

MAR 15

# Broadcasting & Cable

The Newsweekly of Television and Radio

## PROGRAMING



TriStar bats in network big leagues / 18

## CABLE



USA ups animation / 22

## RADIO



Radio's new revenue stream: TV / 38

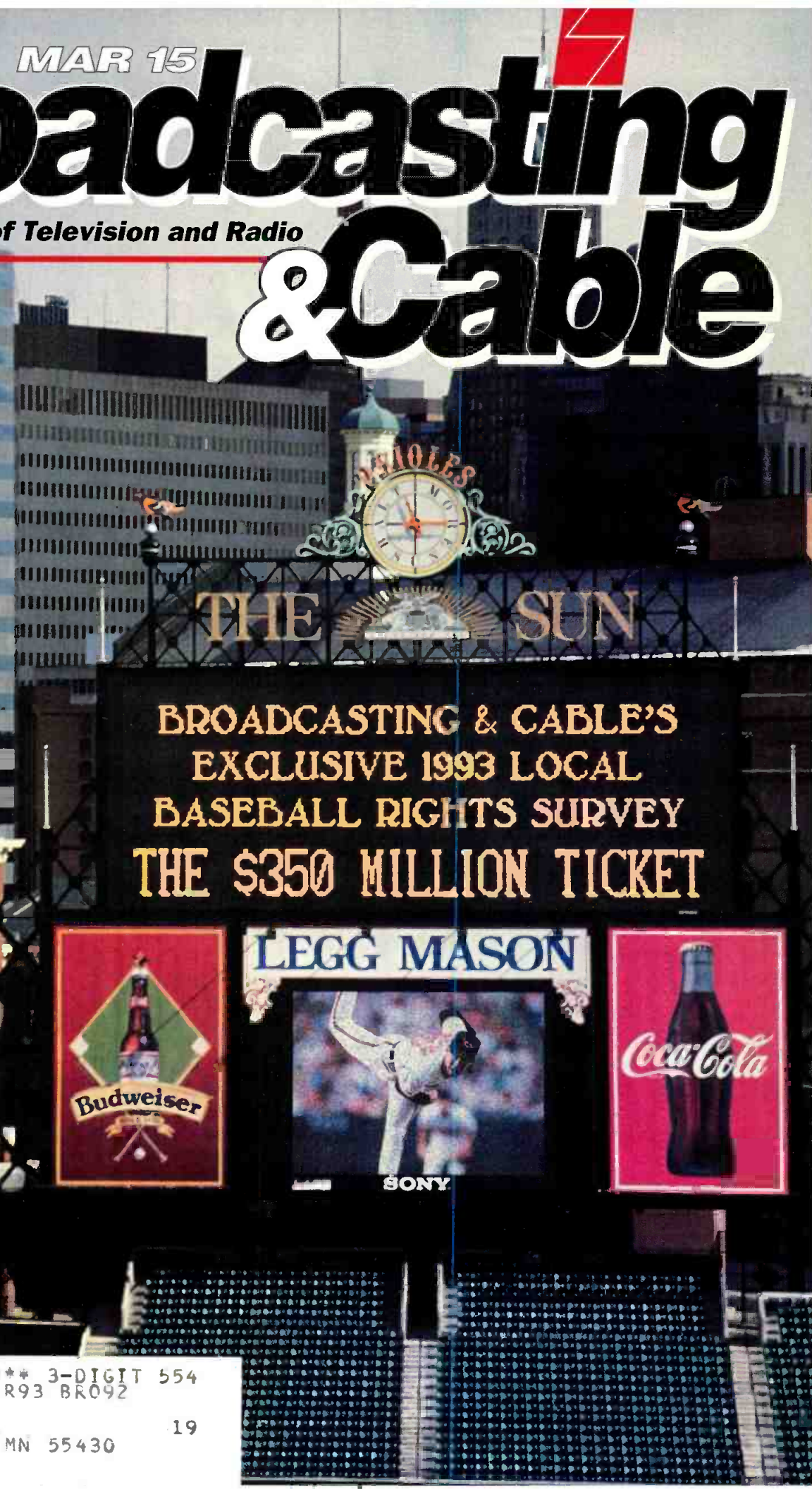
## WASHINGTON



Capitol Hill focuses on kids TV / 49

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# & Cable



BROADCASTING & CABLE'S  
EXCLUSIVE 1993 LOCAL  
BASEBALL RIGHTS SURVEY  
THE \$350 MILLION TICKET



LEGG MASON



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PREMIERE**



**NEW YORK**  
WNYW 5:00PM



**CHICAGO**  
WPWR 9:00PM



**SEATTLE**  
KTZZ 7:00PM



**TAMPA**  
WFLA 10:00AM



**MINNEAPOLIS**  
KMSP 11:00AM



**BALTIMORE**  
WMAR 3:00PM



**ORLANDO**  
WFTV 10:00AM



**SAN DIEGO**  
KUSI 9:00AM

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Source: National - NII HH Ratings Weeks Ending 2/21/93 and 9/27/92.  
Local - February 1993 MONTEL HH Ratings vs. February 1992 Time Periods, NSI (Detroit and Pittsburgh, Arbitron).



# ES AREN'T GS GOING UP!



**PHILADELPHIA**  
KYW 10:00AM



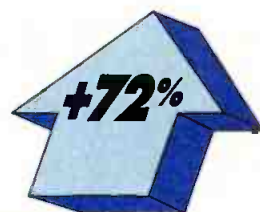
**SAN FRANCISCO**  
KBHK 11:00AM



**DETROIT**  
WDIV 3:00PM



**ATLANTA**  
WXIA 9:00AM



**HOUSTON**  
KPRC 9:00AM



**MIAMI**  
WDZL 12:00N



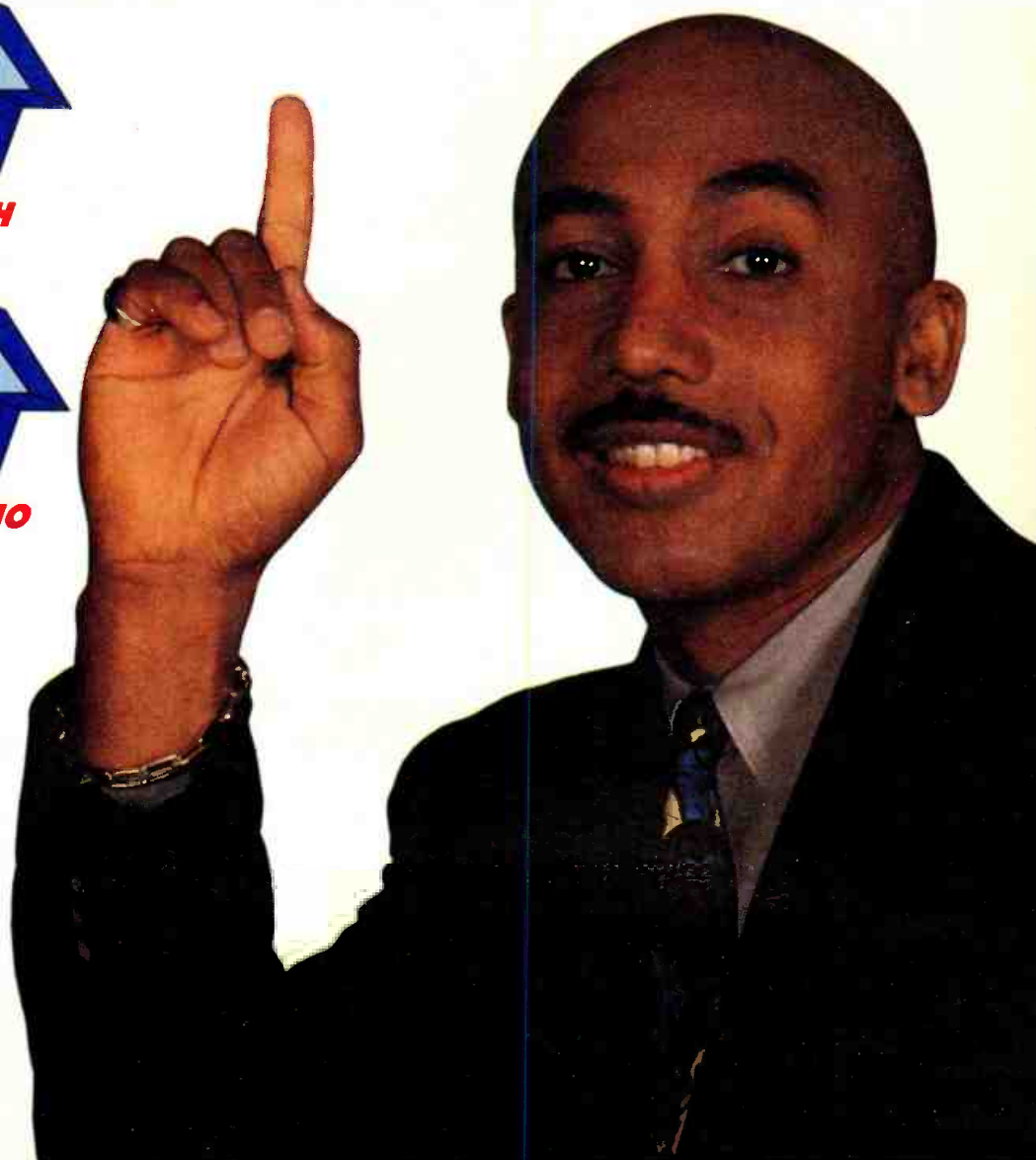
**PITTSBURGH**  
WPXI 3:00PM



**CINCINNATI**  
VKRC 12:30AM



**SAN ANTONIO**  
KMOL 10:00AM



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# Fast Track

## MUST READING FROM BROADCASTING & CABLE

### **MUST CARRY, RETRANS CLEAR FCC**

Broadcasters have until mid-June to decide whether they want retransmission consent or must carry, the FCC said last week, and until early August to negotiate retransmission fees, if that's the route they opt for. If a broadcaster can't successfully negotiate retransmission consent with the local cable operator, then the station will be dropped from the system and have to wait three years for a chance to get back on. The FCC declined to give Hollywood any interest in retrans. / 6



Quello, Barrett and Duggan send broadcasters and cable systems a must-carry calendar. / 6

### **DISNEY'S SHAMROCK, MALRITE MERGE RADIO GROUPS**

Shamrock Broadcasting, the Disney-owned, California-based radio group, last week announced a merger agreement with Cleveland-based Malrite Communications' radio stations. The new 21-station group will be among the biggest in radio, with stations in 12 major markets and billings estimated at \$115 million per year. Malrite will keep its five TV's. / 8



Current restrictions preventing telcos from controlling the programming in any video services they develop have created a new breed of programming entrepreneur. /10

authorities the power to enforce them. The new rules require timely installation and repair, convenient office locations, quick response to phone inquiries and ample warnings of rate increases and service changes. / 14

**CBS last week received \$50 million in incentives from the state of New York and New York City to stay in town. In exchange, the company will invest \$300 million in facility upgrades, including HDTV. / 14**

### **TRISTAR RISING**

New kid on the programming block TriStar, having emerged in just a year and a half as one of the leading TV producers in Hollywood, has landed two new series on the networks and has 12 pilots in the works as well. Among the projects: a half-hour comedy starring rap star Hammer (pilot, possibly for Fox), an hour show by "Roger & Me" producer/director Michael Moore called "Breaking News" (pilot, for NBC) and "A League of Their Own" (series, for CBS) based on the movie. Penny Marshall, director of the original film, will direct the pilot episode. / 18

### **BLOCKBUSTER BUYS SHARE OF SPELLING**

Blockbuster last week bought a controlling interest in Spelling Entertainment, fueling speculation that the home video giant will launch a cable channel. A Blockbuster executive has confirmed that the company has "expressed an interest in developing, over time, a Blockbuster network or channel." / 11

### **CABLE CUSTOMER-SERVICE STANDARDS ISSUED**

The FCC last week laid down national customer service standards for cable systems and gave local franchise



### **Cover Story**

Art Director David Borucki commanded this view of Oriole Park at Camden Yards in Baltimore as he superintended the photography for this week's cover. Behind the lens: Stephen R. Brown. The **Baseball '93 Special Report** begins on page 39.

**"We're entertainers, dude, and as long as there's television, pay."**—Barry Bonds upon signing a \$43.75 million contract with the San Francisco Giants / 39



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**MARCH 15, 1993**

**THE PRICE OF STAYING HOME FOR THE BALLGAME**

Local TV and radio stations and cable systems will pay \$353 million to play ball with Major League Baseball this year. It's too early to tell whether the price is trending up or down, but nationally the call is easy to make: the networks and MLB expect a drop of 30% or more in rights fees beyond 1993. / 39



**Baseball  
Special Report / 39**

**USA SHORES UP ANIMATION OFFERINGS**

USA Network, faced with the phase-out of its licenses for Hanna-Barbera product, has moved into first-run animation with its acquisition of "Itsy Bitsy Spider" from parent Paramount. The network also bought exclusive rights to Viacom's Terrytoons animation library. / 22

*Court TV will roll out a prime time schedule of original programing this month. / 23*

*In search of new markets, Turner Broadcasting has announced it will take its Cartoon Network to Europe and Latin America later this year. / 34*

**BOSTON RADIO'S MEGA-MERGER OFF**

Boston's much ballyhooed get together sputtered last week over financing details. The Pyramid Broadcasting/Atlantic Radio supercombo would have had five stations in the market—with a combined 20 share—under its umbrella. / 37

**RADIO WITH PICTURES: COUNTRY TURNS TO TV**

Country stations, already riding a wave of popularity, are leading the way in exploiting a new revenue trend—producing weekly TV shows that mirror their musical formats, promote the station and provide added ad inventory. Klint Reid Associates, which produces shows for 30 stations, says demand is climbing. / 38

**POSSIBLE BOOST SEEN FOR BROADCASTING/CABLE INVESTMENTS**

A Treasury Department proposal to exclude some small-business investment gains from taxation could help revitalize trading in the broadcasting/cable marketplace, analysts say. Investments in more than half of all TV stations—and nearly all radio stations—outside the top 10 markets as well as in 9,000 cable systems could qualify for the exclusion. / 45

**STATIONS WARNED ON KIDS' ACT**

Broadcasters received a stern talking-to from Congress last week over their compliance—or lack of it—with the Children's Television Act. House Telecommunications Subcommittee Chairman Ed Markey warned them that the public will enforce strict disciplinary measures, such as license challenges and spectrum fees, against errant broadcasters. / 49

*The NAB, as part of an agreement with the Electronic Industries Association, has committed itself to an in-band, on-channel system for digital audio radio. / 51*

**BASEBALL BUYS IN A SLUMP**

An aging audience and declining ratings are taking their toll on baseball advertising. Buyers are holding off closer than ever to opening day before making their commitments, and longtime advertisers such as Anheuser-Busch have scaled back their buys. "There is simply too much damn inventory," laments ESPN's Jack Bonanni. / 53

*Over 28 million adults watch television in out-of-home, unmeasured locations, the Network Television Association estimates in a report released last week. / 54*



**Morning man Don Imus, risen again: "I actually have a better time now. I'm not ticked off all the time." FIFTH ESTATER / 75**

# Top of the Week



Duggan



Chairman Quello



Barrett

The FCC rejected Hollywood's request that stations be required to get copyright permission from their programmers before negotiating retransmission consent, denying programmers an opportunity to share directly in any fees.

Retransmission consent constitutes "a new communications property right, created by Congress, that inheres in the broadcaster's signal," the FCC said. "This right is distinct from copyright, which applies to the programing carried on the signal."

Implementing other provisions of the 1992 Cable Act, the agency also set customer service standards for cable systems and prohibited systems from forcing subscribers to buy any tier of service other than broadcast-basic tier in order to buy

pay services such as HBO and the Disney Channel (see story, page 14).

Adoption of must carry/retransmission consent "marks a historic and long-awaited day," said National Association of Broadcasters President Eddie Fritts. "We hope to work cooperatively with the cable industry to insure as smooth a transition as possible to the new environment

Continues on page 15

## FCC lays down cable law

Agency sets timetable for stations to make choice on retransmission consent, must carry; decisions due in June

By Joe Flint

**B**eware the ides of June. By about then, TV stations have to either demand that local cable systems carry their signals or notify them of their intent to negotiate for money or some other compensation for allowing them to carry their signals, according to must-carry and retransmission-consent rules laid down by a unanimous FCC last week.

pay services such as HBO and the Disney Channel (see story, page 14).

Adoption of must carry/retransmission consent "marks a historic and long-awaited day," said National Association of Broadcasters President Eddie Fritts. "We hope to work cooperatively with the cable industry to insure as smooth a transition as possible to the new environment

## Time to talk turkey on retrans/must carry

FCC sets mid-June deadline for stations and cable systems to work out deals

By Joe Flint and Rich Brown

**T**he FCC spelled out the rules of the retransmission-consent/must-carry game last week; now it's up to broadcasters and cable operators to put their cards on the table and see who's bluffing.

With a deadline of mid-June, broadcasters will have to start thinking seriously about how willing they are to gamble away must carry (assuming the courts don't blow it away) for retransmission consent, and cable operators will have to decide how badly

they need local stations on their systems. If a broadcaster and cable operator can't reach an agreement on retransmission consent, then the station in question is off cable for three years until the next negotiation window opens up.

Retransmission consent does not just mean money, either. With most broadcasters having to negotiate with several cable systems in their ADI, it is very unlikely that a generic formula for retransmission consent will emerge.

For starters, most broadcasters will

negotiate with 10 to 100 cable systems in their ADI's. Not all of those systems will have the same desire for the broadcaster's signal.

"You won't see a one-size-fits-all method. We have always believed in retransmission consent, but we also believe in the non-cash components to the discussion," said Peter Desnoes, managing general partner, Burnham Broadcasting (seven TV's), and chairman of the ABC affiliates.

Clearly, there are some situations

Continues on page 15



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**A Proven Performer**

# Disney's Shamrock, Malrite merge radio groups

*With 21 stations, new Shamrock group now among radio's biggest; Bill Clark continues as chairman/CEO, Milt Maltz will consult, serve on board*

By Peter Viles

**S**hamrock Broadcasting, the Disney-owned radio group based in Burbank, Calif., last week announced a merger with Cleveland-based Malrite Communications' radio stations to form a 21-station group that will be among the largest in radio.

The resulting group, to be called Shamrock Broadcasting, will have stations in 12 major markets and billings estimated at \$115 million per year, putting Shamrock roughly equal with Cox Broadcasting as the fifth-largest radio group, behind CBS, ABC, Group W and Infinity.

Malrite, a privately held company principally owned by Milton Maltz, its chairman, had been pursuing a merger partner for some time. Maltz took the company private in a 1988 management buyout valued at the time at \$180 million. He faced rising bank principal repayments that went from \$8 million in 1991 to \$20 million in 1993, while at the same time radio revenues have been lagging.

Shamrock, meanwhile, had announced its intention to significantly expand its radio holdings in light of the FCC's relaxed ownership limits. Shamrock said financing for the merger, in the form of convertible preferred stock

and convertible debt, will come from Trefoil Capital Investors LP, an investment fund organized by Shamrock Holdings, the company owned by the Roy E. Disney family. Malrite was represented in the deal by Lehman Bros.

Both companies described the deal as a "stock-for-stock" merger, and would say only that the total value of the resulting radio group is in excess of \$300 million. Under terms of the merger, which were not fully released, Malrite's non-radio properties, including its four television stations, will be spun off into a separate group, still owned by Malrite, and Maltz will have a small equity stake in Shamrock. The deal requires approval of Malrite's bondholders, Maltz said, and that of the FCC.

Bill Clark, Shamrock chairman and chief executive officer, will continue in that role at the expanded company; Maltz will serve on the Shamrock Holdings board and as a consultant.



Bill Clark, chairman/CEO of new group of 21 radio stations

"We're extremely happy about this," Clark said. "From the very beginning, as soon as we got back on the acquisition table, we've wanted to get a group. It allows Shamrock to grow, and it allows us to establish a platform for continued future growth."

"What we're trying to accomplish here, and we've done it, is to make this a pure radio play," Maltz said. "These stations are being put together without the distraction of other assets."

In all, Shamrock will own 12 FM and 9 AM

stations, including outlets in New York (Malrite's WHTZ-FM), Los Angeles (Malrite's KLAC[AM]-KZLA[FM]) and four in San Francisco (Shamrock's KABL-AM-FM and Malrite's KNEW[AM]-KSAN[FM]). San Francisco is the only market in which Shamrock will own a duopoly. Not included in the deal is WEGX-FM Philadelphia, owned by a limited partnership in which Malrite is a general partner. ■

## Mass Media Bureau staff floats fin-syn options

**T**he financial interest and syndication rules are back in play.

The FCC Mass Media Bureau last week circulated a paper containing options on modifying the 1991 fin-syn rules. A paper from the Office of General Counsel offered its legal analysis of each of the options.

Among the bureau's options is the fin-but-no-syn proposal that Acting Chairman James Quello floated at the NATPE convention last January, but subsequently cooled to (BROADCASTING, Feb. 22).

Under the proposal, networks would be allowed to acquire equity interest in any program they air, but would be restricted from syndicating the programs for at least several more years.

The two papers are to provide the catalyst for discussions this week among the three commissioners who will vote on new fin-syn rules April 1—Quello, Andrew Barrett and Ervin Duggan. Com-

missioner Sherrie Marshall has recused herself from fin-syn and other mass media issues to pursue job opportunities.

The three have not seen eye-to-eye on fin-syn in the past. Barrett and Duggan voted for the 1991 rules; Quello, against.

"I'm ready to listen to any proposal," Quello said. "I still have a very strong feeling it's time to let the networks into financial interest, and probably into syndication."

Quello said the fin-but-no-syn proposal may satisfy syndicators and independent broadcasters, but he is concerned about its impact on Fox.

The U.S. Court of Appeals in Chicago last November struck down the 1991 rules as "unreasonable and unreasonable," but gave the FCC until the first week of April to draft new rules or a more convincing rationale.





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## Programing middleman preps for telco demand

*Telephone Video of America assembling programing for telcos' planned video-on-demand services*

By Steve McClellan

**A** former broadcast and syndication sales executive and several other investors have formed a closely held corporation whose objective is to fill the programing pipelines of whatever video-on-demand services the regional Bell operating companies develop.

According to current regulations, the phone companies themselves are not allowed to control programs transmitted over their facilities to the home, although Bell Atlantic is suing on First Amendment grounds to remove that restriction.

Currently, phone companies developing video services are forced to rely on third parties to come to them with programs. Those parties would control the programs, pay the phone companies a transmission fee and derive revenue based on consumer usage.

One such third-party company, reportedly formed last year, is Tele-

phone Video of America (TVA). The company's president, Leonard Giarraputo, is a former broadcaster and syndicator.

Reached last week, Giarraputo, based in New York, confirmed that he has acquired nonexclusive rights to an extensive roster of programs, including movies, entertainment and reality series (such as talk shows), children's shows, specials and documentaries. He declined to cite specific deals with programs or companies.

Giarraputo was senior vice president and general sales manager at Blair Entertainment until 1989. He was vice president, sales, at Group W Productions from 1981 to 1985, a sales executive with the Post Newsweek television group for 10 years and general sales manager at Metromedia's WNEW-TV New York.

One of Giarraputo's partners, and a TVA director, is Thomas Kron, a La Jolla, Calif.-based media acquisitions specialist. Kron said last week that the

company's general objective is to "assist and help the seven RBOC's enter the video-on-demand age."

