people talking

Call-in theme week is latest effort to create buzz over channel

By Rich Brown

CNBC next week launches "Talk Back America," a week's worth of programming that will mark the first in a series of planned theme weeks for the channel and the latest attempt by the network to attract attention to itself.

Nearly four years after its launch, some say CNBC is still in search of an identity.

In many ways, CNBC is in a state of flux. The network still has not named a president to replace Al Barber, who announced his resignation last September but agreed to remain

on board until a replacement was named. CNBC parent company NBC is said to be looking to restructure the channel within the company so that it would report to either NBC News or the NBC-owned and operated stations (BROADCASTING, Feb. 8). And some ad agency executives say the network's hybrid money/talk format continues to leave a confusing impression.

"They are trying to tell us through their advertising that they have some kind of unified feel," says Tom Winner, executive vice president and director of marketing services at CME-KHBB Advertising. "That's just not

true; there are two different programming elements. They're somewhere in between, and a lot of agencies and their clients have problems with that. They're neither fish nor fowl. They're still trying to wrestle with what they'll be when they grow up."

It has been almost a year since CNBC, its acquisition of the Financial News Network complete, dropped the "FNN" name from its daytime business and financial news lineup and introduced an ambitious marketing plan designed to relaunch the channel. CNBC officials say they spent \$20 million on the marketing effort.

Marketing is key in helping the network establish itself, but the available dollars are limited. So rather than make a comparable investment this year, most of CNBC's upcoming marketing efforts will instead focus on various theme weeks that the network has set up for each quarter of the year, says Caroline Vanderlip, senior vice president, marketing and affiliate relations.

"We're trying to find more inventive ways to promote the network, given that our dollar allocation is not as high as it was last year," says Vanderlip. "We have a very strong story to tell and limited resources to do it."

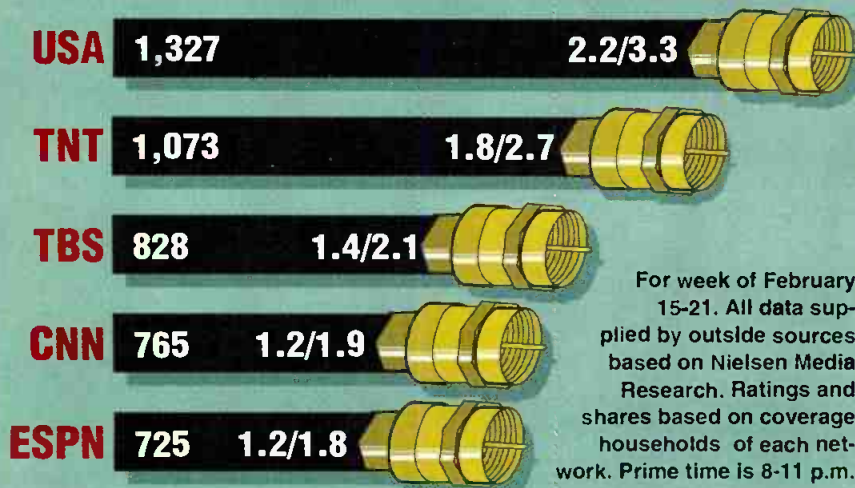
Vanderlip says CNBC also plans to promote itself in upcoming months through affiliate spots that were given to CNBC in exchange for promotional materials from the network. More than 35% of the network's affiliate base has agreed to give the channel 500 spots in the second quarter alone, she says.

The first theme week, "Talk Back America," will feature a full week of

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TOP 5 BASIC CABLE PRIME TIME RATINGS

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE



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Americans At Their Best.

Hogan to head cable shopper

Former cable executive Gerald Hogan is returning to the field as president-CEO of Home Shopping Network Inc.

Hogan, who has served as vice chairman of Whittle Communications L.P. since October 1990, previously spent 19 years as a top executive at Turner Broadcasting System. Hogan joined TBS in 1971 as an account executive and eventually became president of Turner Entertainment Networks.

In his new capacity at HSN, Hogan will oversee the operations and strategic direction of the company. The position was previously held by Roy M. Speer, who will continue to serve as chairman of the board and adviser on day-to-day activities. The appointment comes two months after Tele-Communications, Inc. spin-off Liberty Media Inc. purchased 75% of the company.



call-in television. Beginning March 8 and continuing through March 13, viewer call-ins, rather than scheduled guests, will set the pace for the network's programs. The first night of

the theme week will feature the *Talk Back America Special*, a 90-minute call-in show that will feature CNBC personalities Tom Snyder, John McLaughlin, Dick Cavett, Phil Dona-

hue, Vladimir Pozner and Bob Berkowitz.

CNBC is still ironing out the details for future theme weeks, but the network has tentatively set up its second week, "Renewing the American Dream," which will focus on jobs and entrepreneurs and run through the week of June 14. Also on tap is a third theme week, "Consumer Survival Week," which will run during the second or third week of October.

While ratings remain low for CNBC, Vanderlip says the channel's average household audience is two-and-a-half times greater than it was a year ago. Awareness of the channel is up more than 100% as measured by cume, she says. And as for any possible confusion about CNBC's identity, Vanderlip says the network is still experimenting.

"We still think of ourselves as a young service that should always be experimenting in our genre," says Vanderlip. ■

Fox affils deal for radical dude

'Simpsons' pricing appears to remain apace of big-ticket '80s sitcoms

By Mike Freeman

Going into last January's NATPE convention with a "pre-emptive" sale of *The Simpsons* to all seven Fox-owned stations, Twenti-

eth Television's carefully crafted promotional blitz was a concerted effort to impress on station buyers that the off-Fox sitcom falls into the "must buy" category.

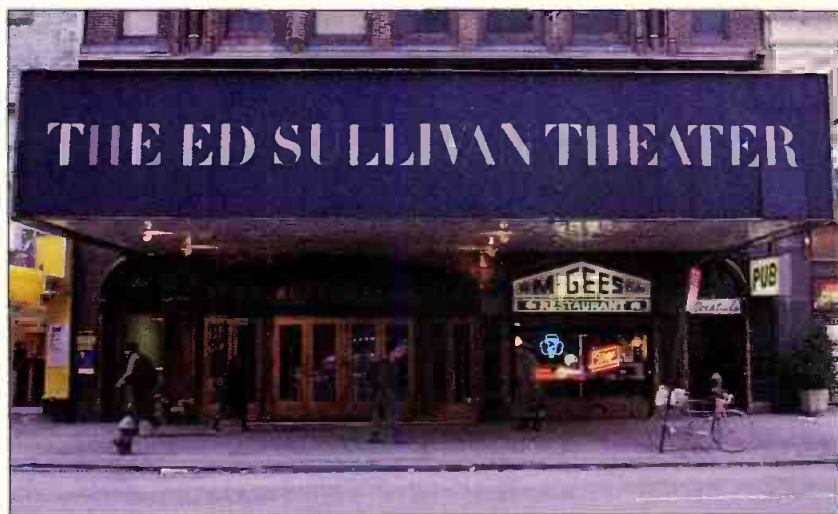
Now that the tire kicking is over,

Twentieth sales executives say they have sold the show—to Fox affiliates—in another half-dozen non-Fox O&O markets, putting the sitcom on the highest pricing pace since *The Cosby Show* and *Who's the Boss?*

Paramount Station Group's WTXF-TV Philadelphia leads the list of latest Fox affiliate signings, followed by a group deal with Scripps-Howard Broadcasting's WFTS(TV) Tampa, KNXV-TV Phoenix and KSHB-TV Kansas City, and Meredith Broadcasting's WOFL(TV) Orlando.

Counting the seven Fox-owned stations, which were rumored to have agreed to a group weekly license fee approaching \$900,000, total station sales—at last count—represent 13 markets and over 30% U.S. coverage. Ken Solomon, Twentieth's executive vice president and general sales manager, would not identify other markets in play, but says non-Fox network affiliates had tendered offers in all of the five most recent markets sold on the prime time access rule-exempt *Simpsons*.

According to a New York station rep source, Twentieth's "overt" sales strategy is to give Fox affiliates "first



CBS has acquired the Ed Sullivan Theatre in Manhattan, where David Letterman will originate his show when it moves to CBS. Finding an acceptable production facility was the key to whether the show moved to Los Angeles or stayed in New York. Ed Grebow, the CBS VP who negotiated the deal, says the network paid \$4 million and will spend millions more renovating the 1927 structure. Grebow says CBS also obtained substantial tax breaks from the city of New York as part of the deal to keep Letterman in New York. Letterman's CBS show debuts Aug. 23.

dibs" in turning in a bid, then make "secondary offerings to non-Fox stations if the minimum asking price is not met by the Fox affiliate in the market." Even though the source says Twentieth set individual \$40,000-\$50,000 weekly asking prices in Tampa, Phoenix and Kansas City, the syndicator reportedly accepted individual \$25,000-\$30,000 bids in the group deal with the three Scripps-Howard stations in those markets.

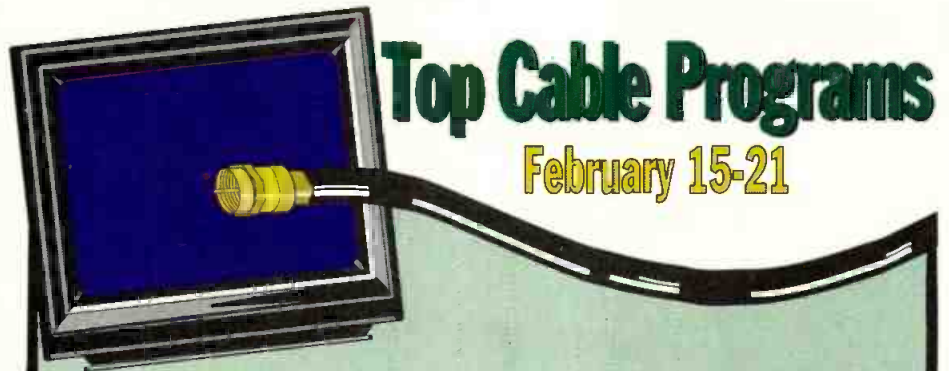
As for Philadelphia, the fourth-largest ADI market in the country, one Philadelphia station source says Twentieth set a \$70,000 weekly floor price, in line with the price Fox O&O's KDAF-TV Dallas and WTTG-TV Washington are rumored to have paid. However, it is not immediately known if Paramount's WTXF negotiated a lower fee.

While declining to comment on pricing, Solomon claimed prices are pacing ahead of fees paid for the last two "premium" off-network sitcoms to hit the marketplace—*Married...with Children* and *Roseanne*, both of which have reportedly earned more than \$1.5 million to \$1.8 million per episode nationally with their off-network launches over the last two seasons.

Gene Lothery, vice president and general manager of WCAU-TV Philadelphia, says the CBS O&O, like other non-Fox affiliates in the market, was afforded the opportunity to bid on the off-network series, but declined to commit a prime access time period for the PTAR-exempt series and sat out the active bidding.

"Off-network series historically have a very short shelf life, and our first consideration was whether *The Simpsons* is a viable alternative to first-run programming over the long-term, which we didn't feel was the case," says Lothery, whose station made a high-priced gamble on *The Cosby Show* previously. "Like all other off-network sitcoms, the chance is that they'll exhibit an erosion after their first or second seasons, and the license fees are not structured to take into account their actual performance [rating] levels."

However, Solomon counters that "off-network is still a much safer bet than first-run. If you look at *Married...with Children*, another off-Fox sitcom, it has continued to show signs of growth in year two [in syndication], and *Roseanne* has grown steadily to an 8 rating right behind *Married*." ■



The following are the top 30 basic cable programs for the week of Feb. 15-21, ranked by total number of households tuning in. Ratings are based on each network's total coverage households at the time of the program. Data are supplied by outside sources based on Nielsen Media Research.

	Hsehlds. (000)	Rtng.	Program	Time (ET)	Network
1.	3,171	5.4	<i>NBA All Star Salute</i>	Sat. 7-10:30p	TNT
2.	2,257	3.8	<i>Ren & Stimpy</i>	Sun. 11-11:30a	Nick
3.	2,177	3.7	<i>Rugrats</i>	Sat. 7:30-8p	Nick
4.	2,072	3.4	<i>Fade to Black (movie)</i>	Sat. 3-5p	USA
5.	2,028	3.4	<i>Murder She Wrote</i>	Fri. 8-9p	USA
6.	2,008	3.3	<i>Red Sonya (movie)</i>	Sun. 3-5p	TBS
7.	2,003	3.3	<i>Monday Night Raw</i>	Mon. 9-10p	USA
8.	1,987	3.2	<i>Presidential speech analysis</i>	Mon. 9:15-9:30p	CNN
9.	1,977	3.3	<i>Beastmaster (movie)</i>	Sun. 12:30-3p	TBS
10.	1,939	3.3	<i>Clarissa Explains It All</i>	Sat. 8-8:30p	Nick
11.	1,928	3.2	<i>Murder She Wrote</i>	Mon. 8-9p	USA
12.	1,920	3.1	<i>State of the Union</i>	Wed. 9:15-10:15p	CNN
13.	1,823	3.0	<i>Tuesday Night Fights</i>	Tue. 9-11p	USA
14.	1,802	3.1	<i>Rugrats</i>	Sun. 10:30-11a	Nick
15.	1,780	2.9	<i>Murder She Wrote</i>	Tue. 8-9p	USA
16.	1,772	2.9	<i>Allan Quartermain (movie)</i>	Sun. 10:30a-12:30p	TBS
17.	1,759	3.0	<i>Salute Shorts</i>	Sun. 11:30a-12n	Nick
18.	1,754	3.0	<i>Ren & Stimpy</i>	Sat. 9-9:30p	Nick
19.	1,715	2.8	<i>State of the Union, GOP response</i>	Wed. 10:15-10:30p	CNN
20.	1,697	2.8	<i>State of the Union, post-analysis</i>	Wed. 10:30-11p	CNN
21.	1,674	2.7	<i>State of the Union, pre-speech analysis</i>	Wed. 9-9:15p	CNN
22.	1,664	2.8	<i>Andy Griffith</i>	Tue. 6:30-7p	TBS
23.	1,643	2.7	<i>Off Limits (movie)</i>	Sun. 2-4p	USA
24.	1,641	2.8	<i>Guts</i>	Sun. 6:30-7p	Nick
25.	1,623	2.8	<i>Doug</i>	Sat. 7-7:30p	Nick
26.	1,602	2.7	<i>Clarissa Explains It All</i>	Sun. 12-12:30p	Nick
27.	1,596	2.6	<i>Saved by the Bell</i>	Thu. 5-5:30p	TBS
28.	1,587	2.7	<i>Doug</i>	Sun. 10-10:30a	Nick
29.	1,584	2.7	<i>Guts</i>	Sat. 6:30-7p	Nick
30.	1,579	2.6	<i>Saved by the Bell</i>	Wed. 5-5:30p	TBS

For cable, compression is name of game channel

TCI says it will make room for two new services in compressed world of 1994

By Steve McClellan

For cable programmers intent on launching two new game channels, compression may be the key to success.

Just two years ago, two comedy channels owned by Time-Warner and Viacom were forced to merge, partly due to a lack of capacity. In the next year to 18 months, two proposed game show channels are expected to launch. Both have the backing of the nation's largest MSO, Tele-Communications Inc.

According to Jedd Palmer, vice president, programming, TCI, the company plans to pick up both services, although clearance is subject to the signing of definitive carriage agreements yet to be worked out.

Palmer says the plan is to have The Game Channel, being developed by International Family Entertainment, within TCI's compression package of programming when the compression scheme is put in place at the beginning of 1994. According to Ron Harris, an IFE senior vice president, who is in charge of developing The Game Channel, the plan is to launch the channel in the fourth quarter of 1993.

Palmer said that if a second proposed game channel, The Game Show Channel, is ready in time, it too would be part of the compression package at launch, or will be added later when it does launch. The sense among cable operators is that The Game Show Channel, a venture of Sony Pictures Television, United Video and Mark Goodson Productions, is not as far along in its development as the IFE project.

But sources involved with the Sony project insisted that work was proceeding apace and that a launch date of late 1993 or first-quarter 1994 was still the goal.

Those sources said there was nothing to talk about with respect to commitments from cable operators. IFE's Harris also declined to talk about cable operator commitments to date, but other sources at the company said the company has lined up commitments from systems representing between 2.5 million and 3 million subscribers. Harris did confirm that the company



IFE's Ron Harris

wouldn't proceed without at least 5 million subscribers, a number that would seem assured once a carriage deal with TCI is completed.

IFE has offered charter affiliates a year of the new channel free of charge. Harris also said that the company is guaranteeing operators that they will at least break even on the service because they will receive a percentage of the interactive revenues (from 900-number phone charges) at least equal to the value of the sub fees they pay out.

IFE also plans to test the game channel concept in a block of time carved out of the co-owned Family

Channel prior to the launch of the new service, according to TCI's Palmer and other sources. The test will be conducted to examine the interactive elements being developed for the channel.

According to IFE's Harris, interactivity will be featured in all the newly developed games and a good portion of the library game shows that will be telecast as well. "We are trying to generate a network for the future here," he said. "Interactivity is the key." Many of the interactive elements involve trivia games that viewers can play via the telephone.

IFE is working with Game Technologies Inc., an interactive television producer based on the Raleigh Studio lot in Hollywood, where the channel will originate.

The Sony-United Video channel also plans interactive elements, although it will rely much more on library product (including the Goodson, Barry & Enright and Merv Griffin game libraries) than IFE.

"They both have the makings of workable formats," said TCI's Palmer. "Each will have a different appeal, and it makes sense for us as a cable company to offer as many products available to as many viewers as we can."

So far, the companies behind the two game show projects have not considered merging their channels. ■

Turner to drop kids news show

By Steve McClellan

News for Kids, the weekly half-hour barter syndication news show from Turner Program Services, will not be renewed for next year, at least as a barter offering. TPS officials say the show, though well-received from a content standpoint, failed to generate the ratings and advertiser support necessary to justify the high cost of production: \$35,000-\$40,000 a week.

The show may return as a cash offering, however, if enough stations pony up license fees to justify continuing production, says John Walden, senior vice president, TPS. This season,

the show was offered for straight barter, with two-and-a-half minutes of both local and national time. Walden said the company probably will not make a decision on the show's fate until summer. ■

Errata

In Feb. 1 issue, NATPE roundup story misidentified **One World Entertainment** as a program distributor. In fact, One World does not sell shows to stations but does **sell barter advertising time in syndicated programs.**

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Ratings Week : Broadcast

The World According to Nielsen, Feb 15-21

	ABC	CBS	NBC	FOX	
MONDAY	13.1/20	16.4/25	14.4/22	5.6/8	
8:00	49. FBI: Untold Stor 11.5/17	19. Evening Shade 15.2/22	9. Fresh Prince 18.4/27	82. Fox Night at the Movies—I'm Gonna Git U Sucka 5.6/8	
8:30	38. American Det. 12.4/18	13. Murphy Brown 17.0/25	22. Blossom 15.0/22		
9:00	28. ABC Monday Night Movie—Ordeal in the Arctic 14.0/22	16. Love and War 16.4/25	32. NBC Monday Night Movies—Darkness Before Dawn 13.1/20		
9:30		11. Northern Exposure 17.5/28			
10:00					
10:30					
TUESDAY	13.2/20	22.0/33	11.1/17	4.4/6	
8:00	15. Full House 16.5/24	10. Rescue: 911 17.9/26	47. Country Music's Greatest Hits 11.7/17	83. Class of '96 4.7/7	
8:30	25. Hangin w/Mr. C 14.3/21	1. CBS Tuesday Movie—Queen, Pt. 2 24.1/37		66. Dateline NBC 9.8/16	84. Key West 4.1/6
9:00	8. Roseanne 18.7/26				
9:30	40. Jackie Thomas 12.3/18				
10:00	71. Civil Wars 8.6/14				
10:30					
WEDNESDAY	16.6/25	11.8/18	11.1/16	11.1/16	
8:00	7. Home Improvmt 18.8/28	48. In the Heat of the Night 11.6/17	52. Unsolved Mysteries 11.0/16	38. Beverly Hills, 90210 12.4/18	
8:30	14. Coach 16.8/25	NR State of the Union Address 12.2/17	NR State of the Union Address 11.6/16	66. Melrose Place 9.8/14	
9:00	NR State of the Union Address 19.9/27				
9:30	44. Billy Ray Cyrus Special 12.1/22	30. 48 Hours 13.3/24	45. NBC News Analysis 12.0/17		
10:00					
10:30					
THURSDAY	13.7/21	19.3/29	12.7/19	11.5/17	
8:00	33. Matlock 13.0/19	42. Top Cops 12.2/18	61. Cheers 10.3/16	19. Simpsons 15.2/23	
8:30		3. CBS Movie Special—Queen, Pt. 3 22.8/34	45. Wings 12.0/18	29. Martin 13.6/20	
9:00			12. Cheers 17.3/25	55. Simpsons 10.6/15	
9:30			17. Seinfeld 16.0/23	79. Down the Shore 6.6/10	
10:00	21. Primetime Live 15.1/24		61. L.A. Law 10.3/16		
10:30					
FRIDAY	12.4/21	11.9/20	10.9/19	7.7/13	
8:00	23. Family Matters 14.8/26	60. Golden Palace 10.4/18	81. Secret Service 6.2/11	73. America's Most Wanted 7.9/14	
8:30	26. Step By Step 14.1/24	53. Major Dad 10.7/18	30. NBC Movie of the Week—Perry Mason: Case of the Skin Deep Scandal 13.3/22	74. Sightings 7.8/13	
9:00	51. Dinosaurs 11.4/19	36. Miss USA Beauty Pageant 12.5/21		76. Sightings 2 7.0/12	
9:30	70. Camp Wilder 9.0/15				
10:00	36. 20/20 12.5/21				
10:30					
SATURDAY	9.2/16	12.8/22	9.2/16	8.6/15	
8:00	72. ABC Saturday Night Movie—Columbo: Murder in Malibu 8.5/14	26. Dr. Quinn, Medicine Woman 14.1/24	78. Almost Home 6.8/12	68. Cops 9.5/17	
8:30		42. Discovery of Noah's Ark 12.2/21	77. Nurses 6.9/12	53. Cops 2 10.7/18	
9:00			55. Empty Nest 10.6/18	75. Code 3 7.5/13	
9:30			59. Mad About You 10.5/18	79. Code 3 2 6.6/11	
10:00	55. The Commish 10.6/19		64. Sisters 10.2/18		
10:30					
SUNDAY	14.0/20	20.9/30	13.4/20	10.6/15	
7:00	64. Life Goes On 10.2/15	2. 60 Minutes 23.4/35	24. NBA All Star Game 14.5/22	61. Fox Movie Special—Don't Tell Mom, the Babysitter's Dead 10.3/15	
7:30	23. Am Fun Home Vid 14.8/21	5. Murder, She Wrote 20.4/29			
8:00		35. Am Fun People 12.7/18			
8:30	17. ABC Sunday Night Movie—Driving Miss Daisy 16.0/23	6. CBS Sunday Movie—Family of Strangers 19.8/29	55. Saturday Night Live Special 10.6/17	34. Married w/Childn 12.9/18	
9:00					49. In Living Color 11.5/16
9:30					68. Cops 9.5/14
10:00					
10:30					
WEEK'S AVGS	13.0/20	17.0/26	11.9/19	8.7/13	
SSN. TO DATE	12.5/20	13.4/22	11.1/18	7.8/12	

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Radio

Country's new competitor: new country

But many observers still see one format, with little room for niches

By Peter Viles

The remarkable growth of country music has spawned new niche formats ranging from "Young Country" to "Rebel Country," and has sparked numerous local battles pitting country stations against each other.

In Pittsburgh, for example, there were only two country stations as recently as late last year, and now there are four, including three FM's.

"The enemy is us," says Charlie Cook, senior vice president, McVay Media, and secretary of the Country Radio Broadcasters. "There are not very many markets where you still have a single country station."

So when country radio programmers head to Nashville this week for the 24th annual Country Radio Seminar, many of them will be coming face-to-face for the first time with their new local competitors.

While many observers maintain that country will not split into more than one format, there is clearly some splintering occurring. In markets where country has a huge share, like Dallas, niche formats such as Alliance's "Young Country" have proven successful.