Giarraputo and a number of phone company officials attended January's NATPE International convention in San Francisco, where they discussed video-on-demand concepts with producers and distributors.

Among companies confirming their talks with TVA are Multimedia Entertainment, Grove Television Enterprises, ITC, Zodiac Entertainment and Group W. Only Zodiac said it has a deal to give TVA telephone-transmitted rights to its library of animated product, including *Widget* and *Mr. Bogus*.

Zodiac partner Brian Lacey confirmed the deal but declined to cite the specific rights payment. He did say that it was a seven-year, nonexclusive agreement that will pay Zodiac a six-figure rights fee and a percentage of the revenue the Zodiac programs generate in future RBOC VOD services.

"It's incremental revenue we really hadn't thought about when we formed Zodiac" four years ago, he said. While the upside now is unclear, many in the business believe VOD services will render home video stores obsolete.

TVA's Giarraputo has been trying to line up customers for a VOD test that one RBOC is conducting later this year. He declined to comment on the test, but Bell Atlantic, one of the more aggressive explorers of the potential of phone-based video services, has confirmed it is planning such a test.

Richard Coveny, executive vice president at Multimedia Entertainment, who was Giarraputo's boss at Blair Entertainment in the late 1980's, confirmed the two have talked about VOD services and the possibility of Multimedia participating in a phone-based VOD test later this year.

"It's a fascinating area and we are very interested," said Coveny. "There's a sense among a lot of people that this is where things are going." Coveny said it was "likely" Multimedia would participate in the test, pending TVA's development of a specific proposal.

Many other producer/distributors contacted also expressed interest in exploring VOD services. "It's definitely the next wave," said Grove TV's Rich Grove, who confirmed talks with TVA. "I'd much rather be in front of it than in back of it." ■





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	ANALOG R	R	R	R	COMPONENT		

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# Blockbuster looks for Spelling synergies

Video rental company considering cable channel using Spelling TV series, feature films

By Geoffrey Foisie

**T**alk of a Blockbuster cable channel was fueled last week when the home video giant bought a controlling interest in Spelling Entertainment. The stock swap with a Carl Lindner-controlled corporation will give Blockbuster Entertainment access to Spelling's library of dozens of television series and hundreds of feature films.

Blockbuster is acquiring 48% of Spelling for roughly \$140 million, not including the value of warrants it is giving Lindner. Those warrants, giving Lindner the right to purchase 2 million Blockbuster shares at an exercise price of \$25 per share, will expire "at the earlier of the third anniversary of the closing of these transactions or at such time as American Financial owns less than 50% of the Blockbuster shares issued at closing."

There are several ways in which Blockbuster might take advantage of its control of Spelling. Blockbuster could promote Spelling product in its home video stores, using either the in-house magazine or the TV monitors. There are currently 3,000 stores, 1,900 of which are owned by the company.

Additionally, there is talk that



Spelling's Beverly Hills, 90210 is now available to Blockbuster.

Blockbuster might want to use Spelling's library to create a Blockbuster channel. Ron Castell, senior vice president of programming and communications, was quoted as saying, "We have expressed an interest in developing, over time, a Blockbuster network or channel. These libraries and the new product they develop could form the spine of that network." Only two months ago, Blockbuster purchased a 35% interest in Republic Pictures Corp. for \$25 million in cash and stock.

Paul Marsh, analyst with NatWest Securities Corp., said it would take "...more than Spelling and Republic to get the channel going." Near term, he suggested Blockbuster could obtain "subsidized" programming from the two entertainment companies at prices below the \$70 per cassette it currently pays.

Spelling's chief operating officer, Ron Lightstone, noted that Spelling already has a home video division which has been "growing quite rapidly...."

"Among the shows it has are *Twin Peaks*, *The Addams Family* TV show, and we have also released a *Beverly Hills, 90210* pilot. We also go out and acquire product, primarily feature films."

NatWest's Marsh viewed the acquisition favorably, saying Blockbuster paid an effective price of \$5.78 per Spelling share, more than a dollar discount from its current price: "That is a 16.5 multiple of Spelling's estimate earnings, which is less than Blockbuster's multiple."

The stock swap will give Lindner just under 4% ownership of Blockbuster. Late Friday (March 12), shares of Blockbuster stock were trading at 19, while Spelling shares were trading at \$6.50. ■

## Cable out of the box first on kids upfront selling

**N**ickelodeon got the ball rolling early on the kids upfront market last week by nailing down a multi-client deal with Leo Burnett, whose top children's advertisers include Kellogg, McDonald's and Nintendo.

USA Network, Turner Broadcasting and The Family Channel also started doing kids business last week. According to USA's John Silvestri, executive vice president, ad sales, the network is getting cost-per-thousand increases in the mid-teens. He expects the entire kids marketplace, which brought in \$780 million-\$800 million last year, to grow by 15%-20% this year.

No one expected the kids upfront market to get moving this early, although nothing seems to be selling yet except cable, according to Jack Irving, executive vice president, director of media operations, Saatchi & Saatchi, who has done some cable deals.

The cable networks initially came out with "exorbitant increases," but backed down a bit on pricing when negotiations got more intense, says Irving.

The networks' upfront usually does not begin until they release their Saturday morning schedules, probably in mid-April. There is some talk the networks might be forced to start their upfront earlier because of cable.

But an ABC spokesman says that won't happen. The network will not start its upfront until its schedule is released, although it will do some pre-upfront deals, as it has in the past, the spokesman says. CBS says it won't be pushed into moving faster, either. "Cable's share of the market is not that deep," says George Schweitzer, senior vice president, marketing and communications.

As for syndicated kids distributors, they had not anticipated beginning their upfront until the networks moved, but with cable now out in front, they may change their minds.

Although network and syndicated kids ratings are down this season, the market is still expected to be strong.

—SDM

# TALK ABOUT

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UP  
18%**

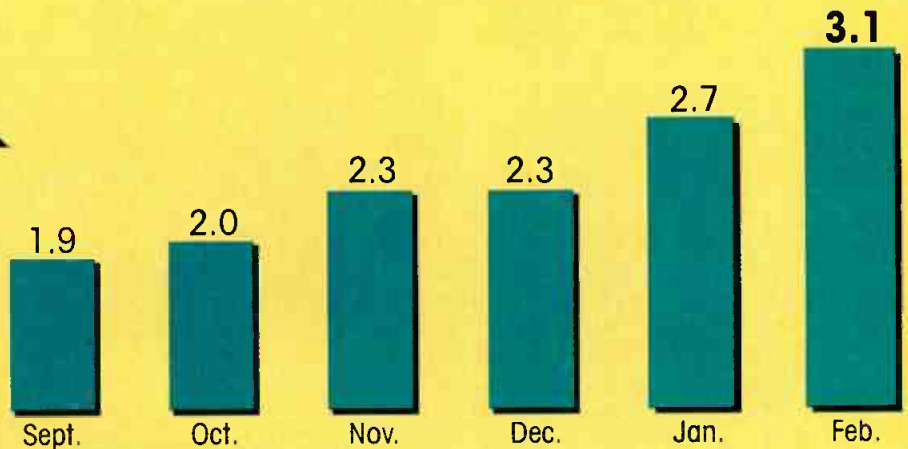
All Metered Markets  
Unweighted Feb. '93 Average  
vs Year Ago Time Periods

			TIME PERIOD		VICKI!		% SHARE INCREASE
			Feb. '92		Feb. '93		
			RT	SH	RT	SH	
Atlanta	WXIA	10 A	3.1	11	4.7	16	+ 45%
Boston	WBZ	10 A	3.3	14	3.6	16	+ 14%
Cincinnati	WKRC	9 A	2.6	10	4.1	14	+ 40%
Dallas	KXAS	9 A	2.1	8	4.0	15	+ 88%
Houston	KPRC	10 A	2.8	10	3.9	13	+ 30%
Indianapolis	WTHR	10 A	1.2	4	4.8	16	+300%
Los Angeles	KCAL	9 A	1.7	6	2.8	10	+ 67%
Miami	WTVJ	1 P	1.6	5	3.0	10	+100%
Minneapolis	KARE	2 P	1.9	8	4.4	18	+125%
Orlando	WESH	10 A	1.7	8	6.1	21	+163%
Philadelphia	KYW	12 N	2.7	9	4.1	12	+ 33%
Sacramento	KXTV	9 A	1.7	6	4.0	14	+133%
Tampa	WFLA	11 A	3.4	14	4.5	18	+ 29%

NSI Feb. '93 Vicki! program averages vs Feb. '92 time period averages.

**NATIONAL  
RATING  
UP  
63%**

vs Sept. NTI



Source: NTI as dated. Calendar months.

**VICKI! – Average Household Rating by Month**

**83% cleared for year two!**

**GROUP W PRODUCTIONS**  
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National Advertising: Group W Productions Media Sales

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...SUCCESS!

**Vicki!**

The Success Story of the '90s

# FCC lays down law on cable customer service

*Issues rules giving basic-tier subscribers access to pay within 10 years*

By Joe Flint

**R**eceptionists working at cable systems better make sure their skills are sharp or risk the wrath of the local franchising authority.

That was the word from the FCC last week as the commission laid down customer service standards for cable systems that range from how long it should take to perform installations or repairs to how many times the phone can ring before it is answered.

And if your office is on the edge of town, you might want to consider relocating. The FCC's new rules require customer service and bill payment locations to be "conveniently located."

Installations are to be performed within seven business days of an order's being placed. If there is an interruption in service, the operator must start repairs no more than 24 hours

after the interruption becomes known.

Also, no more waiting around all day for a repairman. At most, an operator can give a subscriber a four-hour window for repair appointments. If the appointment is canceled, the customer will be contacted and rescheduled at his or her convenience.

Rate and programing changes also must be announced at least 30 days in advance.

Local operators, the FCC said, must keep normal business hours—hours similar to those of businesses in their community—and must include some evening and weekend hours.

Operators must provide a local, toll-free or collect phone line 24 hours a day, seven days a week. Phones must be answered within 30 seconds, and transfers must also be made within 30 seconds. Busy signals will be allowed less than 3% of the time.

One phone call that operators should not be getting much longer is the one from subscribers asking why they have to pay for certain basic cable channels to get pay channels. Operators have 10 years, according to FCC rules passed last week, to eliminate the practice of requiring subscribers to purchase any tier of service, other than basic broadcast, to subscribe to pay services.

Compliance with the so-called anti-buythrough provision, the National Cable Television Association has said, will cost systems \$260 million-\$580 million annually during the 10-year phase-in period to meet technical requirements.

Operators will also be prohibited from price discrimination between subscribers seeking basic service and pay with no basic cable versus those who buy a basic cable tier as well. ■

## New York incentives keep CBS in city



New York Governor Mario Cuomo, CBS Chairman/President/CEO Laurence Tisch and New York City Mayor David Dinkins were all smiles as they announced the network's new deal.

**C**BS is getting nearly \$50 million in incentives from New York City and the state to remain headquartered in the Big Apple for the next 15 years. And Capcities/ABC is none too happy about it.

With NBC getting \$73 million in tax abatements to keep from moving to New Jersey in 1987, Capcities/ABC is the only remaining network without a similar deal. "We expect equal treatment. We want a level playing field," said Capcities/ABC spokeswoman Julie Hoover.

In return for the \$50 million, CBS will invest more

than \$300 million in upgrading and creating broadcasting and production facilities. CBS Chairman Laurence Tisch pointed out that much of that money would be used to upgrade the network to high-definition television (HDTV). According to Ed Grebow, senior vice president of operations and administration at CBS, the network "is at the forefront of developing HDTV for terrestrial broadcasters," and anticipates implementing it around the turn of the century.

The cost of implementing HDTV appears to have been one of the reasons CBS moved to cement its relationship with the city starting about 10 months ago, although Tisch said CBS "never threatened" to leave. "We had special requirements because of HDTV. It requires tremendous capital expenditures in a given place. It can't be spread out. We decided this [New York] was the best place to be for HDTV," said Tisch.

Said Capcities's Hoover: "We have identical needs. HDTV will be an enormous expense for us all." She also noted that Capcities, with its publishing and radio divisions, and with 5,000 employees to CBS's 4,600, "has a greater presence in New York than CBS. We're confident the city will recognize our importance."

The \$50 million breaks out to \$31 million in sales tax exemptions, \$6.5 million in investment incentives, and \$12 million in energy cost reductions. Under the agreement, up to \$2.5 million of the incentives will be put toward renovating David Letterman's new home, the Ed Sullivan Theater.

—SDM



## Rules

Continued from page 6

created by the rules."

National Cable Television Association President/CEO James Mooney, on the other hand, iterated his industry concerns that retransmission consent would put upward pressure on rates and that must carry may result in "dropping of some cable channels to make way for broadcast channels of marginal interest."

Under the rules, broadcasters who opt for retransmission consent may begin negotiations at any time, but must conclude them by early August (see story, below) so systems can notify subscribers by Sept. 6 of signals being dropped in the event negotiations fail.

The initial must-carry/retransmission election must be made 75 days after publication of the rules in *Federal Register*, which is expected in two or three weeks. Until publication, the precise date of the election cannot be pinned down. Subsequent election points come every three years on Oct. 1, starting in 1996.

The must-carry rules require cable systems to carry all qualifying stations within their ADI 60 days after publication—late May or early June—or 15 days before stations make their must-

## Cablevision drops three New York stations

In the weeks leading up to last Thursday's FCC rulemaking on retransmission consent/must carry, some systems had already been playing hardball with TV stations. MSO Cablevision Systems Corp. has been making some of the biggest waves by dropping or repositioning the channels of some stations on its systems. In one of its biggest attention-getting moves, Cablevision demanded that some Connecticut stations waive the right to retransmission consent to remain on the company's area systems. And the company continues to take action. Cablevision plans today (March 13) to drop three over-the-air channels—WSTM-TV Syracuse, WTVH(TV) Syracuse and WOKR(TV) Rochester—from its Penn Yan, N.Y., operation and plans to reposition WLIG(TV) Riverhead on three of its Long Island, N.Y., systems. "This decision by Cablevision is an obvious attempt, in our opinion, to pull the rug out from WSTM-TV less than three weeks before the FCC issues its ruling concerning must carry/retransmission consent," said WSTM-TV VP-General Manager Jim Kizer.

—RB

carry/retransmission-consent election. They also require systems to notify commercial stations that may not qualify within 30 days.

Despite the FCC's determination that retransmission-consent rights did not involve copyright, it said the new rules do not supersede any retransmission-consent or copyright clauses in current contracts between programers and broadcasters.

The Motion Picture Association of America said it continues to believe that retransmission consent is inconsistent with copyright law and will ultimately be overturned in court.

But the MPAA said it was pleased the FCC recognized "that program suppliers in their licensing agreements with broadcast stations may condition the granting of retransmission consent and receive compensation from broadcasters if they choose to permit the retransmission of TV programs."

Cable operators and programers are challenging the must-carry and retransmission-consent rules on constitutional grounds (BROADCASTING & CABLE, March 8). Their suits in the U.S. Court of Appeals were argued two weeks ago, and rulings could come as early as this week. ■

## Retrans

Continued from page 6

where the broadcaster will have the upper hand in negotiations, just as there are situations where the cable operator will have the advantage. Most often it depends on the location of the system in a station's ADI.

One example of that, says Andrew Banks, managing partner, ABRV Communications (five TV's) is when stations have sports programming. "A TV station that has significant sports contracts within its ADI will have operators keenly interested in retaining carriage of that station for the audience, while systems on the fringe of an ADI watching that local team might view the situation entirely differently," Banks said.

Many broadcasters have said in recent weeks that they are willing to look at options other than money in return for carriage. Those options could include promotional spots on ca-

ble systems or joint promotional efforts, channel positioning, additional channel space for programming or cooperative news efforts.

For many broadcasters, the next few weeks will be a waiting game to see who goes first. All eyes are on Fox, which continues to have talks with the nation's largest cable operator—Tele-Communications Inc.—over retransmission consent. Indeed, some think that whatever agreement these two reach will be the model for the rest of the industry.

But no agreement appears imminent. Fox's senior vice president, affiliates, Preston Padden, declined to comment specifically on those talks, but did say the company's effort has been "directed at finding a plan that would be acceptable to both broadcasters and cable operators." Right now, he added, "there is a void, and somebody needs to come up with a plan."

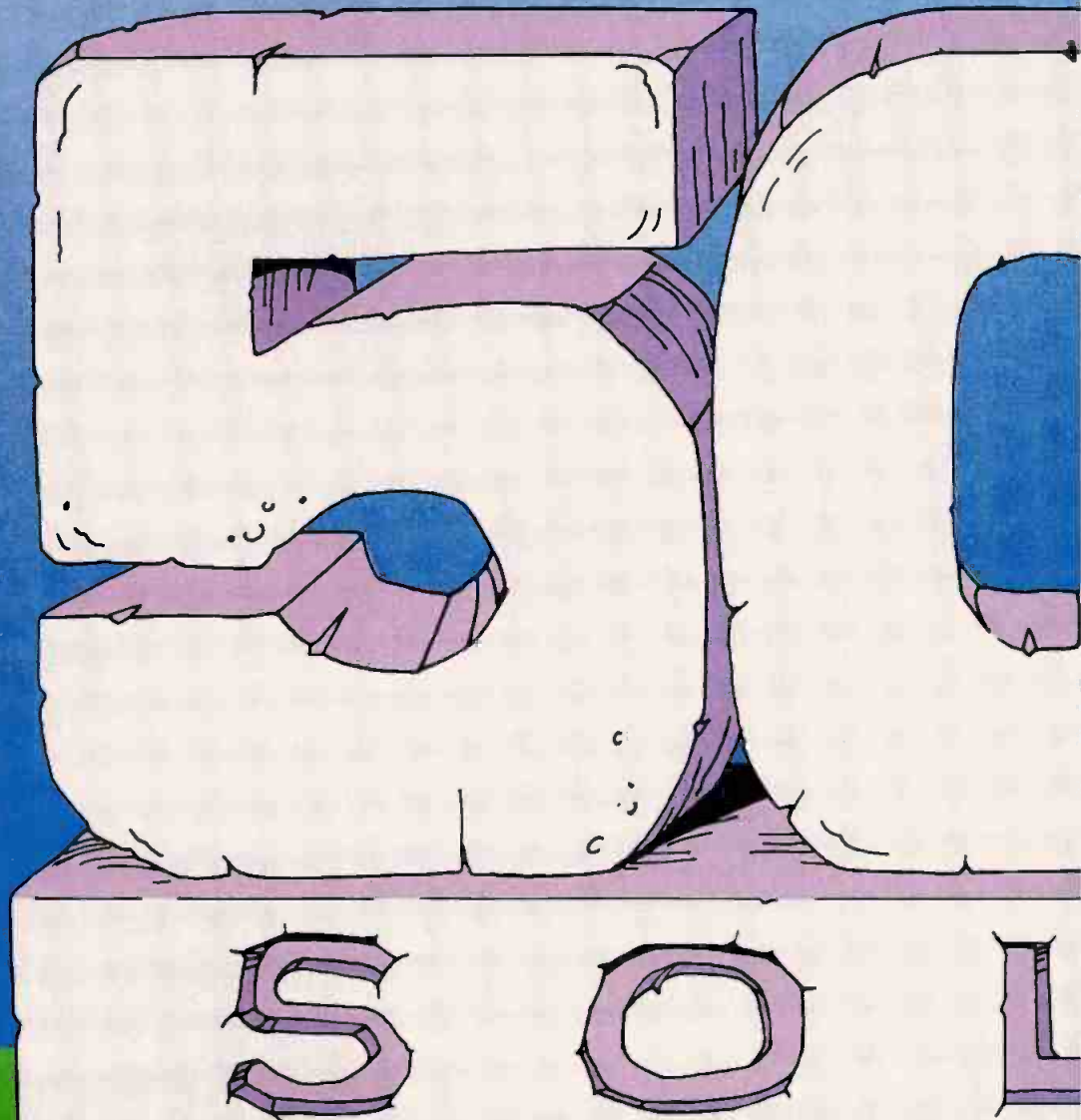
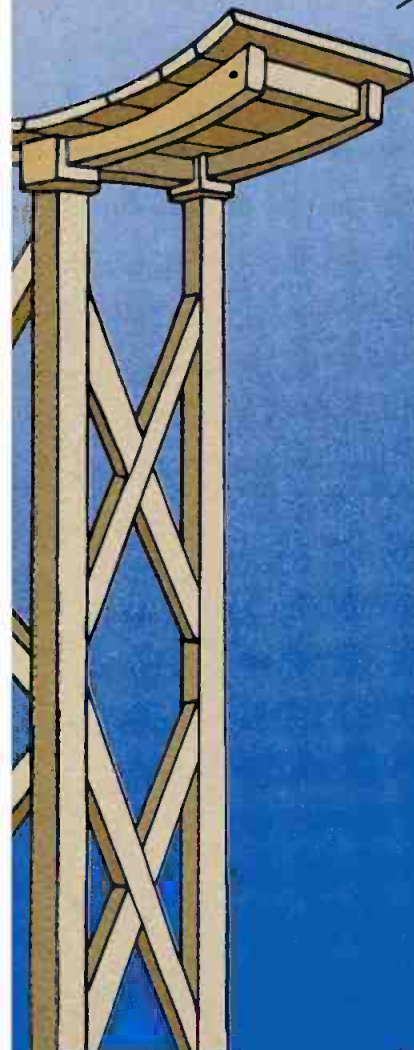
The same confusion and uncertainty exist for cable operators as well. "Re-

transmission consent has the potential for creating some enormous conflict in the world," said Tom Rogers, executive vice president, NBC Cable & Business Development. "Neither of the sides knows how this is going to play out."

TCI has no plans to voluntarily drop stations carried on its systems, according to Robert N. Thomson, senior vice president, communications and policy planning.