And, perhaps more significantly, niche formats have become crucial parts of duopoly and local-marketing-agreement strategies designed to protect dominant country stations. In both San Antonio and Orlando, NewCity Communications is operating two FM country stations, essentially guarding its mainstream country stations against new competition by creating it themselves.

"Having two effectively protects us from any raiders," says NewCity Executive Vice President Jim Morley. "And we figure we can grow the country audience by providing a new,



Country superstar Reba McEntire headlines the 'Super Faces Show' at the 24th Annual Country Radio Seminar, to be held March 3-6 in Nashville.

somewhat younger-skewing format."

Similarly, in Pittsburgh, Entercom operates three of the market's four country stations, effectively protecting its dominant FM country franchise,

"Having two [country stations] effectively protects us from any raiders."

Jim Morley, NewCity

WDSY-FM, by adding two niche country stations—WEEP-AM, which broadcasts Satellite Music Network's "Real Country," an older-skewing format, and WXR-FM, a hit-driven, younger-

skewing station that calls itself "The Rebel." The other country station, WQKB-FM, operated by EZ Communications, programs a mainstream "Hot Country" format that competes head-to-head against WDSY.

Gerry McCracken, music director for the three Entercom stations, describes "The Rebel" as a "guerilla station" designed to steal some younger listeners away from WDSY before a competitor does.

"It's there to carve out a niche and to fend off attacks on [WDSY]," he says. "Somebody is going to eat our young. It might as well be us."

But NewCity's Morley cautions that a slight increase in country listenership will not necessarily attract equal amounts of revenue. "From a buying point of view, I don't think too many buyers are going to buy more than two country stations in a market. And in many markets I don't think they're going to buy two deep too often."

Perhaps because of those limits, many observers doubt that niche country formats can survive on their own. Among the doubters is Cook, who contends that dominant country stations can usually maintain their market leads by shifting slightly toward more current music.

"There are varying opinions on whether country can really splinter into different formats," observes Johnny Michaels, program director at WYNY(FM) New York.

Like Cook, Michaels says the evidence shows that mainstream stations can play more current music without losing older listeners. "What's happening is that the older audience, although they might want to hear some country oldies, will always go back to the mainstream stations because they want to know what's new in the format." ■

Network guessing game: what's next for Unistar?

Among the options: syndication of shock jocks, 24-hour sports format, rep firm

By Peter Viles

Infinity Broadcasting's entrance into the network radio business has set off a guessing game among radio executives, with one question dominating all others: Now that he's running a network, what will Mel Karmazin do with it?

While Karmazin told BROADCASTING & CABLE he has not made final decisions about major changes at the Unistar Radio Networks, he mentioned several possible moves under consideration, including:

- Syndicating high-profile talk personalities from Infinity stations, among them Don Imus, G. Gordon Liddy and Doug ("The Greaseman") Tracht.

- Using DJ's from Infinity stations, such as Dallas morning man Ron Chapman, on Unistar's 24-hour music formats.

- Starting a new, 24-hour all-sports format.

- Taking a more competitive approach to the 24-hour format business, which now boasts low costs, rather than high ratings, as its chief advantage.

"No one's ever put together a format that can win in a market," Karmazin said. "I would be thinking in terms of producing a format that can win."

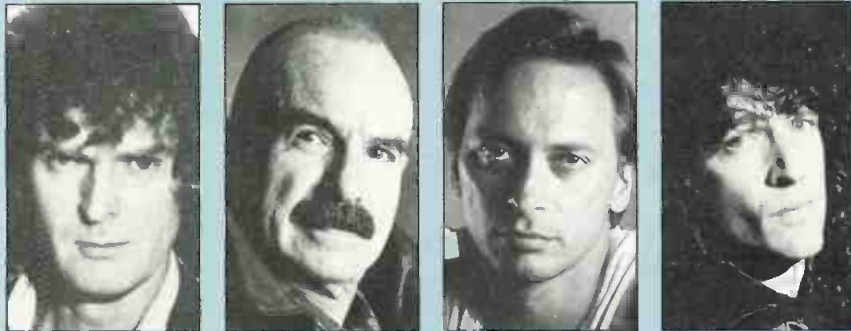
Karmazin, president of Infinity Broadcasting, signed a management agreement on Feb. 18 to run Unistar, ending months of negotiations between the station group and the network. As part of the deal, Infinity has an option to take an ownership stake in Unistar. Karmazin said it is likely he will take advantage of that option, although not immediately.

Most industry observers said the deal would rejuvenate Unistar, largely because it gives the network access to new programming and to Infinity's lineup of successful major-market stations.

"I'm very excited about it," said Sam Michaelson, senior associate buying director for radio at Saatchi & Saatchi. "I really believe it's a very positive change for network radio."

Wall Street apparently believed the agreement would help Infinity as well—Infinity's stock rose to its high-

Infinity's stable of talkers



Among possible Infinity moves: having (from left) Don Imus, G. Gordon Liddy and Doug ("The Greaseman") Tracht join Howard Stern in syndication

est levels after the Unistar deal, closing last Wednesday (Feb. 24) at \$29 per share, up from \$26 at close of business Feb. 17.

Still, network executives and observers said the agreement raises as

many questions as it answers. For example: Will Infinity's shock jocks, so successful in major markets, work elsewhere? Will national advertisers support them?

Karmazin partly answered that

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question, saying he wouldn't necessarily seek national advertiser support for all syndicated programming. He pointed to the successful example of Howard Stern, whose morning show is sold to stations for cash, with no time taken for network spots. Karmazin said that arrangement will continue for Stern.

There also has been speculation that Karmazin may use Unistar's national sales organization as the basis to form his own rep firm to sell national spots on the Infinity stations.

The network affiliation of the Infinity stations also has emerged as an intriguing issue. Those 21 stations now have various separate affiliation

agreements that link Infinity to all four major networks, but especially with Westwood One. If Karmazin were to break those agreements and make all Infinity stations Unistar affiliates, the benefits to Unistar would be obvious: more listeners, thus higher ad rates.

Such a move appears to be especially threatening to Westwood One, which, according to one estimate, relies on Infinity stations for as much as 6% to 7% of its audience.

But Infinity currently receives large cash payments from Westwood and other networks, and Karmazin said he wouldn't necessarily try to cut off that cash flow by dropping the networks.

"At this point, I wouldn't assume that just because we're involved in the network business, we won't continue our affiliations with other networks," he said.

Westwood Chairman Norm Pattiz would not comment on his dealings with Infinity stations. But, like other network executives, he extended Karmazin a respectful welcome to the business. "It shows great confidence in the network business," Pattiz said. "The more good operators you can have in the business, the better the industry will be perceived."

Pattiz added, "Mel doesn't get into anything to lose." ■

What hath duopoly rules wrought?

After six months of liberalized ownership restrictions, buying is brisk in mid-size markets; new environment is also said to inspire large mergers

By John Gallagher

Six months after the FCC relaxed the radio rules to allow an operator to own up to three AM's and three FM's in a single market, approximately 70 duopoly deals have been acted upon by the commission, the majority of them approved, as of Feb. 8.

The breakdown: three deals in the top 10 markets (two of those involving Infinity's purchase of Cook Inlet stations in Boston and Chicago), eight in markets 11-25, 17 in markets 26-100, and 42 in markets 100-plus. Only three of the deals involved AM-AM combinations.

"There really are two tiers here," says radio broker Gary Stevens. "On the one hand, you're going to have the kind of trading we're talking about now, which appears to be predominantly occurring in the middle markets.

"On the other hand, the rule change has effectively provided the mechanism whereby some very large mergers that otherwise wouldn't have been permissible are now permissible."

One such possible merger involves Shamrock Broadcasting, which is close to an agreement to purchase Malrite Communications. Shamrock would jump from 15 to 25 stations and give them two combos in San Francisco, adding Malrite's KNEW(AM)-KSAN-FM to KABL-AM-FM.

For the most part, duopoly is accomplishing what it set out to do: consolidate the middle and small markets, where station move-ins in the late 1980's contributed to an overvalued market and led to a glut of underperforming stations. "There aren't big dollars in those markets, so it's going to be a natural tendency to double

"The rule change has effectively provided the mechanism whereby some very large mergers that otherwise wouldn't have been permissible are now permissible."

Broker Gary Stevens

up," said radio broker Don Bussell of Questcom Radio Brokerage. But, he said, "You go to Los Angeles or New York, and the Capcities, CBS's and Cox's of the world are [already] all making good money."

Blackburn & Co.'s Richard Blackburn noted that a year ago, "in markets 26 to 100, you had two or three

people making pretty good money, a couple people maybe making a little or break even, and five people losing money." In a lot of those markets, he said, many of the stations losing money were the move-in's.

Consolidation is occurring even in rural areas; 24 of the 42 deals in markets under 100 took place in markets unranked by Arbitron, that is, in markets below the rank of 263. "Most of those markets had at least another station move in, and that's a 100% increase in competition," said Blackburn. "That's wrong. That's bad business." He sees nothing wrong with one operator, in rural markets, essentially owning the market. "If you don't allow one guy to own them all, you won't have anything."

All the duopoly transactions, save one, involved operators already in a market. The lone exception is Prism Radio, headed by Bill Phalen, which went into Tucson, where it owned nothing, and purchased two combos, KNST(AM)-KRQQ(FM) and KWFM-AM-FM. "That's their strategy," said Bussell. "Any market Prism goes into, they immediately want to have two [stations]."

In the next year or two, after more consolidation has occurred, Bussell expects owners with duopoly operations to market them together. "You build them up, you've got a powerhouse cash-flow machine. Why not sell both as a package?" he asked. ■

Business

Independent TV's strategy: Neutralizing the competition

Continued from page 12

"affiliates" do carry some separate public affairs programming and also receive one local avail per hour in non-Fox dayparts.

Similarly, WNRW's simulcast agreement helps its signal reach into the northeastern part of Greensboro, N.C., where it previously had signal problems, according to General Man-

ager Donita Todd.

Joint sales agreements may pull additional national advertising dollars into a market. A weaker station, whose 1 or 2 rating might have been ignored by a national rep, may get some credit when combined in a joint sale with the dominant independent. But it appears that national spot adver-

tisers are less likely to be impacted than local buyers, who may lose a low-priced station on which to begin advertising if the weaker station is closed or sold to a non-profit entity.

Squeezing the programming marketplace

Having control over more than one

A TV station consolidation chronology

Market	Date begun	How indie market has been consolidated	Market	Date begun	How indie market has been consolidated
Birmingham, AL	3/91	WDBB Tuscaloosa & WNAL-TV Gadsden simulcast ABRY's WTTO under affiliation agreement.	Nashville cont.		Agreement not expected to be renewed at expiration in 1995.
Buffalo, NY	9/90	Act III gave partial equity interest in its WUTV to owners of competing WNYB-TV, who then sold that station to religious broadcaster.	Oklahoma City	8/91	Heritage Media sold its KAUT to educational TV authority, while simultaneously buying KOKH-TV.
Greensboro-Winston-Salem-High Point, NC	10/91	WGGT simulcasts, under lease agreement, Act III's WNRW.	Pittsburgh	9/91	Sinclair Broadcasting sold WPTT to station manager, who signed home shopping agreement. Simultaneously bought WPGH-TV. Three months later WPGH-TV leased time of WPTT-TV.
Hartford, CT	3/93	Renaissance is to sell WTXN to nonprofit broadcaster, while buying WTIC-TV.	Richmond, VA	9/88	Act III's WRLH-TV bought assets of WVRN-TV, turned license back to FCC.
Little Rock, AR	9/92	Clear Channel's KLRT leases commercial time of KASN, for which it also handles promotion.	Sacramento, CA	**	Joint sale of Koplak's KRBK-TV and GE's KSCH-TV would allow buyer to spin off one to non-competitive third party. Another proposal would turn one of the independents into an all-news channel to be programmed by KCRA-TV.
Milwaukee	*	ABRY's WCGV-TV has proposed leasing time of competing WVTU.	Tucson, AZ	10/91	Providence Journal's KMSB-TV leases time of Clear Channel's KTTU-TV.
Mobile, AL-Pensacola, FL	**	WPML is in talks with WJCT; same two parent firms are involved in Little Rock joint sales agreement.			
Nashville	2/91	Act III's WZTV bought most of program assets of WXMT, which became part home shopping.			

* Under negotiation. ** Under consideration.

station in the market can be particularly helpful, especially to the Fox affiliates, which typically are the surviving or dominant entity. In Pittsburgh this week for instance, WPGH is moving *Arsenio* to WPTT to make room for the expected arrival of the Chevy Chase late-night talk show debuting this fall. In Greensboro-Winston-Salem-High

Point, WNRW can use WGGT to fulfill its obligations to carry the Charlotte Hornets basketball games, whenever there is a conflict with the Fox network schedule.

WPGH-TV's Frank also notes that the two Pittsburgh stations try to avoid competing directly against each other: "If we have a male-oriented vehicle

on one station, we try to have a female vehicle on the other." The two stations even do some cross promotion on each other's airwaves.

Simple supply and demand would suggest that syndicators have reason to be unhappy with consolidation. Less competition could mean lower bids for their product. Said Mark Barash, the

Changing Hands

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

KONJ(AM-KXTN(FM) San Antonio, Tex. □ Sold by TK Communications to Tichenor Media System Inc. for \$11 million. Seller also owns two AM's and three FM's. Buyer is headed by McHenry Tichenor and is Spanish-language radio group. It owns KCOR(AM) San Antonio, and recently purchased KSRR-FM there for \$3.8 million ("Changing Hands," Jan. 11). It owns seven other AM's and six FM's.

KONJ(AM) has Spanish format on 1310 khz with 5 kw day and 280 w night. KXTN(FM) has country format on 107.5 mhz with 100 kw and antenna 1,514 feet. Broker: Star Media Group Inc.

WEZC(FM) Hickory, N.C. □ Sold by Keymarket of Charlotte Inc. to Trumper Communications of North Carolina Ltd. for \$6 million. Seller is subsidiary of Keymarket Communications, headed by Kerby Confer, who

recently purchased WGBI-AM-FM Scranton, Pa. ("Changing Hands," Jan. 11, and "For the Record," p. 61). Keymarket is also licensee of four AM's and four FM's. Buyer is headed by Jeffrey E. Trumper, and is licensee of WTDR(FM) Statesville, N.C. General partner Trumper Communications Inc. is also sole general partner of licensee of KKCW(FM) Beaverton, Ore.; KQQL(FM) Anoka, Minn. (Minneapolis), and WLAP(AM)-WMXL(FM) Lexington, Ky. WEZC has AC format on 102.9 mhz with 31 kw and antenna 1,545 ft.

WEZY(FM) Lakeland, Fla. □ Sold by Chapman S. Root Living Trust to Paxson Enterprises for \$4.75 million. Seller owns two AM's and one TV. Buyer is headed by Lowell Paxson, and recently sold WWNZ(FM) Cocoa Beach, Fla., for \$5.01 million ("Changing Hands," Feb. 15). It owns six AM's and nine FM's in Florida. WEZY has easy listening format on 94.1 mhz with 100 kw and ant. 100 ft. Broker: Rumbaut & Associates and Media Venture Partners.

WKFM(FM) Syracuse, N.Y. □ Sold by Wilks-Schwartz Broadcasting to New-City Communications Inc. for \$3.75 million. Seller is headed by Donald Wilks and Michael Schwartz, and recently sold WWKY(AM)-WVEZ-FM Louisville, Ky. ("Changing Hands," Feb. 22). It is also licensee of three AM's and seven FM's. Buyer is headed by Richard A. Ferguson, and operates WSYR(AM)-WYYY(FM) Syracuse. It is also licensee of four AM's and seven FM's. WKFM has classic rock format (with plans to change to country) on 104.7 mhz with 50 kw and antenna 492 feet above average terrain. Bro-

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program director for WPXI(TV), the NBC affiliate in Pittsburgh, "Either they are not getting cleared or they are not getting cleared in visible time slots. A lot of stuff that doesn't get cleared tends to be barter." Agreeing was a regional sales executive for a major studio who said the result of consolidation is that "a tough market

becomes more difficult."

But studio executives not in the trenches are, at least in their public opinions, more philosophical about consolidation in much the same way that advertising agency executives are. They note that the station being rendered non-competitive was more likely than not already in a bad situation,

ker: Blackburn & Co.

WHET(FM) Sturgeon Bay and WOZZ(FM) New London, both Wisconsin. □ Sold by Martin Communications to Midwest Communications Inc. for \$3.5 million. Seller is headed by television producer Quinn Martin, who also owns WQWM(AM) Kaukauna, Wisc. Buyer is headed by Duke E. Wright, and is also licensee of five AM's and five FM's. WHET has CHR format on 99.7 mhz with 50 kw and antenna 500 feet above average terrain. WOZZ has AOR format on 93.5 mhz with 50 kw and antenna 528 feet above average terrain. Broker: Blackburn & Co.

KAYI(FM) Muskogee, Okla. □ Sold by Narragansett Radio Ltd. to Renda Broadcasting Corp. for approximately \$1.6 million. Seller is licensee of WYNK-AM-FM Baton Rouge, La., and KEZO-AM-FM Omaha, Neb. Various principals have interests in WPRI(TV) Providence, R.I., and WTKR(TV) Norfolk, Va. Buyer is headed by Anthony F. Renda, and is licensee of WJAS(AM)-WSHH(FM) Pittsburgh; WEJZ(FM) Jacksonville, Fla., and KMGL(FM) Oklahoma City and KBEZ(FM) Tulsa, both Oklahoma. KAYI has CHR format on 106.9 mhz with 100 kw and antenna 1,005 feet. Broker: Questcom Radio Brokerage Inc.

WANV-AM-FM Waynesboro-Staunton, Va. □ Sold by WANV Inc. to WANV Ltd. for \$1.1 million. Seller is headed by Teresa Rogers, and has no other broadcast interests. Buyer is headed by Robert J. Flanagan and owned by general partner Clark Broadcasting Co., which is licensee of WKDW-AM-FM Staunton, Va. WANV-AM has country format on 970 khz with 5 kw day and 1 kw night. WANV-FM has oldies format on 99.7 mhz with 3.25 kw and antenna 1,692 ft. Broker: Blackburn & Co.

KADE(TV) San Luis Obispo, Calif. □ Sold by Community Media Corp. to Riklis Broadcasting Corp. for \$825,000. Station is not on air. Seller

is headed by Alene Whitten, and has no other broadcast interests. Buyer is headed by John Huddy, who is also licensee of KADY-TV Oxnard, Calif. KADE assigned to ch. 33.

KKAJ-AM-FM Ardmore, Okla. □ Sold by Sunburst Broadcasting Inc. to Chuckie Broadcasting Co. for \$430,000. Sale of stations in 1991 for \$1.276 million did not close. Seller is headed by Patrick J. Nugent, who has interests in KCTI(AM)-KPJN(FM) Gonzales, Tex. Buyer is headed by Lawrence B. Taishoff (90%) and Kenneth W. Taishoff (10%). Lawrence Taishoff is former publisher and now chairman of Broadcasting Magazine; he has no other broadcast interests. KKAJ(AM) is fulltimer with country format on 1240 khz with 1 kw. KKAJ-FM has country format on 95.7 mhz with 100 kw and antenna 450 feet. Broker: R.E. Meador & Associates.

WKQR(FM) Citronelle, Ala. □ Sold by Fuller Broadcasting Company of Mobile County Inc. to United Broadcasting of Citronelle Inc. for \$305,000. Seller is headed by Gary Fuller, and has 90% interest in licensee of WZMG(AM) Opelika and WKKR(FM) Auburn, both Alabama. Buyer is headed by Thomas C. Wilson, and is licensee of WDLT(FM) Chickasaw and permittee of WDWA(AM) Mobile, both Alabama. WKQR has country format on 101.9 mhz with 2.07 kw and antenna 436 feet.

KVOP(AM)-KATX(FM) Plainview, Tex. □ Sold by Beach Schmidt Inc. to Radio Music Box Co. for \$250,000. Seller is headed by Robert E. Schmidt, who is principal stockholder of Eagle Broadcasting, which recently purchased KVGB-AM-FM Great Bend, Kan. ("Changing Hands," Feb. 22). It is also licensee of two AM's and three FM's in Kansas. Buyer is headed by Michael Fox, and is licensee of KKYN-AM-FM Plainview, Tex. KVOP is fulltimer with country format on 1400 khz with 1 kw. KATX has AC format on 97.3 mhz with 100 kw and antenna 500 feet.

SOLD!

KIOA - AM/FM, Des Moines, Iowa has been sold by Midwest Communications, Duke Wright, President, to Saga Communications, Inc., Ed Christian, President, for \$2,700,000.

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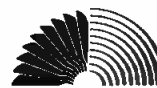
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and possibly a credit risk. In addition, with regard to barter programming, the weaker station was likely to be delivering poor ratings. Said Twentieth Television President Greg Meidel, "Your barter is of no value if the show doesn't deliver the ratings. And advertisers are more astute in evaluating a show's potential rating; they do go line by line and market by market."

Measuring success

What kind of difference do market consolidations make to the survivors or dominant stations? The answer to the question is not as easy as it might seem, since many other changes affecting station profitability have also occurred during the past 18 months. Program prices have declined and Fox has expanded its schedule. Advertising revenue now seems to be emerging from a cyclical bottom. Separating the effects of all of these from the effects of consolidation is a near-impossible task.

But one place where the financial benefits of consolidation seem unquestionable is Oklahoma City. In August 1991 Heritage Media transferred its KAUT-TV to the Oklahoma Educational TV Authority for \$1.5 million, taking a \$4 million write-down in the process. At the same time it purchased the market's leading independent, KOKH-TV for \$7 million, plus that station's program liabilities.

Since the consolidation, KOKH-TV's audience share, even with expanded Fox programming, has not gone up; this appears often to be the case in consolidations. But the station's revenue and cash flow have skyrocketed.

SEC filings are expected to show that the station's 1992 revenue is roughly \$6.3 million, up 40% over the prior year. By contrast, marketwide revenue, according to Price Waterhouse, was up roughly 10%.

Perhaps the best proof that consolidation delivers financially is that those who have done it before are in the process of trying it in new markets.

Being the subordinate station in a consolidated market can have its advantages, too. In Tucson, Clear Channel agreed to become the subordinate partner in an LMA even though its station, KTTU-TV, was showing a modest positive cash flow. "It was the smallest market in our company," said television division president Dan Sullivan. "We decided our manage-

ment efforts would be better applied elsewhere."

And the LMA need not be a permanent decision, he added. "The beauty of this type of operation is that it affords you the opportunity to operate again."

Indeed in Nashville, WXMT(TV) has

*"A number of my clients
are contemplating
[consolidation] in
other markets."*

Seltel's Don Robinson

already told the market's dominant station, WZTV(TV), that the agreement between the two stations will not be renewed and WXMT will become a full-fledged competitor again. Some LMA, time brokerage or other agreements may in fact have the unintended effect of saving competitors from certain bankruptcy, keeping them alive long enough to resurface as full independents when market conditions improve.

There are other unintended effects of consolidations. Buying out a competitor, such as occurred in Oklahoma City, can end up helping a third independent as much as or more than the station doing the buying. When the Providence Journal Co., then owner of WPHL-TV, Philadelphia, bought co-located WKBS-TV in the early 1980's and turned its license back to the FCC, the chief beneficiary was not WPHL-TV, but a third independent, Taft Broadcasting's WTAF-TV. "You have to be careful," said Dudley Taft, who later owned WPHL-TV and therefore was

Errata

Satterfield & Perry Inc. brokered sale of WPRO-AM-FM Providence, R.I., from Cap-Cities/ABC Inc. to Tele-Media Broadcasting Co. for \$6 million ("Changing Hands," Feb. 15).

Kickapoo Broadcasting Inc., which sold WIAI(FM) Danville, Ill., to I.A.I. Broadcasting for \$1.3 million ("Changing Hands," Feb. 15), is headed by Richard Foley; I.A.I. Broadcasting is headed by Terry E. Forcht.

able to compare both stations' financial records.

That another station or stations may get a free ride does not make a buyout a bad business decision, but it may help explain why there have been fewer consolidations in large markets, such as Dallas, where the benefits paid for by one would be dispersed among many.

Policy on hold

The FCC's policy is to allow consolidations of various kinds as long as one company does not actually own, and control, more than one TV license per market. Commission officials draw the distinction by judging whether programming decisions ultimately rest with the licensee. For example, if a station is leasing its time to another station, it should have the right not to run that programming if it chooses.

There are few signs that the commission intends to make consolidation more difficult. If anything, it could be moving in the opposite direction, toward a model similar to radio where actual ownership of more than one station-type per market is permitted, although also limited in number.

Acting FCC Chairman James Quello said any such move would require resurrecting the TV ownership rulemaking. And that will not happen "until we have a full new commission," he said.

Quello said it may be more difficult to justify the LMA's and joint ventures in TV than in was in radio, where 58% of all stations were losing money. "It is harder to make a public interest finding, but let's explore it," he said.

In the meantime, consolidations are likely to continue spreading. "A number of my clients are contemplating it in other markets," said Don Robinson, president of the largest independent TV rep firm, Seltel.

And WPTT-TV's Edwards said he was approached by a number of interested station owners at the recent NATPE convention in San Francisco, asking him about his experience in Pittsburgh.

What was a station owner whose schedule is either home shopping or programmed by another station doing at NATPE? Edwards said that WPTT-TV is currently not profitable under the lease arrangement, and he is keeping his options open. "Who knows what tomorrow brings?" ■

Washington

Indecency rules under fire in courts, at FCC

Infinity asks for 'guidance' on what Stern can and can't say; ACT et al. seek to block commission enforcement of rules until procedure is modified to allow prompt review

By Joe Flint

The FCC's indecency rules and their enforcement came under attack last week on a variety of fronts:

■ A group of broadcasters, programmers, trade associations and public interest groups, led by Action for Children's Television, sought in U.S. District Court in Washington to enjoin the FCC from enforcing the indecency rules until the procedure is modified to provide for "prompt administrative adjudication and judicial review."

■ Infinity Broadcasting responded to the commission's \$600,000 indecency fine of its franchise performer, air personality Howard Stern.

■ The FCC's indecency case against Evergreen Media's WLUP(AM) Chicago hit the Chicago courts last week, with

both sides filing briefs over the commission's 1987 \$6,000 indecency fine against the station. (Two weeks ago, the commission hit the station with a \$33,750 fine for two 1991 broadcasts; Evergreen has indicated it will fight the action.)

■ The U.S. Court of Appeals for the D.C. Circuit granted ACT's request for a stay of the FCC's new safe harbor for indecent programming of midnight to 6 a.m. The stay keeps in place the current safe harbor of 8 p.m. to 6 a.m. Challenges to the safe harbor will be heard this fall.

■ The American Civil Liberties Union filed suit in the U.S. Court of Appeals in Washington claiming that the 1992 Cable Act's provisions restricting indecent programming on leased-access and PEG channels violate the First Amendment. The Cable

Act gives operators the option to refuse or limit indecent programming for leased-access channels. Indecency is banned from PEG channels.

Indecency rule enforcement

In ACT's complaint against the FCC, it called the commission's indecency fine method a "scheme of informal administrative censorship."

"Although an indecency forfeiture technically punishes only for past conduct, the commission intentionally uses forfeiture proceedings to establish standards applicable to future programming, and to threaten broadcasters with draconian future sanctions if they should fail to comply with those standards," the complaint says. That appears to be a reference to statements made by FCC commissioners after the commission fined Infinity Broadcasting \$600,000 for several Howard Stern broadcasts. For example, Commissioner (now interim chairman) James Quello warned of more "draconian sanctions" if the fine did not stop Infinity from programming similar material. Commissioner Andrew Barrett said the fine is a "clear message" that would subject the broadcaster to "even more drastic sanctions for future violations."

The size of the FCC's recent fines against Infinity and Evergreen, the complaint said, is also in violation of commission rules. Section 504(c) of the Communications Act provides that "in any case where the FCC issues a notice of apparent liability looking toward the imposition of a forfeiture under this chapter, that fact shall not be used, in any other proceeding before the commission, to the prejudice of the person to whom such notice was issued, unless (i) the forfeiture has been paid, or (ii) a forfeiture,

Home dish protection bill introduced

House Copyright Subcommittee Chairman William Hughes introduced what he called a "stop-gap measure" designed "to ensure individuals with home dishes continue to receive television programming" last Wednesday (Feb. 24). The bill (H.R. 1103), co-sponsored by Carlos Moorhead (R-Calif.), ranking subcommittee minority member, extends usage of the cable compulsory license to satellite program carriers.

The 1988 Satellite Home Viewer Act included temporary approval for home dish carriers' right to pay into the compulsory license, which is set to expire on Dec. 31, 1994. The Hughes bill would extend the 1988 provision and extend wireless cable operators the same rights. (Moorhead and fellow subcommittee member Rick Boucher [D-Va.] already have a wireless-cable/ compulsory license bill [H.R. 759] before the House.)

Hughes said he intends to "shortly" introduce comprehensive cable copyright reform legislation similar to H.R. 4511, a 1992 bill he and Moorhead co-sponsored with Judiciary Committee Chairman Jack Brooks (D-Tex.). That bill "would have folded in all new technological forms of secondarily transmitting television programs, including satellite carriers and wireless cable," Hughes said.

H.R. 4511 was also significant for its provisions to eventually eliminate the cable compulsory license for all users over a 10-year transition period (BROADCASTING, March 23, 1992). Hughes did not say whether the new legislation would again include that plan.

—RMS

and such order, has become final." That, the complaint says, prevents the FCC from taking into consideration contested and judicially unreviewed notice-of-apparent-liability proceedings for any purpose.

In both those fines, the FCC cited past indecency fines as part of the reason for the unusually large size of the forfeitures.

The complaint also criticizes the amount of time the commission takes to process indecency complaints. "In several cases, the Mass Media Bureau failed to enter its final indecency forfeiture order until well over a year after it had provided an initial notice to the broadcaster," the complaint said.

The commission has five days to respond to the complaint, which was filed last Feb. 24. It may receive an extension.

Infinity responds to Stern fine

Taking the FCC to task over the commission's \$600,000 indecency fine of Howard Stern, Infinity, the group owner of 21 radio stations (7 AM's and 14 FM's), implied that the commission has a double standard when it comes to judging Stern and judging television programming. Infinity said the commission has found similar Stern programming not to be indecent in the past, and criticized the commission for not saying specifically what it found indecent about the Stern broadcasts it cited.

"Despite the unprecedented magnitude of the proposed forfeiture and the potentially serious future consequences for Infinity articulated in the \$600,000 notice of apparent liability (NAL), the NAL itself devotes only a few cryptic comments to a review of the almost 19 pages of programming excerpts at issue here. The NAL merely states, in an entirely conclusory fashion, that the excerpts 'appear to be indecent in that they contain language that describes sexual and excretory activities and organs in patently offensive terms.'"

Infinity said the commission's approach leaves the company with "no guidance as to the basis for the FCC's tentative finding. Instead, Infinity is left to comb through the excerpts and to respond without benefit of any commission explanation of its views."

Infinity also took issue with what the commission said was indecent about Stern.

For example, the commission cited

a November 17, 1991, broadcast in which Stern described two of his competitors as "two little pussies with their dildos."

Said Infinity: "Stern is belittling his principal morning show competition in Los Angeles. The excerpt (cited by the FCC) contains more than 85 words, but only two words even arguably have any sexual import at all—'pussies' and 'dildos.' 'Pussies,' of course, has multiple meanings in current parlance and, in context, the clear connotation of the word is that of 'sissies,' 'weaklings,' or 'cowards.' The word 'dildos' obviously does not, by itself, describe any sexual activity or organ, much less in a patently offensive manner...it is incumbent on the commission to explain the manner in which it reached that conclusion. As the record stands now, only confusion is generated, as there is no apparent rational basis for the commission's tentative finding that these excerpts are indecent."

Pointing to Stern broadcasts not found indecent by the commission that are similar to what the commission found indecent, Infinity said it is "incumbent on the commission to explain in a rational fashion any decisionally significant differences between the content" of the two broadcasts. Infinity pointed to a 1989 Stern song parody with references to masturbation, rape, erections and homosexuality not found indecent by the FCC.

The size of the fine is what's inde-

cent to Infinity. "Even assuming that any of the broadcasts at issue were indecent, the maximum forfeiture applicable to each station, when properly calculated, is between \$52,500 and \$102,500. Thus, the conclusion is inescapable that the proposed total \$600,000 forfeiture is improperly arbitrary, capricious and punitive."

Infinity reiterated its claim that the Stern show has no children listening to it and noted that for the last year the FCC has been sitting on an Infinity request for declaratory ruling that the Stern show's "demonstrable lack of an unsupervised child audience made indecency enforcement action against the Stern show inappropriate under controlling judicial precedent." Even if children do happen to listen to Stern, Infinity said, there would be no negative impact. The group owner included a study by three University of California, Santa Barbara, professors, which concluded that "children who might be exposed to the Howard Stern transcripts would not comprehend the vast majority of the references to sex, which are for the most part indirect or vague as illustrated."

In the WLUP(AM) case, which is being played out in the U.S. District Court in the Northern District of Illinois, the FCC asked the court to dismiss Evergreen's claim that the indecency definition is unconstitutionally vague and overbroad and to issue a summary judgment upholding the constitutionality of the rule. ■

Cable girds for day in court

Industry to argue must carry, retrans unconstitutional

By Randy Sukow

In the multifront cable rereg war the legislative battle is over, the regulatory battles are at their peak, but the judicial battle does not begin in earnest until this Thursday (March 4).

A cable industry victory there could eventually reverse everything won last year by consumer groups, city governments, rival multichannel service companies and broadcasters.

Lawyers for five cable-industry plaintiffs—Daniels Cablevision, Discovery Communications, National Cable Television Association, Time Warner Entertainment and Turner Broadcasting System—will argue be-

fore U.S. District Court in Washington that Congress violated the First Amendment by passing the must-carry and retransmission-consent provisions of the 1992 Cable Television Consumer Protection and Competition Act.

Time Warner and Discovery will then make the further argument that the other major provisions of the Cable Act, including rate regulation, program access and regulation of the content of leased-access and public, educational and governmental (PEG) access channels are also unconstitutional because they place undue regulatory burdens and speech limitation on cable operators.

The Justice Department, with the

Clinton administration's backing, will lead the defense, and will be joined by several friends of the court including broadcast organizations such as the National Association of Broadcasters and the Corporation for Public Broadcasting.

A three-judge panel—U.S. Circuit Judge Stephen F. Williams, District Court Judge Thomas Penfield Jackson and District Court Judge Stanley Sporkin—will hear the must-carry/retransmission-consent case. Immediately after, Jackson is expected to consider by himself the Time Warner and Discovery Communications arguments.

Litigants are not speculating publicly on how long it will take Jackson to reach a verdict on his portion of the cable case. But the must-carry/transmission-consent case was put on a fast track by the Cable Act itself. A decision is expected within a month after March 4, with an automatic, direct appeal to the Supreme Court if the

court finds against the government.

Coincidentally, FCC approval of the new must-carry/retransmission-consent regulations is scheduled for March 11, one week after the District Court oral arguments. If the court finds Congress's action unconstitutional before March 11, the FCC is expected to proceed with approval of the rules but stay the effects of them until after the Supreme Court has ruled.

"I do not think that is an event the court will find particularly important. I'm certainly not going to ask the court to do something before the 11th just because there is an FCC meeting on the 11th," says Turner Broadcasting's attorney Bruce Sokler of Mintz, Levin, Cohn, Ferris, Glovsky and Popeo.

Earlier in the cable litigation scuffle, however, FCC actions parallel with the court actions were significant. The first preliminary hearings of the three-judge panel early last De-

cember were held as the Cable Act's automatic must carry and channel positioning for noncommercial TV stations were about to go into effect. The panel rapidly put a standstill order on those provisions lasting several months or until the current overall must-carry case is completed.

The practical effects of that standstill order were felt a month ago when noncommercial WNYC-TV New York was unable to block Time Warner Cable in Manhattan from repositioning its signal from its usual channel 3—held since 1971—to channel 31.

Broadcasters were heartened by the announcement by the Justice Department that it will lead the defense of must carry this week (BROADCASTING, Feb. 8). The Bush administration's Justice Department said it was unable to defend must carry soon after the Cable Act passed last fall because it would constitute a conflict with the sitting President's position. ■

Clinton goal: speed up infrastructure development

Roy Neel promoting proposed federal funding to 'jump-start' construction of broadband information 'superhighways,' breaking down regulatory barriers

By Randy Sukow

The Clinton administration is "going to push for legislative changes or regulatory policy that will accelerate infrastructure development in the fiber optic arena and other kinds of technology," said Roy Neel, Vice President Al Gore's chief of staff

In an interview with BROADCASTING & CABLE, Neel provided a few more details on the administration's planned interagency task force on information infrastructure, which is to be headed by Dr. John Gibbons, director of the President's Office of Science and Technology, announced two weeks ago (BROADCASTING, Feb. 22).

The point of the task force is to "make sure the government policies enhance growth and technological development," Neel said. "That, in some respect, amounts to breaking down regulatory barriers that may arguably be stifling growth or in stimulating through tax credit or other ways the kind of growth that would be happening anyway."

Whether the task force's duties will include policy details like lifting of the long-distance and manufacturing re-

strictions in the modified final judgment (the 1984 AT&T consent decree) and elimination of the cable-telco crossownership ban in the 1984 Cable Act have not been decided within the administration. But "they certainly could be," Neel said.

Neel refuted critics who claimed the government is looking to claim too much control of the telecommunications infrastructure through the task force and proposed federal funding to "jump-start" construction of broadband information "superhighways."

"It will be an activist administration. Will it be an interventionist administration? What we hope to do is accelerate the pace that the private sector is pursuing [infrastructure upgrade]," he said.

President Clinton and Gore were in California's Silicon Valley last week campaigning for the spending technology initiatives in the administration's economic package, including \$718 million in "seed money" through 1998 to start construction of a national broadband communications superhighway. "In order to revitalize our economy, it is time for a dramatically new approach that recognizes the

strength and potential of America's scientific and technological resources to change and improve the quality of our lives," Clinton said.

The administration's "A Vision of Change for America" economic package released two weeks ago proposes a \$64 million appropriation this year to the National Telecommunications and Information Administration (NTIA), an additional \$54 million in 1994 and \$150 million annually in 1995-98.

Commerce Secretary Ron Brown said in written testimony for the Senate Commerce Committee last Wednesday (Feb. 24) that the NTIA money is meant to spark the next phase in telecommunications upgrade "by supporting the establishment of information networks among universities, school systems, libraries and other providers of community services."

Brown also said that \$14 million is being proposed for the Commerce Department's National Institute of Standards and Technology to "begin work now with other federal agencies on the next phase of our plan to help build information superhighways by focusing on information infrastructure and manufacturing applications." ■

RECENT ACTIONS:

FCC Acting Chairman James Quello is considering asking Congress for a 90-day extension on the implementation of the Cable Act. Quello has asked Commissioner Barrett about a stay; Barrett told BROADCASTING & CABLE he would wait to see if one was absolutely necessary before commenting. Quello also laid out the cable agenda for the next four meetings: At the March meeting, rules governing must carry/retransmission consent, anti-buythrough provisions and customer service will be adopted. April's meeting will see the adoption of rules for rate regulation, program access and indecency on PEG channels. May's meeting will include rules on cross-ownership restrictions and a further notice of proposed rulemaking on restrictions of vertical and horizontal integration. In June the FCC will release its study on sports migration and adopt rules on whether home shopping stations deserve must carry and cable's equal employment requirements. On March 4 a three-judge panel in the U.S. District Court in Washington will hear oral arguments in five suits challenging must carry. Immediately after the three-judge hearing, District Court Judge Thomas Pen-

ed basic programming, equipment rental and installation. NAB proposed benchmark placing basic-tier rate at \$3.48-\$7.35 on 40-channel cable system. **Final approval target: April 1. Congressional deadline for completion: April 3.**

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

7. Program access. Exclusive contracts between cable program suppliers and cable operators eliminated except when commission finds them in public interest. Contracts in effect before June 1, 1990, are grandfathered. Provision expires after 10 years. Wireless Cable Association and Consumer Federation of America, in comments filed Jan. 25, accused FCC of ignoring congressional intent by asking for public comment on aspects of program access that were not supposed to be open for interpretation. Cable industry commenters asked for as much flexibility as possible for vertically integrated companies to set prices for non-cable multichannel services and to enter into exclusive contracts, claiming that strict interpretation of Cable Act could lead to fewer new cable network launches. **Final approval target:**

KEEPING UP WITH CABLE REREG

ON THE AGENDA OF THE FCC



field Jackson is scheduled to hear challenge against further Cable Act provisions including rate regulation and program access.

1. Must carry/retransmission consent. Broadcasters are to be given right to negotiate compensation for cable retransmission of their signals. Every three years, commercial TV stations must choose whether to negotiate retransmission fee or require carriage. (Noncommercial stations receive automatic must carry and are not eligible for retransmission consent.) Cable systems with 12 or fewer channels must carry at least three local signals, while systems with more than 12 channels must reserve up to a third of capacity for broadcasters. **Final approval target: April 1. Congressional deadline for completion: April 5 (must carry) and May (retransmission consent).**

2. Indecency. FCC issued new rules giving operators right to limit all indecent programming submitted for leased-access channels to one designated channel and scrambled unless specifically requested by subscriber (BROADCASTING, Feb. 8).

3. Home wiring. FCC issued new rules determining ownership and use of cable operator-installed wires requiring operators to inform subscribers that they can purchase home wiring on a cost-per-foot basis.

4. Sports migration. FCC asked for comments for its study of sport-by-sport migration from broadcast television to basic and premium cable services and pay per view. Study will cover national, regional and local programming professional and amateur sports. **Comments due: March 29; reply comments, April 12. Congressional deadline for completion: July 1, 1993, and July 1, 1994 (interim reports to Congress).**

5. Rate regulation. Commission will identify franchises exempt from basic rate regulation where effective competition exists (second multichannel video provider reaches at least 50% of households and is subscribed to by more than 15%). Local authorities to be certified in other areas to regulate basic tier (broadcast signals and PEG channels), installation and monthly equipment rental rates according to FCC-developed formulas. Commission will also accept petitions for direct federal regulation of extended basic channels in areas where commission deems rates to be excessive. In comments filed on Jan. 27, NCTA and several other organizations proposed "benchmark" formulas to compute "reasonable" charges for basic, extend-

April 1. Congressional deadline for completion: April 3.

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

9. Ownership limits and carriage agreements. Limits on number of subscribers reached by single MSO and limits on vertical integration of cable program networks and cable systems. FCC suggested 25% national cap for cable subscribers was possibility. Crossownership limits on wireless cable systems and satellite master antenna TV (SMATV) systems within cable system's franchise area. Cable operators or other multichannel services prohibited from requiring financial interest in program service as condition of carriage. **Reply comments due: March 3. Final approval target: Oct. 5. Congressional deadline for completion: Oct. 5.**

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

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

12. Home shopping public-interest study. FCC will determine public-interest value of broadcast stations running 24-hour home shopping programming or several hours of program-length commercials and whether such stations should be eligible for must carry. **Comments due March 29. Reply comments due April 13. Final approval target: July 2. Congressional deadline for completion: July 2.**

13. DBS public interest. FCC will set public-interest requirements of DBS operators, including pricing rules and minimum noncommercial channel carriage. Notice of proposed rulemaking to be released this week. ■

To paraphrase Mark Twain, reports of former House Telecommunications Subcommittee ranking minority member Matthew Rinaldo's nomination to fill the Republican seat on the FCC are greatly exaggerated. Rinaldo, who opted not to run for re-election to his long-held New Jersey House seat last fall, may want the FCC job, but administration sources say he lacks a certain something, namely evidence of support for Clinton-Gore last fall.

A far more real possibility for the seat now occupied by Sherrie Marshall is Marc Lincoln Marks, one-time Republican member of the House (and its communications subcommittee) from Pennsylvania who did back the Democratic ticket. In fact, he was co-chairman of the National Committee of Republicans for Clinton-Gore. Now a partner at the Washington law firm of Epstein, Becker and Green, Marks confirmed he is interested in the post, but declined further comment.

Some former heads of executive branch departments and agencies during the Bush years have been taking hits in the Washington press for handing out bonuses to their top political appointees on their way out the door last month. But the FCC is clean, according to an agency spokeswoman. The FCC distributed nearly \$69,000 in bonuses to senior officials in December and January, she said, but, as required by law, all were non-political career employees. What's more, she said, former FCC Chairman Alfred Sikes decided not to award an additional \$45,000 that had been earmarked in the budget for senior-level bonuses due to belt-tightening.

The largest bonuses (\$5,415) went, not surprisingly, to the heads of major offices and bureaus. They include Roy Stewart, chief of the Mass Media Bureau; Andy Fishel, managing director; Tom Stanley, chief engineer; Ralph Haller, chief of the Private Radio Bureau, and Robert Pepper, chief of the Office of Plans and Policy. Five others received bonuses of \$5,200, including Acting General Counsel Rene Licht.

No word yet on how the new administration feels about relaxing or lifting the prohibition against telcos owning cable systems in their service areas. Commerce Secretary Ron Brown, in response to questioning from Senator Conrad Burns (R-Mont.) last week in a Senate Commerce Committee hearing on U.S. competitiveness and technology policy, said prohibition "needs review" but declined to take a stand.

On the subject of Bill Clinton's telecommunications "superhighway," Brown said he envisions it being built through a partnership of government and business with the latter leading the way. While much of the talk on how such a system would be built has focused on fiber optics, Brown said, no technology is favored by the administration at the moment.

Benjamin Hooks, retiring executive director of the NAACP and still remembered for his service as the first black FCC commissioner (from 1972 to 1977), was honored with his wife, Frances, last Tuesday at a Washington reception sponsored by Ameritech, Hubbard Broadcasting, Paramount Communications and AT&T. Official hosts were Senator Edward Kennedy (D-Mass.) and Representa-

tive Kweisi Mfume (D-Md.). Hooks, a minister, will return to the church in Memphis from which he has been on leave for two decades.

TV stations received a disproportionate share of the subpoenas served on news media in 1991, according to a survey by the Reporters Committee for the Freedom of the Press. The survey, "Agents of Discovery," covered 1,010 news organizations, only 280 of which were TV stations. Yet, it found, those stations accounted for nearly 78% of the 3,281 subpoenas—that's 2,249—served by prosecutors or other government officials trying to get at reporters or their notes or tapes.

The survey also found judges are coming to rely more and more on state shield laws to quash subpoenas. They used shield laws to quash 31.3% of the subpoenas dropped on the news organizations, while relying on the First Amendment in only 6.4% of the cases.

The good news: 44% of the organizations reported receiving at least one subpoena, down from 46.7% when the survey was last conducted in 1989.

Underscoring some of the points President James Mooney made in a speech two weeks ago (BROADCASTING, Feb. 22), the National Cable Television Association distributed to the press last week a bundle of "briefing papers" highlighting the industry's leading roles in new technologies—fiber optics, compression and personal communications services.

The fiber optics paper says the miles of fiber in cable systems have increased 400% over the past five years, with more than 13 million subscribers now served by systems using fiber. Fiber deployment is expected to continue to grow at 25% a year for the next decade.

Thirty-five cable companies have been granted applications for PCS tests, another paper says. Cox Cable, it noted, was one of just three applicants to receive a pioneer's preference for spectrum.

The National Association of Broadcasters, commenting last week on the move to reform license renewal procedures, backed the FCC proposal requiring licensees to say whether they are still on the air when they apply for renewal. And stations that have been off the air more than six months should not have their licenses renewed, the trade group said. The growth in the number of stations has increased interference and "worked against the interest of both the broadcasting industry and listening public," it said.

Washington media and national trade groups are up in arms over a District of Columbia proposal to impose 6% atax on all advertising sold or imported into the city. The city council has slated a hearing on the measure this Thursday (March 4). According to Dan Jaffe, who is leading the opposition for the Association of National Advertisers, the measure requires media to pay tax only on circulation, viewership or listenership within the city. "It's a regulatory nightmare," he said. ■



Washington Watch

Edited By Harry A. Jessell

Advertising & Marketing

Katz keeps its toe in cable waters

Rep strives to balance broadcast clients with those of cable arm, Cable Media Corp., and provide synergies between the two

By Sharon D. Moshavi

The fact that Katz's foray into the cable rep business started out as an owned division and has evolved into a minority interest says a lot about how hard a time the rep firm has had in making its TV station clients comfortable with its entrance into cable. While the minority-owned entity, Cable Media Corp., is a means by which Katz can quietly increase its presence in the cable business without scaring off its broadcast clients, it perhaps is not letting the firm move as quickly as it would like.