TCI, through its systems, has had more than 400 individual contacts with local broadcasters around the country about retransmission consent since January, said Thomson. The MSO also has had high-level talks with the broadcast networks and station group owners in recent months. It is still not clear exactly where TCI's talks with broadcasters will lead. Said Thomson: "We're really looking for suggestions from the broadcast industry. Who knows what imaginative solutions might be found if we work together?" ■

# BART SIMPSON

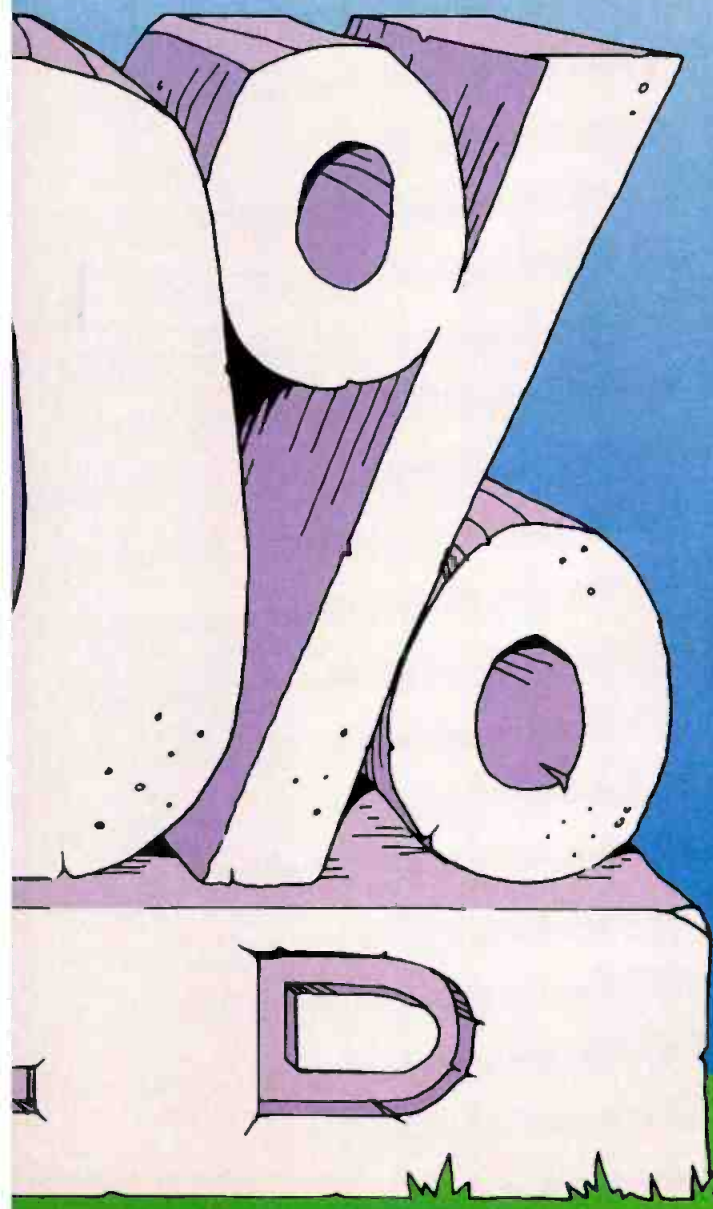


Source: NTI Feb. 4, 11, 18,  
25, 1993, 8:00-8:30 P.M.  
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# OVER 50% SOLD.

The Simpsons are off to a flying start! Just since NATPE, Bart & Co. are over 50% sold! Meanwhile, in prime time, Fox's #1 show continues to dominate Thursday nights—beating "Cheers", "Matlock" and "Top Cops" and winning 18-34, 18-49 and 25-54 demos in both men and women. If you want your ratings to soar, you'd better get jumping. Because The Simpsons is the fastest selling show in syndication.



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IT'S A FRANCHISE.**

# Programming

## TriStar rises on network horizon

*Diversity of talent in pilot projects includes rap star Hammer, actors Sam Elliot and Jasmine Guy and Broadway star Faith Prince*

By Steve Coe

Only a year and a half after its formation, TriStar Television has emerged as one of the leading producers of television programming in Hollywood.

In the next month the Sony Pictures Entertainment Television Group division will have four series on the air and will be readying as many as 12 pilot projects for fall.

Network prime time is not the only arena in which the company is involved: projects are already in place in late night, in syndication and, starting this fall, on cable with a new series. Jon Feltheimer, president, TriStar Television, spoke to BROADCASTING & CABLE about the company's present and future production.

The pilot projects for the networks include a half-hour comedy starring rap star Hammer. Robert Sternin, Prudence Fraser and Al Haymon are executive producers of the pilot, which is being considered by Fox. Fox is also considering a half-hour pilot in which comedian Dana Gould will star. Jayce Richdale is executive producer.

Faith Prince, who starred in Broadway's "Guys and Dolls," has been cast in the lead role in a comedy project for CBS. The half-hour comedy will be produced by Danny Jacobson and Jeffrey Lane, part of the creative team behind TriStar's *Mad About You*. TriStar has also received a six-episode commitment from NBC for a half-hour comedy starring *A Different World*'s Kadeem Hardison. Ty King is the executive producer of the show, which will be available for fall.

The company is also developing a two-hour movie for NBC, which may serve as a back-door pilot based on Joseph Wambaugh's best-selling novel "Fugitive Nights." The movie will



CBS plans to plate TriStar Television's 'League of Their Own' next month.

star Teri Garr and Sam Elliot, with Gary Nelson directing.

Other pilots include *Bodyguards* for ABC, starring musicians Kid N' Play as two unlikely bodyguards. Jim Parriot is the executive producer in association with Brillstein & Grey. *Boy Meets Girl*, starring *A Different World*'s Jasmine Guy in a multigenerational comedy/drama, is a two-hour pilot for NBC. *Breaking News*, a one-hour pilot for NBC, is produced and directed by Michael Moore, who will also star. Moore, who produced and wrote the theatrical "Roger & Me," will oversee the project—described as *60 Minutes* with a sense of humor.

*Buddies*, for ABC, is a half-hour comedy about two working-class friends, one of whom is single, the other married. Comedians Ric Duggan and Ritch Shydnor are starring. By Mikey Wyatt, a one-hour pilot

for Fox, looks at married life among the twentysomething set. Billy McNamara stars.

Comedienne Fran Drescher stars as a Jewish woman from Queens who is hired as the nanny for an upper-crust English family in *The Nanny*. The comedy for CBS is executive-produced by Robert Sternin, Prudence Fraser and Peter Marc Jacobson. *Summer*, a one-hour ensemble drama for CBS, is set in a small New England town. Gary Adelson, Craig Baumgarten and Steve Metcalf are the executive producers.

TriStar Television was established in October 1991 with John Feldheimer, hired away from New World, named president of the sister company to Columbia Pictures Television.

After its first full year in operation, the company landed two series on the fall schedule this season, with NBC's *Mad About You* and Fox's *The Edge*.

Next month TriStar will add two more series to the air with the debuts of *A League of Their Own* and *Good Advice*, both for CBS. *League*, based on the successful theatrical, is executive-produced by Lowell Ganz, Babaloo Mandel and Penny Marshall, the creative team behind the film. TriStar has a six-episode commitment from CBS for the half-hour comedy, which was ordered by the network without a pilot. Marshall, who directed the theatrical, will direct the pilot. Jon Lovitz and Garry Marshall, who appeared in the film, will appear in the pilot. The tentative debut date is Saturday, April 10, at 9 p.m., leading out of *Dr. Quinn*.

*Good Advice*, starring Shelley Long and Treat Williams, is expected to launch on Friday, April 2, at 9:30-10 p.m. following *Designing Women*. The network ordered seven episodes of the comedy, with Danny Jacobson





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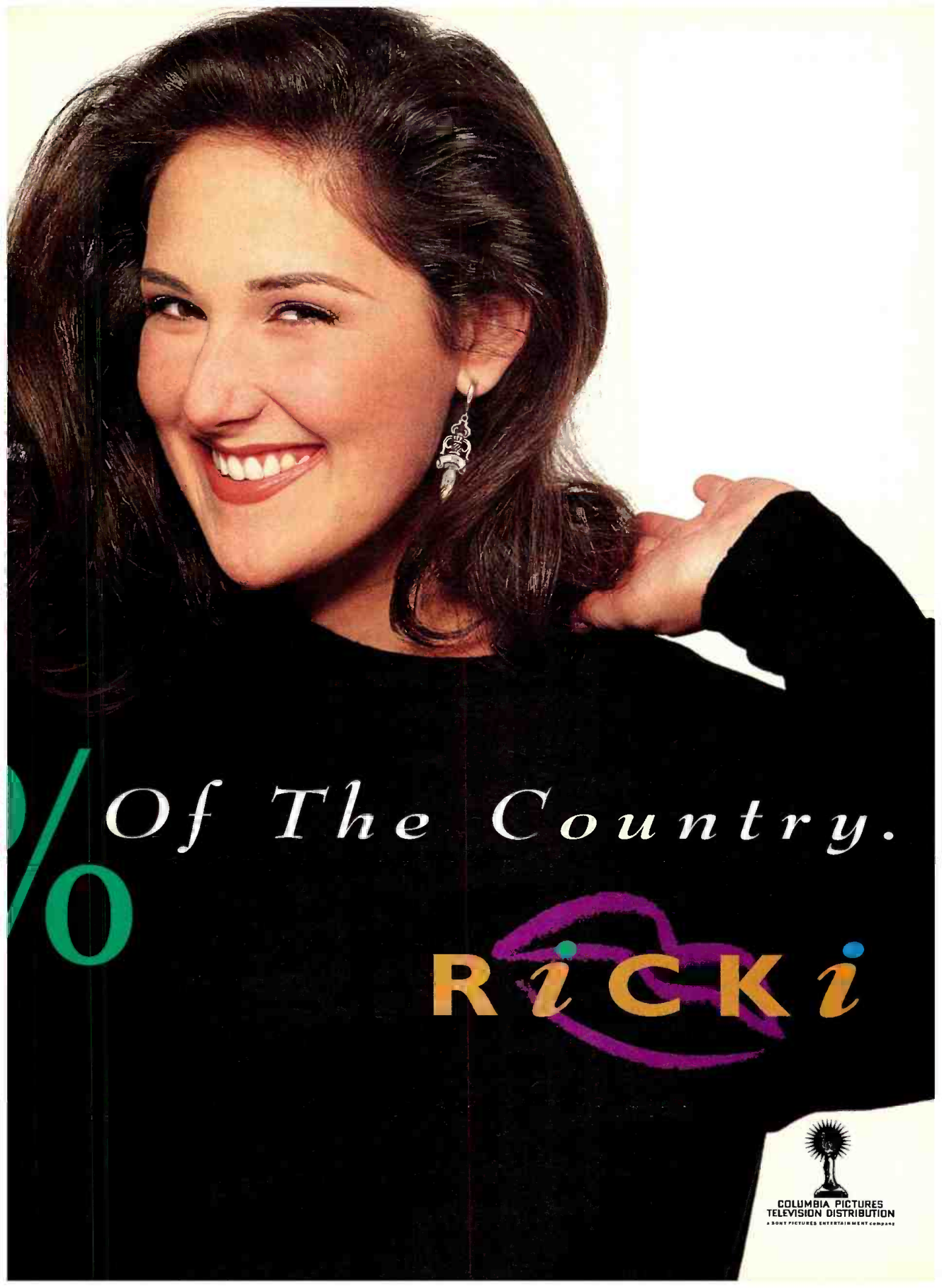
☉ WAFB-TV Baton Rouge   
 ☉ WTVM-TV Columbus, GA   
 ☉ WTOG-TV Savannah   
 📺 WAFF-TV Huntsville/Decatur  
 ☉ KFVS-TV Paducah/Cape Girardeau   
 📺 WITN-TV Washington/New Bern/Greenville   
 📺 KWVL-TV Waterloo/Cedar Rapids

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100%

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COLUMBIA PICTURES  
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serving as executive producer.

Other product coming from the company is a 26-episode order from cable's The Family Channel for *Zoo Family*. The half-hour family comedy is set to debut in the fall. Now in syndication is the TriStar Movie Network, for which two movies have thus

far been produced. The first of the movies, *Rapture*, has already aired; the second, *Split Images*, will air in the next two months. In determining whether or not to move forward on the TriStar Movie Network, Feltheimer is evaluating what types of movies the stations are most interested in buying.

In the late-night daypart, TriStar produces *Forever Nights*, a one-hour drama that airs on Tuesday night as part of CBS's *Crimetime After Primetime*. With David Letterman's new talk show moving into the 11:30 p.m. time slot, the company is awaiting word as to the fate of the show. ■

## USA looks to get six legs up on competition

*'Itsy Bitsy Spider' is one of first original animated series for 'Cartoon Express'; Network deals with Viacom for Terrytoons library*

By Rich Brown

**U**SA Network plans to add some steam to its *Cartoon Express* kids lineup this fall with the cable network's first hour of original animation and a new deal with Viacom that gives the channel exclusive rights to the extensive Terrytoons animated library.

"This is a big year for us," said David Kenin, executive vice president, programing, USA Networks. The company has been developing its original animation plans for about a year-and-a-half.

One of the new original cartoons on USA will be *Itsy Bitsy Spider*, featuring a four-eyed, six-legged spider whose chief nemeses are characters known as The Exterminator and The Piano Teacher. The network has placed an initial order for 13 episodes of the series from Paramount, one of USA's parent companies. *Itsy Bitsy Spider*, which got its start as a theatrical short alongside the feature-length animated film *Bebe's Kids*, will air on USA on Sunday mornings and Friday afternoons. USA is expected to name its second original animated series within a month, said Kenin.

USA's move into original animation comes as the fledgling Cartoon Network looks to absorb much of the Hanna-Barbera animated product currently licensed to USA and others (Hanna-Barbera and The Cartoon Network are both owned by Turner Broadcasting). Kenin said there is no shortage of suppliers of original animated product. He added that animation easily lends itself to international coproductions and said one of USA's future development projects includes possible participation with a major French network.

USA also just bought exclusive

rights to a wealth of animated programing through its Terrytoons deal. The agreement with rights-holder Viacom includes about 200 Terrytoon half-hours with about 689 distinct units of cartoon programing. Featured characters include *Heckle & Jeckle*, *Mighty Mouse* and *Deputy Dawg*.

Among other animated shows purchased by USA for a fall debut is the popular *Teenage Mutant Ninja Turtles*. The network will debut the *Teenage Mutant Ninja Turtles* theatrical feature this fall as a springboard for the animated spin-off series.

The network is also among those programmers gearing up for the dinosaur-mania expected to accompany this summer's release of Steven Spielberg's *Jurassic Park* dinosaur movie. USA will air a back-to-back animated dinosaur block featuring half-hour episodes of *Denver*, *The Last Dinosaur* and a new acquisition from DIC Enterprises, *Dinosaurers*.

Other animated series on USA will include *The Real Ghostbusters*, *G.I. Joe*, *Scooby Doo* and *Voltron: Defender of the Universe*. USA Networks is also readying a fall kid's line-

### Cable drawn to original cartoons

**U**SA Network's plan to offer original animation this fall is the latest in what is expected to be a growing lineup of original cartoons on cable. Nickelodeon is busy looking to build on the success of its existing original animation, and at least one other cable programmer, The Cartoon Network, has expressed an interest in developing original animated fare.

It comes as little surprise that original development is moving rapidly in the kids programing area, a sector which, according to earlier projections by Grey Advertising Senior Vice President Jon Mandel, could account for as much as \$115 million in revenue for the cable networks this year.

Original animated production is moving full speed ahead at Nickelodeon, which has enjoyed considerable success with its move into original fare. During the last week of February, for example, three original animated shows by Nickelodeon ranked among the top 13 cable programs of the week: *Ren & Stimpy* was tied for the number three spot with a 3.8 rating, representing more than 2.2 million households watching on Sunday morning at 11; another airing of the show on Saturday at 9 p.m. ranked fifth with a 3.7 rating, and a Sunday airing of *Rugrats* at 10:30 a.m. scored a 3.1 rating, representing about 1.8 million households.

Nickelodeon plans to build on its existing original fare—*Ren & Stimpy*, *Rugrats* and *Doug*—with at least one new animated series, *Rocco's Modern Life*, will probably debut in September.

Meanwhile, the 24-hour Cartoon Network expects to begin producing original animated programing by 1995, according to Executive Vice President Betty Cohen. Executives at the network are already meeting with officials at the major animation house Hanna-Barbera—both The Cartoon Network and Hanna-Barbera are owned by Turner Broadcasting—to discuss such possibilities.

—RB





USA's original 'Itsy Bitsy Spider'

up for its Sci-Fi Channel that includes the animated series *Transformers*, *Defenders of the Earth*, *The Droids*, *The Ewoks*, *Stingray*, *Captain Scarlet and the Mystersons*, *Fantastic Voyage*, *Return to the Planet of the Apes*, *New Adventures of Flash Gordon* and *Star Trek*. The Sci-Fi Channel's kids programming airs Monday-Friday 7-9 a.m. and Sunday 8-10 a.m.

USA Networks unveiled the fall kids lineup to 200 advertising executives last Wednesday night at a reception at the F.A.O. Schwartz toy store in New York City. USA sales executive John Silvestri said the network is expecting a 15%-20% boost in the total kids marketplace over the 1992-93 season, which he said brought in about \$780 million to \$800 million (see story, "Top of the Week"). He said revenue from kids programming represents close to 9% of the total revenue from the USA Networks (both USA and Sci-Fi).

One change in USA's programming strategy for kids this year will be to drop its 5-6 p.m. lineup and return to a 6-7 p.m. block. Kenin said the change, due April 1, was designed to move USA out of the "very crowded" 5-6 p.m. block. USA's *Cartoon Express* kids programming lineup will air Monday through Friday, 7-10 a.m. and 6-7 p.m., and on Sunday from 7 a.m. to noon ET/PT.

In other USA kids developments, the network now has 35,000 members for its eight-year-old USA Kids Club, an interactive club featuring various sweepstakes and promotions. ■

## Court TV grows into its prime

*Network rolling out nighttime schedule this month, looks at expansion into spin-off channels, regional versions; channel may shop some prime time shows abroad*

By Rich Brown

**F**ueled by a 15%-20% boost in its production budget, cable network Court TV is rolling out a new prime time lineup featuring a nightly live show, *Prime Time Justice*, and several other new series.

Other new talk, interview and special report programs coming to the network include *Miller's Law*, a weekly consumer law call-in show with Harvard law professor Arthur Miller; *Washington Watch*, a monthly show from the nation's capital; *Lock & Key*, a weekly look at parole and death penalty hearings, and *Instant Justice*, weekly coverage of municipal and night courts.

Court TV President and Editor-in-Chief Steve Brill said the new prime time schedule is ready for a rollout now that the two-year-old network has ironed out the wrinkles in its daytime live courtroom coverage. The network has learned, for example, that it needs to be in only four or five places a day rather than the seven that had been anticipated at launch.

Court TV's prime time schedule has, until now, featured taped highlights of the day's coverage. Focus group discussions at the network revealed that viewers did not realize Court TV was doing something different in prime time than what it was doing during the day.

Newly-filled time periods (all Eastern) include *Miller's Law* at 10 p.m. on Wednesdays, beginning March 17; *Washington Watch* at 10 p.m. on Fridays, beginning this fall; *Lock & Key* on Mondays at 10 p.m. and *Instant Justice* on Tuesdays at 10 p.m., beginning this week, and *Prime Time Justice*, which will continue weeknights in the same 8-10 p.m. slot in which it has been testing in recent weeks.

"Now we can be completely spontaneous, the way we should be," Brill said of the new live prime time show. The new lineup of hour-long shows is also expected to be attractive to advertisers, he said.

"To the extent that they're predictable shows, they're all better for advertising," said Brill. "But it's not in any way the primary motivation here, and I don't think it should be for a news operation."

The network plans to promote the new prime time lineup primarily through on-air promotion and special promotional efforts in local markets where the channel has strong penetration. Court TV is currently in about 8 million homes nationally.

"When you're only in 8 million homes, you can't do any efficient national buy," said Brill. But he said that policy is likely to change. "If we've had one serious shortcoming, I'm really cheap when it comes to consumer advertising. We'll have to start biting the bullet. We have the money in our budget."

Brill said there are no plans to syndicate the new prime time series domestically, although there are some plans to try to sell *Lock & Key* and possibly *Instant Justice* overseas. One World Entertainment is currently shopping around a Court TV-based syndicated series called *Court TV: Inside America's Courts*, produced by New Line Television.

"We're going into this syndication thing very gingerly," said Brill. "We want it to be the tail and not the dog."

Like other cable networks, Court TV is also looking ahead to digital compression and the opportunities that will presumably exist for new cable networks in an expanded channel environment. Brill said the cable network's future plans will probably include a spin-off channel geared to lawyers.

He said it is also conceivable there could be local versions of Court TV through local partnerships. Preliminary conversations about one such regional channel have already taken place with an investor in Texas, he said.

"Some way, somehow, there's another network lurking out there," said Brill. ■

## ABC O&O's top top five in February

*Stations continue to  
lead sign-on-to-sign-off*

By Mike Freeman

Capitol Cities/ABC O&O's in each of the top five ADI markets continued to dominate the sign-on-to-sign-off ratings race during the most recent February sweeps.

As the chart at right indicates, each posted moderate to significant year-to-year rating gains. (It should be noted that the CBS-owned and CBS-affiliated stations in those same markets were expected to post larger declines compared with February 1992, when they were beneficiaries of significant rating spikes from winter Olympic coverage.)

In New York, WABC-TV's top ranking was bolstered by a 28% share gain for its 11 p.m. newscast, which averaged a winning 11.7 rating/23 share (NSI, Feb. 4-March 3). It was the highest 11 p.m. rating WABC had accomplished since the 11.7/25 average the station posted in October 1988.

KABC-TV Los Angeles handily won each half-hour of the local 4-6:30 p.m. news race. However, the ABC O&O recorded its largest share gain (35%) at 11 p.m. with a 10.0/23 average. At the same time, the late newscasts for KNBC and KCBS dropped 21% and 12% in share, with 6.6/15 and 6.3/13 averages, respectively.

And in San Francisco, where CBS affiliates KPIX(TV) and KRON-TV marked the first-year anniversary of their shifts to 7-10 p.m. prime time rotations, KPIX won with a 12.8/2 average, but that was down 29% in share from the Olympic-spiked February 1992 sweeps. KRON dropped 6% with a 9.6/15 average, while Fox affiliate KTVU(TV) gained 7% to nose out the NBC affiliate with a 9.8/15 average.