But the current situation may last only a short time. Katz, which merged its Katz Cable Group with Detroit-based Cable Media Corp. last June, has structured the deal so that as the television medium continues to change—and, hopefully, its stations become more comfortable with cable—it can increase its stake. Katz has the option to increase its ownership of Cable Media to 100% in the next three to four years.

The current minority structure is essentially a compromise that came into being after Katz Cable Group existed for six months on its own, an arrangement that generated some heat for Katz from its television station clients. "It seemed to us important that we participate in some way in the future marketing of cable ad time, yet we felt inhibited by the Katz [broadcast TV] structure," said Peter Goulazian, pres-

ident, Katz Television.

Katz is trying to make the most of its minority stake in Cable Media in the meantime. In markets where Katz reps a broadcast station and Cable Media reps a cable system, the two appear and treat each other as distinct entities. But if the station and system

cable news channel, ALLNEWSCO, and cable systems in Syracuse, N.Y.; El Paso, Tex., and Wichita, Kan., where it managed to convince its TV clients to let it get into cable. Now six months later, CMC has added Chicagoland, New England News Channel, a regional sports network, and a hand-

ful of major cable systems, such as Selkirk in Miami and Buckeye Cablevision in Toledo. It has also grown from two sales offices to eight, all separate from Katz's offices.

The Katz connection in Cable Media has helped attract those clients, according to Harrison. "The entrance of Katz gave our company some credibility that it didn't have before. And it sent a message as to where this industry is going," he added.

But even in markets where the TV station clients are receptive to utilizing the Katz connection for joint ventures with cable, Katz is not pushing the issue, but rather is letting its clients and those of Cable Media take the lead. "We

don't force the issue, but try to suggest it," said Katz's Goulazian.

Here's a look at what the Katz broadcast-cable connection is fostering in some markets:

In San Antonio, Tex., Katz-repped KENS-TV and the KBLCOM cable system are on the verge of a joint venture to develop a one-hour kids program with some spot time sold jointly, ac-



are more amenable to joint ventures, then the Katz connection in both companies can easily become visible and useful.

Cable Media has experienced a good deal of growth since it merged with Katz. Headed now (and then) by President Barrett Harrison, it was a regional cable rep firm with two main clients: the Detroit interconnect and a local sports network. Katz itself had a few cable clients: Washington, D.C.'s

Continues on page 52

NBC goes shopping: On Site

Network enters out-of-home TV business; TV sets in supermarket aisles will run silent programing such as animation and trivia quizzes interspersed with ads

By Sharon D. Moshavi

Turner Broadcasting System's decision to shelve the Checkout Channel two weeks ago leaves the place-based television field in the hands of NBC On-Site. The question is whether the problems that plagued Checkout will also affect On-Site, a venture of NBC and at least three other partners. The sense among advertisers and analysts is that On-Site is doing some things right that Checkout Channel did not.

On-Site, currently in the aisles of about 70 supermarkets in the Southwest (Albuquerque, Phoenix, Oklahoma City) and Minneapolis, does not consider itself "in the in-store media business. We are absolutely in the network television business. We are out-of-home television, going where the mass audience is," says Nancy Shalek, president of the venture.

On-Site is viewed differently than Checkout, but perhaps not quite the way On-Site wants. "Neither we nor our clients look at the two ventures as one and the same," says Erica Gruen, senior vice president, associate media director, Saatchi & Saatchi. But, she

also says that NBC, despite Shalek's comments, has billed itself as an in-store medium, which she defines as basing "its rationale on influencing purchasing decisions in the store."

That is reflected in the fact that On-Site is in supermarket aisles (12-15 TV sets per store), not the checkout counter, as was Turner's venture. And one of NBC's partners, food wholesaler Fleming Cos., likely sees the venture as a way to boost sales, according to Gruen. On-Site pays the cost of outfitting a supermarket, which runs \$30,000 to \$35,000 per store, says Shalek.

On-Site, which uses the NBC logo, produces programing specifically for itself, unlike Checkout, which used Turner's Headline News programing. On-Site programing is short vignettes, such as animation and trivia quizzes. The other difference between On-Site and Checkout that observers seem to like is that the former is silent. Additionally, ads can be customized locally, and NBC will also recut film to make advertiser TV commercials work on the silent screen.

"The Checkout Channel simply recycled and didn't craft programing for

the environment. It had nothing to do with the environment of a supermarket. NBC avoids most of those problems. It's tailored and silent, designed to be almost like a sign," says Paine-Webber analyst Alan Gottesman.

Joe Flanagan, president of Impact, the sales promotion division of Foote Cone & Belding, thinks On-Site has potential, but any success will be far off. "There is room for this, but it will take a long time. There's a lot of consumer resistance to it, as there has been with ads in movie theaters."

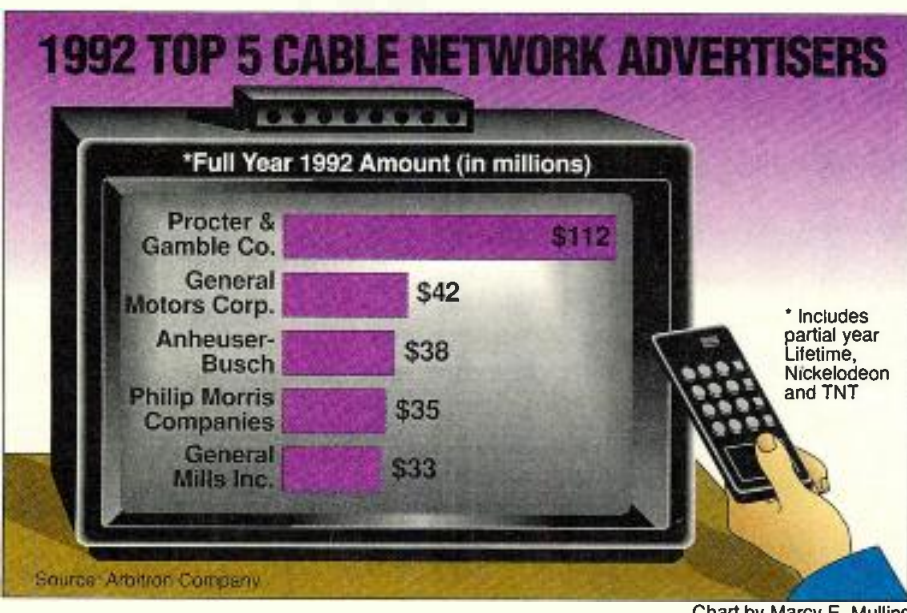
Advertisers so far include Nabisco, Del Monte, Quaker and Coke. On-Site is looking to enter the Miami and New York markets in the next few months, and expects to be in 600 to 700 stores by year's end, according to Shalek.

On-Site had initially hoped for 1,000 stores by the end of 1993, but has had setbacks in setting up the venture. One of the primary investors, Site-Based Media, became embroiled in a possible stock fraud violation some months ago, which held up negotiations (BROADCASTING, Dec. 21, 1992). The final deal has been negotiated, but is waiting to be approved by shareholders of Site-Based Media.

The expansion plans will rev up when On-Site's private placement for equity, handled by PaineWebber, concludes. According to NBC consultant Mike Wheeler, the four partners (NBC, Fleming, KDI Corp. and Site-Based Media) are seeking either straight equity or strategic investors. One of those is likely to be Silent Radio, a place-based media company that had been one of the initial partners but now appears to be relegated to a minor role. Gene Cafiero, CEO of KDI Corp., which will provide the equipment for the venture, will also assume that title at On-Site.

On-Site has hired Nielsen to track who is watching and what ads they remember, with data to be ready for advertisers by the end of the second quarter. "We intend to be another television daypart, doing quarterly Nielsen studies and more, to determine how many people are watching," says Shalek. According to Saatchi's Gruen, that research will be important. "If all it shows is that sales go up, it will just be another media promotion. But if they can demonstrate people see and remember commercials, that will be an important first step in demonstrating On-Site's value." ■

FREEZE FRAME



Jean Pool: JWT's local cable connection

Creating interconnects that link cable systems within a market is the key to the success of spot cable advertising, says Jean Pool, senior vice president, director of local market broadcast, J. Walter Thompson. Although Pool, who buys both local TV and cable, sees cable as a potential major advertising force, she thinks broadcasters will be fine if they simply concentrate more on their own business than on the competition.

What is the main thrust of spot and local cable advertising these days? Where is it headed?

Last year, I went to the cable advertising convention in New York, and the following weekend I went to TVB in Las Vegas. At the cable convention, I could see a lot of enthusiasm. They stand behind their local industry organization. You can feel there's some growth there. The big operators are taking over; they're forcing small operators to get in line with them. They're creating soft interconnects and hard interconnects and trying to make themselves a vital medium for national advertisers.

Essentially, you need an interconnect to buy cable?

Yes. If they [cable] want to participate with national advertisers, they have to be able to cover the marketing area, which is defined as a television coverage area, and to do that you have to have interconnects. We have in the past bought soft interconnects, but as the word soft denotes, they have a way of disappearing on us and not working out that well. I'm very interested in the hard interconnect, particularly the New York interconnect. They really have a property there. But they have pushed back the launch. I think they're having trouble feeding the commercials somehow. I haven't had an update from them.

Some ad executives have predicted local ad spending will increase as a percentage of national advertisers' budgets over the next few years. Do you agree?

I'm surprised it hasn't gotten there already. There are national brands that are just as appealing on the East Coast as on the West Coast, but they are few. What stopped regional or local advertising in the past was the warehousing function of packaged goods companies, and the nature of national advertising. They could tell what warehouse a sale went out of, but the warehouse covered vast geographic areas, and they couldn't tell where sales were coming from. Now they're pretty savvy about where their sales are. So, in five years, we should see a swing, not necessarily to local, but to regional media.

Who will be the beneficiary of that? Cable? Broadcast?

Both, probably, although we will have to see how advanced local cable is at that time. Also benefiting will be regional networks, regional sports networks, unwired networks—

anything that can cover a region and do it efficiently. And definitely local television and radio.

In what other areas does cable advertising need to improve?

Cable has some problems to solve, and they're solving them. They're certainly out on the street trying to get the sales. I think Katz's entry was good for local cable. It

brings it into the mind of being television. I really think the whole industry benefits by the New York interconnects, the Adlinks, the Bay Area interconnects. If those people get out and sell what they've got, there's going to be an umbrella that covers all of cable, and it will encourage others to enter into hard interconnects.

How forcefully do cable and broadcast sell against one another? How much does it sway you when they do?

People are always fighting against one another. The interesting thing I saw at TVB last year was just how threatened broadcasters felt by local cable. I thought that was odd for them to show such venomousness. They're obviously afraid and angry about the competition. But instead of looking to what they

have, which is still a mass medium, a wonderful medium, they are looking at the growth of local cable, and spending their time and energies fighting off the midget when the giant can be built. I think that is a bad direction.

If you could ask local TV and cable to give you anything, what would it be?

New ideas, ideas on how to use the media differently. Cable is very flexible. I love them for that, but too many TV stations won't do things because they didn't do it before.

For instance?

Like getting product on local sets. Why can't we have more involvement of advertisers right on the set? We have proposed a few things that were turned down, and some that were not turned down. After awhile, you find where the pockets of conservative ownership are, and where they are more apt to say, 'Why not? Let's try it.' I like promotion, and I think that is where local television belongs. Cable television is already more flexible; they'll do whatever you want done. ■



Three-network 1992 revenues: up slightly in fourth quarter; up 7% for '92

By Sharon D. Moshavi

Three-network fourth-quarter revenues for 1992 were up less than a percentage point over the same period the previous year, but for the entire year, the Big Three posted nearly 7% growth compared with 1991, according to figures released last week by the Broadcast Cable Financial Management Association.

Prime time revenues suffered for both the year and the quarter. Despite \$40 million in political advertising in the fourth quarter, revenues still fell 2% for the period and were down 7% for the year. One reason, say observers, is the continued flatness of the ad market, but another less worrisome reason is the increased number of prime time hours devoted to news series such as *Dateline* and *Street Stories*, and news programming devoted to the election. Those revenues are allotted to the news category, which saw a 17% rise in the fourth quarter (which had election programming) and a jump of more than 6% for the year.

The political debates in October also contributed to a loss of prime time revenue. According to one network source, the 18 hours the three networks devoted to the debates resulted in about a 1% loss in prime time revenues.

Daytime saw some growth in both fourth quarter and for the year. That growth, particularly the 0.8% in the fourth quarter, is more substantial than the number indicates, given that NBC

Year-end television sales by daypart for ABC, CBS and NBC, fourth quarter

Net revenue from time sales, dollars in thousands

	Fourth Quarter 1992	% Change from 1991	Total Year 1992	% Change from 1991
Prime time	\$847,777	- 2.07	\$3,163,123	- 7.07
Late night	79,829	4.58	284,840	- 3.28
A.M.	63,649	7.89	218,796	- 2.22
Daytime	252,886	0.78	891,191	2.09
Children	50,642	- 1.12	124,982	- 4.95
Sports	596,073	- 0.81	2,206,110	45.78
News	187,622	17.22	683,610	6.08
Total	\$2,078,478	0.70	\$7,572,652	6.90

Prepared by Ernst & Young for the Broadcast Cable Financial Management Association

and ABC both gave back time in the daypart to their affiliates last year. Kids ad revenues were down, essentially because NBC withdrew from the daypart last year.

Sports revenues were up a whopping 45% for the year, thanks to the winter and summer Olympics. But they were down for the fourth quarter, which network sources attribute to a shorter World Series and the NFL wildcard games falling in 1993 instead of at the end of 1992.

Also released last week were the top 10 network advertisers of 1992. According to Television Bureau of Advertising data as reported by Arbitron's Media Watch service, they were:

- Procter & Gamble, \$499.9 million, -3% from 1991.
- General Mills, \$431.9 million, -18%.
- Philip Morris, \$373.6 million, -4%.
- PepsiCo, \$243.3 million, +19%.
- Ford, \$239.9 million, +10%.
- Kellogg Co., \$239.8 million, +1%.
- Unilever, \$216.8 million, +40%.
- Chrysler, \$206.2 million, +17%.
- McDonald's Corp., \$200 million, +16%.
- Johnson & Johnson, \$199.6 million, -17%.

Katz in cable

Continued from page 49

According to Len Allsup, president of KBL-TV, the ad sales division of KBLCOM. The program, a live action show featuring audience participation and some cartoons, will be stripped five days a week on KBLCOM, and compiled into a weekly show that CBS affiliate KENS-TV will air on Saturday morning. The purpose of the venture, said Allsup, "is to help us pick up a piece of the kids [advertising] business."

Although Allsup says the proposed

venture is not a direct offshoot of both entities' involvement with Katz, he can't say for sure whether the deal would have happened if the two didn't have the Katz connection. But having that connection will help facilitate ad sales for the new show, Allsup predicted. He hopes it will be the first step in future cooperative efforts, and hopes to expand it to other markets where KBLCOM uses Cable Media Corp.: Minneapolis and El Paso, Tex.

Michael Conly, KENS-TV president and general manager, said he is most interested in joint sales ventures with KBLCOM that have them "together going after clients that are new to both

of us." He cautioned that KENS-TV has not explored such activities in detail yet. KENS-TV, owned by Harte-Hanks Television and formerly a Blair client, just became a Katz station at the start of the fourth quarter of last year.

Yet despite his interest in working with cable, Conly is pleased that Katz and Cable Media are separate entities. "That makes it more comfortable, although it does take longer to put [ventures] together," he said.

In Wichita, Kan., things have not moved so rapidly since Katz Cable Group picked up 100,000-subscriber Multimedia Cablevision as its first cable system client more than one year

Duggan calls cable winner in TVB/CAB debate

By Sharon D. Moshavi

When Television Bureau of Advertising President Ave Butensky revealed at a recent BROADCASTING/IRTS seminar that his organization had approached the Cabletelevision Advertising Bureau about joining forces to target newspaper advertisers, FCC Commissioner Ervin Duggan took that as a sign of weakness on the part of broadcasters.

Duggan remarked at the close of the conference: "What Mr. Butensky said: 'Why don't we cooperate with each other,' well, when one of the combatants starts suggesting cooperation, he is unsheathing his sword and handing it to the opposing general. When he says this combat is so destructive that we need to cooperate, that is what fallen armies say to the victors."

Butensky begged to differ. He said after the conference: "In terms of the marketing perspective for over-the-air, we have never been more aggressive in putting our position forward to advertisers and agencies. Where and when we have a case to be made, we are full throttle to make that case. We [the TVB] have met with over half of the top 200 advertisers, and we have had second and third meetings with 25% of those for specific proposals."



CAB Vice Chairman Bob Alter and TVB President Ave Butensky at conference

The two trade associations and the two industries are still finding plenty to fight over. The cable ratings universe provoked a hot debate between CAB Vice Chairman Robert Alter and Butensky at the gathering. Butensky, accusing cable advertising sellers of "manipulating the math," declared cable networks should not "mislead" media buyers and sell on ratings based on their individual universes, but rather on the total TV universe. Alter defended the practice and said Butensky was "underestimating the sophistication of the buyer community."

Alter said later CAB is "very open about what the numbers represent." And he defended the practice, saying, "the audience landscape has changed so much, we have to adapt research to that reality.... Most broadcast people

would like to preserve the status quo when it comes to audience research. Their concern is that any changes won't show them in a good light."

The talk was more congenial regarding the TVB's idea to join cable to go after the \$33 billion newspaper advertising pie. Butensky emphasized that the newspaper plan TVB approached CAB about was still in early stages, and he has not heard back from the CAB. He appeared to get at least a preliminary answer at the conference—Alter responded, "I think we will [work together]." Later, Alter said the plan still needed to be approved by CAB President Thomas McKinney and the CAB board. Butensky said he expects to have a sense of what the plan will be in April, following TVB's conference in Las Vegas. ■

ago. According to Al Buch, vice president and general manager of NBC affiliate KSNW(TV), Katz's Wichita client, the station and Multimedia already had a good relationship (KSNW, owned by SJL Broadcast Management, produces Headline News inserts for the cable), but despite talk of joint marketing relationships, nothing has evolved. The problem, said Buch, has been a lack of receptiveness from the advertising community. "The idea is too far ahead of its time," he added.

Larry Proffitt, corporate director of advertising sales at Multimedia, said he had expected more of what he termed "cross pollination" with Katz

than he's getting. He said he had also hoped cable ad revenues would be up by 25% more than they are now. Multimedia is considering some ventures with KSNW, but it's "not based on the Katz factor. The relationship was already there," said Proffitt. Cable Media has yet to sign any other Multimedia cable system clients; Katz represents all five Multimedia TV stations.

■ **In El Paso, Tex.**, where Katz Cable Group had picked up KBLCOM as a client before it merged with Cable Media, a working relationship with Katz's station client KVIA-TV never got very far, according to Dan Overstreet,

general sales manager of the ABC affiliate owned by Marsh Media. The station and the cable system organized a few joint advertising buys, but "it was nothing extensive and then it just fell by the wayside."

Part of the problem was what Overstreet felt was the cable system's high pricing and many media buyers' unresponsiveness to cable for a host of reasons. But he also points to the lack of communication between the station and system's sales reps when Katz turned its cable repping over to Cable Media. It appears that Katz can do only so much in the cable rep business if it does not have total control. ■

Technology

Could HDTV's answer be a 'grand alliance'?

Blue-ribbon committee suggests that four systems vying for acceptance as FCC transmission standard combine best features and work together

By Randy Sukow

Life would be simpler for the television industry and Washington regulators if they could have just one all-digital HDTV transmission system to consider rather than the current four, according to the FCC's Advisory Committee on Advanced Television Service. The advisory committee's "blue ribbon" committee strongly suggested such a "grand alliance" during its Washington meeting last Wednesday (Feb. 24).

"The concept of the grand alliance would be to take the best elements of the different systems and combine them in order to give the advisory committee, the FCC and the nation, ultimately, the best possible HDTV system," said Advisory Committee Chairman Richard Wiley, senior partner, Wiley, Rein & Fielding.

But some, including the National Association of Broadcasters, said an alliance is not necessarily the perfect solution. The four proponents themselves doubted that such an alliance will be possible, at least in the near term.

The blue-ribbon committee's decision last week was to approve a month's worth of additional testing for each of the four proposed systems at the Advanced Television Test Center, to begin as soon as the test center can be ready—between March 15 and April 1. But the committee said it would accept—and recommends—a consolidation agreement, if it can be reached before retesting begins.

The committee did not rule out agreeing to consolidation after testing begins, but now, Wiley said, is the most opportune time to form an alliance without creating great delays.

As recently as a few months ago, it was expected that the blue-ribbon

committee would recommend one of the four digital systems at last week's meeting. But analysis of the first-round tests found that no single system tested high enough on all technical and economic criteria to be considered a winner or tested low enough to be considered a clear loser.

After retesting of the four systems, the advisory committee now expects a final system to be chosen in early 1994. If a grand alliance is formed now, it will take slightly longer to complete the advisory committee's work as the proponents work to fit the pieces of the consolidated system together and then retest it.

Several advisory committee members said their actions should not be seen as simple approval for a one-year delay. Much of the work of the next year's testing will involve system refinements the FCC would have to have done itself had a system been chosen last week, they said.

NAB did not oppose the grand-alliance concept during the meeting, but

did register some concerns later. "If the grand alliance produces a better system [than the four now proposed], then I guess we'd probably be in favor of it," said John Abel, NAB executive vice president, operations, an advisory committee member. But NAB fears it will not be better.

"There might be a proponent out there that wants to build a better system, just as an example, for cable that does not transmit as well on broadcast channels," Abel said, although he refused to name proponent names. If the four proponents continue to improve their systems in competition with each other, NAB believes their incentive to build a system solving all problems for all media will be greater.

NAB's worries may never materialize. As one proponent, Donald Rumsfeld, chairman and chief executive officer of General Instrument, said, the grand alliance "is going to be very difficult to achieve."

Rumsfeld suggested that instead of a grand alliance, the blue-ribbon committee opt for a "current alliance" strategy, based on the GI-MIT/Zenith-AT&T agreement.

The advisory committee heard Rumsfeld's arguments but did not put the current alliance idea to a vote.

Members of ATRC—made up of NBC, Thomson Consumer Electronics, Philips Consumer Electronics, the David Sarnoff Research Center and Compression Labs Inc.—complained that GI was unfairly putting them in the role of "the bad guy."

"We've become involved with discussions with the other proponents within only the last couple of weeks," said Peter Bingham, president, Philips Laboratories, Briarcliff Manor, N.Y. "We would very much benefit from a grand alliance, and we are trying to be very proactive in our approach." ■

Retesting schedule

Immediately after last week's advisory committee meeting, the three competing consortia drew cards to determine the order of retesting to start around April 1, should a grand alliance fail to form: (1) DigiCipher, proposed by General Instrument and the Massachusetts Institute of Technology; (2) Advanced Digital HDTV, proposed by the Advanced Television Research Consortium; (3) GI/MIT's Channel-Compatible DigiCipher, and (4) Spectrum Compatible HDTV, proposed by Zenith Electronics and AT&T.

—RMS

Classifieds

See last page of Classified Section for rate information and other details.

RADIO

HELP WANTED MANAGEMENT

Powerhouse legendary New England station seeks GSM. This heritage station offers a great career opportunity for a highly motivated and disciplined leader. We need to hear from you immediately. All replies kept confidential. EOE. Reply to John Van Hoogenstyn, WGAN, Saga Communications, 200 High Street, Portland, ME 04101.

General manager, sales manager and a complete staff needed for a new Duopoly purchase. This 100,000 FM is in one of Texas leading markets. Immediate openings. Send resume in confidence to Box E-2. EOE.

GSM: Experienced "on the street" savvy manager to lead Ca. Central Coast's top combo. Excellent opportunity, growth market. Salary negotiable. EOE. Reply to Box E-1.

Chief financial officer wanted: Radio group based in Washington, DC with stations in the Mid-Atlantic region is looking for a CFO. Responsibilities include managing all financial, accounting, budgeting, and control systems as well as banking relationships. The position may evolve to include evaluating acquisition and disposition opportunities, providing operational oversight, and formulating group strategy. Candidates should have several years of broadcast experience in a similar capacity although some non-broadcast experience would be preferable. Competitive compensation and assistance provided. Please send resume and brief cover letter no later than March 10 to Box E-3. EOE.

GSM, Eugene, Oregon. KPNW-AM, 50K newstalk college and pro play-by-play. FM Class C Oldies. Salary, override, benefits, spiffs. Contact Dave Woodward, VP-GM, PO Box 1120, Eugene, OR 97440. Fax: 503-484-5769. EOE M/F.

Station manager needed for KJEL-KIRK, Lebanon, Missouri. This is part of the Shepherd Group. 5000 watt AM on 750 khz, 100,000 watt Class C FM. Contact Jerrell Shepherd, Moberly, MO. 800-272-8810. EOE.

WZZP/Kankakee, IL seeks GSM to jump into our fast growing group. If you can motivate and sell promotionally active radio send your resume ASAP to Rollings Communications, POB 882, Chesterfield, MO 63006. EOE.

HELP WANTED SALES

Midwest AM/FM seeking aggressive, self-starter salesperson. Sales experience preferred. Apply to WLPO-WAJK, PO Box 215, LaSalle, IL 61301. EOE M/F.

Network account executive: National company seeks account executive to sell network advertising to New York based advertising agencies. Applicants must have extensive network sales experience. Qualified candidates who want top commissions, send resume to: Epic Networks, 420 Lexington Ave., Suite #300, New York, NY 10170. No phone calls please. EOE.

Advertising account executive for New Jersey news and talk programming. Knowledge of northern New Jersey a plus. Garden State Radio News, Inc. Box 1326, Newark, NJ 07101. 201-736-4970. EOE.

Senior AE: We're holding our best list for an experienced AE. Work hard and play hard in one of America's richest and most beautiful resort markets. Vail, Colorado. Our operation is on the cutting edge of technology. Yes you can make good money in small market. Rapid growth offers upward mobility. Resume to Lynn Blackburn, KZYR-FM, PO Box 5559, Avon, CO 81620 or fax to 303-949-0266. No phone calls. EOE.

WZYP-FM/Huntsville, AL/sales representative. Our sales consultant says we have one of the best compensation plans in America! (Big commissions, salary, gas allowance, matching 401K, profit sharing) owner is on-site and a lifetime broadcaster! We want someone with at least two years experience who can sell big promotions and events while emphasizing results for the client. Huntsville is home of America's space and hi-tech defense programs. (Highest average income in the Southeast) references checked/drug testing company. Reply to: Bill West, PO Box 389, Athens, AL 35611 or fax 205-232-6842. EOE.

HELP WANTED ANNOUNCERS

WRHP, Soft-108 Syracuse: We're expanding our air talent staff and seek warm and enthusiastic personalities with "straight ahead style." Send tape, resume, and salary history to: Dick Carr, PO Box 6975, Syracuse, NY 13217. EOE.

Announcer interested in working in small market. Congenial working conditions. must have news writing experience. Send resume and tape to WTTF, 185 South Washington St., Tiffin, OH 44883. EOE.

SITUATIONS WANTED MANAGEMENT

Music licensing problems? Fees too high? Too much redtape? Call me for help. Former BMI VP, I'll save you money, time and aggravation. Bob Warner, 609-395-7110.

GM looking for equity. Currently employed. Prefer Southeast or Southwest. Energetic. Excellent references. Mature, stable, know financials. Prefer medium market, 1992 cash flow increase 110%. Sales trainer and motivator. Promotions leader. Looking to retire, or group owner looking for someone to manage your investment successfully? Get it done without bloodshed. No magic, just hard work. Reply to Box E-8.

SITUATIONS WANTED ANNOUNCERS

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

After 12 years experience, took a lengthy detour, now ready to return. Super announcer. (oldies a specialty) PBP, sports and production; as well as many other attributes. Willing to relocate to Mid Atlantic—Southeast region. Tape and resume on request. Don't wait—Call now!! Frank 904-673-0757.

SITUATIONS WANTED TALENT/PERSONALITY

Radio partner wanted: Looking for partner to break into radio with. Let's become a team. Must be funny, intelligent, and able to write. Rob 201-478-4826 or fax 201-340-7580.

SITUATIONS WANTED TECHNICAL

Former chief engineer WFAN, WTEM, seeks projects by day, week, or month as contractual worker. Let me tackle your capital projects. Studio and transmitter installations, networks, directionals, proofs, emergency service, any market size. Supervisory experience, budget, bidding, subcontractors. Let me take over your headaches. Call Jim 301-540-2089 attending NAB.

High energy, provocative, sensitive host seeking new market for emotional, educational motivational, controversial talk show. 2½ years in Philadelphia. Goal: To be #1. For tape, proposal 215-474-9016.

SITUATIONS WANTED NEWS

Award winning sportscaster/PBP. 17 years experience. 410-226-5737

Experience-responsible-reliable. Music-news-copy. A 20-year pro, that really works. Bill Donovan, PO Box 16508, Salt Lake City, UT 84116. 801-532-9138.

TELEVISION

HELP WANTED MANAGEMENT

Program director, WYCC-TV, Chicago, Illinois. Educational television PBS affiliate. A minimum of 4 years professional staff supervisory experience in television. B.A. or B.S. in Communications or related field preferable. Knowledgeable of Federal Communications Commission (FCC) rules and regulations including Emergency Broadcast System (EBS) and station ID records. Union management skills preferred. Must be available for on-call. Must be able to coordinate and supervise master control, continuity and traffic operations. Must be proficient in Microsoft Word 5.5. Send resume to: Elyne Chaplik Aleskow, General Manager, WYCC-TV, Harold Washington College, Room 1113, 30 East Lake Street, Chicago, IL 60601. City Colleges of Chicago is an equal opportunity employer.

Traffic manager: Top 40 market in Southeast seeks hands-on individual with J.D.S. experience. Inventory maintenance, formats, order entry and strong leadership skills a must. Reply to Box E-4. EEO employer.

Controller: Dallas/Fort Worth television station has an immediate opening for controller. Applicant will be responsible for all accounting functions and information systems, and will possess the following qualifications: Minimum of 7 years of professional experience with 3 years of management experience; strong Lotus 123 and dBase III skills; strong administrative skills. We offer an excellent salary and benefits package. Send resumes to: Controller, PO Box 190307, Dallas, TX 75219. Smoke free work environment. Equal opportunity employer.

Medium market FOX affiliate seeks local sales manager. Candidates must demonstrate skills and success in training, motivation, and leadership. A command of rating and research services is essential. 3-5 years local television sales experience is required with sales management experience preferred. Send cover letter, resume with references and salary history to Personnel Director, 434 Interstate Avenue, Lexington, KY 40505. Equal opportunity employer.

Director of marketing for small market radio/TV combo - responsibilities include overview of sales and sales related departments. Good compensation package plus growth opportunities. Please send resume to Box B-45. EOE M/F.

HELP WANTED SALES

Senior account executive: WKRN-TV, the ABC affiliate in Nashville has an immediate opening for a senior account executive. A minimum of three years of television sales experience plus a strong aptitude for new business development are requirements. If you have a desire to work for a growing station with supportive sales management, please contact by resume only: Mickey Martin, Local Sales Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. WKRN-TV is a division of Young Broadcasting and an equal opportunity employer.

KATV, Little Rock, seeks local account executive to increase sales with large account list and develop new business. Degree preferred. Outside sales experience. Effective presentation and computer skills required. Send resume to Personnel Director, PO Box 77, Little Rock, AR 72203. No calls please. EOE.

Account executive: WYZZ-TV Fox 43 seeks an experienced AE with strong agency and retail sales skills to take over a #1 established list. BMP experience and sales promotion are definitely assets. Send resume to: William M. Rogala, GSM, 235 Everett, E. Peoria, IL 61611. EOE.

Leading CBS affiliate, a King Broadcasting Company station, is seeking a general sales manager. This department head position is directly responsible for national sales management and for meeting and exceeding both local and national sales revenue budgets including new business development, by providing leadership to sales and sales support staff. Must communicate and coordinate sales efforts with other departments to maximize station's position in market. Candidates must have a strong sales leadership background and demonstrated management experience with the ability to lead and motivate. Bachelor's degree required. Send resume and a letter outlining your sales management philosophy to: Human Resources Department, KREM-TV, 4103 South Regal, Spokane, WA 99223. KREM-TV is an equal opportunity employer.

HELP WANTED TECHNICAL

Graphic artist in charge: Capital Cities/ABC Inc. Video Design Group, Los Angeles, CA. Requires minimum five years broadcast animation design and a thorough understanding of post production. Quantel Paintbox experience necessary and Mac experience a plus. Must be well organized and able to schedule and manage long and short term projects. Flexible hours including some evenings. Send resume to: David Snapp, Capital Cities/ABC Inc. Video Design Group, 4151 Prospect Avenue, Hollywood, CA 90027. EOE.

ENG personnel for a major broadcast facility in New York City. ENG field operations with camera (and microwave) experience, videotape editors, and ENG maintenance. Employment would commence Spring/Summer 1993. Out-of-town applicants accepted for these positions will be reimbursed for airfare, hotel and per diem expenses. Send resumes to: TMS, Suite 137, 847A Second Avenue, New York, NY 10017 or fax to 914-352-3093. This employment would occur in the event of a labor dispute and would be of a temporary nature to replace striking personnel. This is not an ad for permanent employment. An equal opportunity employer.

Chief engineer. Excellent administrator. Familiar with budgets and expense control. Knowledge of FCC rules. Good hands-on engineer for all transmitter and studio equipment installation and maintenance. Communicator with good people skills. Computer experience. Send resume to Personnel Director, WTOK-TV, PO Box 2988, Meridian, MS 39302. Equal opportunity employer.

Photographer/editor/SNG operator: Work with correspondent and bureau chief to cover Florida state capital. Specifically, shoot, edit and uplink videotape for several TV stations. Operate and maintain satellite newsgathering truck (some training provided). Microwave satellite transmission experience as well as videography and editing experience required. Submit resume to: Steve Cope, Conus Communications, 3415 University Avenue, Minneapolis, MN 55414-3365. Equal opportunity employer.

TV studio maintenance engineer: Seeking individual with 3 years television maintenance or comparable work experience, thorough knowledge and understanding of the electronics of television to help design technical systems, create documentation to put design into practice, install equipment and perform corrective and preventive maintenance. Send resume only (no phone calls) to David Carr, Chief Engineer, KHOU-TV, Box 11, Houston, TX 77001-0011. CBS affiliate. EOE.

Assistant chief engineer: Group-owned TV station, offering best of all worlds for a hard-working person interested in opportunity and development. Must have excellent systems planning knowledge, management ability, foresight and a practical approach. VHF transmitter experience, ability to drive satellite truck and uplink. Limited tower climbing. Able to lift broadcast equipment. Hands-on required. An FCC General Class license or SBE certificate preferred. Location, climate and benefits are a big plus. Send resume to John Augustine, WIS Chief Engineer, PO Box 367, Columbia, SC 29202. No phone calls. EOE.

Studio maintenance engineer: Group-owned TV station accepting applications for future openings. Must be highly qualified in studio maintenance, ACR225, Beta SP, Ampex 1", RCA cameras, etc., and have excellent systems planning knowledge. VHF transmitter and SNV operations experience required. Limited tower climbing. Able to lift broadcast equipment. An FCC General Class license or SBE certification preferred. Location, climate and benefits a big plus. Send resume to John Augustine, WIS Chief Engineer, PO Box 367, Columbia, SC 29202. No phone calls. EOE.

Studio engineering supervisor: KJTV34, a Fox affiliate in Lubbock, Texas is seeking a studio engineering supervisor. Must be comfortable with all aspects of studio maintenance and should be able to troubleshoot to component level. Studio responsibilities include A/V switching and terminal gear, 1/2", U-matic and 1" videotape formats, RF distribution and satellite D/L facilities. Familiarity with high-level RF and DOS computers a plus. Send resumes to: Art Smith, Director of Engineering, RAMAR Communications, Inc., PO Box 3757, Lubbock, TX 79452. Fax: 806-748-1949. EOE.

Chief engineer production manager: Performs a wide range of supervisory, operational and technical functions in the production of TV and radio projects. Responsible for ensuring that all equipment and productions meet applicable technical standards. Ability to maintain microprocessor based production equipment, including DVE, video switcher, VCR, editor and other equipment. Requires a bachelor's degree or an equivalent combination of education and/or experience. Must have at least five years experience in TV and radio maintenance and engineering to include several years in a management position. Also requires FCC General Class license/Microwave endorsement. Must have working knowledge of computers and experience with scheduling and related software. Excellent communication and problem solving skills are essential. Familiarity with scheduling and traffic of television operations for a large production facility desirable. Rutgers New Brunswick campus is 30 miles south of New York City. State salary requirements. Excellent benefits package includes tuition remission for employees and children. Send resume to: Mary Merkoski, PO Box 496, New Brunswick, NJ 08903-0496. Rutgers, The State University of New Jersey. Employment eligibility verification required. An affirmative action/equal opportunity employer.

Television maintenance technician: The George Washington University offers an immediate opportunity for an experienced technician to maintain and repair TV equipment including 3/4 in. and 1/2 in. video tape machines, studio cameras and audio equipment. The ideal candidate should have one to two years experience in the operation and maintenance of video and audio equipment. Experience with Sony and Hitachi models helpful. GW offers a comprehensive compensation package including competitive salary, health insurance and excellent tuition benefits for spouse and eligible dependent children. To apply stop by, fax, call or send resume to: E. Dancil, Personnel Services, 2125 G Street, N.W. Washington, DC 20052. 202-994-4470. 202-994-4498 fax. GW is an equal opportunity employer.

HELP WANTED NEWS

We're expanding! Top rated TV news department in the market seeking four experienced reporters/anchors. Not an entry level position. Applicants must be hardworking, dependable and team players. No room for egos, just quality writers, with solid news judgement and the desire to be the best! Send non-returnable tapes, references/resumes by priority mail to: News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. EOE.

Award winning ABC affiliate seeks: Experienced **weeknight anchor** to complement established female co-anchor; **assignment editor** with minimum two years experience to help manage talented staff; **weekend anchor** to complement established female co-anchor; **bureau chief** who is self-starter with good reporting/news gathering skills. Send resume/tape to: News Director, WBKO-TV, Box 13000, Bowling Green KY 42101. EOE.

News director: Aggressive, innovative leader needed for #1 rated network affiliated station in western small market. Must be hands-on and have strong assignment skills and strong production background. Will consider larger market producer and desk people with solid news background. Send news philosophy, resume and salary requirements to Box E-5. EOE.

Changes on the horizon. Looking for several anchors, reporters, producers, and videographers/editors. Also need main-line weathercaster and sportscaster. Only applications with non-returnable demo tape/resume/salary requirements/references will be considered. PO Box 22607, Tampa, FL 33622-2607. EOE.

Reporter needed: Can you do more than just get two soundbites, cut a standup and call it a story? We're looking for a creative professional who knows how to make great television. If you have two years of experience and want to work for a competitive, aggressive news department, send your tape and resume to: Ed Scripps, News Director, KJRH-TV, PO Box 2, Tulsa, OK 74101. No phone calls, please. KJRH is an equal opportunity employer.

News photographer: KXAN-TV, Austin's NBC affiliate, has an opening for a photographer who can be a standout on our talented staff. Experience with Beta and live shots a must. Familiarity with live truck operation and Newstar helpful. Resume/non-returnable tape to Al Marabella, Chief Photographer, Box 490, Austin, TX 78767. No phone calls please. Women and minorities encouraged to apply. EOE. Deadline March 5, 1993.

Weekend anchor/reporter for no. 1 news operation. Need great anchor as well as reporter. Producing experience a big plus. Resume and non-returnable tape to C.J. Beutien, News Director, WFIE-TV, PO Box 1414, Evansville, IN 47701. EOE.

TV news reporter: Aggressive investigative on-camera journalist with field production background to report and shoot news feature stories for cablecast to 160K audience in Dallas-Ft. Worth area. Send demo tape and resume including salary history to: Human Resources Manager, PO Box 1536265, Irving, TX 75015. EOE.

Anchor-producer: Needed to produce and anchor early morning newscast and noon newscast. Monday-Friday. Experience in anchoring and producing desired. Send letter, resume and non-returnable demo tape to Veronica Bilbo, EEO Coordinator, KPCL-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

Weekend anchor: Looking for strong anchor to complement our female weekend anchor. Must have two to three years anchoring experience and be a strong reporter. Send resume and reply to Box E-6. EOE.

Producer: For Emmy winning newscast at WCNC-TV, the NBC affiliate in Charlotte, NC, which is also the home of the new NBC News Channel. Will produce innovative newscast focusing on today's news that affects today's families. We seek a strong writer who is competitive, creative and not a mechanic. Our requirements include at least five years producing experience and a college degree. If you meet these requirements, send references and a non-returnable tape showing your creative capabilities to Jon Kaplan, Assistant News Director, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901. EOE. M/F.

Managing editor, regional cooperatives: Applicant must be a strong journalist with clear understanding of needs and resources of local TV newsroom. Candidates must have newsroom management experience, preferably at news director level. Excellent news judgement, people skills and ability to motivate staff. Minimum five years experience in broadcast journalism. Experience in satellite news gathering and field producing required. College degree preferred, but not required. Submit resume to: Steve Cope or Steve Johnson, Conus Communications, 3415 University Avenue, Minneapolis, MN 55414-3365. Equal opportunity employer.

Full-time position available for a television/radio news reporter to gather, write and present news stories for WNDU-TV-AM-FM. Skills must include advanced writing ability, journalistic knowledge and integrity, good on-camera presence and speaking ability. Newsroom computer experience helpful. Two years television/radio news experience required. College degree preferred. Send resume and non-returnable tape to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634. No phone calls. EOE.

Managing editor: Top rated CBS affiliate needs strong #2 person for newsroom. Ideal candidate has superior writing and producing skills, as well as strong news judgement. Must be able to craft a news show from beginning to end. No beginners; at least 5 years of producing and/or management experience required. Minorities encouraged to apply. Send resume, news philosophy and salary history to Elliott Wisner, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No calls please. M/F/EOE.

Sports producer/reporter (part-time): Looking for a talented, fearless, aggressive, very hard-working, team player to produce and report for #1 major midwest market NBC affiliate. This person will be responsible for three or more packages a week and will help produce daily and Sunday night sports extra shows. 32 hours a week... with full-time possibilities. Experience necessary. EOE. Reply to Box E-7.

Reporter: Emmy winning WCBD-TV needs to look at general assignment reporter candidates who can also anchor. Commercial TV experience necessary. Knowledge of newscast producing and videotape editing a plus. Resume, 3/4" tape and references to News Director, PO Box 879, Charleston, SC 29402. EOE. M/F. Drug test mandatory. Phone calls will disqualify you.

Weekend sports anchor/reporter: KSTW-TV, Seattle-Tacoma, desires experienced, motivated self-starter to fill weekend sports anchor/reporter position for the ten o'clock news. Three years experience as sports anchor, prefer major market. College degree required. Please send tape and resume to Charles Johnson, News Director, PO Box 11411, Tacoma, WA 98411. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director: Experienced, creative type to write, shoot and edit commercials for midwestern Fox affiliate. Must be able to work well with people and produce quality commercials under pressure and tight deadlines. Send reel and resume to Eric Dahl, Production Manager, Fox 23 KBSI, 806 Enterprise, Cape Girardeau, MO 63701. No phone calls please! EOE M/F: Minorities encouraged to apply.

Promotions manager: ABC affiliate needs a self-motivator who can keep all the plates spinning while creating great promotions. Must be able to conceive, write and edit promos for news, station image, entertainment programing and community affairs. Organization skills a must! If you've got a creative mind that can prioritize and see things through, we want to see your resume and reel. Send to: KTUL-TV, PO Box 8, Tulsa, OK 74101. EEO/MF.

Commercial producer/copywriter/announcer: Superior skills in location/edit-suite tape production required for state-of-the-art Southeast ABC affiliate. You'll have the freedom to create a selling spot from concept to completion in this space-age high tech center nestled in Northern Alabama's mountain and lakes region. If you are a senior director with talent, enthusiasm, and a great attitude, send 3/4" or 1/2" demo tape, along with resume and photo to: Lew Koch, Operations Manager, WAAY TV, PO Box 2555, Huntsville, AL 35801 205-533-3131. EOE.

Producer: Major market East Coast station seeks experienced news producer. Ideal candidate is an excellent writer and self-starter who has produced daily newscasts and worked on special projects. Familiarity with NewStar computer system a plus. Will play a major role in our number one news operation. Send resume to: David Friend, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

On-line production editor: American Airlines Television is seeking a creative, on-line production editor. Experience with GVG 200, Abekas A53, and Sony computer editors a must. Competitive pay and excellent benefits. Send non-returnable tape and resume to: American Airlines Television, MD5575, PO Box 619616, D/FW Airport, TX 75261-9616. No phone calls, please. EOE.

Top notch newscast producer: Must be creative, aggressive, thoughtful and a good writer. We need someone with at least five years newscast producing experience to help lead and motivate as we head into the 1996 Olympics. Send resume, tape and references to: Laura Newborn, Managing Editor, WXIA-TV, 1611 W. Peachtree St., Atlanta, GA 30309. Please, no phone calls! EOE.

Graphic design coordinator: Large production company seeks a creative individual to join our promotions department. This unique position offers creative directing along with technical hands-on projects. Qualified candidate must have at least 2 years of graphics production experience. Knowledge of Abekas A-72 a plus. Attractive package includes excellent salary, comprehensive benefits, profit-sharing, and relocation assistance. For consideration, forward a resume to: Personnel TV Graphics, PO Box 3857, Stamford, CT 06902. EOE.

International producer: Large production company seeks a producer to join our booming international department. Qualified candidate must be fluent in Spanish and possess a strong working knowledge of French. Additional languages helpful. Must also have at least 2 years of producing experience. Ability to work with on-camera talent as well as overall knowledge of post production process important. Attractive package includes excellent salary, comprehensive benefits, profit-sharing, and relocation assistance. For consideration, forward a resume to: Personnel Int. Prod., PO Box 3857, Stamford, CT 06902. EOE.

SITUATIONS WANTED MANAGEMENT

Manager who does it all: Twelve years experience 35th market, five years assignment desk, two news operations, BASYS system manager, SNG truck operator, produces, reports. Good references! 803-587-6702.

SITUATIONS WANTED NEWS

MBA with news management experience, seeks news director position. Organized, energetic, people-person with hands-on management style. Ability to analyze situations and focus in on effective solutions. Reply to Tom, Box B-43.

20 year broadcast professional seeks anchor position. 8 years as solo and co-anchor at Midwest medium markets. White House assignment now completed. Willing to re-locate. Contact Bob, 913-437-2887.

Television, radio, universities: 13 years broadcaster in Europe and US. Reputed for CNN. "Hot-test radio show in Eastern Europe" (TIME Magazine). Masters in Television-Radio, Syracuse. Awards. Speaks four languages. Currently assistant professor of broadcast journalism. Call Alexander Zicig 714-730-8494.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Lighting cameraman experienced film and video. Directing studio or field. Enjoys cutting. Looking to move from corporate arena to broadcast. Skills and ideas for larger audiences. Needs work or job. Will relocate. Reasonable rates. 1-800-257-9281.

MISCELLANEOUS

Comprehensive TV job listing: 8 weeks/\$32 check/MO to News Jobline, PO Box 61, Folsom, PA 19033-0061.

Guide to getting a job in television broadcasting. Send check or money order for \$11.95 to SW Productions, PO Box 23304, Chattanooga, TN 37422.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Graduate associate position: Syracuse University's S.I. Newhouse School of Public Communications has established a new graduate associate position to assist communications professionals who wish to make the transition from a career in the media to a career in higher education. Individuals with a Masters degree and significant professional experience in any area of the media are invited to apply to the Newhouse School's PhD program. Admission to the doctoral program is a prerequisite for the awarding of the graduate associate position. Salary is offered in excess of the normal graduate assistant stipend, plus tuition remission. Graduate associates will teach three courses a year while pursuing the degree. For more information and an application, please contact: Vernone Sparkes, PhD, Associate Dean for Academic Affairs, 215 University Place, Syracuse, NY 13244-2100. AA/EOE.

HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois statehouse pressroom in Sangamon State University's one-year MA PAR program. Tuition waivers and \$3,000 stipends during internship. Applications due April 1. Contact: Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535. EOE.

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.

Lease purchase option. Refinance existing equipment. Lease purchase new equipment, no down payment. No financials up to \$70,000.00. Carpenter & Associates, Inc. Voice 501-868-5023. Fax 501-868-5401.

Investor interested in joint venture arrangement with other investors to buy radio or TV station in FL or CA. Respond to: Aspire Entertainment. Fax: 310-540-9787.

EMPLOYMENT SERVICES

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

Travel jobs. \$19,000-\$60,000/yr. Cruise ships worldwide/resorts/hotels. Excellent benefits. For listings call 1-805-962-8000 ext. M-7833.

Jobs are now available in the radio and television industry. Subscribe to "Hot Leads," a nationwide newsletter, today. 12 issues for \$25.00. Send check or money order to: WWW Publishing Company, PO Box 2233, Natick, MA 01760. For info call 1-800-523-4WWW.

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.

FCC LPTV Branch says build Sacramento-49/53, Reno-47, Redding-26 Tahoe-65 in 1993. Need clean used TTC/ITS/Acrodyne transmitters and Bogner/Andrew antennas. Wholesale prices only! Permittee is Kidd Communications 702-826-4347.

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.

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.

Used 340' ft. tower with lighting system, includes new guy wires etc. 314-687-3932.

Refurbished transmission line, 6-1/8", 75 ohm, EIA flange, 20' sections @ \$550/section. Bogner BU116 TV antenna for channel 55, Bogner low power TV antenna for channel 14. Call 904-796-4531.

AM tower lighting ring transformers: Excellent used condition. Decca Austin Model A-17D1. 1,700 watt capacity. Todd Comm. Inc. 800-745-5044. Fax 702-293-1062.

Acrodyne 1000 watt television transmitter. Excellent condition. \$29,000.00 Microdyne satellite receiver \$250.00. Acrodyne notch filter channels 52 to 69 \$500.00. Need spotmatic juniors. 813-542-8042.

Used/new TV/AM/FM transmitters, one watt to 120KW, antennas, cable/rigid line, microwave systems, dishes, MA/COM radios, repair, etc. Save thousands. Broadcasting Systems 602-582-6550, fax 602/582-8229.

Tower and coax cable: 400 ft. utility tower on ground, ready to ship. 400 ft. coax cable, new 6-bay antenna, \$24,000.00 for the package or will sell separately. 316-269-1550.

RADIO

HELP WANTED ANNOUNCERS

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Rare Opportunity! NFL Flagship Play-by-Play opening. Are you experienced? Exciting style. Can you paint a dramatic game picture for the listener? Able to work with strong broadcast team? Sportscasts & Talk experience helpful. EOE. Resume to Box E-9

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TELEVISION

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- 3-5 years hands-on experience
- Ability to run a project from conception to completion
- Proven technical skills
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Please send tapes, resume and salary requirements to:

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14650 Old Lee Road
Chantilly, VA 22021
Attention: Human Resources

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M/F/D

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PUBLIC NOTICE

NOTICE OF PUBLIC SALE

PLEASE TAKE NOTICE that by virtue of a default by Silas F. Royster ("Debtor") under the terms of a Security Agreement - Mortgage on Goods and Chattels with Orix Credit Alliance, Inc. f/k/a First Interstate Credit Alliance, Inc. dated April 28, 1989 ("Agreement"), the undersigned holder of the Agreement and indebtedness represented thereby, will sell at Public Auction for cash, cashiers check, travelers check or money order at the premises of Stowaway Locker B 03, 1320 Eisenhower Blvd., Johnstown, PA 15904 on Friday, the 5th of March, 1993 at 11:00 A.M. all of its right, title and interest in and to the following described property, as-is, where-is, to wit:

Miscellaneous television studio equipment, a description of which can be obtained by contacting the undersigned.

The seller requires a non-refundable minimum down payment of 25% in either cash, certified or cashiers check with the balance due upon removal at a mutually agreed upon date.

The undersigned reserves the right to bid at the sale. Please contact the undersigned to make any inspection arrangements.

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Datebook

MARCH

March 1-2—"Technology Licensing and Litigation," seminar sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5710.

March 3-20—10th anniversary *The Museum of Television and Radio's* annual television festival. Los Angeles County Museum of Art, Los Angeles. Information: Dana Rogers, (212) 621-6705 or Diane Lewis, (212) 621-6685.

March 3—"Programmer and Operator Partnerships for Effective Public Affairs," regional event sponsored by *Cable Television Public Affairs Association*. National Press Club, Washington, D.C. Information: (301) 206-5393.

March 4—"The Changing Landscape of Television: 500 Channels and Beyond," breakfast meeting sponsored by *Cable Television Administration and Marketing Society, New York chapter*. Panelists: Herb Granath, ABC Enterprises; James Kofalt, Cablevision Systems Corporation; John Hendricks, Discovery Network; Dick Aurelio, Time Warner New York City Cable Group. Rainbow Room's Pegasus Room, Rockefeller Center, New York. Information: Elizabeth Loyola, (212) 735-5372.

March 4-5—"Cable Television Law 1993: Learning to Live With the 1992 Cable Act," seminar

sponsored by *Practising Law Institute*. PLI Training Center, New York. Information: (212) 765-5710.

March 5—*Center for Communication* seminar. Speaker: Terry Anderson, former AP correspondent. Center, New York. Information: (212) 836-3050.

March 8—Annual Golden Mike Award sponsored by *Broadcast Pioneers*. Plaza Hotel, New York. Information: (212) 586-2000.

March 11—*National Association of Black Owned Broadcasters* annual awards dinner. Honorees: Ron Brown, Secretary of Commerce; Spike Lee, filmmaker; Jack Gibson, radio entrepreneur; Russell Simmons, CEO, Rush Communications; Denzel Washington, Academy Award winning actor; Aretha Franklin, singer. Sheraton Washington, Washington, D.C. Information: Fred Brown, (202) 463-8970.

March 11—*International Radio and Television Society* newsmaker luncheon. Speaker: Gerald Levin, chairman/president/CEO, Time Warner Inc. Waldorf-Astoria, New York. Information: Marilyn Ellis, (212) 867-6650.

March 11—"TV News Magazines: Taking Over Prime Time," seminar sponsored by *Center for Communication*. The Daily News, New York. Information: (212) 836-3050.

March 12—Deadline for nomination forms for 1993 Vanguard Awards sponsored by *National*

Cable Television Association. Information: (202) 775-3669.

March 12-14—1993 *Intercollegiate Broadcasting System* national convention. New York Vista Hotel, World Trade Center, New York. Information: (212) 687-4783.

March 15—"The World of Soaps," seminar sponsored by the *British Broadcasting Corporation*. Mc Graw Hill Auditorium, New York. Information: (212) 373-4004.

March 18—18th annual Commendation Awards ceremony sponsored by *American Women in Radio and Television*. Waldorf-Astoria, New York. Information: (202) 429-5102.

March 23—"The Business of Entertainment: The Big Picture," third annual conference sponsored by *Wertheim Schroder and Variety*. The Pierre Hotel, New York. Information: (212) 492-6532.

March 23-26—Second annual *Infomercial Marketing* conference and trade show. Universal Hilton, Los Angeles. Information: Steve Dworman: (310) 826-6301.

March 30—Advertising Hall of Fame induction luncheon sponsored by *American Advertising Federation*. Inductee: John S. "Jack" Bowen, chairman emeritus, D'Arcy Masius Benton & Bowles. Plaza Hotel, New York. Information: (202) 898-0089.

MAJOR MEETINGS

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—*NBC* affiliates meeting. Walt Disney World, Orlando, Fla. Information: (212) 664-2928.

May 16-19—*Broadcast Cable Financial Management Association* 33rd annual convention. Buena Vista Palace, Lake Buena Vista, Fla. Information: (708) 296-0200.

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

May 25-27—*CBS* affiliates meeting. Waldorf Astoria Hotel, New York. Information: (212) 975-4321.

June 3-4—*Fox* affiliates meeting. Beverly Hilton Hotel, Beverly Hills, Calif. Information: (310) 203-3066.

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

June 9-10—*ABC* affiliates meeting. Century Plaza Hotel, Los Angeles. Information: (212) 456-7777.

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.

July 31-Aug. 3—*Wireless Cable Association International* annual exposition and convention. Marriott Orlando World, Orlando, Fla. Information: (202) 452-7823.

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

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

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

Oct. 5-7—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 29-Nov. 2—*Society of Motion Picture and Television Engineers* 135th technical conference and equipment exhibition. Los Angeles Convention Center, Los Angeles. Information: (914) 761-3115.

Dec. 1-3—*Western Cable Show* sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (510) 428-2225.

For the Record

Compiled by BROADCASTING & CABLE for the period of Feb. 15-Feb. 19 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

- **WKQR(FM) Citronelle, AL** (BALH930126HM; 101.9 mhz; 2.07 kw; ant. 436 ft.)—Seeks assignment of license from Fuller Broadcasting Company of Mobile County Inc. to United Broadcasting of Citronelle Inc. for \$305,000 (see "Changing Hands," p. 41). Filed Feb. 4.
- **KXDA(FM) Chowchilla, CA** (BTCH920127GG; 93.3 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control from Venture Broadcasting Inc. to Educational Media Foundation for \$100,000. Seller is headed by Gordon D. Zlot, et al. Zlot has interests in KZST(FM) Santa Rosa, CA. Buyer is headed by K. Richard Jenkins, and is licensee of KLVR(FM) Santa Rosa, CA, and permittee of KEZF(AM) Tigard, OR, and KWXP(FM) Magalia, CA. It also has 49% interest in KJET(FM) Kingsburg, CA. Filed Jan. 27.
- **KADE(TV) San Luis Obispo, CA** (BTCCT930204KG; ch. 33)—Seeks transfer of control from Community Media Corp. to Riklis Broadcasting Corp. for \$825,000 (see "For the Record," p. 41). Filed Feb. 4.
- **WVNM(FM) Cedar Key, FL** (BAPH930208GU; 102.7 mhz; 328 ft.)—Seeks assignment of CP from Karen M. Voyles to Ronald J. Linder for \$15,000. Seller has no other broadcast interests. Buyer is permittee of new FM at Paynesville, MN. Filed Feb. 8.
- **WEZY(FM) Lakeland, FL** (BALH930201GL; 94.1 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of license from The Chapman S. Root 1982 Living Trust to Paxson Enterprises for \$4.75 million (see "Changing Hands," p. 41). Filed Feb. 1.
- **WATL(TV) Atlanta** (BALCT930205KH; ch. 36; 2,682 kw-V; 402 kw-A; ant. 1,170 ft.)—Seeks assignment of license from 36 Licensee Inc., subsidiary of Renaissance Communications Corp., to Fox

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; 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.

Broadcasting for \$60 million ("Broadcasting," Feb. 8). Filed Feb. 5.

- **WPBE(AM) Conyers, GA** (BAL930202EB; 1050 khz; 1 kw-D, 266 w-N)—Seeks assignment of license from Perimeter Broadcasting Inc. to Midway Holiness Church Inc. for \$85,000. Seller is headed by Thomas M. Gough, and has no other broadcast interests. Buyer is headed by Franklin Walden, and has no other broadcast interests. Filed Feb. 2.

- **WDCY(AM) Douglasville, GA** (BAL930201EC; 1520 khz; 2.5 kw-D)—Seeks assignment of license from William C. Dunn to Word Christian Broadcasting Inc. for \$95,000. Seller has no other broadcast interests. Buyer is headed by Kenneth Johns, and has no other broadcast interests. Filed Feb. 1.

- **WIMO(AM) Winder, GA** (BAL930202EC; 1300 khz; 1 kw-D, 59 w-N)—Seeks assignment of license from Steve Thompson to Cooper Broadcasting Network Inc. for \$200,000. Seller has no other broadcast interests. Buyer is headed by Lewis J. Cooper, and has no other broadcast interests. Filed Feb. 2.

- **WRIZ-FM Lakeview, MI** (BALH930204GK; 106.3 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Edward J. Podorsek to Kortess Communications Inc. for \$72,500. Seller has no other broadcast interests. Buyer is headed by Jeffrey T. Kortess, and is licensee of WPLB(AM) Greenville, MI. Filed Feb. 4.

- **KWNB-TV Hayes Center, NE**

(BALCT930128KK; ch. 6; 100 kw-V; 21.6 kw-A; ant. 737 ft. see KHGI-TV Kearney, NE, below).

- **KHGI-TV Kearney, NE** (BALCT930128KI; ch. 13; 316 kw-V; 31.6 kw-A; ant. 1,110 ft.)—Seeks assignment of license from Gordon Broadcasting Inc. to Fant Broadcasting Company of Nebraska Inc. for \$2.05 million. Assignment includes KSNB-TV Superior and KWNB-TV Hays Center, both Nebraska ("Changing Hands," Feb. 8). Filed Jan. 28.

- **KSNB-TV Superior, NE** (BALCT930128KJ; ch. 4; 100 kw-V; 12.6 kw-A; ant. 1,131 ft. see KHGI-TV Kearney, NE, above).

- **WISE(AM) Asheville, NC** (BTC930201ED; 1310 khz; 5 kw-D, 1 kw-N; see WTZQ(AM) Hendersonville, NC, below).

- **WTZQ(AM) Hendersonville, NC** (BTC930201EE; 1600 khz; 5 kw-D, 500 w-N)—Seeks transfer of control of United Broadcasting Enterprises Inc., and includes WISE(AM) Asheville, NC (see above). Robert B. Peterson is transferring his 36.26% of licensee to Glenn W. Wilcox Sr. for \$15,000. Principals have no other broadcast interests. Filed Feb. 1.

- **WEZC(FM) Hickory, NC** (BALH930208HE; 102.9 mhz; 31 kw; ant. 1,545 ft.)—Seeks assignment of license from Keymarket of Charlotte Inc. to Trumper Communications of North Carolina Ltd. for \$6 million (see "Changing Hands," p. 41). Filed Feb. 8.

- **KKAJ-AM-FM Ardmore, OK** (AM: BAL930202EG; 1240 khz; 1 kw-U; FM: BALH930202EH; 95.7 mhz; 100 kw; ant. 450 ft.)—Seeks assignment of license from Sunburst Broadcasting Inc. to Chuckie Broadcasting Co. for \$430,000 (see "Changing Hands," p. 41). Filed Feb. 2.

- **KAYI(FM) Muskogee, OK** (BALH930202GM; 106.9 mhz; 100 kw; ant. 1,005 ft.)—Seeks assignment of license from Narragansett Radio Ltd. to Renda Broadcasting Corp. for approximately \$1.6 million (see "Changing Hands," p. 41). Filed Feb. 2.

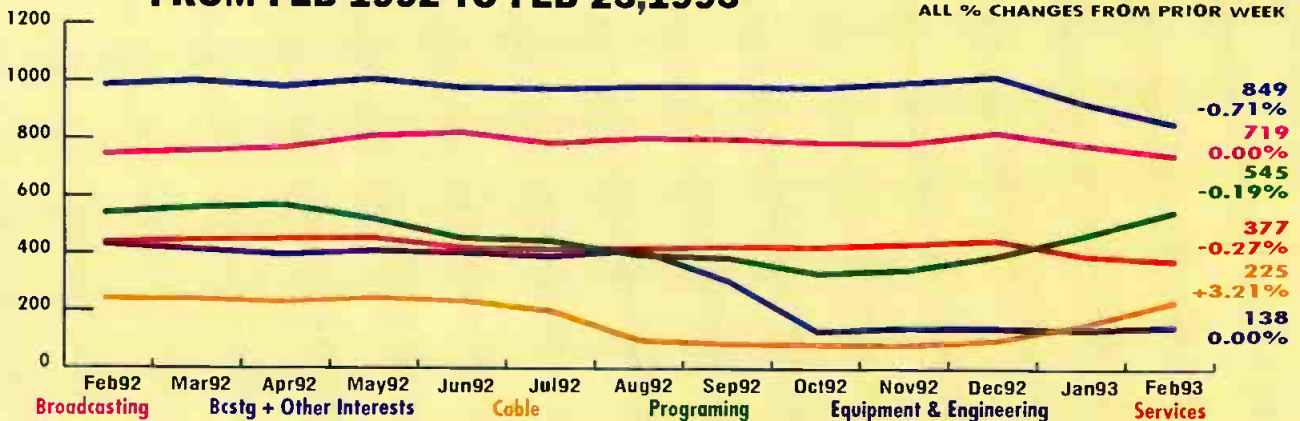
- **KWEL(AM) Midland, TX** (BAL930202ED; 1070 khz; 2.5 kw-D)—Seeks assignment of license from KWEL Inc. to Faustino Quiroz for \$140,000. Seller is headed by Bob Hicks, and is also licensee of KBAT(FM) Midland, TX. Buyer has no other broadcast interests. Filed Feb. 2.

- **KVOP(AM)-KATX(FM) Plainview, TX** (AM: BAL930129HX; 1400 khz; 1 kw-U; FM:

STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1992 TO FEB 23, 1993

NASDAQ: 651.40 (-2.11%)
S&P Ind.: 498.55 (-0.31%)

ALL % CHANGES FROM PRIOR WEEK



BALH930129HY; 97.3 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of license from Beach Schmidt Inc. to Radio Music Box Co. for \$250,000 (see "Changing Hands," p. 41). Filed Jan. 29.

■ **WODY(AM) Bassett, VA** (BAL930204EA; 900 khz; 1.8 kw-D, 500 w-N)—Seeks assignment of license from WODY Inc. to Radio 900 for \$50,000. Seller is headed by E. Arnold Terry, and has no other broadcast interests. Buyer is headed by Edward A. Baker, and has no other broadcast interests. Filed Feb. 4.

■ **WANV-AM-FM Waynesboro-Staunton, VA** (AM: BAL930129EB; 970 khz; 5 kw-D, 1 kw-N; FM: BALH930129GF; 99.7 mhz; 3.25 kw; ant. 1,692 ft.)—Seeks assignment of license from WANV Inc. to WANV Ltd. for \$1.1 million (see "Changing Hands," p. 41). Filed Jan. 29.

■ **KLKI(AM) Anacortes, WA** (BTC930204EB; 1340 khz; 1 kw-U)—Seeks transfer of control of Island Broadcasting Inc. for no cash consideration; transfer is filed to report gradual changes in shareholders of licensee, combined with increase in ownership of licensee by existing shareholders. Principals have no other broadcast interests. Filed Feb. 4.

■ **WKTS(AM) Sheboygan, WI** (BAL930202EA; 950 khz; 500 w-D)—Seeks assignment of license from WKTS Inc. to Star Cablevision Group for \$100,000. Seller is headed by Marshall Harris, who has interests in licensee of KQIL(AM)-KQIX-FM Grand Junction, CO. Buyer has no other broadcast interests. Filed Feb. 2.

Actions

■ **KSSN(FM) Little Rock, AR** (BTCH920601HY; 95.7 mhz; 92 kw; ant. 1,663 ft.)—Dismissed app. of transfer of control of Southern Skies Corp. to H & D Entertainment Inc. (see KZSN-AM-FM Wichita-Hutchinson, KS, below). Action Feb. 4.

■ **WSUB(AM)-WQGN-FM Groton, CT** (AM: BTC920601GF; 980 khz; 1 kw-D; FM: BTCH920601GG; 105.5 mhz; 3 kw; ant. 275 ft.)—Dismissed app. of transfer of control from H & D Entertainment Inc. to Joel M. Hartstone, Barry J. Dickstein and Jerome Atchley, et al. (see WTLB(AM)-WRCK(FM) Utica, NY, below). Action Feb. 4.

■ **WKZE(FM) Salisbury, CT** (BAPH921204GN; 98.1 mhz; 6 kw; ant. 603 ft.)—Granted app. of Chartcom, Inc. to Tri-State Broadcasting Inc. for \$350,000. Seller is headed by Warren G. Gregory, who has 55% interest in licensee of WJJB(FM) Romney, WV. Buyer is headed by Stanley Gurell, and is licensee of WKZE(AM) Sharon, CT. Action Jan. 10.

■ **WOMX(AM) Orlando, FL** (BAL921231EB; 950 khz; 5 kw-U)—Granted assignment of license from Nationwide Communications Inc. to Ibero American Broadcasting Corp. for \$500,000 ("Changing Hands," Jan. 25). Action Feb. 9.

■ **WTWA(AM)-WTHO-FM Thomson, GA** (AM: BAL921215HN; 1240 khz; 1 kw-U; FM: BALH921215HO; 101.7 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Hickory Hill Broadcasting Co. to Camellia City Communications Inc. for \$110,000 ("For the Record," Jan. 11). Action Feb. 5.

■ **WKRS(AM)-WXLC(FM) Waukegan, IL** (AM: BTC920601GL; 1220 khz; 1 kw-D; FM: BTCH920601GM; 102.3 mhz; 3 kw; ant. 322 ft.)—Dismissed app. of transfer of control from H & D Entertainment Inc. to Joel M. Hartstone, Barry J. Dickstein and Jerome Atchley, et al. (see WTLB(AM)-WRCK(FM) Utica, NY, below). Action Feb. 4.

■ **KGNO(AM)-KDCK(FM) Dodge City, KS** (AM: BAL921218EA; 1370 khz; 5 kw-D, 1 kw-N; FM: BALH921218EB; 95.5 mhz; 100 kw; ant. 570 ft.)—Granted assignment of license from ST Enterprises Ltd. and Affiliates Employees' Stock Ownership Trust to MJD Communications Inc. as part of merger by and among four entities, and also includes KZXL(FM) Great Bend, KS ("For the Record," Jan. 25). Action Feb. 10.

■ **KZSN-AM-FM Wichita-Hutchinson, KS** (AM: BTC920601HX; 1480 khz; 5 kw-D, 1 kw-N; FM:

BTCH920601GN; 102.1 mhz; 100 kw; ant. 1,032 ft.)—Dismissed app. of transfer of control of Southern Skies Corp. to H & D Entertainment Inc. Southern Skies, H&D Entertainment and all stockholders involved in companies will consolidate ownership of stations by merging Southern Skies into H&D Entertainment, such that all stations will be commonly owned. Transfer includes KSSN(FM) Little Rock, AR (see above). Transferor is headed by Jerome H. Atchley, principal in transferee. Transferee will be headed by Atchley (41%), Joel M. Hartstone (10.25% vs) and Barry J. Dickstein (10.25% vs), and is licensee of WBSM(AM)-WFHN(FM) New Bedford-Fairhaven, MA. Hartstone and Dickstein have general partnership interest in licensee of WSUB(AM)-WQGN-FM Groton, CT, and interests in licensees of WFPG-AM-FM Atlantic City and WKRS(AM)-WXLC(FM) Waukegan, IL, all of which are also being transferred (see individual stations). Action Feb. 4.

■ **WMXZ(FM) New Orleans** (BALH921026GN; 95.7 mhz; 100 kw; ant. 1,000 ft.)—Granted assignment of license from Stoner Broadcasting System Inc. to Phase II Broadcasting Inc. for \$3.25 million ("For the Record," Nov. 16, 1992). Action Feb. 3.

■ **WXPT(FM) Kennebunkport, ME** (BAPH921013GN; 104.7 mhz; 3 kw; ant. 328 ft.)—Granted app. of Radio Kennebunkport Inc. to Vega Corp. for \$135,000. Seller is headed by John T. King II, and has interests in WBRA(AM) Batavia and WBTF(FM) Attica, both New York. Buyer is headed by Brenda R. Tanger and Alexander M. Tanger, and is licensee of WBQQ(FM) Kennebunk, ME. They also have interests in licensees of WQRS(FM) Detroit, WTM(FM) Miami, and WFLN-FM Philadelphia. Action Feb. 5.

■ **WBSM(AM)-WFHN(FM) New Bedford-Fairhaven, MA** (AM: BTC920601GH; 1420 khz; 5 kw-D, 1 kw-N; FM: BTCH920601GI; 107.1 mhz; 3 kw; ant. 370 ft.)—Dismissed app. of transfer of control from H & D Entertainment Inc. to Joel M. Hartstone, Barry J. Dickstein and Jerome Atchley, et al. (see WTLB(AM)-WRCK(FM) Utica, NY, below). Action Feb. 4.