Remaining in the 8-11 p.m. prime time pattern, ABC O&O KGO-TV held even with the year-ago sweeps at an 11.6/18 average. However, with the only 11 p.m. newscast in the market, KGO's share improved 13% with a 10.6/26 average. ■

## TOP FIVE NIELSEN METERED MARKET FEBRUARY SWEEPS

Station	Feb. '93 Rating Sign-On/-Off	Feb. '92 Rating % chg.	Feb. '93 Late News	Feb. '92 Share % chg.
<b>NEW YORK</b>				
WABC-TV	7.9/17	+1%	11.7/23	+28%
WCBS-TV	5.8/14	-19%	9.7/19	-14%
WNBC-TV	5.8/14	0%	9.7/19	0%
WNYW(TV)	4.7/11	0%	6.4/10	+11%
WPIX(TV)	4.5/11	-8%	3.9/6	0%
WWOR-TV	3.5/8	+3%	2.8/4	0%

### LOS ANGELES

KABC-TV	7.2/18	+16%	10.0/23	+35%
KNBC-TV	5.4/13	-7%	6.6/15	-21%
KCBS-TV	5.0/12	-4%	6.3/15	-12%
KTTV(TV)	4.3/11	+13%	3.4/6	+20%
KTLA(TV)	4.1/10	0%	5.8/10	0%
KCAL(TV)	3.2/8	+14%	4.0/7	+40%
KCOP(TV)	3.1/8	+11%	2.3/4	0%

### CHICAGO

WLS-TV	9.4/22	+3%	16.5/25	+9%
WMAQ-TV	7.3/17	+7%	16.5/25	0%
WBBM-TV	6.5/15	-12%	16.4/25	0%
WGN-TV	5.2/12	-4%	7.5/11	+22%
WFLD(TV)	3.6/9	+3%	3.9/6	+100%
WPWR-TV	2.6/6	+13%	None	--
WGBO-TV	.8/2	-20%	None	--

### PHILADELPHIA

WPVI-TV	11.3/25	+9%	17.9/32	+7%
WCAU-TV	7.8/17	-14%	11.9/21	-13%
KYW-TV	6.6/14	+5%	7.8/14	+17%
WTFX-TV	3.7/8	+6%	5.9/9	+13%
WPHL-TV	2.3/5	0%	None	--
WHYY-TV	2.2/5	+37%	None	--
WGBS-TV	1.8/4	+13%	None	--

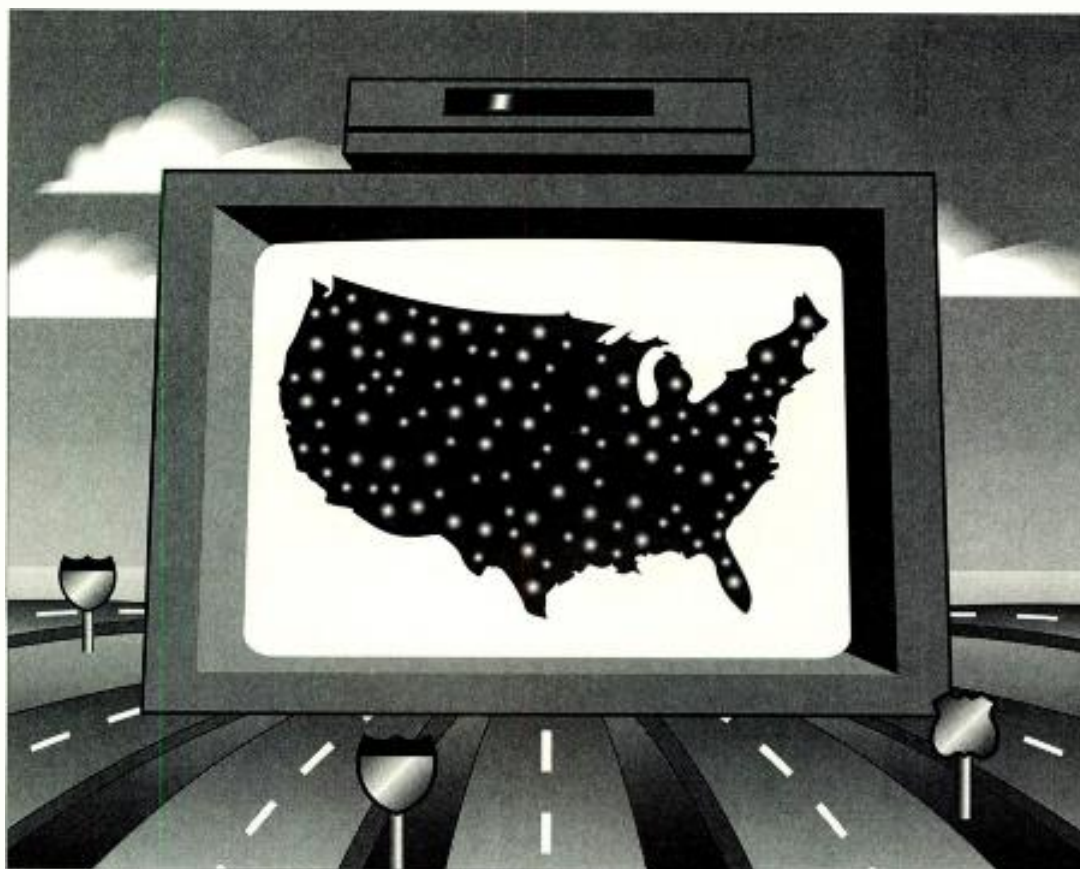
### SAN FRANCISCO

KGO-TV	6.6/17	+8%	10.6/26	+13%
KPIX(TV)	5.5/14	-26%	10.1/18	-17%
KRON-TV	5.2/14	-6%	8.1/14	+17%
KTVU(TV)	4.7/12	+4%	8.6/15	-11%
KBHK-TV	2.4/6	+20%	None	--
KOFY-TV	1.6/4	+7%	None	--
KICU-TV	.8/2	+10%	None	--

Source: Nielsen Media Research's NSI ratings (Feb. 4-March 3, 1993, vs. Feb. 6-March 4, 1992). Note: Late newscasts in the Eastern and Pacific time zones generally begin at 11 p.m. on network affiliates and 10 p.m. on independent stations, except in San Francisco, where affiliates KPIX-TV and KRON-TV marked the first-year anniversary of prime time shifts to 7-10 p.m.



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# Broadcasters say ad limits limit kids programming

*Kids rules make it harder to make educational fare viable, say stations, syndicators*

By Mike Freeman

**T**he backers of the Children's Television Act of 1990 hoped the new rules would promote the production and distribution of educational TV programming. Hollywood studios, independent producers and TV stations alike counter that the rules have instead proved a disincentive to such programming.

"These [ad limits] come at a time when we're also trying to deal with [Nielsen's] undercounting of metered kids viewers and eroding audience shares to cable," said Sandra Pastoor, director of programming and operations, WDCA-TV Washington, "so it's really a triple whammy for both of us [stations and syndicators]. What we have is stations that can barely stay afloat," said Pastoor, "and if the FCC would like to see us produce more locally produced educational programming, most of the stations would do low-budget, low-quality junk that airs at 5 a.m. That's all we can afford to do."

Columbia Pictures Television Distribution is trying to do more with its weekly half-hour *Beakman's World*. But while the show has received praise from TV critics and museums, including a featured spot in a Smithsonian exhibition, the studio is nonetheless holding talks with CBS about pulling the series from syndication to opt for a more financially advantageous network run next season.

Columbia Pictures Television Distribution President Barry Thurston, while declining to identify the network, says the studio had been "approached" by several interested in the series. When asked about a rumor that Columbia might be considering an unprecedented three-way syndication-cable-network run, he called it "highly improbable" but added: "Anything is possible."

As a freshman live-action syndicated and cable series, *Beakman's World*, rumored to have a production budget in the \$200,000-\$250,000 per-episode range, has been averaging a healthy season-to-date 3.4 household rating nationally (NSS, week ending Feb. 14). However, according to media buyer and competing syndicator estimates, after agency commissions,

CPTD and partner Universal-Belo Productions are said to be generating \$1.9 million to \$2.3 million in total national advertising revenues (based on a \$5 cost-per-thousand rate for the kids 6-11 and teen demographic ratings), placing the series in a deficit position.

If Columbia were to go with an exclusive broadcast network run, several sources predicted the show could make a profit on the \$300,000 per-episode license fee typical of Saturday morning series.

"We would like to make a profit, but we're not in that situation yet," Thurston conceded. "With the kind of production value we're putting on the screen, it could take until the end of next season before we reach break-even. We're going to continue to proceed down the road [in syndication] with our stations, and address those other contingencies when we approach that crossing."

*Beakman's World* is not alone in having a hard time making a commercial go of educational fare. Turner Program Services (TPS) is also currently deciding whether to bring back its acclaimed *Real News for Kids* series next season (BROADCASTING &

CABLE, March 1) and is planning on shifting the show from an advertiser-supported barter marketing plan to a straight cash offering. Due to the lean barter market, Twentieth Television has converted *Not Just News* to an all cash offering, and Goodman Entertainment closed its doors last season, partially due to the failure of its education-oriented weeklies *Wide World of Kids* and *KTV*.

The Children's Television Act reduced the commercial running time from over 12 minutes per hour on weekends three years ago to a current 10½-minute limit. *Real News for Kids* is in compliance.

Sources in the syndication market say that *Real News for Kids*, which uses topical news footage from Turner's CNN cable news channel, is produced at a budget of \$35,000 to \$40,000 per episode but that since it has 52 weeks of original episodes, the first-year budget is nearly \$2 million. At a season-to-date 1.4 rating, those sources estimate that the show has taken in no more than \$1 million in national ad revenues.

"If suppliers as big as Columbia and Turner are having a difficult time making ends meet, you can bet inde-

## Yorkshire taps reality market

**E**ngland's Yorkshire-Tyne Tees Television, a television franchise holder and program producer there, is tapping the U.S. market with its reality programs. The company has sold story segments to CBS's *60 Minutes*, ABC's *20/20* and The Discovery Channel. The *20/20* piece, which aired Friday, Feb. 5, was a story about a pair of Irish Siamese twins and the dilemma their parents faced over separating them. The show averaged a 20.0/35, making it the third-highest-ranked show in prime time for the week, and giving the program its highest rating in some 12 years. A longer version of the story aired recently on Discovery. Yorkshire has also sold the program in about 40 other countries, generating over \$1 million in sales. According to Clive Leach, group chief executive, Yorkshire-Tyne Tees, the company sees a growing demand for such programs worldwide. "My sense is American viewers find well-done reality programs at least as compelling, and maybe more so, than many dramatic programs," he said. One of Yorkshire Television's own highest-rated shows is a reality series that documents the frenetic pace and goings-on at a hospital in Leeds, England. The company may franchise the show to markets abroad. The *60 Minutes* piece, which aired Sunday, March 7, was a profile and interview with Leonid Brezhnev's eldest daughter. The show was ranked first in prime time for the week.

—SM



pendent suppliers are in even worse shape," said one independent children's supplier, who charged that the weekend limit of 10½ minutes of ad time works against the rollout of successful educational series.

"The only way syndicators can launch an educationally, environmentally or socially themed series is by introducing it on weekends and hoping it catches viewers to go to strip a few years later," said the source. "Now they're killing that with the ad limits. It just goes to show that government regulators and activists, who are more accustomed to getting federal and private foundation grants for educational series on PBS, have no clue about the competing marketplace pressures in commercial television."

Columbia's uphill push for *Beakman* is even more telling, given that the distributor has not been bound by the weekend ad limits (the show has six-and-a-half minutes of ad time). Those limits apply to shows targeted to kids 12 and younger, while shows targeted to the 16-12 teen crowd, as Columbia pointed out in a directive to stations, may still count toward fulfilling the educational programming re-

## CNBC searching for NBC identity

As questions mount over who will replace outgoing CNBC president Al Barber and how NBC plans to better integrate the cable network with its other operations, NBC executive Tom Rogers held a press briefing at the company's New York headquarters to field questions about its cable and new business development. After two hours of discussion, specific plans for CNBC were still not clear.

One general plan for CNBC is to somehow better integrate its programming and promotion efforts with those of NBC, said Rogers, executive vice president of NBC and president of NBC Cable and Business Development. He said the company accomplished a similar integration two years ago by melding the ad sales forces of CNBC and NBC.

"Merge is a word maybe too strong, but certainly integrate," Rogers said of the company's CNBC plans. Those plans have ranged from single-division approaches to multiple-division approaches, he said.

"The key in terms of how we put it together is to make sure NBC resources are used as a key priority for CNBC," said Rogers.

Rogers said there already have been some integrated efforts among developing NBC businesses: CNBC was promoted on NBC during the NBA All-Star Game; Interactive Network, the interactive technology in which NBC has a stake, was demonstrated during the NBC telecast of the Super Bowl and will be featured in an upcoming episode of the sitcom *The Fresh Prince of Bel-Air*.

—RB

quirements of the act.

Indeed, with respective season-to-date ratings of 2.4 with teens and 1.6 with women 18-49, *Beakman* fits that older-skewing description, although

its strongest ratings come from the core kids 2-11 demo group with a 3.3 season-to-date average.

David Smith, general manager of WSTR-TV Cincinnati, says the produc-

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HEAD ENDINGS

ers' directive was intended to "alert" stations that they could legally list *Beakman* to satisfy the "educational and informational needs" in the kids bill. "Certainly, it seems Columbia Pictures has devised a strategy that has rightfully placed *Beakman's World* within the definition of an educational series for children and teens," Smith said. "But I seriously doubt that other producers would be willing to go through the financial and regulatory hurdles the act has created."

On the local front, WDCA-TV's Pasoor, whose station is a *Beakman* incumbent, says the ad limitations have created a "big financial hit." Depending on the individual market, she estimates some independents have suffered 15%-30% decline in kids spot advertising over the last two years.

Only a handful of perceived "educational" kids series have managed to survive in syndication: Claster Television's long-running *Romper Room* series; TPS's *Captain Planet* (which goes to strip next season), and Zodiac Entertainment's *Widget* strip (which was recently cited by Vice President Al Gore for its pro-environmental themes).

"*Romper Room* is in 52 markets and we would be more than thrilled to put it back into first-run production if we had some indication Congress would add some incentives to the act to make it possible," said Claster Television executive Sally Claster Bell.



ESPN scored a 2.6 rating for its telecast of the first American Sports Awards on March 4, according to A.C. Nielsen Co. data. The so-called ESPY Awards, presented from The Paramount Theater in New York, were seen in about 1.6 million homes. Shown with rap star Hammer following the show are ESPN executives Steve Bornstein, president and chief executive officer (l); John Lack, executive VP, marketing and programing (second from right), and Jim Allegro, executive VP and chief financial officer.

**NBC names new media maven**

Michael Wheeler, the former FNN president who has been consulting NBC on new business for the last 18 months, has been named senior vice president and general manager of NBC New Media. In his new capacity, he will oversee NBC's involvement in a growing number of

multimedia, interactivity and out-of-home media ventures, including NBC Desktop News, NBC On-Site, Interactive Network and Private Financial Network.

**French cable**

Multisystem operators Tele-Communications Inc. and Lenfest Communications Inc. have signed a joint venture with French electricity company Electricite De France to develop and operate French cable TV systems throughout France. The joint venture provides that a newly formed company owned by TCI and LCI will become the largest minority shareholder in Videopole, EDF's French cable TV subsidiary. Videopole already has more than 100,000 homes under franchise and expects to have an additional 700,000 French homes under franchise by 1996-97.

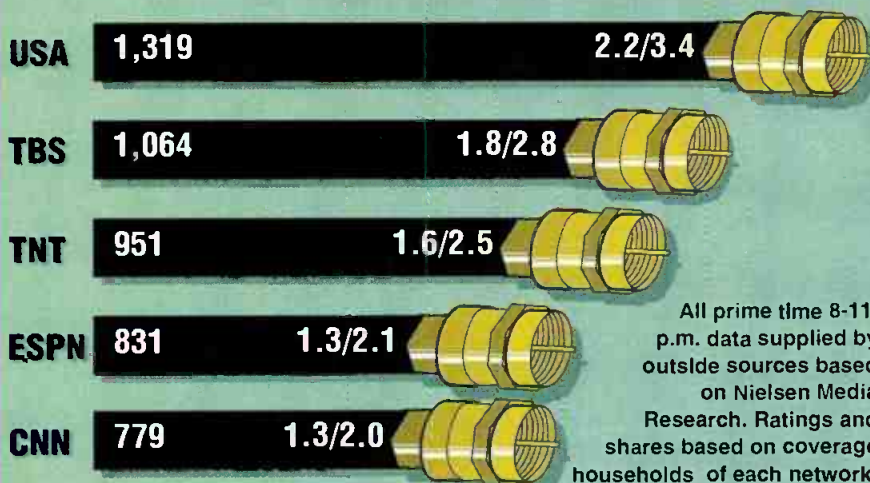
**Saks appeal for QVC**

New York retailer Saks Fifth Avenue has signed a deal with home shopping network QVC to sell its merchandise through the cable channel. The Saks segment, which will debut in May, is the first of what is expected to be a number of major specialty store segment featured on the network.

**FREEZE FRAME**

**TOP 5 BASIC CABLE SERVICES MAR 1-7**

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE





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MEREDITH COLUMBIA KING WORLD  
HARRIS COMSAT VIACOM AMPEX  
CBS CAPCITIES/ABC HUBBARD  
MULTIMEDIA PARK  
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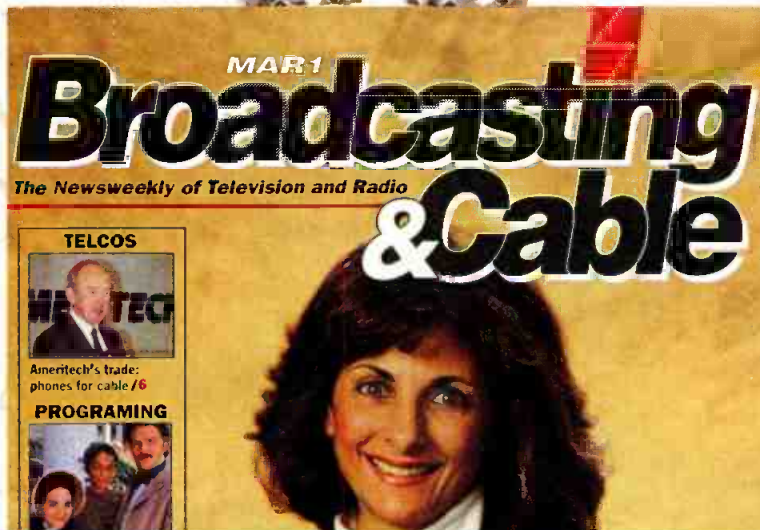
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**THE SINGLE SOURCE**





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# WYCC marks decade of TV teaching

By John Gallagher

**P**ublic station WYCC(TV) Chicago has two reasons to celebrate in March. First, it is the 10th anniversary of the station, which, according to PBS, is now among the top 10 public stations based on enrollment. Second, March is designated nationally as Women's History Month and WYCC's general manager, Elynne Chaplik Aleskow, was Chicago's first and, until last month, only woman GM. (Fox affiliate WFLD-TV has named Stacey Marks-Bronner to the top post there.)

"I think talent is gender-free, and I do not think the fact that women are not represented in the ranks of general manager has anything to do with a lack of talent out there. It's taking time for women to internalize the belief that they can go into upper management in television stations."

According to Arbitron surveys, WYCC's audience has increased by roughly half a million since it went on the air. It is the only public station in the country that makes all its programming available for college credit.

"WYCC is well positioned mainly because their philosophy is right," said William H. Philipp Jr., director, Adult Learning Service (ALS), PBS. "They've established a niche for themselves in the Chicago area that has really worked well" and, he added, makes a natural fit for Telstar 401, PBS's distance learning satellite that will be launched in the fall.

In 1983, the City Colleges of Chicago tapped Aleskow, a former teacher, to set up a PBS affiliate that would air prime time educational programming for distance learning, with crosstown WTTW(TV) supplying the bulk of PBS's national programming.

When she was hired, Aleskow insisted there be no "talking heads" programming: teachers standing in front of blackboards. Even so, her biggest initial challenge was convincing *TV Guide* and the newspapers to carry the station in their TV listings. "The bias against the word 'educational' was unbelievable," she says. ■



The following are the top 30 basic cable programs, 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.

	Hseholds. (000)	Rtng.	Program	Time (ET)	Network
1.	2,353	3.9	NASCAR Winston Cup: Sun. 1-4:30p <i>Pontiac Excitement</i>		TBS
2.	2,145	3.6	<i>Ren &amp; Stimpy</i>	Sun. 11-11:30a	Nick
3.	2,121	3.5	<i>The Cowboys (movie)</i>	Sun. 10:30a-1p	TBS
4.	2,011	3.3	<i>Big Jake (movie)</i>	Sun. 7-9p	TBS
5.	1,897	3.1	<i>Nightmare on Elm Street 2 (movie)</i>	Sat. 1-2:45p	USA
6.	1,896	3.2	<i>Rugrats</i>	Sun. 10:30-11a	Nick
7.	1,890	3.1	<i>Nightmare on Elm Street 3 (movie)</i>	Sun. 2-4p	USA
8.	1,882	3.1	<i>Tainted Blood (movie)</i>	Wed. 9-11p	USA
9.	1,819	3.1	<i>Something About Amelia (movie)</i>	Sun. 2-4p	TNT
10.	1,759	2.9	<i>Monday Night Raw</i>	Mon. 9-10p	USA
11.	1,755	3.0	<i>Christmas in Connecticut (movie)</i>	Sun. 4-6p	TNT
12.	1,748	3.0	<i>Ren &amp; Stimpy</i>	Sat. 9-9:30p	Nick
13.	1,728	2.9	<i>Murder She Wrote</i>	Mon. 8-9p	USA
14.	1,725	2.9	<i>Pro Boxing: Lally v. PaziENZA</i>	Tue. 9-11p	USA
15.	1,685	2.9	<i>Rugrats</i>	Sat. 7:30-8p	Nick
16.	1,618	2.7	<i>Clarissa Explains It All</i>	Sun. 12-12:30p	Nick
17.	1,599	2.6	<i>Larry King</i>	Tue. 9-10p	CNN
18.	1,576	2.6	<i>ESPY's: American Sports Awards</i>	Thu. 9-12m	ESPN
19.	1,571	2.6	<i>Nevada Smith (movie)</i>	Sat. 10p-12:45a	TBS
20.	1,536	2.5	<i>Red Dawn</i>	Tue. 8-10:15p	TBS
21.	1,533	2.5	<i>Murder She Wrote</i>	Fri. 8-9p	USA
22.	1,532	2.5	<i>Tainted Blood (movie)</i>	Sun. 8-10p	USA
23.	1,517	2.5	<i>Andy Griffith</i>	Wed. 6:30-7p	TBS
24.	1,505	2.5	<i>Andy Griffith</i>	Mon. 6:30-7p	TBS
25.	1,497	2.6	<i>Statler Brothers</i>	Sat. 9-10p	TNN
26.	1,488	2.4	<i>World Trade Center arrest</i>	Thu. 9:15-9:30p	CNN
27.	1,486	2.5	<i>Nightmare on Elm Street (movie)</i>	Sat. 11a-1p	USA
28.	1,463	2.4	<i>Larry King</i>	Thu. 9:30-10p	CNN
29.	1,462	2.5	<i>Guts</i>	Sat. 6:30-7p	Nick
30.	1,456	2.4	<i>World Championship Wrestling</i>	Sun. 6-7p	TBS



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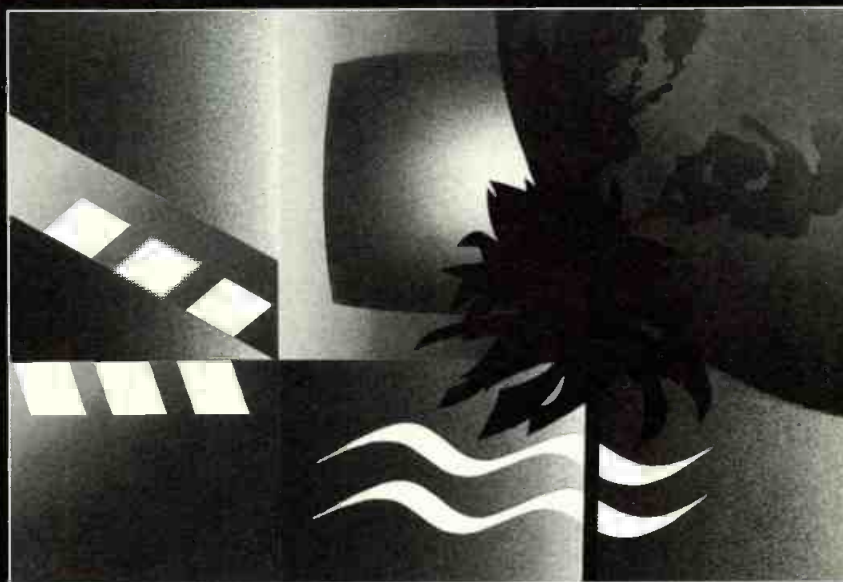
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# Turner takes Cartoon Network abroad

*Expansion into Europe and Latin America planned for later in '93*

By Meredith Amdur

**T**urner Broadcasting will extend the reach of its Cartoon Network and Turner Network Television (TNT) to Europe and Latin America later this year.

In search of new markets, Turner's latest international aspirations are in step with the overall expansion in Europe's multichannel environment. "We own the library and the product is unique; we should be in a league of our own," said TBS's vice president of international sales, Bill Grumbles. The Cartoon Channel's Latin American edition will launch a multilingual service via Intelsat 325 on April 30.

Following the lead of CNN International, which is transmitted in Europe on the Astra 1B satellite, the two channels will combine to broadcast 24 hours of entertainment to at least 11 million European satellite homes and

an undisclosed number of cable systems. The Cartoon Channel will air between 8 a.m. and 8 p.m., followed by 10 hours of TNT.

The channels will be unencrypted initially and broadcast primarily in English, with some subtitling and dubbing in French, Swedish and Norwegian at certain times of the day. These and other language segments are expected to expand over time.

The announcement could be the start of a rash of new channel launches for Europe. The two entertainment channels are programed primarily from Turner-held libraries, 8,500 cartoons from Hanna-Barbera and 2,500 films from the MGM classic film catalog. But, ultimately, the European editions will be looking to acquire local programming.

Turner is going a step further into the European satellite TV fray. Following its recent investment in Ger-

man news channel n-tv, Turner Broadcasting is making its moves carefully.

Other recent American entrants into the programming field include Cox and TCI's holding in the syndicated satellite channel, UK Gold. The Family Channel, which recently took over former UK broadcast company TVS and its attendant MTM production company, is also said to be planning a European launch, as is USA Network.

Plans for both its catalog-driven channels have been on the board for some time, but, Grumbles said, the time was right to push ahead.

"This is a strategic entry time for the services," said Grumbles. "With all the new channel entries in Europe recently, transponder space is becoming increasingly precious. We had a chance to fill a niche for Pan-European family entertainment which has no direct competition," he said. "Our entry is the culmination of a long-

## The Producer's Angle

*A series of views from the other side of the camera*

### Q WHAT PROBLEMS ARE THERE IN LAUNCHING A SUCCESSFUL DRAMA?

**A** I think audience tastes have changed. You just can't retread like you used to. In the days of *Starsky and Hutch*, if you came up with a buddy-cop show and you had a pretty good time period, you could make it work. You can't be derivative now and succeed in drama. Shows like *Northern Exposure* and *Dr. Quinn* are different forms, and the audience is taking to them. The downside is the further you get out on the edge of what you're trying to do—not that I think *Dr. Quinn* is on the edge—but the further you push the envelope the more you risk having the show not reach a broad audience. Also, time period is important. Both *Northern Exposure* and *Dr. Quinn* walked into takeable time periods.

### Q HAVE YOU CONSIDERED DOING A HALF-HOUR SHOW?

**A** I'd love to do a half-hour. You get a little pigeon-holed in this business. My name is

associated with serious drama. But with this new project I'm doing [an hour pilot for CBS starring Richard Grieco], while it's a drama, it's lighter than either *Midnight Caller* or *Reasonable Doubts*. I can't do what Miller-Boyett does, or what Carsey-Werner does, but I can do *Wonder Years*.

### Q WHAT IS THE PREMISE OF THE PILOT?

**A** We're shooting it in Miami and it's kind of a one-hour cross between *Cheers* and *The Rockford Files*, if that makes any sense. He comes out of prison and inherits a bar, and people come to him with problems. Half of the show is kind of private eye and the other half is the life of this bar, which is inhabited by screw-ups, ex-cons and people living on the wrong side of the law, and he is forced to ride herd on this group.

### Q ARE YOU PLEASED WITH THE NEW TIME SLOT FOR REASONABLE DOUBTS? (THE SERIES)





thought-out business plan."

Astra, Europe's hot bird, which also carries the UK's six-channel satellite network BSkyB as well as Eurosport, MTV Europe and CNN International, is booked to capacity until 1C is launched next month.

The two entertainment networks will join other new Astra customers this autumn, including Discover, Bravo and the new Nickelodeon UK. But Grumbles says there are no plans to be part of BSkyB's "mini pay" package of channels that will be encrypted later this year.

Although Viacom took a pre-emptive strike into the UK children's television market with its announcement of a joint venture with BSkyB, Grumbles maintains the two services are not necessarily direct competitors.

Counting on ad revenues to supply the bulk of revenues in the first year, before ultimate encryption of the service next year, Grumbles is confident that the Pan-European advertising market is strong enough to support the services.

CNNI, he says, brought in revenues

in the range of \$25 million in 1992, the majority of which came from European ad revenue.

Based on Turner's track record with CNNI, Grumbles is confident that the Pan-European campaign can work.

"The marketplace is not as country-specific as many people would expect," he said.

"It's still a new market and is expanding rapidly with new programming options." ■

## Jacobson ponders 'Guts' go-ahead

Look for word shortly on whether Viacom will go ahead with a first-run syndicated version of the Nickelodeon-produced physical game show for kids, *Guts*. That's the word from Rick Jacobson, newly appointed president, domestic markets, Viacom Entertainment Group. Jacobson, who joined the company a week and a half ago after securing his release from Buena Vista Television, said the show was cleared in about one-third of the country to date, and that he would make a decision on go/no-go based on the quality of the clearances and stations. "Launching a show like this at the end of January [at NATPE] has some obstacles," he said. "But I feel strongly about the show, and I'll evaluate it pretty quickly."

Jacobson also reaffirmed the company's intention to put Nickelodeon cartoons in syndication. "There's an opportunity there, and that is something I want to pursue." He also said he was pursuing plans to bring a version of MTV's news programming to syndication. But Jacobson also stressed the company is still very interested in acquiring off-network product for distribution, an area that has been quite lucrative for Viacom in the recent past (*Cosby* and *Roseanne*). —SM

—Robert Singer, 49, executive producer, NBC's 'Reasonable Doubts.' Principal credits: executive producer and creator, 'Midnight Caller'; partner, Blatt-Singer Productions, which produced mini-series 'Sadat,' 'Mike Hammer' and 'V.'

### RETURNS TO NBC'S SCHEDULE ON MARCH 13 IN THE TUESDAY 10 P.M. TIME SLOT.

There's more of an audience available. Obviously I'm happy about it because we're getting away from *Roseanne*. We've got four good shows, plus two 2-hour shows that may go on Tuesday 8-10 p.m. The handwriting is on the wall. If we do *Sisters* kind of numbers

we'll have a good chance. If we stay in the low teens I think we're in serious trouble.

### Q HAVING BEEN WITH NBC THROUGH MIDNIGHT CALLER AND NOW REASONABLE DOUBTS, WHAT IS YOUR READ ON THE RECENT ADDITION OF DON OHLMEYER?

Don and I have known each other for a long time, and I'm very comfortable with him. It's going to be a better place to go now. He's a showman and has a larger vision. I think the guys there under him are going to blossom a little better. It's a tough job for Warren [Littlefield], because it's a little like replacing Casey Stengel; you're constantly looking





over your shoulder. With Don there it's going to free those guys up to be more bold in what they do and not play quite as defensively. Don will create the kind of atmosphere where he'll say, "Go out there and shake it up, and if it's not working or I don't like it, I'll take the heat or I'll pull it back."

### Q DO YOU FEEL CONSTRAINED BY THE LIMITS IMPOSED BY NETWORK TELEVISION STANDARDS?

There's a world of difference between "Friday the 13th" and "The Exorcist." You can say they're both horror movies, but one is really gratuitous and the other is sort of violent and done to a higher purpose; it's smarter. The networks have to judge on quality. If you want to push the envelope and it's totally appropriate to the content of your show, then we should be able to go a little further. And if they're worried about losing the audience, there's no problem on cable. It's incumbent on the networks to say arbitrarily: "You, Bob Singer, can't do that because we think what you've written here is exploitative and kind of crap for crap's sake. But you, Steven Bochco, this is a quality show and we'll let this go." I just don't think we can run scared anymore. If we're going to compete with 90 channels of cable, we better give them something they can only see on network. And if they can only see this particular piece of drama and to be true to that form you have to use a little language, so be it.

# Ratings Week: Broadcast

The World According to Nielsen, Mar 1-7

	 <b>ABC</b>	 <b>CBS</b>	 <b>NBC</b>	 <b>FOX</b>
<b>MONDAY</b>	<b>13.5/21</b>	<b>15.8/24</b>	<b>12.0/19</b>	<b>NO PROGRAMING</b>
8:00	46. FBI: Untold Stor 10.8/17	19. Evening Shade 14.5/22	16. Fresh Prince 15.2/23	
8:30	36. American Det. 11.9/18	22. Hearts Afire 14.0/21	23. Blossom 13.7/21	
9:00	19. ABC Monday Night	3. Murphy Brown 17.9/27	47. NBC Monday Night	
9:30	Movie—They've Taken Our	11. Love and War 15.8/24	Movies—Bloodlines:	
10:00	Children: The Chowchilla	9. Northern Exposure	Murder in the Family, Pt. 1	
10:30	Kidnapping 14.5/23	16.3/26	10.7/17	
<b>TUESDAY</b>	<b>14.1/22</b>	<b>15.3/24</b>	<b>11.9/19</b>	<b>4.2/6</b>
8:00	6. Full House 16.6/26	14. Rescue: 911 15.4/24	65. Quantum Leap 9.0/14	92. Class of '96 4.1/6
8:30	7. Hangin w/Mr. C 16.4/25			
9:00	2. Roseanne 20.4/30	15. CBS Tuesday Movie—	26. NBC Movie of the	91. Key West 4.2/6
9:30	26. Jackie Thomas 13.3/20	Indiana Jones and the Last	Week—Bloodlines: Murder	
10:00		Crusade 15.3/24	in the Family, Pt. 2	
10:30	68. Civil Wars 8.8/15		13.3/21	
<b>WEDNESDAY</b>	<b>15.2/25</b>	<b>12.4/20</b>	<b>9.7/16</b>	<b>10.1/16</b>
8:00	39. Wonder Years 11.8/19		32. Unsolved Mysteries	43. Beverly Hills, 90210
8:30	7. Home Improvmt 16.4/25	31. In the Heat of the Night	12.5/19	11.1/17
9:00		12.7/20		
9:30	11. American Comedy		77. Homicide 7.6/12	65. Melrose Place 9.0/14
10:00	Awards 15.8/25	36. 48 Hours 11.9/20	63. Crime & Punishment	
10:30			9.1/16	
<b>THURSDAY</b>	<b>13.1/21</b>	<b>11.7/18</b>	<b>12.5/20</b>	<b>10.7/16</b>
8:00		39. Top Cops 11.8/18	44. Cheers 11.0/17	19. Simpsons 14.5/23
8:30	35. Matlock 12.2/19		33. Wings 12.3/19	33. Martin 12.3/19
9:00		36. Street Stories 11.9/18	11. Cheers 15.8/24	59. ILC: First Season 9.5/14
9:30			10. Seinfeld 16.1/25	84. Down the Shore 6.5/10
10:00	18. Primetime Live 14.8/25	42. Knots Landing 11.3/19	55. Crime & Punishment*	
10:30			9.9/17	
<b>FRIDAY</b>	<b>13.4/24</b>	<b>8.3/15</b>	<b>9.0/16</b>	<b>7.0/12</b>
8:00	25. Family Matters 13.4/24	54. Golden Palace 10.1/18	78. Secret Service 7.3/13	73. America's Most Wanted
8:30	28. Step By Step 13.1/23	60. Major Dad 9.4/16		7.9/14
9:00	29. Getting By* 13.0/22	70. Designing Wm 8.6/15		82. Sightings 6.6/11
9:30	51. Where I Live* 10.3/18	71. Bob 8.5/15	57. NBC Movie of the	87. Sightings 2 5.5/10
10:00		81. Picket Fences 6.7/12	Week—A Killer Among Us	
10:30	16. 20/20 15.2/28		9.8/17	
<b>SATURDAY</b>	<b>6.9/12</b>	<b>9.5/17</b>	<b>7.7/14</b>	<b>9.1/16</b>
8:00	86. Family Matters 5.6/10	47. Dr. Quinn, Medicine	85. Almost Home 5.9/11	62. Cops 9.2/17
8:30		Woman 10.7/19	80. Nurses 7.0/12	53. Cops 2 10.2/18
9:00	79. ABC Saturday Night	67. Miracles and Other	60. Empty Nest 9.4/16	63. Code 3 9.1/16
9:30	Movie—Innerspace 7.1/13	Wonders 8.9/16	71. Mad About You 8.5/15	75. Code 3 2 7.8/14
10:00		68. Raven 8.8/17	76. Sisters 7.7/15	
10:30				
<b>SUNDAY</b>	<b>10.5/17</b>	<b>18.2/29</b>	<b>11.2/18</b>	<b>8.2/13</b>
7:00	55. Life Goes On 9.9/16	1. 60 Minutes 21.7/36	73. Unsolved Mysteries	90. Batman 4.8/8
7:30			7.9/13	88. Shaky Ground 5.3/9
8:00	50. Day One* 10.4/16	4. Murder, She Wrote	24. I Witness Video	49. In Living Color 10.6/16
8:30		17.2/26	13.5/20	58. Roc 9.7/14
9:00		5. CBS Sunday Movie—	41. NBC Sunday Night	30. Married w/Childn 12.8/19
9:30	45. ABC Sunday Night	The Disappearance of Nora	Movie—Passport to Murder	51. Herman's Head 10.3/16
10:00	Movie—Platoon 10.9/18	17.0/27	11.7/19	82. Flying Blind 6.6/11
10:30				89. The Edge 5.2/9
<b>WEEK'S AVGS</b>	<b>12.3/20</b>	<b>13.3/22</b>	<b>10.6/17</b>	<b>8.2/13</b>
<b>SSN. TO DATE</b>	<b>12.5/20</b>	<b>13.5/22</b>	<b>11.1/18</b>	<b>7.8/12</b>

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT



# Radio

## Boston's mega-merger falls through

*Pyramid, Atlantic fail to reach agreement on 'key business terms' in duopoly deal*

By Peter Viles

One of the biggest and most-watched duopoly deals of 1992 has quietly collapsed before it ever really happened.

Pyramid Broadcasting and Atlantic Radio, owners of five stations in Boston and nine stations elsewhere, announced jointly on March 5 that they had abandoned plans to merge the two groups into a single entity called the Boston Radio Group.

Steve Dodge, chairman of Atlantic, cited "inability to resolve certain key business terms. In the end, we decided that it was in the best interest of each of the two companies to continue as independent entities. While we regret this outcome after a substantial investment of time and effort," he said, "we part with respect for each other's companies and we wish the people at Pyramid well in the future."

Rich Balsbaugh, chief executive officer of Pyramid, said the merger had remained in limbo for about three months as the two companies tried to negotiate terms. He said the deal fell apart because of a lack of financing at terms he could accept. Specifically, he said he was looking for new investors to take an equity stake in the company, but could not structure such an arrangement in a way that satisfied him.

"We wound up in a situation where we would have had to give up more equity in the company for less cash than we expected," Balsbaugh said. "It just wasn't a good deal for us."

He said the stations in Boston were never truly operated together, and thus the failure of the deal did not result from any problems in operating them jointly.

If completed, the merger would have created a five-station combo in Boston with a 20 share of the market's listeners. The stations: Pyramid's

WXKS-FM-AM and Atlantic's WHDH(AM), WRKO(AM) and WBMX-FM.

Pyramid also owns stations in Philadelphia, Chicago, Charlotte, N.C., Buffalo and Rochester.

Pyramid has been trying to sell its Chicago station, WNUA-FM, for some time, and many in the industry speculated that difficulties with that sale stalled the merger. But Balsbaugh strongly denied that, saying he has already received reasonable offers for the Chicago station, and that selling the station at a certain price was not crucial to completing the merger. "The Chicago sale had nothing to do with it," he said.

When plans for the merger were announced in September 1992, other stations in the Boston market scrambled to find partners, resulting in the most rapid consolidation of any major market—four duopoly deals.

Herb McCord, president of Granum Communications, one of the other companies doubling up in Boston, said he was confident the other three deals will close. "Ours is going to close and I think Greater Media's is going to close, too, so you'll have three out of four deals closing."

The other Boston duopoly, in which Infinity Broadcasting purchased WZLX-FM, has already closed. ■

### NPR's Bennet to join Clinton administration

National Public Radio President Douglas J. Bennet, who oversaw the development of NPR's widely respected national news organization and helped solidify NPR's standing as a "national treasure," will step down next month to take a position in the Clinton administration.

Last Thursday NPR's board of directors named board member and former CBS vice president Joseph Dembo acting president. The board also appointed a search committee to find a permanent successor.

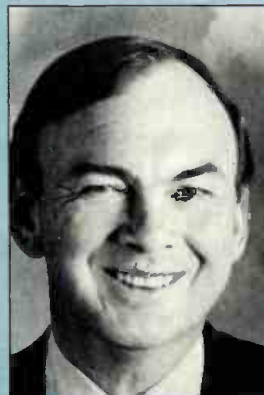
Bennet, president of NPR since 1983, has been nominated to be assistant secretary of state for international organizations. Prior to his tenure at NPR, Bennet worked as assistant secretary of state for congressional relations and head of the U.S. Agency for International Development.

Bennet, 54, is credited with helping to lead NPR out of a financial crisis in the early 1980's, revitalizing its cultural programming and nearly doubling its member stations, from 283 to 460.

"The job Doug has done at NPR is nothing short of remarkable," said NPR Board Chairman Carl Matthusen, station manager at KJZZ-FM Phoenix. "We are now a stable, strong and growing organization that many characterize as a national treasure. The credit for that must go largely to Doug Bennet."

The NPR board of directors was to discuss a search for a new president at its March 10-11 meeting.

—PV



Douglas J. Bennet

## Country stations seek new revenue streams

*TV shows, newsletters, phones tap listener loyalty*

By Peter Viles

Country stations are at the forefront of an industrywide push by radio stations to develop new promotional campaigns to increase listener loyalty and, in some cases, even pay for themselves by developing new streams of revenues.

More and more stations are turning to interactive phone systems, newsletters and magazines as a way to build closer ties with loyal listeners and, in turn, produce higher ratings. In addition, these ventures can be packaged to advertisers as an effective way to reach a targeted audience.

Such efforts were a particularly hot topic at the 24th annual Country Radio Seminar, held March 3-6 in Nashville and attended by a record-setting crowd of 1,994.

In perhaps the newest such trend, and certainly the most talked-about in Nashville, many country stations are developing weekly television programs. Chicago's WUSN-FM, for example, produces a 30-minute program featuring WUSN personalities, country music videos, celebrity interviews and concert footage. The show, which airs



WUSN-FM Chicago produces 30-minute weekly show of interviews, videos and concerts.

on WGBO-TV, reaches nearly 100,000 households per week and has turned into a modest profit center, according to WUSN general manager Stephen Ennen.

WUSN keeps and sells half the TV spots during the show and pays a production company, Klint Reid Associates, to produce the show.

"It depends on the cost of your production, but I would think that a radio station in almost any market could pull it off," Ennen says. "If you can come anywhere close to breaking even, it's worth your while for the promotion. It's just one more way to keep your core audience excited about the station."

Mike Costigan, a producer for Klint Reid, says the company is producing

similar shows for about 30 stations, and demand appears to be increasing quickly. "The stations that are being aggressive with this are just kicking everybody's fanny," he says.

In Seattle, meanwhile, KMPC-FM has built a database of 75,000 listeners through an interactive phone system that offers listeners club, concert and entertainment information.

"We're able to take a lot of promotions that would clutter up the air, and put them on the phone line," says Tim Murphy, who oversees KMPC and four other country stations as regional programming director for EZ Communications.

KMPC also mails a bimonthly magazine to its database of 75,000 names, Murphy says. ■

## Premiere signs House for morning show

Premiere Radio Networks announced last week that it will enter the wired network business in May with the debut of a nationally syndicated morning show featuring Nashville personality Gerry House.

The show, *Gerry House & the House Foundation*, will originate from WSIX-FM Nashville, where House, a well-connected country songwriter, has consistently been the market's leading morning man.

"We've been researching talent for the country marketplace for the past 12 months, and we came to the conclusion that Gerry House is the premier morning talent in America," said Steve Lehman, president/ chief executive officer of Premiere.

Premiere said it has signed an exclusive, six-year deal with House. The first announced affiliate for the



Gerry House

program is KZDG-FM Denver, the country station Premiere recently bought.

Lehman said the show will employ digital technology that will make the program sound locally produced. "It will make it possible for Gerry to interact with local news and sports personalities," he said.

The House show will be Premiere's 15th program, but will considerably expand the network's presence in the national advertising market, said Kraig Kitchen, senior vice president, sales. Premiere will be selling two minutes of inventory per hour, or roughly 40 minutes per week, Kitchen said.

"That's four times as large as any network we've introduced," he said. "It will allow us to tap into the \$400-million-per-year, RADAR-measured network radio pie for the first time. That's significant for us." —PV



# BASEBALL '93



A snow-dusted Oriole Park at Camden Yards in Baltimore awaits the return of the Orioles and their faithful on April 5.

## MLB's local TV/radio take tops \$350 million

*Yankees have the sweetest rights deal at \$42 million per year; Mets a close second*

By Harry A. Jessell

*"We're entertainers, dude, and as long as there's television, pay."*

—Barry Bonds, who became baseball's highest-paid entertainer during the off-season upon signing a six-year, \$43.75 million contract to play left field for the San Francisco Giants.

**M**ajor League Baseball's 28 teams will receive some \$353 million in local broadcast and cable revenues in 1993, according to BROADCASTING & CABLE's exclusive annual survey of the teams' electronic gate.

(The team-by-team rights and revenue breakdown on the next two pages is based on team and industry sources and BROADCASTING & CABLE estimates.)

The teams are not putting all of the \$353 million in their—or their high-priced players'—pockets.

Only about \$257 million represents straight rights payments from stations and regional cable networks. The balance is revenues from various deals in which teams retain some or all of the rights. And out of those revenues come the costs of producing and selling the games.

The local TV money comes on top of the nearly \$400 million—or \$14 million per team—MLB will receive from national network rights deals with CBS and ESPN (see story, page 42).

The New York Yankees have not won many pennants lately, but they can still boast of the most lucrative local rights deal. They are in the fifth

year of a 12-year deal with the Madison Square Garden Network, which pays them, on average, \$42 million a year. MSG Network televises 108 games and buys time on WPIX-TV to air another 50. A separate rights deal with WABC(AM) brings in another \$5 million per year.

The crosstown Mets have the second-richest deal. Their take includes \$20.1 million in rights payments from SportsChannel New York (\$14 million) and WFAN(AM) (\$6.1 million) and a share of the \$15 million to \$20 million in revenues from their broadcasts over WWOR-TV.