■ **WALM(AM) Albion, MI** (BAL921218EE; 1260 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Donald R. Fox to Katherine L. Voigt for \$25,000 ("For the Record," Jan. 25). Action Feb. 8.

■ **WIBM-AM-FM Jackson, MI** (AM: BAL921102GY; 1450 khz; 1 kw-U; FM: BALH921102GZ; 94.1 mhz; 50 kw; ant. 500 ft.)—Granted assignment of license from MetroCities Communications Inc. to Regional Hit Radio Inc. for \$2.5 million ("Changing Hands," Nov. 30, 1992). Action Feb. 3.

■ **KROC-AM-FM Rochester, MN** (AM: BTC921112HR; 1340 khz; 1 kw-U; FM: BTCH921112HS; 106.9 mhz; 100 kw; ant. 1,110 ft.)—Granted transfer of control of Southern Minnesota Broadcasting Co. for no cash consideration as part of transfer of estate from E. Shirley Gentling and husband G. David Gentling, deceased, to co-trustees E. Shirley Gentling and Northern Trust Co. of Florida-Sarasota N.A. Transfer includes licensee stations KXRB(AM)-KKLS-FM Sioux Falls and KKL(AM)-KKMK(FM) Rapid City, SD (see below, and "For the Record," Dec. 7, 1992). Action Feb. 5.

■ **WFPG-AM-FM Atlantic City** (AM: BTC920601GJ; 1450 khz; 1 kw-U; FM: BTCH920601GK; 96.9 mhz; 50 kw; ant. 400 ft.)—Dismissed app. of transfer of control from H & D Entertainment Inc. to Joel M. Hartstone, Barry J.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,960	182	5,142
Commercial FM	4,796	914	5,710
Educational FM	1,592	310	1,902
Total Radio	11,348	1,406	12,754
Commercial VHF TV	558	11	569
Commercial UHF TV	588	153	741
Educational VHF TV	124	5	129
Educational UHF TV	239	9	248
Total TV	1,509	178	1,687
VHF LPTV	465	141	606
UHF LPTV	841	1,014	1,855
Total LPTV	1,306	1,155	2,461
FM translators	1,966	377	2,343
VHF translators	2,529	86	2,615
UHF translators	2,436	414	2,850

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. † Penetration percentages are of TV household universe of 92.1 million.
¹ Construction permit. ² Instructional TV fixed service. ³ Studio-transmitter link.
 Source: Nielsen, NCTA and Broadcasting's own research.

Dickstein and Jerome Atchley, et al. (see WTLB(AM)-WRCK(FM) Utica, NY, below). Action Feb. 4.

■ **WTLB(AM)-WRCK(FM) Utica, NY** (AM: BTC920601HZ; 1310 khz; 5 kw-D, 500 w-N; FM: BTCH920601GE; 107.3 mhz; 50 kw; ant. 499 ft.)—Dismissed app. of transfer of control from H & D Entertainment Inc. to Joel M. Hartstone, Barry J. Dickstein and Jerome Atchley, et al. Seller is headed by assignees Hartstone and Dickstein (see KZSN-AM-FM Wichita-Hutchinson, KS, above). Action Feb. 4.

■ **WAYC(AM) Bedford, PA** (BAL921223EC; 1600 khz; 5 kw-D, 28 w-N)—Granted assignment of license from Cessna Communications Inc. to Sherwood B. Hawley for \$15,000 ("For the Record," Jan. 25). Action Feb. 11.

■ **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.)—Granted assignment of license from Megargee Co. to Lackazerne Inc. for \$3 million ("Changing Hands," Jan. 11). Action Feb. 2.

■ **KXRB(AM)-KKLS-FM Sioux Falls, SD** (AM: BTC921112HU; 1000 khz; 10 kw-D; FM: BTCH921112HV; 104.7 mhz; 100 kw; ant. 740 ft.; see KROC-AM-FM Rochester, MN, above).

■ **KKLS(AM)-KKMK(FM) Rapid City, SD** (AM: BTC921112HW; 920 khz; 5 kw-D, 100 w-N; FM: BTCH921112HX; 93.9 mhz; 100 kw; ant. 650 ft.; see KROC-AM-FM Rochester, MN, above).

■ **KARU(FM) Raymondville, TX** (BAPH921217GK; 105.7 mhz; 310 w; ant. 797 ft.)—Granted assignment of CP from Lucille Ann Lacy to Christian Ministries of the Valley Inc. for \$18,000 ("For the Record," Jan. 11). Action Feb. 4.

NEW STATIONS

Applications

■ **Marathon, FL** (BPH930203MB)—Gary L. Violet seeks 97.7 mhz; 1.8 kw; ant. 62 m. Address: 331 Lookout Point, Hot Springs, AR 71913. Violet is sole stockholder of permittee of new FM's at Belle

Plaine and Clearwater, both Kansas. Filed Feb. 3.

■ **St. Charles, MN** (BPH930203MC)—Richard R. Radke seeks 107.7 mhz; 1.6 kw; ant. 196 m. Address: 3715 1st Place NW, Rochester, MN 55901. Applicant has no other broadcast interests. Filed Feb. 3.

■ **Hattiesburg, MS** (BPH930208MA)—Abundant Life Inc. seeks 93.1 mhz; 3.9 kw; ant. 123.9 m. Address: 700 Hall Avenue, P.O. Box 787, Hattiesburg, MS 39402. Applicant is headed by Fred G. Burns, and has no other broadcast interests. Filed Feb. 8.

■ **Hattiesburg, MS** (BPH930208MC)—Unity Broadcasters seeks 93.1 mhz; 6 kw; ant. 100 m. Address: 619 Mcinnis Spring Rd., Hattiesburg, MS 39401. Applicant is headed by Victor C. Floyd, and has no other broadcast interests. Filed Feb. 8.

■ **Hattiesburg, MS** (BPH930208MB)—Community Broadcasting Co. Inc. seeks 93.1 mhz; 6 kw; ant. 100 m. Address: P.O. Box 723, Wiggins, MS 39577. Applicant is headed by A.R. Byrd, and is licensee of WIGG(AM) Wiggins and permittee of WESV(FM) Richton, both Mississippi. Byrd also has interests in WLUN(FM) Lumberton, MS. Filed Feb. 8.

■ **Ashland, OR** (BPH930203MD)—Gregory J. and Carol J. Smith, husband and wife, seek 107.5 mhz; 6.12 kw; ant. 407 m. Address: 13612 NE 37th Place, Bellevue, WA 98005-1418. Gregory Smith has 45% interest in licensee of KAYO-AM-FM Aberdeen, WA, and 26% interest in licensee of KAST-AM-FM Astoria, OR. Filed Feb. 3.

■ **Ashland, OR** (BPH930203ME)—Jeffrey Rochlis seeks 107.5 mhz; 5.5 kw; ant. 429 m. Address: 10601 Wilshire Blvd., Suite 1604, Los Angeles, CA 90024. Applicant is 50% partner in permittee of KVVZ(FM) Thousand Palms, CA. Filed Feb. 3.

■ **Eagle Point, OR** (BPH930203MF)—Gregory J. Smith and Carol J. Smith seek 106.3 mhz; 1.36 kw; ant. 413 m. Address: 13612 N.E. 37th Place, Bellevue, WA 98005-1418. Applicants have no other broadcast interests. Filed Feb. 3.

■ **Eagle Point, OR** (BPED930205MB)—Fatima Response Inc. seeks 106.3 mhz; 3.3 kw; ant. 260 m. Address: 2044 Beverly Plaza, Suite 281, Long Beach, CA 90815. Applicant has no other broadcast interests. Filed Feb. 5.

■ **Waldport, OR** (BP930119AF)—94 Country Inc. seeks 1060 khz; 1 kw-N, 1 kw-D. Address: P.O. Box 158; Woodburn, OR 97071. Applicant has no other broadcast interests. Filed Jan. 19.

■ **Dilley, TX** (BPH930208MD)—Dilley Broadcasters seeks 98.9 mhz; 50 kw; ant. 150 m. Address: 115 West Avenue D, Robstown, TX 78320. Applicant is headed by Humberto Lopez, who is 51% general partner in licensee of KMIQ(FM) Robstown and KINE(AM) Kingsville, both Texas. Filed Feb. 8.

■ **Parkersburg, WV** (BP930205AA)—H.I.S. Network Inc. seeks 1570 khz; 280 kw-N, 1 kw-D. Address: P.O. Box 1462; Jeffersonville, IN 47131. Applicant is headed by John W. Smith Sr. Smith and wife Mary L. Smith have interests in licensee of LPTV at Jeffersonville and permittee of LPTV at Clarksville, both Indiana. They are also permittees of new FM's at New Washington, IN, and Great Falls, MT. Filed Feb. 5.

Actions

■ **Patterson, CA** (BPED920513MD)—Dismissed app. of Stockton Christian Life College Inc. for 97.1 mhz; 3 kw; ant. 100 m. Address: Post Office Box 8744, Stockton, CA 95208. Applicant is headed by Kenneth F. Haney, and has no other broadcast interests. Action Feb. 11.

■ **Patterson, CA** (BPH920514MN)—Granted app. of J. B. Broadcasting Inc. for .145 kw; ant. 50 m. Address: 3090 Goodwin Avenue, Redwood City, CA 94061. Applicant is headed by John Bustos, and is permittee of FM at Patterson, CA. Action Feb. 11.

■ **Patterson, CA** (BPH920513MG)—Dismissed app. of Michael P. Murphy for 97.1 mhz; 1.8 kw; ant. 129 m. Address: 567 Sandstone Court, Woodbridge, CA 95258. Applicant has 42.8% interest in licensee of KCVR(AM)-KWLN(FM) Lodi, CA. Action Feb. 11.

■ **Clarendon, PA** (BPH920306MA)—Granted app. of Cary H. and Betty F. Simpson for 106.9 mhz; 4.7 kw; ant. 113 m. Address: P.O. Box 247, Tyrone, PA 16686. Applicants own licensees of WKBI-AM-FM St. Marys, WTRN-AM-FM Tyrone and WBLF(AM) Bellefonte, all Pennsylvania. They also have interests in WFRM-AM-FM Coudersport, WNBI-AM-FM Wellsboro and WQRM(FM) Smethport, all Pennsylvania. Action Feb. 2.

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Monday Memo

"Stations must explore how their current viewers will become their future users."

Looming large on the horizon are interactive TV and its software ally, interactive CD-ROMS. The London-based market research firm Frost & Sullivan Intl. predicts that interactive TV transmission and service revenues will rise from \$681 million in 1991 to \$1.65 billion in 1996 (BROADCASTING, Aug. 31, 1992). To capitalize on the promise of these new technologies, owners of broadcast properties will have to change from passive recipients of programing material purchased from networks or syndicators, to proactive providers of interactive programing.

Major entertainment companies and transmission giants such as Disney, Matsushita, Sony, Warner Communications, Viacom, Turner Broadcasting, Paramount, The Discovery Channel and Bonneville have already formed divisions to explore these new frontiers. Many have formed alliances with such high-tech companies as Apple, IBM and Philips, and with Bell operating companies. TV stations must move quickly or they may find themselves having to play catch-up.

Two things seem certain: no one knows what forms interactive TV/CD-ROM will take, and a wait-and-see approach will make meaningful participation difficult. The time to get involved is *now* if there is to be any hope of shaping interactive media to the needs and capabilities of broadcasting on local and national levels.

If TV programing of the past 40 years has been "entertainment for the masses," future production will definitely include (and may be dominated by) "information for the individual." Therefore, stations must begin exploring how their current viewers will become their future users.

Some local stations, and at least one news magazine show, are experimenting with interactivity (without expen-

sive new technology) by broadcasting poll questions to which viewers respond via 900 numbers.

In addition, news departments already field viewer calls on a daily basis for repeats of entire broadcasts, copies of programs, more in-depth information on an organization mentioned, etc. The fact that people respond when given the opportunity and are making the type of individualized requests that can't be handled by a news staff suggests that viewers are ready to be users of more interactive devices.

Alliances will have to be formed with the new interactive ventures which already include cable companies, BOC's and other program providers.

Avenues to involvement do exist, such as "First Cities"—a consortium formed to test these new technologies. Broadcasters should also work together

to take a second look at the FCC's planned second channel for advanced TV. They should lobby for a definition of advanced TV that will encompass all new technologies, not just HDTV. Perhaps the Association of Independent Television Stations could be that lobby, and form a working group to study how interactive TV could best be utilized by broadcasters in their own communities as part of the new interactive network.

These new technologies can be seen as a challenge and an opportunity for broadcasters to keep a shrinking audience from eroding even more. They also can provide the basis for a revitalized approach that will help a sales staff set their station apart. To ignore these issues is to guarantee that your station eventually will be scrambling to find its place among the leaders. ■

Neil Fink of Fink & Blakely Associates, San Francisco, contributed to this article.



By Howard Lipson, Lipson & Co., Los Angeles

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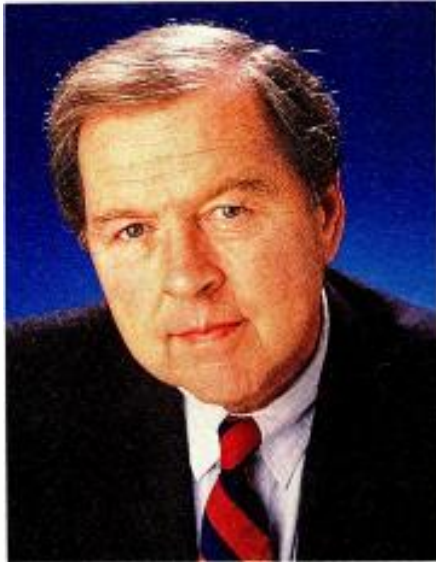
RAYMOND ERNEST JOSLIN

On a recent afternoon, a large green portable dumpster, filled with proposals for new cable networks that the Hearst executive has to decide to pass on, sat in the middle of Ray Joslin's office; all in a day's work for the busy executive who, as group head of the Hearst Entertainment & Syndication Group, oversees a broad range of Hearst businesses.

Aside from exploring new cable networks, Joslin's division heads: a joint venture with Capital Cities/ABC and NBC in the Arts & Entertainment Network; a joint venture with Capcities/ABC and Viacom in Lifetime Television; a joint venture with Capcities/ABC in ESPN; a joint venture with Continental Cablevision in the New England Cable Newschannel; Hearst Entertainment Productions, responsible for a range of TV products including 14 made-for-TV movies in the past year alone; Hearst Entertainment Distribution; Ellipse Programme (a joint venture with Canal Plus and other French partners) and Ellipse International; newspaper syndication and merchandise licensing including King Features Syndicate, North America Syndicate, Cowles Syndicate and King Features Licensing, and First DataBank electronic publishing services.

Joslin first joined Hearst in 1980 as head of The Cable Communications Group, a division initially designed to acquire and build cable systems. The company eventually bought some systems but sold them in 1989 and decided to concentrate entirely on programming. Joslin has held his current title since that year.

Joslin did not settle into a full-time media career until he was about 30, although earlier he had dabbled in the entertainment business. Prior to college, he hosted a Saturday morning talk show for teens on WICE(AM) Pawtucket, R.I. While in college, he hosted a Saturday night dance show on the school radio station which, thanks to a crafty engineer at the station, managed to transmit deep into Connecticut and



Massachusetts. Joslin even spent a short while in the early 1960's as an advance man for the Smothers Brothers, traveling around the country and setting up concerts for the comedy team.

Despite his early dabblings in show business, Joslin's first full-time job out of Trinity College had nothing to do with the entertainment industry. He instead found himself in Pittsburgh working as a sales trainee for Jones & Laughlin Steel, at that time the fourth largest steel company in the world. Within two years, he was overseeing company sales for a territory with about \$45 million in annual billings. Joslin says the money was right but he was looking for more creativity.

In 1966, Joslin met with entrepreneurs Irv Grousbeck and Amos Hostetter at a small restaurant in Ohio and formed Continental Cablevision. The three would work full days in the office and then by night would pack up a

station wagon, travel hundreds of miles and try to win cable franchise agreements from local city councils.

"We lived like this for about three years and it was the most exciting thing in the world because we felt we were creating something," says Joslin. He says that Continental, today one of the country's largest MSO's, succeeded for three reasons: the company was not in the business as a system trader; it was extremely decentralized, and it never failed the bank.

His years with Continental included posts in Ohio and California, and he served as a leader at cable associations in both states. Long active in industry and community organizations, Joslin was recently named chairman of The Walter Kaitz Foundation and has sat for six years on the national board of directors of the American Association of Community and Junior Colleges.

Joslin's interest in education should prove helpful as Hearst looks ahead to

a major undertaking, currently on the drafting board, that will combine the company's production capabilities and state-of-the-art technology to help teach elementary school students. Joslin also looks forward to developing technologies, such as direct broadcast satellite, that will help Hearst grow in the future.

"There was a day in the evolution of media that radio was going to put newspa-

pers out of business and TV was going to put radio out of business and cable was going to put TV out of business, and now DBS is going to put cable out of business," says Joslin. "But all those businesses are thriving. Good management with good product can continue to change with the climate and continue to be profitable." ■

Vice president, The Hearst Corp.; group head, Hearst Entertainment & Syndication Group; b. Nov. 21, 1936, Springfield, Mass.; Trinity College, B.A., 1959; completed Small Company Management Program, Harvard Business School, 1968; regional salesman, Jones & Laughlin Steel, 1959-63; founding manager, Continental Cablevision, 1966-68; vice president, 1968-79; group head, Hearst Cable Communications Group, 1980-89; vice president, The Hearst Corp. since 1983; group head, Hearst Entertainment & Syndication Group, since 1989; m. Alicia Dickman, June 12, 1983; children (from previous marriage): Jennifer, 25; David, 22; Jeffrey, 21.

Fates & Fortunes

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Tom Goodman, director, communications, CBS News, New York, named VP, communications, CBS News and CBS Television Stations, there.



Tom Goodman
CBS



Joe Berwanger
Group W TV Sales



Steve Tello
PVS



William Lincoln
ACI



Cecelia Holloway
Viacom Entertainment

Joe Berwanger, VP/GM, KDKA-TV Pittsburgh, named president, Group W Television Sales, New York.

Steve Tello, senior producer, ABC News, London, joins Professional Video Services, Washington, D.C., as VP/GM.

William Lincoln, former GM, KTSU-TV Salt Lake City, joins ACI, Los Angeles, as VP, finance, administration.

Appointments at Worldwide Television News, New York: **Kenneth Coyte**, president/CEO, named chairman/president; **Robert Burke**, executive VP, named president/COO.

Michael Forman, assistant to the executive VP, Reeves Entertainment, Burbank, Calif., named director, network programming.

Mike Schneider, anchor/correspondent, ABC News, New York, joins NBC News there as co-anchor, new prime time program scheduled to premiere later this year.

Appointments at Saban Entertainment, Burbank, Calif.: **Debi Young**, senior manager, licensing sales, Applause, Woodland Hills, Calif.,

joins as president, licensing, merchandising; **Sheila Clarke**, administrative assistant, Applause, Inc., Woodland Hills, Calif., joins as licensing coordinator.

Mark Reid, supervising producer, The Russ Reid Company, Pasadena, Calif., named VP, TV production.

midwest region, New York, named regional manager, there; **Kristine Orr**, sales executive, midwest region, Chicago, named regional manager, there.

Mark Driscoll, executive director, broadcasting/advertising sales, Pittsburgh Pirates baseball team, named

Cecelia Holloway, VP, human resources, administration, Viacom Entertainment Group, New York, named senior VP.

Peter Yaman, VP, sales, eastern region, Viacom Enterprises, New York, joins Grove Television there as VP, sales, northeast region.

Elizabeth Hinds, director, employee relations, Capital Cities/ABC, Inc., New York, named VP, human resources, Chilton Company, there.

Randy Stone, executive producer, Orion Pictures' "Little Man Tate," joins Twentieth Television, network television division, Beverly Hills, as VP, talent, casting.

Appointments at MCA Television, Los Angeles: **Mark Forgea**, sales executive, western region, Los Angeles, named regional manager, there; **Michael Howard**, sales executive, southeast region, Atlanta, named regional manager, there; **Cameron Hutton**, sales executive, southwest region, Dallas, named regional manager, there; **Philip Martzolf**, sales executive, northeast region, New York, named regional manager, there; **Eugene McGuire**, sales executive,

VP, broadcasting/advertising.

RADIO

Steve Carver, VP/GM, WOGL(AM)-FM Philadelphia, joins WBBM(AM) Chicago in same capacity.

Dennis Begley, GSM, WOGL(AM)-FM Philadelphia, named VP/GM.

John Davison, VP/GM, KICU-TV San Jose, Calif., joins KHYL-FM Sacramento, Calif., in same capacity.

Debbie Goodman, research director, Media Product Management, Inc., Sherman Oaks, Calif., named VP.

Jeff McCrehan, editor, National Public Radio's *Morning Edition*, Washington, D.C., joins KERA-FM Dallas as news director.

William Peterson, sales manager, Indiana Radio Properties, Fort Wayne, Ind., joins Eastman Radio, Chicago, as account executive.

Peter Kliener, senior account executive, Katz Radio, Philadelphia, named sales manager.

Erik Hellum, sales manager, Katz Radio, Philadelphia, named sales manager, Katz Radio, Chicago.

Gailya Silhan, account executive, KKBT-FM Los Angeles, joins Katz Radio there in same capacity.

Debbie Alpi, director/advertising, promotion, WPLJ-FM New York, joins WLUP(AM)-FM Chicago as director, marketing/communications.

Kristen Reina, account executive, WNEW-FM New York, joins WLUP(AM)-FM Chicago in same capacity.

Terry Hardin, GSM, KHIH Denver, joins WPNT-FM Chicago in same capacity.

Appointments at WCBS(AM) New

Philadelphia, Pa., joins WINK-FM Harrisburg, Pa., in same capacity.

Joe Loverro, GM, WTMM(AM) Trenton, N.J., joins WPIE(AM) Trumansburg, N.Y., in same capacity.

Rick Gillette, program director, WHYT-FM Detroit, named operations manager.

CABLE

Susan Binford, VP, corporate, media relations, West Coast, NBC, Burbank, Calif., joins Turner

Christine Fry, Time Warner Entertainment, Jackson, Miss., joins Action Pay Per View, Santa Monica, Calif., as VP, northeast region.

Emily Goldfarb, former traffic supervisor, SportsChannel New England, Woburn, Mass., named programming/traffic manager.

Paula Stacy, independent consultant, St. Louis, named acting executive director, Cable Television Association of Greater St. Louis.

Jody Valerio, sales manager, Cablevision of Maine, Bangor, Me., joins



Peter Yaman
Grove Television



Steve Carver
WBBM(AM)



Dennis Begley
WOGL(AM)-FM



Susan Binford
Turner



Douglas McCormick
Hearst/ABC-Viacom

York: **Judy Turner**, senior account executive, WLTW, joins as account executive; **Jonathan Green**, account executive, WXTK-FM Cape Cod, Mass., joins in same capacity; **Christopher Donohue**, senior account executive, named local sales manager.

Sue Scallon, account executive, WGN(AM) Chicago, joins WMAQ(AM) there in same capacity.

Appointments at Lyman Radio Corp., Bethesda, Md.: **Gregory Poland**, VP/CFO, Radio Ventures I, L.P., there, joins in same capacity; **Linda Blatt**, director/marketing, policy, Radio Ventures I, L.P., there, joins as VP/marketing.

Joseph Gallagher, account executive, KSK Advertising, Tysons Corner, Va., joins WTEM(AM) Rockville, Md., as sports marketing executive.

John Hart, sportscaster, KCFX Kansas City, Mo., joins KCMO there as sportscaster/producer.

Jamie White, promotions director, KXXR-FM Kansas City, Mo., joins KOY-FM Phoenix, Ariz., as morning drive personality.

Daniel Savadove, GSM, WEGX-FM

Broadcasting System, Atlanta, as VP, public relations, entertainment group.