From the handful of local rights deals cut during the off-season, it is hard to say whether the value of local

Continues on page 42

# BASEBALL'S LOCAL LINEUP

Team	BROADCAST TV					CABLE				RADIO				TOTAL Revenues & rights fees (in millions)
	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	1993 rights (in millions)	Regional network	# of regular season games	Contract status (year of years)	1993 rights (in millions)	Flagship	# of stations in network	Contract status (year of years)	1993 rights (in millions)	
<b>NATIONAL LEAGUE EAST</b>														
<b>Chicago Cubs</b>	WGN-TV (ch.9)	140	7	—	—	NO CABLE	—	—	—	WGN(AM) (720 khz)	63	—	—	\$20.0
<i>Team and stations are owned by Tribune; TV and radio revenues are \$20 million.</i>														
<b>Florida Marlins</b>	WBFS-TV (ch.33)	52	9	1/4	NA	Sunshine Network	63	1/4	NA	WQAM(AM) WCMQ(AM)	20 0	1/4 1/2	NA NA	NA
<i>WCMQ(AM) broadcasts in Spanish.</i>														
<b>Montreal Expos</b>	CTV (Eng.) SRC (Fr.)	10 40	10 12	3/4 3/4	— —	Sports Network Reseau Des Sport	25 50	3/4 3/4	— —	CIQC (AM) CKAC (AM)	16 36	3/4* 3/4*	— —	\$8.0
<i>Broadcast and cable TV rights total \$6.5 million; team retains radio rights; radio revenues are \$1.5 million.</i>														
<b>New York Mets</b>	WWOR-TV (ch.9)	75	—	2/5*	—	SportsChannel New York	75	7/25	\$14.0	WFAN (AM) (660 khz)	20	3/5	\$6.1	\$35.1
<i>Team retains broadcast TV rights, buying time on WWOR-TV; revenues are \$15-\$20 million.</i>														
<b>Pittsburgh Pirates</b>	KDKA-TV (ch.2)	53	6	2/2	\$2.0-2.5	KBL Entertainment	59	2/2	\$2.0	KDKA (AM) (1020 khz)	50	3/4*	—	\$7.5
<i>Team retains radio rights; revenues are \$3 million.</i>														
<b>Philadelphia Phillies</b>	WPHL-TV (ch.17)	85	2	1/5	—	PRISM SportsChan./Phil.	45 22	—	\$6.0	WOGL (AM) (1210 khz)	30	1/5	\$3.0	\$13.5
<i>Team and WPHL-TV, in revenue-sharing deal, expect \$4.5 million in revenues; cable payment is total from both services.</i>														
<b>St. Louis Cardinals</b>	KPLR-TV (ch.11)	77	23	3/3	\$6.0	NO CABLE	—	—	—	KMOX (AM) (1120 khz)	120	2/5	\$5.0	\$11.0
<b>NATIONAL LEAGUE WEST</b>														
<b>Atlanta Braves</b>	WTBS (TV) (ch.17)	125	—	—	—	SportsSouth	28	—	—	WGST(AM) (640 khz)	175	2/3	\$3.0	\$19.0
<i>Team, WTBS and SportsSouth are owned by Turner Broadcasting; TV revenues are \$16-\$17 million.</i>														
<b>Cincinnati Reds</b>	WLWT (TV) (ch.5)	55	17	3/3	\$4.0	SportsChannel Cincinnati	35	1/3	\$2.0	WLW (AM) (700 khz)	82	2/3	\$3.0	\$9.0
<b>Colorado Rockies</b>	KWGN-TV (ch.2)	80	8	1/5	NA	NO CABLE	—	—	—	KOA (AM) (850 khz)	50	1/5	\$3.0-4.0	\$3.0
<b>Houston Astros</b>	KTXH (TV) (ch.20)	67	11	8/10	\$4.0	Home Sports Entertainment	50+	5/6	\$2.5	KPRC (AM) (950 khz)	50	3/5	—	\$11.0
<i>KXYZ(AM) broadcasts games in Spanish. splits revenues of less than \$1 million with team. Team has arrangement with KPRC, which generates \$3.5 million in revenues for team.</i>														
<b>Los Angeles Dodgers</b>	KTLA (TV) (ch.5)	50	—	1/5	\$15.0	NO CABLE	—	—	—	KABC (AM) (790 khz)	32	1/5	\$3.0	\$18.0
<i>SportsChannel Los Angeles, which carried 35 games in 1992, folded during off season.</i>														
<b>San Diego Padres</b>	KUSI-TV (ch.51)	51	19	3/3*	—	Cox Cable	50	1/1	—	KFMB (AM) (760 khz)	13	4/5*	—	\$9.0
<i>Team retains all rights; revenues total \$9 million; cable games are offered on PPV basis.</i>														
<b>San Francisco Giants</b>	KTVU (TV) (ch.2)	50	5	5/6	\$4.7	SportsChannel Pacific	55	4/7	\$3.5	KNBR (AM) (680 khz)	14	5/6	\$3.3	\$11.5
<i>KIQI(AM) simulcasts games in Spanish.</i>														



Team	BROADCAST TV					CABLE				RADIO				TOTAL
	Flagship	# of regular season games	# of stations in network	Contract status (year of years)	1993 rights (in millions)	Regional network	# of regular season games	Contract status (year of years)	1993 rights (in millions)	Flagship	# of stations in network	Contract status (year of years)	1993 rights (in millions)	Revenues & rights fees (in millions)
<b>AMERICAN LEAGUE EAST</b>														
<b>Baltimore Orioles</b>	WMAR-TV (ch.2)	50	6	3/3	\$5.5	Home Team Sports	85	10/10	\$3.4	WBAL(AM) (1090 khz)	30	3/3	\$2.0	\$11.6
<i>Team also receives \$425,000 from WTOP(AM) Washington, \$300,000 from stations in TV network.</i>														
<b>Boston Red Sox</b>	WSBK-TV (ch.38)	75	6	3/6	\$12.0	New England Sports Network	82	9/16	\$6.0	WRKO (AM) (680 khz)	57	4/4	\$4.0	\$22.0
<b>Cleveland Indians</b>	WUAB-TV (ch.43)	60	0	2/4	\$2.0-2.5	SportsChannel Ohio	45	—	NA	WKNR (AM) (1220 khz)	35	2/2	\$2.5	\$4.5
<i>SportsChannel Ohio is negotiating a three-year deal; it expects to televise 45 games.</i>														
<b>Detroit Tigers</b>	WDIV (TV) (ch.4)	47	5	2/3	\$7.5	Pro Am Sports	70	9/16	\$2.8	WJR (AM) (760 khz)	35	3/5	\$4.0	\$14.3
<b>Milwaukee Brewers</b>	WVTV(TV) (ch.18)	65	7	—	\$3.5	NO CABLE	—	—	—	WTMJ (AM) (620 khz)	48	2/4*	—	\$5.5
<i>WCGV-TV holds rights, but has agreement to air games over WVTV; team retains TV beer ad revenues (included in TV rights), radio rights and all radio revenues (\$2 million).</i>														
<b>New York Yankees</b>	WPIX-TV (ch.11)	50	0	3/3*	—	Madison Square Garden Network	108	5/12	\$42.0	WABC (AM) (770 khz)	20	5/6	\$5.0	\$47.0
<i>MSG Network, which holds all TV rights under 12-year, \$486 million deal, buys time on WPIX-TV.</i>														
<b>Toronto Blue Jays</b>	CFTO(TV) (ch.12) CBLT(TV) (ch.55)	35 25	20 39	2/5	\$9.6	The Sports Network	75-80	1/3	\$4.0	CJCL (AM) (1434 khz)	45	3/6	\$1.6	\$15.2
<i>CFTO holds broadcast TV rights, sells rights to 25 games to CBLT; cable TV deal not finalized.</i>														
<b>AMERICAN LEAGUE WEST</b>														
<b>California Angels</b>	KTLA-TV (ch.5)	49	0	2/4	\$6.0	Prime Ticket	20	1/5	\$1.0	KMPC (AM) (710 khz)	23	3/3	\$3.7	\$10.7
<b>Chicago White Sox</b>	WGN-TV (ch.9)	48	0	10/17	\$4.0	SportsChannel Chicago	110	4/5	\$4.2	WMAQ (AM) (670 khz)	28	2/4	\$2.0	\$10.2
<i>Team and WGN-TV have revenue-sharing deal that is expected to generate \$4 million for team; team retains radio beer revenue (included in radio rights).</i>														
<b>Kansas City Royals</b>	KSMO-TV (ch.62)	63	19	1/3	\$3.0	NO CABLE	—	—	—	WIBW (AM) (580 khz)	124	2/3	\$2.0	\$5.0
<b>Minnesota Twins</b>	WCCO-TV (ch.4)	38	4	—	—	Midwest SportsChannel	74	—	—	WCCO (AM) (830 khz)	68	—	—	\$4.5
<i>Midwest pays \$4.5 million for all TV and radio rights in fifth year of 5-year deal; Midwest offers 24 games on basic, 50 on PPV basis.</i>														
<b>Oakland Athletics</b>	KRON-TV (ch.4)	50	14	1/5	\$5.3	SportsChannel Pacific	59	4/5	\$3.3	KNEW (AM) (910 khz)	23	1/3*	—	\$11.4
<i>Team retains radio rights; revenues are \$2.8 million.</i>														
<b>Seattle Mariners</b>	KSTW(TV) (ch.3)	60	5	1/3*	—	NO CABLE	—	—	—	KIRO (AM) (710 khz)	26	1/5*	—	\$5.0
<i>Team retains all rights; revenues total \$2-2.5 million for TVs, \$3-3.5 million for radio.</i>														
<b>Texas Rangers</b>	KTVT (TV) (ch.11)	90	15	1/3	\$5.25	Home Sports Entertainment	50	5/6	\$2.5	WBAP (AM) (820 khz)	30-35	2/3	\$3.0	\$10.75

\*= Contract status refers to time buying agreement between rightsholder and flagship. NA = Not Available

# Baseball

Continued from page 39

rights is trending up or down. The Los Angeles Dodgers new five-year pact with Tribune's KTLA-TV calls for annual payments of \$15 million, \$4 million more than they were getting under their last deal with KTTV(TV). And the Texas Rangers, in their new three-year contract with KTVT(TV) Dallas-Fort

Worth, will receive \$6 million, \$750,000 more than under their last deal.

But the Kansas City Royals had to settle for \$500,000 a year less in making their off-season move from ABC affiliate WDAF-TV to independent KSMO-TV.

Several teams retain rights, but mostly for radio. The San Diego Padres and the Seattle Mariners have shown the greatest enthusiasm for the broadcasting and cable business. Each

team produces and sells all media. Sources say the Padres reap revenues of about \$9 million; the Mariners, up to \$6 million. No word on how much of that they keep.

Teams that retain rights incur all the expenses of production and sales. And, of course, they must often buy time on radio and TV outlets. The Padres, for instance, reportedly pay KUSI-TV around \$12,000 per game, or more than \$600,000 for a season-long 51-game schedule. ■

## Fear of falling fees, ratings haunt MLB

Broadcast, cable bidders angle for steep cuts in rights contracts; split package likely in subsequent network deals; viewer base may be eroding for America's favorite pastime

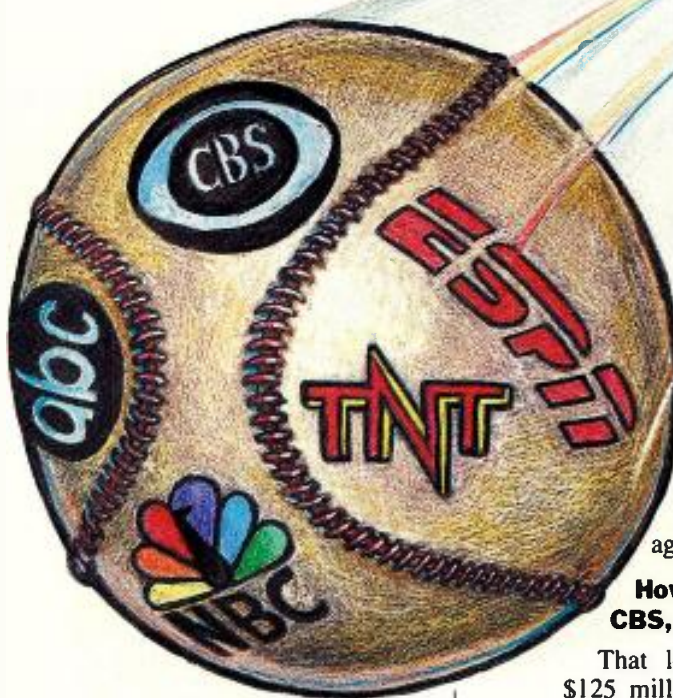
By Steve McClellan

**F**rom business and financial standpoints, Major League Baseball is a mess, and a large part of the near-term problem has to do with how the league can cover its rising player costs in the face of an anticipated fall in national media rights revenues after the 1993 season. In the long term, questions loom about the general appeal of the sport as television programming.

MLB's current national broadcast and cable television agreements are entering their fourth and final season. CBS-TV, which negotiated a four-year, \$1.06 billion deal that started in 1990, will pay around \$265 million this year. ESPN will pay \$100 million in the final year of its four-year, \$400 million national cable deal.

Executives on both sides of the negotiating table predict a drop of 30% or more in broadcast rights fees beyond 1993. And the consensus is that the over-the-air network package will revert to a split structure, as it did in the past when NBC broadcast a Saturday game of the week and ABC aired Monday Night Baseball. (Most agree, however, that Monday baseball was a flop that will not be repeated.) In the split-package scenario, the networks involved would alternate carriage of the All-Star Game and the World Series one year and the American and National League Championship series the next.

"The league has basically determined the split package is the way to



analyst at Sanford C. Bernstein, estimates the total baseball write-down for CBS at close to \$500 million, or nearly half what the network paid for the package.

### How big a loss for CBS, really?

That loss averages about \$125 million a year over the four years. However, economist Andrew Zimbalist, who has examined the whole rights issue in his recent book *Baseball and Billions*,

says CBS's write-down estimates appear out of line when ad revenues from baseball coverage are figured in.

Zimbalist conservatively estimates that CBS took in \$105 million from the World Series in 1991, \$95 million from the playoffs, \$10 million from the All-Star Game and \$40 million from the regular season, for a total of \$250 million, or just \$15 million less than the \$265 million allocated to MLB in rights that year.

Factoring in production costs, Zim-

go, because the networks want to spread the costs and the risks that became all too real under the current agreements," said one source close to the talks.

It has been well documented that the "risks" associated with the current contracts refer to the staggering losses incurred by CBS and ESPN. CBS took a write-down of \$282 million against its baseball contract in 1990 and a write-down of \$322 million against its baseball and National Football League agreements in 1991 (it didn't allocate specific amounts to each contract). Tom Wolzien, a media



balist argues it is hard to believe CBS lost more than \$38 million a year under the contract. The network's huge write-downs, he says, "might arouse suspicion about whether it is engaging in a public relations game in a bid for smaller contracts the next time around."

But industry executives, including some outside MLB and CBS, point out that the 1991 baseball post-season played out the way CBS dreamed it would—a dramatic seven-game World Series in which the finale commanded about a 50 share. "You always dream about an L.A.-New York series, but they came pretty close to the ideal in 1991," said a network executive. "When you bid on MLB it's a big crapshoot. You're betting that major-market teams play a seven-game series, and if it doesn't come out that way—and you're paying \$265 million for the rights—you lose big time."

Last year, CBS's ratings hope for the World Series had two strikes against it: one finalist was Toronto—and viewership there is not tallied in the U.S. ratings by Nielsen—and the team beat Atlanta in six games. As a result, CBS averaged 4 rating points less over the series.

If the 1991 post-season was a dream come true for CBS, 1990 was a nightmare—the Cincinnati Reds blew out the Oakland A's in four games. While Cincinnati fans were no doubt in ecstasy, they are in the 30th-ranked market, far below number 10 Atlanta. Furthermore, no one has ever accused the Reds of being "America's team," and they lack the superstition platform that might enable them to assume such a moniker.

Advertising agency executives estimate that CBS generated perhaps half to three-quarters the revenue on baseball in 1990 as it did in 1991. "They lost a hell of a lot more than \$40 million in 1990," said one agency executive. "Are they playing up their losses for the next set of renewal talks? Well, wouldn't you?"

#### Hidden benefits for ESPN

For ESPN, the paper losses are estimated to be in the \$160 million to \$200 million range over the life of the current contract. But some cable executives argue that ESPN's actual losses are significantly less than that, because of several factors.

According to one high-level executive who followed the ESPN situation

closely, the network has experienced a significant lift—50% or more—in its weekly average rating during the six-month period in which it airs baseball. That increase, the executive notes, allows ESPN to sell programs other than baseball at higher rates than it could have without baseball.

Another cable executive said ESPN officials firmly believe that baseball has given it added leverage in carriage-fee negotiations with cable operators and has probably enabled it to raise its fees higher and faster.

Given those factors, the source said, ESPN's "imputed losses" may actually be only 50% of its paper losses (or \$80 million-\$100 million over the life of the contract) attributed to baseball, if the arithmetic is limited to rights paid, ad revenue received and production costs incurred.

Nevertheless, many in the business believe ESPN has considerably more bargaining leverage in the rights negotiations than it did four years ago, when, sources say, the league forced the network to take almost twice as many games—about 160 regular-season and 10 pre-season games—as it wanted.

ESPN's losses, however they are calculated, are still losses, and it doesn't appear the network has much, if any, competition at this point for the cable contract. In fact, sources say MLB has been soliciting interest from other networks, including USA Network and Turner's TNT. As of last week, there was little interest on the part of either.

"You never say never," said a USA Network official. "But at this point our primary focus where we're allocating most of our program budget is in entertainment programs."

At Turner, a source said that Braves baseball on WTBS(TV) Atlanta continues to be the company's baseball focus. "They asked us about interest in a TNT package, but we really don't think it makes sense at this time," said a TBS executive. (Both the team and the station are controlled by TBS. According to the company's most recent 10-K, it will pay MLB \$15 million, which will go to the 1993 superstition pool, expected to total between \$25 million and \$30 million this year.)

Despite the losses, ESPN officials have made it clear they like baseball and want to discuss a rights renewal. But mention baseball renewal to media executives, including those at

ESPN, and one is likely to hear one of the following: "at the right price" or "never say never."

According to Ed Durso, executive vice president and general counsel, ESPN, he and other executives at the network "feel very strongly that Major League Baseball belongs on ESPN. It's been a tremendous success in fulfilling our promise to viewers and affiliates that ESPN would be the place where you could go every day to find out everything of significance that happened in baseball."

But, said Durso, the economics of the deal have been "very difficult." He confirmed losses in the "tens of millions each year," but would not be more specific. "I think they [MLB] recognize the realities of the marketplace," he said.

Durso admitted that to some extent the network's ratings expectations were 40% to 50% higher, depending on the day of the week, than they should have been. Part of the problem, he suggested, was the six-year gap since the previous MLB cable deal with USA. And if it wasn't obvious before, the past three seasons have demonstrated that imported games do not offer home-team appeal and are not as popular with local fans.

In the current ESPN deal, limited exclusivity (only one night, Sunday, out of six that ESPN has coverage) and the ability to impose blackouts on local stations covering the same games has had an impact on ratings and revenues, said Durso. Those two issues, among others, are negotiating points, he said.

#### Lowering their sights for new four-year deal

According to several television executives who have had extensive talks with MLB executives, the league wants another four-year broadcast-network package. MLB executives, these sources say, think they can get two networks to pony up a combined \$700 million, which would represent a 34% drop in the value of the rights from the current agreement.

But some analysts who closely follow the networks believe CBS is positioning itself for an even greater drop. "I think the magnitude of their write-downs is a clear signal they believe the rights are worth about half what they paid the last time around," said Sanford Bernstein's Wolzien. That would put a four-year package at about \$530

million, or \$132.5 million per year.

CBS officials declined to speak on the record about the negotiations, as did officials at NBC and ABC. But a source at CBS, asked for comment on Wolzien's assessment, said it was not far off, but he suggested the network might seek an even greater reduction. "With the write-down, we are operating at break-even on Major League Baseball," the source said. "The question then becomes, what sort of reasonable profit are we entitled to make on the franchise?"

Others are not surprised to hear about such a position from the CBS camp. "Baseball is a big disaster for them," said one agency executive. Of course, it is not entirely certain CBS will make a bid. Affiliates attending

ball Association. But such a deal would force greater revenue sharing among the individual baseball clubs. While many believe the arrangement would be to MLB's benefit in the long term, many larger-market, wealthier teams object.

**More power to the bidders**

The networks have considerably more bargaining leverage for the upcoming renewals than they did four years ago. One of MLB's dilemmas is the huge salary commitments the teams have beyond 1993. According to a report in *USA Today*, those commitments total over \$1 billion—so far—through 1998, including almost \$500 million in salary commitments alone for 1994.

presidents leaving within the year), it's more likely to happen in 1995.

Executives reached last week for comment on the proposal were still trying to figure out the benefits. The last thing CBS or any broadcast network needs is more baseball inventory. Some believe added playoff games might be used as a sweetener for the cable deal, which now offers a regular-season package only. There has also been speculation that the league is trying to figure out how to add a package of nationally syndicated games to the media mix; some playoff games could factor into such a package.

**Diminishing fan base**

Still others believe the MLB is trying to address more deeply rooted problems than the next round of media contracts, problems that address the question of the game's declining appeal as an entertainment pastime.

"Baseball has fundamental product problems," says one high-level television sports executive who was involved in negotiating the current rights deals. "They have an aging audience, and they aren't injecting new, young blood into the fan base. In some respects it is the product of another era, certainly in terms of the pacing. It kind of reflects a bygone era, which has some appeal for the 30-plus crowd, but not for a 12- or 14-year-old."

Bryan Burns, a New York-based sports programing consultant and former MLB executive who was instrumental in negotiating the current national media rights deals, believes the division and playoff expansion proposals have some merit. "The question of more inventory is a legitimate issue," he said. "But if you're trying to generate more interest in the game generally after Labor Day, expanding the playoffs may be the right direction. If, instead of four teams in contention there are seven or eight, then maybe 12 or 14 teams have some [chance of making it to the playoffs], creating broader interest in the game."

Questions of future fan interest, and an inability on the part of owners to agree on how best to position the league for the future, are long-term problems for MLB. Meeting the 1994 payroll and avoiding a player walkout are its short-term challenges, and the real hardball is about to begin. ■

**Keeping score of baseball on TV**

RS=regular season; LCS=League Championship Series; WS=World Series. Numbers in parenthesis represent number of games. 1989 World Series interrupted by San Francisco Earthquake.

	NBC		ABC	
	RS	LCS	WS	RS
1989	5.1 (31)	12.5 (10)	16.4 (4)	6.2 (8)
	CBS		ESPN	
	RS	LCS	WS	RS
1990	4.7 (16)	11.6 (10)	20.8 (4)	2.1 (161)
1991	4.0 (16)	11.9 (12)	24.0 (7)	2.0 (160)
1992	3.4 (16)	10.5 (13)	20.2 (6)	1.5 (156)

Source: Nielsen

recent meetings with network officials, among them CBS Sports President Neal Pilson, came away with the impression that baseball is not a high-priority item. "Of all the activity that CBS Sports is involved with or planning for, baseball doesn't appear to be at or near the top of the list," said an affiliate general manager who attended one recent meeting.

But that does not mean CBS has ruled out a renewal. Both Pilson and NBC Sports President Dick Ebersol have stated publicly they do not think serious negotiations can begin until MLB completes a new labor deal with the players union. The current labor pact expires at the end of the 1993 season. "At this point, MLB can't say with certainty when opening day 1994 will be," said a network executive.

The player talks are expected to be nasty, brutish and complicated. Issues will include player demands for a percentage of MLB revenues in return for possible salary caps, an arrangement similar to that of the National Basket-

"That's the short-term problem for Major League Baseball," said one high-level cable television executive. "You have to think they are going to be pretty damned desperate for whatever revenue they can get from the network contract renewals."

As for ESPN, sources close to the situation believe the network will be in a better position this time around to dictate the number of games it wants to telecast—probably around 100 per season. Given the losses the network has suffered for the first three years, sources believe ESPN will bid no more than \$70 million-\$75 million per year for another four-year deal.

Then there's the question of MLB's proposed expansion to three divisions in both the American and the National Leagues, a reapportionment that would double the number of teams reaching the playoffs from four to eight. League officials say the change could be made as early as 1994, but, given baseball's internal disorganization (no commissioner and two league



# Business

## Broadcasters and cable included in tax 'exclusion'

*Treasury Department proposal to lessen capital gains tax on small business investment could attract additional equity to acquisition marketplace*

By Geoffrey Foisie

**E**quity is "in" in the 1990's, but it is not always available. Many would-be buyers seeking equity may find help from one of the various revenue proposals offered by the Clinton administration. Even if the proposed "capital gains exclusion" does not greatly increase the amount of equity for media acquisitions, the proposal promises to change the way buyers structure their acquisition.

What the Treasury Department has proposed is that investors would be able to exclude from taxation half of all gains from investments in small companies, if those investments are held for more than five years. The stock must be acquired directly from the company, rather than in the secondary market.

A "qualified" small business in which the investment would have to be made is defined as one whose "aggregate capitalization" does not exceed \$25 million from Jan. 1, 1993, through the date the stock is acquired. That criterion would seem to apply to more than half the TV stations and virtually all radio stations outside certain facilities in the top 10 markets. The National Cable Television Association said there are also 9,000 cable systems that have fewer than 10,000 subscribers and therefore might qualify as small businesses for purposes of the provision.

Some of those who had seen the provision said they thought it would affect the supply of capital to the transaction marketplace. Robert Wilens, tax and accounting analyst for Shearson Lehman Brothers, said: "I would say it would certainly facilitate the flow of money. People will do almost anything for a tax break."

To be eligible for the capital gains exclusion, the entity making the in-

**The Clinton administration also seeks to increase bank lending. See "In Brief," pages 80-81.**

vestment could not itself be a corporation, but rather, must be an individual or a partnership or other entity through which taxable income and losses pass through to individuals. Treasury's proposal would limit the "gains eligible for exclusion" to the greater of \$1 million or 10 times the basis in the

stock. The proposal also "includes safeguards to prevent large corporations from securing the exclusion for their shareholders by spinning off new subsidiaries, to prevent existing small corporations from redeeming outstanding shares in hopes of reissuing qualified small business stock, and to prevent investors from securing the exclusion for certain transfers, including the transfer of unrealized gains on appreciated assets to a qualified small business."

Brian McNeil, a partner with the

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Boston-based venture firm of Burr, Egan, Deleage & Co., said that would-be buyers should appreciate the Treasury proposal, since smaller companies typically aren't large enough to tap the public equity markets.

Agreeing was David Schutz, of the New York-based consulting firm Hoffman Schutz Media Capital: "It takes radio back to its more traditional routes, which was not as [investment] vehicles for large institutions, but rather for high-net-worth individuals or small closely-held entities."

With higher individual tax rates effectively reducing the after-tax return from media properties to buyers who structure themselves as partnerships or other "pass-through" entities, the proposal could make the corporate form of organization more appealing. It could, theoretically, also increase the use of stand-alone financing on acquisitions.

Tax authorities, such as Michael Hines of Dow, Lohnes & Albertson and Ed McClellan of Baker & McKenzie, said there remain some uncertainties whose clarification will determine

the impact of the exclusion. Although those commenting last week assumed the exclusion is only applicable to investments in common stock, there was the possibility that Treasury might include preferred stock or other securities. Likewise, the \$25 million "aggregate capitalization" ceiling presumably refers to the company's total debt plus equity, but observers said they were awaiting definition.

The bottom line, according to those commenting last week, is that the capital gains exclusion will attract additional investors to the broadcasting industry, but the amount may not be overwhelming. Said McNeil, "It's kind of like a windfall, or tiebreaker; I don't think it will be a driving force behind the deal. You still have to believe that...it makes sense on a pre-tax basis." ■

# Changing Hands

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

**WYNY(FM) Lake Success, N.Y. (New York)** □ Sold by Westwood One Stations Group Inc. to Broadcasting Partners Inc. for \$50 million (BROADCASTING, Feb. 1). WYNY has country format on 103.5 mhz with 5.4 kw and

antenna 1,416 feet above average terrain.

**KTRH(AM)-KLOL(FM) Houston** □ Sold by Rusk Corp. to KTRH License Corp., subsidiary of Evergreen Media, for \$49 million (BROADCASTING, Feb. 8). KTRH is 50 kw fulltimer with news, sports format on 740 khz. KLOL has AOR format on 101.1 mhz with 100 kw and antenna 1,920 feet above average terrain.

**WJPR(TV) Lynchburg, Va.** □ Sold by Roanoke-Lynchburg TV Acquisition Corp. to Grant Broadcasting System II Inc. for \$5.5 million. Assignment includes satellite station WVFT(TV) Roanoke, Va. **Seller** is headed by N. Thomas Eaton, and has no other broadcast interests. **Buyer** is headed by Milton Grant, who has interests in licensees of WZDX(TV) Huntsville, Ala., and KLJB-TV Davenport, Iowa. WJPR is Fox affiliate on ch. 21 with 1,148 kw visual, 115 kw aural and antenna 1,638 feet above average terrain. **Broker: Communications Equity Associates.**

**WJIM-AM-FM Lansing, Mich.** □ Sold by Double L Broadcasting of Lansing Ltd. to Liggett Broadcast Inc. for \$3.5 million. **Seller** is headed by E. Lee Leicinger, and also owns WIBA-AM-FM Madison, Wis. **Buyer** is headed by Robert G. Liggett Jr. and James A. Jensen, and also owns WVUD(FM) Dayton, Ohio; KCML(FM) Fresno and KMGG(FM) Santa Rosa, both California, and WBCK(AM)-WBXX(FM) Battle Creek, WHNN(FM) Bay City,

February, 1993

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by Double L Broadcasting of Lansing Ltd. to Liggett Broadcast Inc. for \$3.5 million. **Seller** is headed by E. Lee Leicinger and also owns WIBA-AM-FM Madison, Wis. **Buyer** is headed by Robert G. Liggett Jr. and James A. Jensen and also owns WVUD(FM) Dayton, Ohio; KCML(FM) Fresno and KMGG(FM) Santa Rosa, both California, and WBCK(AM)-WBXX(FM) Battle Creek, WHNN(FM) Bay City, WFMK(FM) East Lansing and WLHT(FM) Grand Rapids, all Michigan. WJIM(AM) is fulltimer with news, talk format on 1240 khz with 1 kw. WJIM-FM has AC format on 97.5 mhz with 28 kw and antenna 440 feet above average terrain. *Broker: Blackburn & Co.*

**WAVH(FM) Mobile, Ala.** □ Sold by Pourtales Holdings Inc. to WESHAM Broadcasting Co. for \$2 million. Station was purchased last year for \$1.8 million. **Seller** is headed by C.T. Robinson, who also owns three AM's and six FM's. **Buyer** is general partner of Franklin Communications Partners Ltd., headed by Morton I. Hamburg, and owns one AM, two FM's and Alabama Radio Network. WAVH has oldies format on 96.1 mhz with 100 kw and antenna 1,141.4 feet. *Broker: Blackburn & Co.*

**KMND(AM)-KNFM(FM) Midland, Tex.** □ Sold by Dennis Elam, Chapter 11 trustee, to Midland-Odesa Broadcasting LC for \$1.35 million. **Seller** recently acted as trustee for sale of KXTQ(AM)-KKIK(FM) Lubbock, Tex. **Buyer** is headed by Thomas O. Hicks and backed by Hicks, Muse & Co., Dallas-based investment firm. Hicks

also has interests in KLVJ(AM)-KYKR(FM) Beaumont, KFMX-AM-FM Lubbock and WTAW(AM)-KTSR(FM) College Station, all Texas. KMND has oldies format on 1510 khz with 500 kw day. KNFM has C&W format on 92.3 mhz with 100 kw and antenna 985 feet. *Broker: Whitley Media.*

**CP for WCXL(FM) Kill Devil Hills, N.C.** □ Sold by Kill Devil Hills Communications Ltd. to Ray-D-O Biz Inc. for \$1.003 million. **Seller** is headed by general partner J. Gary Ratcliff. **Buyer** is headed by William S. Ray and is licensee of WGAJ(AM) Elizabeth City and WQDK(FM) Ahoskie, both North Carolina. WCXL has "mix and beach" AC format on 104.1 mhz with 100 kw and antenna 400 feet above average terrain.

**WAIK(AM)-WGBQ(FM) Galesburg, Ill.** □ Sold by Radio Communications Group Ltd. to Northern Broadcast Group Inc. for \$600,000. **Seller** is headed by general partner Albert O. Berglund Jr. and has no other broadcast interests. **Buyer** is headed by Michael McCulloch, who is 51% shareholder in licensee of WMGO(AM) Canton, Miss. WAIK has AC format on 1590 khz with 5 kw day and 50 w night. WGBQ has CHR format on 92.7 mhz with 3 kw and antenna 355 feet above average terrain.

**WKNF-FM Oak Ridge, Tenn.** □ Sold by Key Broadcasting of Tennessee Inc. to John W. Pirkle for \$507,801. Previous sale of station for \$950,000 ("Changing Hands," Nov. 11, 1991) did not close. **Seller** is headed by Anthony J. Ciano and has no other broadcast interests. **Buyer** is 100% shareholder of licensee of WOKI-FM Oak Ridge, Tenn. WKNF-FM has oldies format on 94.3 mhz with 1.82 kw and antenna 395 feet.

**WSHG(FM) Ridgeland, S.C. (Hilton Head)** □ CP sold by Mattox-Guest of South Carolina Inc. to Shag Broadcasting Inc. for \$375,000. **Seller** is headed by Troy Mattox and Andrew Guest and is also licensee of WDEC-AM-FM Americus and WKUB(FM) Blackshear, both Georgia. **Buyer** is headed by Leroy Harvey Jr. His wife, Evelyn C. Harvey, owns licensee of WQQT(FM) Springfield, Ga. WSHG has AC format on 104.9 mhz with 3 kw and antenna 300 feet.

*For other proposed and approved sales see "For the Record," page 69.*

# CLOSED!

**KHDL/KKPL (FM),** Spokane, Washington from Alpha Radio to Silverado Broadcasting, John Winkel and Ron Miller, Principals for \$1,000,000.

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### Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$665,000 □ 5  
FM's □ \$54,300,801 □ 9  
AM-FM's □ \$61,450,000 □ 5  
TV's □ \$5,500,000 □ 1  
Total □ \$121,915,801 □ 20

So far in 1993:

AM's □ \$8,181,404 □ 38  
FM's □ \$100,299,748 □ 55  
AM-FM's □ \$201,950,200 □ 44  
TV's □ \$257,039,866 □ 13  
Total □ \$567,471,218 □ 150

For 1992 total see Feb. 1, 1993 BROADCASTING.

# Summit Communications files public debt offering

By Geoffrey Foisie

**S**ummit Communications Group said last week it planned to issue \$130 million in senior subordinated notes. The SEC filing containing information about the offering provided a first glimpse of the privately held Atlanta-based MSO and radio group owner. Net proceeds from the notes, being placed by Donaldson, Lufkin & Jenrette and Lazard Freres & Co., will be used primarily to retire existing debt.

The recapitalization will also allow an increase in the payment of dividends to founder/owner Gordon Gray and family, which includes former White House counsel C. Boyden Gray.

Summit had revenue of \$98.2 million in 1992 and \$46.1 million of cash flow—earnings before interest, taxes, depreciation and amortization. That performance came from three AM-FM combo's in Dallas, Atlanta and Baltimore, an FM station in New York and

two cable clusters: one in Winston-Salem, N.C., with 93,482 basic subscribers; the other in Atlanta with 55,044 basic subs.

Recent revenue and cash flow growth came primarily from cable, where cash-flow margins have been averaging 60%. The MSO said it obtains an average \$32 per sub and serves 89% of its subscribers with 54 channels. Basic penetration is 65%.

The filing describes a rather conservative capital spending strategy, at least for the present: "The company has placed addressable convertor boxes in the homes of subscribers whose viewing habits justify the company's investment. As a result, only 3% of the company's 149,000 subscribers currently utilize addressable convertor boxes in conjunction with pay-per-

view programming." Similarly the company has said it intends to employ fiber optics "on a selective basis where it provides a cost-effective means of improving the technical qualities of the cable plant or enhancing customer service."

Two of Summit's four FM's, WRKS New York and WVEE Atlanta, are ranked number one in persons 12-plus, said the company.

None of the Gray family actively participates in day-to-day management. That is headed by James W. Wesley Jr., president/chief executive officer, and James M. Strawn, executive vice president, who is also president-elect of the Broadcast Cable Financial Management Association. Wesley received \$511,000 last year in salary and bonus; Strawn, \$328,000. ■

## Battle of the billionaires

**C**BS Chairman and CEO Laurence Tisch was reportedly at a board meeting of another company he controls, CNA Insurance, when he learned that the network's largest affiliate group, SCI Television, was being taken over by Revlon owner Ronald Perelman. The deal, as proposed by Perelman, would make worthless some of the bonds CNA currently owns in SCI. CNA would probably have joined a group of dissenting creditors opposing Perelman's plan but, according to one source, has since decided not to do so.

Indeed it would be penny-wise and pound-foolish for Tisch to antagonize Perelman over some relatively small bond write-offs. Better to use the write-offs as leverage for getting Perelman's cooperation in CBS's network affiliate matters.

Supposedly, the two know each other from New York University fundraisers and other business bringing together New York's upper commercial strata. Tisch's brother, and CBS board member, Preston Robert Tisch, confirmed to BROADCASTING & CABLE that they knew Perelman socially. And fellow board member Henry Kissinger is on one of the Revlon boards.

If Tisch really was caught off guard by the Perelman purchase, as at least one CBS executive has suggested, then he may need to use those connections. Even if speculative rumblings about Perelman using the SCI stations to form a fifth network are not true, CBS would like the SCI-TV stations to do a better job clearing network programming. In addition to pre-empting *CBS This Morning* in both Detroit and Atlanta, all four of SCI's CBS affiliates pre-empt the network's late-night programming.

Not everyone thinks that Perelman must have ambitious fifth-network plans. One investor who has analyzed the reorganization proposal said Perelman is buying majority control of the group, and WTVT-TV Tampa-St. Petersburg, at roughly eight times cash flow. Thus, he could show a good profit just based on a cyclical improvement in advertising revenue and the paying down of some of SCI-TV's remaining debt. A creditors' committee to review Perelman's "pre-packaged" bankruptcy proposal is expected to be formed this week.

—GF

## Tele-Media Broadcasting Co.

*has agreed to acquire  
the assets of*

## WPRO AM-FM

Providence, Rhode Island

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**Jack Satterfield**

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# Washington

## Congress's message to broadcasters: Get your Children's Act together

*Tone at House Telcomsubcom hearing is tough as Markey and others stress cartoons don't fill the bill for providing educational programming for kids*

By Joe Flint

**B**roadcasters were given fair warning by Congress last week to get serious about providing educational programming for children or face the consequences.

"Broadcasters' response to the Children's Television Act is simply unacceptable," House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) said at a hearing on compliance with the act, which requires stations to address the educational and informational needs of children and limits commercials in children's programming.

"Children's television on commercial broadcast television today remains the video equivalent of a Twinkie," Markey said. "Kids enjoy it despite the absolute absence of any nutritional content."

That was the tone of much of the hearing, with House members blasting broadcasters and broadcasters replying that most of the stations are meeting the act's requirements and that the act is still too new for real results to be visible.

Although Markey said the purpose of the hearing was not to "threaten" broadcasters, he often sounded threatening.

"Are we getting a good deal from the broadcasters in return for what we are giving them—no spectrum fees and must carry?" Markey asked. Without compliance, he said, broadcasters may face serious challenges to their licenses and the loss of their licenses, and spectrum fees could follow.



Children's TV advocate Shari Lewis and sidekick Lamb Chop told Congress that many kids shows are violent, sexist, xenophobic and ageist. "It all comes down to one word: Responsibility," she said.

The oversight hearing was the result of a much-publicized study released last October by the Center for Media Education that chastised broadcasters for taking the act lightly and offering, in license renewal applications, reruns and cartoons as examples of educational and informational children's programming. "Among the findings in the report was that stations were listing, as programming specifically designed to meet the educational needs of children, such shows as *The Jetsons*, *The Flintstones* and *Yo Yogi*," said Markey. "Broadcasters can and will do better than that."

Broadcasters also came under attack from public citizens' groups.

"For too long, broadcasters have been permitted to have their cake and eat it, too. They masquerade as public

trustees, asking for special privileges in relation to other TV delivery systems, even as they whine that educating the child audience is just too expensive, that defining education is just too tough, and that any FCC talk about using the public's airwaves to educate the public's children is censorship," said Peggy Charren, founder of Action for Children's Television.

Broadcasters countered that the report was premature and that it failed to address the lack of programming available to meet the new requirements.

"We must also keep in mind that children's programming, regardless of its noble intent—just like adult prime time programs—can and does fail because of the lack of audience or sponsorship support," said Paul La Camera, station manager and vice

president, programming, WCVB-TV Boston who testified for the National Association of Broadcasters. "Creating quality children's programming takes commitment along with the classic ingredients of time and money," he added.

Testifying on behalf of the Association of Independent Television Stations, Brooke Spector, vice president/general manager, WUAB-TV

Cleveland, said large studios and production companies "are just figuring out formulas to create informational and educational programs that are popular with children."

Spector also pointed out that many stations still had obligations to their program suppliers that ran for a year or two after the date the act went into effect. "Stations are just beginning to have the flexibility to broad-

cast new programming that is required by the act," he said.

Markey has no plans to amend the act, according to subcommittee aide Larry Irving. But subcommittee member Ron Wyden (D-Ore.) said that in the next few weeks he would re-introduce legislation requiring stations to provide one hour of educational programming each week for pre-school children. It will be part of his Ready to

## Children's television: who will volunteer?

A commentary from FCC Commissioner Ervin Duggan

**S**traws in the wind have been flying lately. Congressman Ed Markey held a hearing last week with television licensees in the dock. The FCC has launched an inquiry into whether broadcasters are living up to the law. And two weeks ago, *TV Guide* gave the subject lead treatment, with a cover featuring Barney the dinosaur.

What's blowing toward us? The issue of children's television. Nearly three years after Congress passed the Children's Television Act, Congressman Markey and the FCC are reminding broadcasters that Congress, when it called for better fare for children, had more in mind than reruns of *The Jetsons*. *TV Guide* made the same point in its story: Programers "still roller-skate around the Act," it said.

When Congress, the FCC and the press spotlight the same subject, you can bet public opinion is crystallizing. People at the broad center of the populace, not would-be censors, are worried about television's impact on children: about the dearth of wholesome programming; about the flood of violence and near-porn washing over the youthful audience.

Those who minimize the issue should consider other straws in the wind. Hillary Rodham Clinton has made the well-being of children her top extracurricular concern for years. Tipper Gore has campaigned to persuade shapers of our popular musical culture to ponder their impact on young minds. Jane Pauley asks, in *TV Guide*, "[W]hat do you say when a little girl turns from the television set and asks, 'Why was he sticking a knife in her, Mommy?'" These are not extremists; they are leaders and parents in the mainstream.

In last year's debate about cable legislation, broadcasters reminded Congress that theirs is a "public interest" medium. Surely service to children is near the center of the public interest. Yet if reports on file at the FCC are to be believed, too many broadcasters may be counting on *The Flintstones* to fulfill their educational and informational responsibilities.

It would be great to see a vigorous, voluntary response from broadcasters and program producers. Too often, instead, I hear a litany of old chestnuts:

*"If people don't like what their children are watching,*

*they can turn off the set."* Would you advise people concerned about air pollution, "Just buy a gas mask"? Or those concerned about drive-by shootings, "Just stay out of the street"? Parents and congressional leaders are pleading with the industry to be part of the solution: to *volunteer*. Disowning the problem, forcing parents to become policemen in their own homes, sows doubt about broadcasters' zeal for the public interest.

*"Trivial, violent and sleazy programming doesn't really affect kids' behavior."* Strange, isn't it, that broadcasters who make this argument tell advertisers that 30-second commercials send viewers rushing, cash in hand, to car dealers, shopping malls and fast-food restaurants. Can we really believe that the surrounding programs don't affect behavior?

*"Our job isn't to educate or uplift. We just reflect reality."* Whose reality? According to polls, 69% of Americans belong to religious congregations; 40% attended a church or synagogue within the

last week. When did you see *that* reality on TV?

Most members of Congress, in my experience, and certainly most FCC commissioners, have no interest in becoming censors or regulatory bullies. Many broadcasters, I'm convinced, share the growing concern about the scarcity of wholesome broadcast fare for young viewers. They, too, deplore the flood of violence and indecency. They'd like to improve television's contributions to education. Just ask KXTV in Sacramento, WRCB in Chattanooga, WCVB in Boston and other stations that won awards last fall from the National Association of Broadcasters for special service to children.

My fear, however, is that the industry response to Ed Markey's worries about children and TV will be to circle the wagons and complain that government's concerns are content-based threats to First Amendment liberty. Another, more imaginative, response is possible, however. Broadcasters could use their First Amendment liberty—their freedom to speak, to lead, to create—to do a better job of educating and inspiring tomorrow's citizens.

What's needed is *voluntary* leadership by trade associations, industry leaders and the trade press: statesmanship and imagination, not disclaimers of responsibility. ■





Learn Bill designed to provide children with the "necessary tools to succeed in school," he said. Representative David Price (D-N.C.) is co-sponsoring the measure.

Wyden was one of the harshest critics of broadcasters at the hearing, and was displeased when La Camera told him he thought the programing re-

quirement crossed the constitutional line and that he could not support a provision that would have the government telling stations what to air and when.

Wyden fired back that it would be "very unfortunate" if the NAB does not support this. "Everyone will suffer," he said.

Such a requirement was also supported by Representative Jim Slattery (D-Kan.), who wanted to know what was wrong with conditioning broadcasters' access to the airwaves on their providing some programing. Said Slattery: "All we are asking for is one hour for an audience being maligned by trash on TV." ■

## NCTA mines good news from FCC rate survey

*Says data support benchmark approach to regulation; NAB disputes interpretation*

By Joe Flint

**T**he National Cable Television Association said the results of the FCC's survey of cable rates—including those showing that systems with competition tend to have rates 30% to 50% lower than systems that do not—show support of a benchmark approach to rate regulation.

The National Association of Broadcasters, however, said the commission's information is a "quagmire of numbers which can be subject to varying and inconsistent analyses and interpretations" and amount to further proof that rate-based benchmarks are not viable. The association did not analyze any specific FCC finding.

According to the NCTA's reading of the data, which surveyed rates in 1986 versus 1992, the per-channel rate for the most popular package of cable service has actually declined, while

the number of channels has increased significantly.

The NCTA said an outside analysis of the data shows that, for the lowest-priced tier of service available, an average subscriber paid 44 cents per channel for 25 channels in 1986. That per-channel rate had risen to 61 cents by October 1992, it said, an increase of just 5% when adjusted for changes in the consumer price index for that period.

The NAB countered that the FCC's survey shows that "any rate-based benchmarks will necessarily be not only error-prone, but arbitrary and capricious." The cable industry, NAB said, makes a rate-based benchmark all too complicated and unfair. Even if the data were good, the NAB said, "the rate-based benchmark approach remains subject to gaming by cable operators seeking to maximize their returns." ■

The Consumer Federation of America also took issue with the rate information regarding systems facing competition.

"The data make clear that the very small number and unique characteristics of the competitive systems render it impossible for the commission to rely on survey data to concoct a quasi-cost approach, as proposed by the cable industry, to rate setting," the CFA said.

Local governments filing at the FCC said the survey was a good first step in identifying the magnitude of monopoly rents in current cable rates. They, too, support a benchmark approach to rate regulation.