Douglas McCormick, group VP, Hearst/ABC-Viacom Entertainment Services, and executive VP, Lifetime Television, Astoria, New York, named president/COO, Hearst/ABC-Viacom Entertainment Services, there.

Appointments at Reiss Media Enterprises, New York: **Bruce Karpas**, president, Request Television, there, named president/COO; **Hugh Panero**, VP, marketing, pay per view, Time Warner Cable, there, joins as president, Request Television, there.

Cindy Argendeli, assistant production manager, Catspaw Productions, there, joins as production manager, on-air promotions; **William White**, production coordinator, Video Tape Associates, there, joins in same capacity for on-air promotions; **Amanda Sutton**, freelance, productions, WTBS-TV, named production assistant, on-air promotions.

George O'Leary, assistant VP, operations, Cablevision Industries, Liberty, N.Y., named VP.

Bresnan Communications, Bay City/Midland, Mich., as sales/marketing manager.

Appointments at Showtime Networks Inc., New York: **Richard Maul**, regional VP, northeast region, named VP, field marketing; **Jeff Wade**, eastern zone VP/sales, affiliate marketing, named senior VP/zone GM; **Dick Ingebrand**, western zone VP/sales, affiliate marketing, named senior VP/zone GM.

Denise Silverberg, local sales manager, Time Warner CityCable Advertising, New York, named director, strategic planning, Time Warner CityCable Advertising and New York 1 News, there.

Greg Drebin, manager/acquisitions, program planning, MTV: Music Television, New York, named director, programming.

James Hughes, freelancer, programming department, E! Entertainment Television, Los Angeles, joins as manager, promotions.

Marie Dunn, manager/affiliate marketing, promotion, VH-1/Video Hits One, New York, joins Showtime Satellite Networks there as manager, national accounts.

Feldman named to KCOP VP/GM post

Following the naming of Bill Frank as executive vice president of Chris-Craft Industries to oversee the station group's seven owned stations (BROADCASTING, Feb. 22), longtime vice president and station manager Rick Feldman has been appointed to fill Frank's vacated vice president and general manager's post at KCOP(TV) Los Angeles, as anticipated (BROADCASTING, Feb. 22). Feldman, who joined the station as general sales manager in 1983, as in the past will report to Frank, who oversees the operations of Chris-Craft's eight independent stations. Feldman has been station manager for the last seven years.

While Frank had been the driving force behind KCOP's \$10 million investment in reformatting the station's entire news operation, Feldman says the independent will not—in the "foreseeable future"—enter the morning news race (6-9 a.m.), which competing indie KTLA(TV) successfully embarked upon 17 months ago and which Fox O&O KTTV(TV) is planning on joining shortly. The primary emphasis, says Feldman, will be on "improving" the station's recently launched "Real News" format as well as expanding the newscast into "other dayparts," although he wouldn't say where.

—MF

ADVERTISING

Appointments at National Cable Advertising, New York: **Gary Cecchini**, VP/director, sales, Tele-mundo Group, Inc., there, joins as VP/GSM; **Shirley Rohn-Saito**, western regional director/affiliate relations sales, Video Jukebox Network, Los Angeles, joins as director, affiliate relations, western region; **Stephen Hill**, VP/sales, Torbet Radio/The Interep Radio Store, Southfield, Mich., joins as sales manager, Detroit office.

Appointments at Temerlin McClain, Dallas: **Russell Powell** and **Beth Rohatsch**, assistant account executives, named account executives; **Cynthia Cook**, senior copywriter, Rapp Collins Marcoa, Dallas, joins in same capacity; **Latricia Rodgers**, graduate, The University of Texas at Austin, joins as assistant account executive.

Julia Groves, account executive, Bigelow & Eigel, Inc., Atlanta, named senior account executive.

Jill Dworkin, account supervisor, Griffin Bacal Inc., New York, named VP.

Gigi Dolan, VP/sales manager, Katz Television, Chicago, joins Te-leRep there as account executive.

Timothy Labus, senior VP/management representative, Lintas: USA, New York, joins Abramson Ehrlich Manes, Washington, D.C., as VP/client service director.

TECHNOLOGY

C.J. Waylan, president, GTE Spacenet, McLean, Va., named executive VP, marketing, business development, GTE Telecommunications Products and Services Group, Atlanta.

Frank Reitter, VP, national accounts, North American Philips Consumer Electronic Co., Knoxville, Tenn., joins TV Answer, Reston, Va., as VP, consumer marketing.

Geoffrey Brown, senior consultant, Computer Strategies, Vienna, Va., joins IDB Mobile Communications, Washington, D.C., as director, software engineering.

DEATHS

Jeffrey Abel, 86, retired partner and senior VP, Henry J. Kaufman &

Associates, Washington, D.C., died Feb. 18 from a heart attack, at Sibley Memorial Hospital, there. Abel joined the company in 1931 as director of radio advertising. He created the first radio sports show for Washington radio and promoted the first live broadcast of a Washington Redskins football game. In 1970 he was named senior VP. He retired in 1971. Survivors include his wife, Leah, and two sons.

Michael Morrison, 33, soap opera actor on CBS's *As the World Turns*, died Feb. 18 in his sleep, at a friend's apartment in New York. Cause of death was not known. An autopsy was performed, but results were not immediately available. Morrison had played the role of Caleb Snyder on the CBS soap since 1988. His other television credits include the CBS television movie "Hobson's Choice." Survivors include his wife, actress Amy McDonald, and a son.

William Fitts, 87, former CBS executive, died Feb. 21, at the Hospital of St. Raphael, New Haven, Conn., after a brief illness. Fitts served at CBS as VP, labor relations, and VP, employee relations, from 1950-60. After his years at CBS, he was VP, labor relations and personnel, for the Allied Maintenance Corporation from 1969-75. Survivors include three sons and three daughters.

James Shelton Undercoffer, 73, retired Indianapolis radio personality, died Feb. 11 of heart failure while vacationing in Mexico. Known as Jim Shelton, he had worked for WIBC-(AM) Indianapolis for 50 years. Undercoffer's first radio job was at WCMI(AM) Ashland, Ky., in 1940. Later that year he joined WIBC(AM). One of his shows, *Pick-a-Pocket*, a live, 15-minute quiz show, aired 6,390 times from 1947-68. His later years at WIBC(AM) were spent as an account executive. He retired in 1990. Survivors include his wife, Dorothy, one son, and one daughter.

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Closed Circuit

MINNEAPOLIS

DBS takers

United States Satellite Broadcasting was poised to announce this week the first major programmers for its DBS service: HBO and Viacom. USSB's Stan Hubbard wasn't talking, but reports were programmers had agreed to distribute all of their services, pay and basic, over the satellite-to-home service launching early next year.

BOSTON

Banned in Boston

It looks like Connecticut is not the only state where multisystem operator Cablevision Systems Corporation has set its sights on dropping over-the-air signals in favor of cable network programming (see story, page 14). Cablevision subscribers in north central Massachusetts and some suburban areas outside Boston as of March 15 will lose WQTV(TV) Boston, WJAR(TV) Providence, R.I., CKSH-TV Sherbrooke, Quebec, and WHLL(TV) Worcester. The stations might not leave quietly—WQTV(TV)'s general manager and station manager, William F. Spitzer, says he has already been in contact with Telecommunications Subcommittee Chairman Ed Markey (D.-Mass.) on the matter.

WASHINGTON

A fine time

Should Infinity and the FCC ever settle their differences over the \$600,000 indecency fine, don't look for it to end there. The Mass Media Bureau is currently processing four more complaints against Stern, which should be ready for commission review in the future. Just because it hits the eighth floor does not automatically mean a fine, but Acting Chairman James Quello has promised to be as tough on indecency as his predecessor Al Sikes. However, Quello also has been listening to Stern for the last few months and says he has toned down as of late.

Barter Break?

Even though Twentieth TV is seeking premium license fees for its 1995 off-Fox launch of *The Simpsons* (see story, page 32), a seldom-publicized element of the offering is that the syndication arm is extending unusually fat local barter splits for an optional single-season weekend run to soften, says Twentieth, the impact of the cash-plus-barter licensing terms for the weekday strip run. By triggering the animated series a season earlier in fall 1994, stations can get four-and-a-half minutes of local ad time per episode (while Twentieth retains two-and-a-half minutes) for the weekend run. Twentieth Television's executive vice president and general sales manager, Ken Solomon, says the single-season barter run is not deducted from the eight-run, five-year contract.

"Station owners see the value of the two weekend plays, where the 18 additional spots they will have to sell on the spot market could cover 50%-70% of their cash license for the first season," Solomon says. However, one Fox affiliate source said that although the station picked up the earlier fall 1994 trigger date, he views the all-barter weekend run as a "necessary evil."

Metzenbaum winds up

Senator Howard Metzenbaum (D-Ohio) is expected to introduce tomorrow or Wednesday (March 2 or 3) his long-anticipated bill to remove Major League Baseball's antitrust exemption. Among the results Metzenbaum hopes exemption repeal will achieve a greater number of games on local broadcast television and a slowing in the movement of games to cable and pay per view. The bill is expected to closely match the House legislation (H.R. 108) introduced by Michael Bilirakis (R-Fla.) that reverses the 1922 Supreme Court finding that baseball does not affect interstate commerce.

LOS ANGELES

Yes you did, no I didn't

ABC News President Roone Arledge ruffled some feathers at syndicated newsmagazine *Inside Edition* last week. At a news briefing last Wednesday on the upcoming new ABC magazine, *Day One*, Arledge said, "I heard that" *Inside Edition* paid "a lot of money" for the interview the show obtained recently with convicted cannibal/murderer Jeffrey Dahmer. Not true, insisted a

spokeswoman for the syndicated broadcast. "We did not pay for the interview," she said. When asked for clarification from Arledge's office, word came back, through the press department, that a number of news staffers had heard *Inside* had paid not Dahmer, but his parents—and/or his attorneys—for the privilege of interviewing Dahmer. The *Inside* spokeswoman again insisted that "no one was paid for the interview." She did admit, however, that the broadcast paid what she termed "nominal legal fees" to the attorneys for setting up and being present at the interview, as well as the parents' expenses to be at the interview.

SACRAMENTO

Reality check

Kelly Broadcasting owner Jon Kelly said rumors about KCRA-TV Sacramento using a co-located independent to program an all-news format (see page 39) are not true. Kelly said rumors are being spread by syndicators, who began speculating after he purchased reality programming that could be compatible with news programming. Among the shows Kelly recently purchased are *Inside Edition* and *Rescue 911*.

In Brief

An explosion and fire at the World Trade Center in New York last Friday knocked TV and radio stations off the air. WNBC-TV, ch. 4, went off the air shortly after noon and returned just after 2 p.m., transmitting on WLIW-TV's ch. 21 from a transmitter on Long Island. Officials at WABC-TV and WNET-TV said those stations were knocked off the air, but did not lose their ability to get signal to cable systems. Also, WYNY-FM went silent for about one hour early Friday afternoon before resuming broadcasts at low power.

Kentucky Central Life Insurance Co.'s broadcast holdings, CBS affiliate **WKYT-TV and WVLK-AM-FM all Lexington, Ky., went on the block last week** after the company was

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 14. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.3/221/98
2. Star Trek	14.1/245/99
3. Jeopardy!	13.2/213/98
4. Oprah Winfrey Show	13.0/236/99
5. Star Trek: Deep Space Nine	12.8/230/99
6. TV Net Movie	10.4/131/95
7. Wheel Of Fortune-wknd	9.3/185/84
8. Entertainment Tonight	9.0/180/95
8. Inside Edition	9.0/171/94
10. Married...With Children	8.2/192/97
11. Current Affair	8.0/180/96
12. Roseanne	7.3/135/86
13. Baywatch	7.2/175/94
14. Designing Women	6.5/208/99
14. Hard Copy	6.5/156/93

taken over by state insurance regulators, who in turn will reportedly ac-

cept bids for the properties. Clear Channel Communications and Jefferson Pilot are among operators expressing interest. WYMT-TV President Ralph Gabbard and WVLK-AM-FM President Ralph Hacker are also potential buyers.

NBC News apologized for the second time in three weeks last week for using a rigged setup in footage in a news report. The latest incident involved a Jan. 4 *Nightly News* story on alleged forest mismanagement in Idaho's Clearwater National Forest. On Feb. 24, *Nightly News* anchor Tom Brokaw told viewers that "inappropriate video" was used in the story. "At one brief point we used footage of dead fish from another forest," he said. In another piece of footage, he said, fish that appeared dead had actually been "stunned for testing purposes." After investigating, the network said the problem was caused by miscommunication between a correspondent and producers over the source of the video.

ABC won't air *The Shirley Show*, a popular Canadian daytime talk show it bought as a replacement for its daytime *The Home Show* starting in April. The change in plans was confirmed by Canada's CTV network, which licensed the program to ABC through distributor DLT Entertainment. ABC's decision apparently came after the show was less than enthusiastically embraced by affiliates, many of whom decided they wouldn't clear it. Meanwhile, ABC signed a "play or pay" deal with CTV, sources confirmed, that could force the network to pay \$8 million for the property, even though it won't air it. ABC officials refused to comment.

One prominent executive said to have taken an ABC Television Network voluntary buyout package offered last year (BROADCASTING, Dec. 21, 1992) is **John Shanley**, daytime sales VP. Word is he has agreed to de-

In memoriam: Richard Salant

An overflow crowd packed the Museum of Television & Radio's main auditorium in New York last Monday (Feb. 22) to hear CBS legends past and present pay tribute to the passing of former CBS News President Richard Salant, who died Feb. 16.

Perhaps the most poignant moment came when former CBS President Frank Stanton took to the podium and told those gathered, as he choked back tears, that Salant was "my closest friend." He said that in the 20 years since he left the network, "there was barely a week or a day when we weren't in touch."

Stanton, who turns 85 this month, described Salant as a person of "outstanding intellect, quick of mind and courage.... He was intolerant of anyone who stood in the way of the truth.... He was a great believer in talking heads, with something to say and say it well."

Others were equally effusive in their praise of Salant, credited with shaping the standards, style and approach to news coverage that have characterized CBS News since the 1960's (he was CBS News president in 1961-1964 and again from 1966 to 1979). "He was a man of real courage and integrity," said *60 Minutes* co-editor Mike Wallace. "No one can overestimate his contribution," said CBS news anchor Dan Rather. "He was a knight of law and journalism. His colors were those of ethics and integrity."

Stanton recalled how stongly three leading lights of CBS News—Walter Cronkite, Eric Sevareid and Charles Collingwood—protested when he first hired Salant, a lawyer by training, as president of CBS News. But after a few weeks, they saw the wisdom of Stanton's choice and told him so. Cronkite, speaking at the service, confirmed the story, recalling how the journalists could not at first see any other reason for hiring a lawyer to be their boss than to censor their work. But it wasn't long before they changed their tune, Cronkite recalled: "Dick Salant had a higher sense of journalistic standards than all of us combined."

—SM

lay his departure for at least several months and possibly until after the up-front selling season is over. Marvin Goldsmith, ABC TV's network sales and marketing president, declined to comment on the rumor.

Robert Hynes, longtime Washington lobbyist for NBC who left network in fall, will join with Jim Davidson and Teresa Colling in **Davidson Colling Group** (broadcasting, cable, newspaper lobbyist) opening offices today at 1105 Pennsylvania Avenue in Capital (202-638-1101).

Bell Atlantic requested a waiver of the consent decree restrictions prohibiting it from delivering video programming to customers within its service areas. "Bell Atlantic has zero share in the video delivery arena and seeks to enter the market in competition with the established delivery channels," said Art Bushkin, president, Information Services, Bell Atlantic.

The FCC's current staff of 14 certified public accountants is inadequate to conduct enough on-site inspections of local telephone companies, the General Accounting Office concluded in a report released last week. "Increasing the FCC staffing level, along with appropriate travel funds, would have little or no impact on the federal budget be-



Moving quickly to shore up its recently launched Tuesday night schedule, Fox announced last week it was pulling Key West from the 9-10 p.m. slot and inserting Tribeca. The new project, an hour anthology series from executive producers David J. Burke, Jane Rosenthal and Robert De Niro, makes its debut on Tuesday, March 23. The announcement comes only a month after the Tuesday lineup of Class '96 and Key West debuted. In its six airings since the launch, Key West has averaged a 5.6 rating/7 share in the time slot. Nine episodes will have aired when it is pulled, and Fox has four left to schedule. Tribeca, De Niro's first television series and the first produced through his Tribeca TV (in association with Montana Beach and TriStar Television), features contemporary urban stories about life in the New York City neighborhood of Tribeca. Philip Bosco and Joe Morton are the featured recurring stars with a guest star cast including Peter Boyle, Melanie Mayron (above), Eileen Brennan, Betty Buckley, Richard Kiley and former New York City mayor Ed Koch.

cause the government would be reimbursed for its on-site audits... through fees FCC is authorized to

collect from carriers," concluded the report, which was requested by House Telcomsubcom Chairman Edward Markey and subcommittee member Mike Synar. GAO estimates that at current staffing levels all local areas could be audited once every 18 years. FCC audits often find cross-subsidization violations undetectable by other enforcement means, the report said.

Takehiro Izumi, director-general of NHK's science and technology research laboratory, made the long trip from Japan to last week's FCC advisory committee meeting (see page 54) to gracefully **withdraw the Japanese public broadcasting network's proposed analog Narrow-MUSE HDTV transmission from the standardization process** (BROADCASTING, Feb. 15). "I believe the decision to select an all-digital system is a great step for the future HDTV system here in the United States.... NHK has been treated fairly and well-accepted here without any discrimination in the processing of this testing procedure," Izumi said.

180 home dish channels planned for Europe

With the aid of digital video compression, a 180-channel home dish TV service will be running in Europe by 1995—sooner than expected, said Celso Azvedo, technical director, Societe Europeene des Satellites (SES), Luxembourg. SES owns the Astra satellite system, which currently leases two 16-channel satellites and plans to have capacity on six satellites by the time of the 180-channel launch. SES's plans are similar to Hughes Communications' planned 150-channel Direct-TV system, scheduled for launch next year, Azvedo said at a conference in London.

The home dish market is the fastest-growing multichannel option in Europe, with 11 million households now served and increasing at a rate of about 3 million a year. By comparison there are about 16 million cable homes representing about 10% of total European TV homes.

Azvedo said he agrees with the latest general wisdom that the HD-MAC analog HDTV satellite DBS system—or "the MAC debacle," as he dubbed it—which has been under development in Europe since 1986, is probably a dead project (BROADCASTING, Feb. 22). But he would not say whether he favored adoption of the eventual U.S. all-digital system, holding out hope that a digital system better suited for Europe could be devised.

"We're following what's happening with the FCC, but they're concerned with digital terrestrial high definition. We need harmonized standards for all three means of distribution, including satellite and cable," he said.

—MA

Editorials

THE TWAIN MEET

There are many things new about this issue. The first, obviously, is our name: BROADCASTING & CABLE. It makes official what has long been obvious—the electronic nation has expanded far beyond the dreams of its founders, and far beyond the reach of the broadcast towers that first populated the Fifth Estate. BROADCASTING magazine's editorial coverage has long included cable as a mainstay; BROADCASTING & CABLE acknowledges parity between these electronic partners.

Albeit an uneasy parity. In that respect, old BROADCASTING hands remember the tension between the established medium of radio and the insurgent medium of television back in the '40s and '50s, a time that inspired BROADCASTING's first change of name: to BROADCASTING/TELECASTING. That lasted 13 years, the time it took to assimilate a new industry. We do not expect such a merging to reoccur; our media fortunes are moving too fast to be contained in one electronic way of life.

For now, BROADCASTING & CABLE seems about right. Between the two we embrace all the art forms on the horizon, including wireless *cable* and direct *broadcast* satellites and even the telephone interests presently operating in our orbit. Of great importance to us, we continue to embrace radio, the medium that brought us to the dance and in many ways is still the foundation of the Fifth Estate.

The Fifth Estate. That's what the magazine might have been called, and in some quarters it's still a sentimental favorite. Indeed, it was BROADCASTING's first title. Back when Sol Taishoff and Martin Codel were planning their new enterprise, they crafted a prospectus for a magazine to be called *The Fifth Estate*, which would cover the electronic generation beyond the Fourth Estate, as the print medium had come to be called. The reason is now lost to history, but somewhere between prospectus and BROADCASTING's first issue the founders decided to be more specific than romantic in their nomenclature, a wisdom the present editors continue to heed.

By whatever name, the same vision and commitment animate this magazine today as did in 1931. Ours is first and foremost a news magazine, dedicated to gathering and disseminating all information essential to those who cast their lots with television and radio. It is our style and our mission to be all things to all people, a difficult task in this fractured age but a goal toward which we still strive. As our wingspread extends wider, we do tend to become more focused in editorial presentation, acknowledging that the reader—while wanting to know everything—is after all but one reader.

How does BROADCASTING & CABLE differ from BROADCASTING? First and most obviously, by its cover. The editors have assumed responsibility for that prime real estate and will use it to flag major attractions each week. In all our research, adoption of an editorial cover has been the reader's highest priority. It's a joy to comply.

Our second differentiation similarly responds to reader demand. While you want all the news, you also want it fast. Thus our creation of "Fast Track," a two-page spread that will lead all the other news each week, and will in effect be a magazine within the magazine. Our design is no less than to let readers have it both ways.

Our amplified cable coverage has been integrated with the rest of television throughout the magazine. "Programing," for example, is a new superdepartment that covers the waterfront of TV programing development from coast-to-coast and across the board. "Advertising & Marketing" is another new department that responds to reader demand for more information about these two key business areas; second only to the editorial cover, it is the innovation that has been most enthusiastically received by our focus groups.

News of broadcast and cable legislation and regulation will continue to dominate our expanded "Washington" department, which did not wait for this redesign to recognize

that there had been a sea change in the way Congress and the FCC regard the contenders in television and radio.

We could go on, but by now you will have seen for yourself what BROADCASTING & CABLE is and will be. The fact is, as interesting as we find what we're doing today, our attention is already preoccupied by the future. The turn of the century is but an eyelash away, and who can know what our Fifth Estate will look like then. Indeed, for a magazine almost 62 years old, we can even begin to think about celebrating our own first century.

Whatever else that future will bring, it will be hard to improve on the past. After wireless, radio was and remains the first wonder of electronic communications. And while they'll improve on television's picture, conceptually it's been done. To all in broadcasting and cable, the challenge of the 21st century will be not so much to invent as to create.



A handwritten signature in black ink that reads 'Tom West'. The signature is written in a cursive, flowing style.

EDITOR

MAKE YOUR BETACAM A DIGITAL BETTER-CAM.

With a **Panasonic**
Emmy Award winning
DSP camera.

There's no need to wait to add Digital Signal Processing to your Betacam SP VTR. Right now, **Panasonic**, and *only Panasonic*, offers a full line of Digital Signal Processing cameras, from the full-featured AQ-20D to the value-packed WV-F700 and WV-F500, for all professional VTRs, including Betacam SP.



Panasonic's DSP Cameras dock directly to most Betacam SP decks, or use a simple adaptor.

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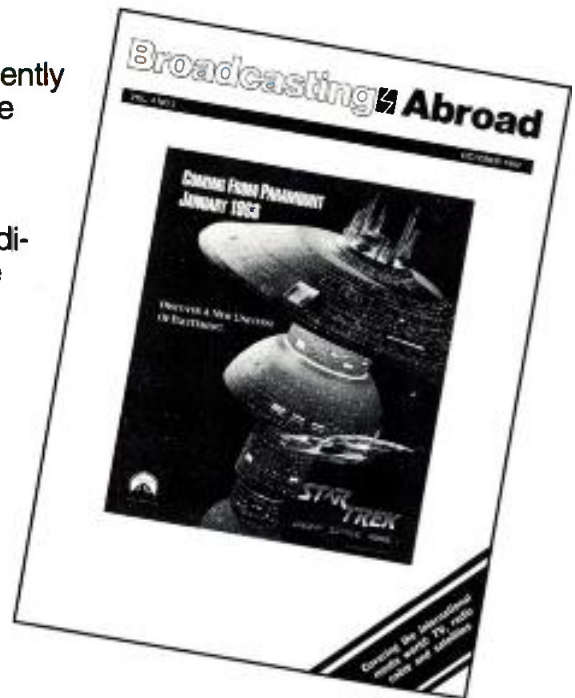
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