Perhaps because the FCC, rather than release its findings on paper, provided interested parties with a disk of data to crunch, no other parties responded to the commission's findings. ■

## Electronics group, NAB team for in-band digital radio

*Agreement calls for exclusive support for terrestrial approach to technology*

By Joe Flint

**T**he National Association of Broadcasters and the Electronic Industries Association have teamed up to fund and develop technical standards for an in-band, on-channel (IBOC) digital audio radio system.

The agreement, according to the NAB and the EIA, calls for the NAB's exclusive support for an IBOC, terrestrial approach to digital audio radio. In the past, the NAB has opposed satellite-delivered digital audio broadcast-

ing.

The agreement also says that the NAB will not "consider systems other than IBOC unless IBOC systems are shown to not substantially meet the requirements for terrestrial DAR."

The agreement calls for the EIA digital audio radio subcommittee to test all DAR technical systems, including any IBOC systems submitted to the National Radio Systems Committee, as well as to develop a technical record. The NRSC, which will carry out the testing, will also

recommend a single IBOC system if appropriate.

It will also form a subcommittee to determine the planning of IBOC tests.

Funding for IBOC testing will be shared by the NAB and the EIA, with half of each association's contributions being covered by the system's proponents.

The EIA had planned to start testing all forms of DAB next month. Still unclear is whether the CBS/Gannett ACORN IBOC system will be ready for testing then. ■

Two weeks after dealing the FCC a blow by staying the effectiveness of the narrow new "safe harbor" for indecent programming (midnight to 6 a.m.), the **U.S. District Court in Washington last week declined to prohibit the commission from enforcing the indecency statute** during other times of the day. This means the safe harbor remains 8 p.m. to 6 a.m. Broadcasters may air indecent programming during those 10 hours with impunity—at least until the court rules on the constitutionality of the midnight-to-6 a.m. safe harbor. The stay requests had been made by the consortium of broadcast organizations and public interest groups led by Action for Children's Television, which is challenging the constitutionality of the six-hour safe harbor.

Acting FCC Chairman **Jim Quello predicts the news of United States Satellite**

**Broadcasting's programming contracts with Viacom and HBO for its direct broadcast satellite service will be a "catalyst of more to come."** Speaking in New York last week at the Golden Mike Award ceremony (given to King Broadcasting and KING-TV Seattle), Quello said "the long-awaited multichannel competitor to cable television will become a reality in 1994, and it will be in the dedicated hands of a great broadcasting pioneer family." (USSB is principally owned by Hubbard Broadcasting.)

**Action for Children's Television founder Peggy Charren kept a busy schedule while in Washington last week.** Besides testifying at a House Telecommunications Subcommittee oversight hearing on the Children's TV Act (see story, page 49), she also met briefly with First Lady Hillary Clinton to discuss the current state of children's programming. Charren provided no details of their conversation.

Charren also appeared at a Parent Teachers Association legislative conference last week, where she suggested that, while it may be unrealistic to target every station that does not live up to Children's Act requirements, members may want to challenge the licenses of the worst offenders. Charren said 7,000 letters against one station would probably send the message to all other broadcasters about the need to comply.

Meanwhile, on the indecency front, **the Alliance for Community Media and People for the American Way asked the U.S. Court of Appeals in Washington to stay the effective date of new FCC rules** (mandated by the 1992 Cable Act) **allowing local governments to regulate indecency** on leased-access and PEG cable channels. The rules are to take effect in June. The same groups earlier challenged the constitutionality of the provision.

**Larry Irving made what is expected to be his last appearance** as counsel to the House Telecommunications Subcommittee last week at the hearing on children's television. Irving, who has been nominated to head the Commerce Department's National Telecommunications and Information Administration, received high praise from his boss Chairman Edward Markey (D-Mass.) and other subcommittee members. Irving "brought a sense of decency to Congress, and I was proud to work with you," he said. Confirmation hearings for Irving have not yet been sched-

uled.

**Labor Secretary Robert Reich has stirred things up** with his letter urging the FCC to consider what impact its choice of an HDTV standard will have on U.S. jobs.

Following reports of the letter, two of the HDTV system proponents—Zenith/AT&T and General Instrument/MIT—fired off letters discouraging any bias Reich may have toward the Thomson-Philips-GE HDTV system because of Thomson's and Philip's domestic set manufacturing.



# Washington Watch

Edited By Harry A. Jessell

GI Chairman and Chief Executive Officer Donald Rumsfeld warned that making jobs an issue could politicize the selection process, penalize the U.S. companies that led the way in digital HDTV systems and reward government-subsidized foreign technology over U.S. technology.

The system and the number of U.S. manufacturing jobs are unrelated, Rumsfeld said. "TV components very likely will be made where they will be made, regardless of which

technology is selected," he said, although he noted that GI is working with Motorola on its semiconductors.

But Zenith Chairman and President Jerry Pearlman said the selection of one of the two U.S. systems could help in "creating new high-wage HDTV jobs in the...critical semiconductor area."

**Whatever else it may be, the Gore vice presidency will not be a court of appeals for businesses feeling victimized by federal regulators.** By executive order, Clinton has eliminated the Council on Competitiveness that former Vice President Dan Quayle had made into such a panel. "It's history," says Roy Neel, Gore's chief of staff. "The concept of having an honest broker for regulatory review is not a bad one, but what they appeared to have done was turn it into a safe haven for corporate interests close to the White House."



*The Davidson Colling Group officially opened its doors in Washington on March 1 (BROADCASTING & CABLE, March 1). The firm's roster of broadcasting, cable and newspaper lobbyists includes (l-r): Jim Davidson, Terese Colling and Robert Hynes, former Washington lobbyist for NBC. Among its clients: Media General, The Advertising Tax Coalition, the Paper Recycling Coalition, Homedco and Lincare.*



# Advertising & Marketing

## Baseball advertising proves to be a hard sell

*The sport does not draw advertisers the way it used to and is losing ad dollars to other sports; local baseball attracts more interest than national*

By Sharon D. Moshavi

It ain't what it used to be.

That's what both buyers and sellers of baseball advertising time are saying about the American pastime. And with competition for ad dollars from basketball in the second quarter and football at the end of the third quarter, baseball is like a forgotten stepchild, tended to after other deals are done. "Sales are getting closer to opening day every year," says Andie Poch, vice president, advertising sales, MSG Network, which sells the Yankees, often by packaging the team with the Knicks and Rangers.

MSG, like other local cable and broadcast baseball rights-holders, is experiencing some single-digit increases for commercial units. But more might have been expected for baseball, considering that last year the Olympics took millions out of the sports ad marketplace. The NBA is seeing those dollars surge back this year. The same cannot be said for baseball, especially on a national level.

As in years past, local baseball is attracting more interest than national baseball, because of the hometown association gained by advertisers (as well as better ratings). Local baseball rights-holders also offer up a variety of merchandising and marketing incentives, from sponsorships to signage, that attract both national and local advertisers, as well as packaging with other, perhaps more attractive, local sports. MSG Network, for example, which is having a good selling season for the Yankees, is getting rid of some of that inventory by packaging it with the New York Knicks and Rangers.

One problem the baseball market-



*Some longtime advertisers have reduced their ad dollars for baseball or defected*

place seems to have is the defection of longtime advertisers, or at least reduced dollars. According to several sources, Anheuser-Busch is seeking to scale back its spot baseball spending and is trying to renegotiate contracts. Major baseball advertisers State Farm and Kingsford have dropped out of national spot baseball, and the airline category is becoming a problem.

On the bright side, new advertisers are coming in, and that appears to be where most of the increases are coming from. There are some strong categories, including automotive and financial institutions/banks.

At CBS, selling has not really be-

gun for either regular or post-season play. The regular season accounts for just 10% of CBS's baseball revenues. Joe Abruzzese, senior vice president, network sales, says some advertisers, such as Coke, are putting in more money on the network level, and some of last year's Olympics money is making its way back to baseball.

According to one media buyer, the primary ads CBS has so far are its long-term deals with General Motors and Toyota. "The regular season has become an afterthought. Ratings are just so low, and audience composition is getting old," says the buyer. But post-season play remains a problem as well. No network has sold out the playoffs since 1985 (when they expanded to seven games) and World Series sales are going up until the last minute. Even national beer advertising is sold on a yearly, rather than multi-year basis, says another media buyer. "That speaks volumes about how far this sport has fallen in advertisers' favor."

ESPN is actively selling, but dollars will be down considerably from last year. The network sells on the previous season's ratings, which last year were 1.5 in its cable universe. That's down 25% from the 2.1 rating ESPN was getting in the 1991 season and selling off of in the 1992 season. CPM rates look like they are managing to hold steady, which is something close to a miracle considering ratings are way off, says Jack Bonanni, ESPN senior vice president, advertising sales.

"There is simply too much damn inventory," says Bonanni. WTBS's Braves games are a major problem, he says. With just about as many games as ESPN, WTBS averaged a 2.3 cable

rating last year and is upping that estimate to 2.6 this year, which means unit rates will jump, too.

WTBS, spurred on by the Braves' two consecutive appearances in the World Series, is doing well in sales. Inventory sellout has reached 75% to 80%, according to Mark Mariani, executive vice president, Turner Sports Sales, with the sellout level higher in the second quarter than the third. Revenues this season are expected to be double those of two years ago, with 30% more advertisers (a total of about 100). "Braves baseball has moved into the upper echelons of baseball," says Mariani.

Other local cable and broadcast outlets are doing well. Cable Networks Inc., which represents regional SportsChannel's baseball inventory, has seen some new advertisers come in, including Nissan, Dodge, the U.S. Postal Service and state lotteries, according to Bob Fennimore, president of CNI. Unit prices range from flat to up 5% to 8%, depending on the market. Billings are about 30% ahead of last year, thanks largely to the new advertisers. As an advertising medium, baseball "works as long as you're selling good teams and you package," says Fennimore.

MSG is also selling sponsorships for the Yankees and, buoyed by interest in owner George Steinbrenner's return, is having a good selling season. According to Andie Poch, MSG is 65% sold, compared with 35% at this time last year.

Thanks to new advertisers, sales also are better than expected for many of the five teams for which Tribune stations sell ad time, says Dennis FitzSimons, president, Tribune Television.

The new kid on the baseball block this year will be Cox-owned TeleRep, selling its unwired baseball network, Major Market Baseball Network ("Closed Circuit," March 8). TeleRep has signed the Tribune stations and, together with the Cox stations, is in control of about 50% of unwired baseball revenues, according to Don Stuart, who is seeing his 20-year-old National Baseball Network forced out of the business.

TeleRep is reportedly trying to get exclusivity from other stations, and Petry is threatening to sue. But according to Stuart, TeleRep does not need to ask for exclusivity. By forcing its competitors out of business, "it's tantamount to exclusivity," he says. ■

# New NTA study finds missing TV viewers

*Unmeasured out-of-home audience totals approximately 28 million per week*

By Sharon D. Moshavi

**A**bout 28 million adults watch television in unmeasured out-of-home locations each week, with about two-thirds (19 million) of them watching some network television, according to a survey released last week by the Network Television Association and Nielsen Media Research. About 23%—or about six hours—of the total viewing done by these 28 million adults is done out-of-home.

The study finds, according to NTA, that out-of-home viewing increases the 18-plus audience of the three broadcast networks by about 4.5%—equal to the amount of weekly viewing done by visitors (the other 91% is in-home viewing). The fact that out-of-home viewing is as high as visitor viewing (which is monitored by Nielsen) is surprising, said Steve Singer, NTA senior vice president, director of research. The study offered other surprises, he said, particularly in disproving the long-held perception that the majority of out-of-home viewing is done in restaurants and bars (see chart).

The study, which cost more than half a million dollars, is another way to prove the value of network televi-

## Distribution of out-of-home viewing *ABC, CBS and NBC*

Workplace	27.5%
College	27.6%
Hotels/motels	17.3%
Restaurants/bars	10.6%
Second homes	2.7%
Other*	14.2%

\* Includes hospitals, airports, recreational vehicles, boats, cars, etc.

Data based on survey of 3,500 diaries. Viewing recorded Monday-Sunday, 24 hours, adults 18-plus.

sion, according to Peter Chrisanthopoulos, outgoing NTA president-CEO. It is "one more variable for the ad community to consider when making media buying and planning decisions." (There seems to be hope among some NTA members that advertisers will pony up additional dollars based on the out-of-home viewing figures, but no one knows if that will happen.)

One way the study might influence advertisers, however, said Chrisanthopoulos, is in what dayparts or pro-

## TLC rides Discovery coattails

**S**ynergy seems to be paying dividends on Madison Avenue for The Learning Channel.

Since the programming relaunch more than a year ago by its new owner, Discovery Communications, TLC has been using its sister channel, Discovery Network, to attract advertisers. In the last six months, TLC, which has 21 million subscribers, has signed up 85 new advertisers, almost all of them Discovery Channel advertisers. Some of the recent additions include AT&T, American Express, Ford and Procter & Gamble.

The Learning Channel is also embarking on its first promotional sweepstakes with an advertiser (in which Discovery Channel is also participating). Bill McGown, senior vice president, advertising sales, Discovery Communications, says he sells the two networks as a package and offers "some kind of incentive" to advertisers to buy TLC in addition to Discovery Network.

—SDM



grams they buy. If two programs or dayparts have the same ratings and demographics, the out-of-home viewing numbers may be what makes the difference.

The study has data for both dayparts and programs, but how helpful that will be in media planning is debatable. The study is a one-time effort and may not be of much value if it isn't conducted on a regular basis. If it is effective as a selling tool, the NTA might consider repeating it on a regular basis. The association also expressed interest in bringing in Fox and the cable network community to participate and survey the wider television landscape.

Although it determined that 9 million viewers did not watch network television, the study did not track specific Fox or cable viewing. The NTA said specific cable viewing was not tracked because the sample size of 3,500 diaries was too small. Network representatives to the association said that Fox viewing was not followed due to the additional expense that would have been incurred.

The study was conducted over an eight-week period from Oct. 1 to Nov. 24, 1992. No specials or children's programs were included. A ratings pocketpiece was mailed to advertising agency executives last week. The NTA still wants to do further analysis of the data, such as comparing heavy versus light viewers and calculating network cumes.

Results are divided into 14 age and/or sex demographic groups. Some daypart and demographic information about out-of-home viewing which the NTA shared:

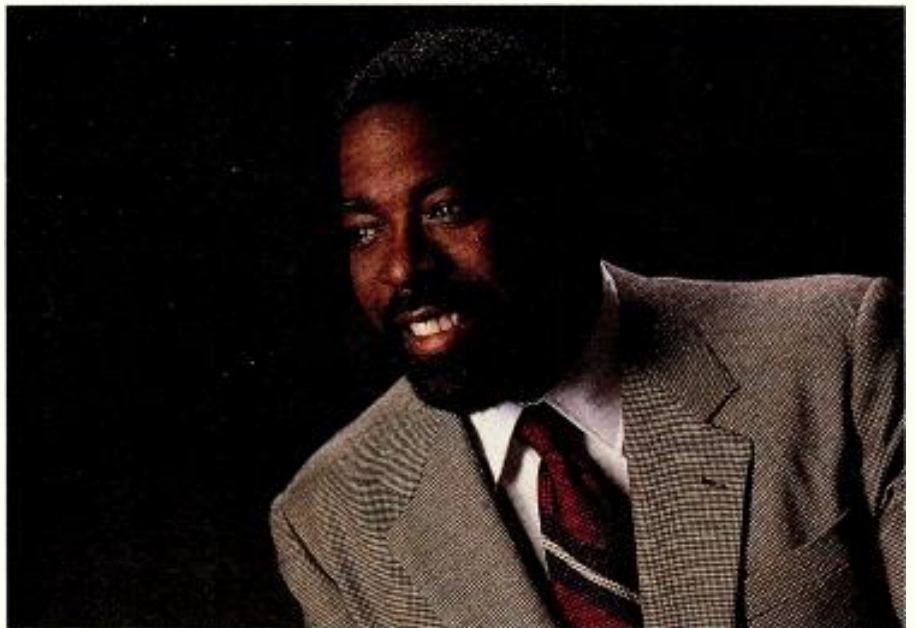
- Prime time: Adults 18-34 viewing increases by 4% when out-of-home viewing is counted. About 48% of that viewing is done in colleges.

- Early morning news: Men 25-54 is up 7%, with 47% of that viewing done in the workplace and 42% in hotels.

- Daytime: Women 18-49 ratings levels go up 7%.

- Evening news: Men 18-49 ratings increase by 5%.

- Late night: David Letterman is the beneficiary here. Women 18-34 are up an average of 8% in the daypart when counting out-of-home viewing; that number is 27% for *Late Night with David Letterman*, compared with 10% for *The Tonight Show with Jay Leno*. ■



With broadcast networks reducing their daytime programming, advertisers may flock to newcomers such as daytime strip *Les Brown*, distributed by King World

## Advertisers wary of new syndicated programming

*Failure of 'You Bet Your Life' has resulted in cautious marketplace*

By Sharon D. Moshavi

**T**he failed *You Bet Your Life* may be leaving a legacy after all.

It was a show that came with big ratings projections and was snapped up early by advertisers (BROADCASTING, March 10, 1992). This year's new syndicated entries may be bearing the burden of that failure, as advertisers appear to be in no rush to belly up to the syndication bar.

Other syndicated fare also sold early last year, but not this year. "Things moved early last year, due to lots of clever marketing on the syndicators' part," says Doug Seay, senior vice president, director of broadcast, Hal Riney & Partners. "There's nothing out there this year that attractive, and *You Bet* reinforced the need for caution."

But in the end, the *You Bet* flop may help syndicators, suggests Steve Hirsch, president of Camelot, King World's barter arm. A lot of dollars were committed to *You Bet* last season; with the show gone, those dollars are perhaps available to other syndicated game show. If it doesn't bring

dollars to *Jeopardy!* and *Wheel of Fortune*, at least it will restore advertiser confidence, Hirsch hopes. "There was concern among advertisers that *You Bet* would take audience away from our two sustaining shows. This year, there's finally an acknowledgement that *Wheel* and *Jeopardy!* will be around and strong for many years," he says.

The strength of its returning shows should help Camelot sell King World's two new well-cleared properties, *Les Brown* and *American Journal*. Advertisers have interest, but no sales are being made yet, says Hirsch. Sold to many stations as a companion piece to *Inside Edition*, *American Journal* will likely be packaged to advertisers with some of King World's successful access strips such as *Edition*, *Jeopardy!* and *Wheel of Fortune*.

Hirsch is particularly bullish on daytimer *Les Brown*, as are others selling barter for daytime strips. The networks have given up 90 minutes of time: NBC a half hour, CBS an hour, and ABC has shortened *Home* by a half-hour.

Bob Cesa, vice president, ad sales,

Twentieth Television—which is selling three minutes of national barter time in *Bertice Berry*—points to the networks' ratings drop for women 18-49 and women 25-54 as helping him sell *Bertice*. "To reach daytime eyeballs, advertisers have to start looking to alternatives besides network," says Cesa.

Cesa predicts strength in daytime, late night and prime time for syndication—"everything after that will be average." On the off-network side, Twentieth and Cesa may have a tough time selling *Cops*, or a least a longer wait. The fact that it's winning its time period on Fox on Saturday night helps, but "there's just so much adult product out there; with the first-run hours there's no need for advertisers to lock up early deals," says Cesa.

Also on off-network, Buena Vista is bringing out *Empty Nest* on a cash-barter basis, and Warner Bros. is offering all-barter *Family Matters*. Some advertisers question how well older-skewing *Empty Nest* will sell, but Mike Shaw, senior vice president, Buena Vista Television, advertising sales, is looking to duplicate the success of *Golden Girls*. Additionally, it has a light barter component—just five units a week. Warner Bros.' Karl

Kuechenmeister, senior vice president, media sales, is reminding advertisers of the syndicated success of another Miller-Boyett production, *Full House*, as he begins to sell *Family Matters*.

Barter syndication dollars are expected to reach \$1.45 billion, up 8% from \$1.34 billion, according to the Advertiser Syndicated Television Association. And, executive director Tim

Duncan notes, that estimation was made before the strength of Paramount and Warner's first-run prime time hours was known.

Also contributing to the revenue growth will be the heavier barter load this season, says Duncan. Cash-barter *Roseanne* and all-barter *Designing Women* came out last year, but only accounted for barter dollars in the last four months of the year. ■

## Canadian rep looks for U.S. clients

*APD hopes to rep stations in small and mid-size markets; company plans to rep a maximum of six stations and call on broader list of ad agencies*

By Sharon D. Moshavi

Canada's largest independent rep firm, Alexander, Pearson & Dawson, is looking to add U.S. stations to its clientele.

APD set up shop in New York and Los Angeles last year to rep its Canadian clients in the United States and, as of this year, is looking to rep U.S. stations, going after those in small and mid-size markets. APD currently has a

handful of U.S. clients: WTZA Kingston, N.Y., and WTWS Hartford, Conn., which previously were repped by John Henderson, APD's New York office vice president/general manager, when he had his own rep firm. Newly hired director of corporate sales Chuck Hanrahan has also brought KTVD Denver to the mix; he previously was their independent representative.

According to Hanrahan, who will spearhead APD's move to sign up U.S. stations, APD plans to make systemic changes in the way station representation is handled. Instead of repping several dozen stations and calling on a select handful of ad agencies, APD wants to switch that around. That firm's reps, if and when U.S. business is expanded, will rep a maximum of six stations and call on a much broader list of ad agencies.

Hanrahan claims the most important thing for reps is to be well acquainted with the client (the station) and the client's product (programming). According to a survey he conducted, media buyers outside the top 50 markets stay in their jobs an average of 10 months.

The type of stations APD is looking to sign up, says Hanrahan, are those that have already "found their niche in the marketplace" in terms of programming. Henderson says APD has no specific goal for how many U.S. clients it wants to sign up its first year, but emphasizes that with APD's backing, the U.S. subsidiary will be able to sustain itself for the long term.

APD has opened offices in New York and Los Angeles, and will soon add Chicago. ■

## Restaurants top cable ad categories

Restaurant ads ranked as the top category among advertisers on network cable television in 1992, according to Arbitron's MediaWatch survey of six of the nation's biggest cable networks. The combined total for 1992 was \$1.35 billion (BROADCASTING, Feb. 15); in that election year, political advertising accounted for \$2.97 million. The top 20 advertisers on national cable networks in 1992:

1. Restaurants and drive-ins.....	\$61,447,638
2. Games, toys and hobbycraft.....	56,660,994
3. Candy and gum.....	55,846,083
4. Beer and ale.....	46,712,931
5. Cereals.....	43,699,596
6. Passenger cars, imported.....	37,763,008
7. Movies.....	37,475,703
8. Passenger cars, domestic.....	35,273,548
9. Long-distance services.....	33,195,675
10. Trucks and other vehicles.....	32,330,865
11. Financial.....	26,167,608
12. Audio and video recordings.....	25,851,789
13. Home electronics components and supplies.....	23,398,500
14. Cold, cough and sinus remedies.....	23,384,028
15. Shampoos, rinses and conditioners.....	22,622,415
16. Hotels and resorts, U.S.....	21,410,234
17. Headache remedies, sedatives and sleep products.....	20,710,843
18. Dental supplies and mouthwashes.....	19,393,212
19. Radio and TV station and cable TV.....	18,382,033
20. Sportswear bottoms.....	18,190,545



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# Technology

## Hughes becomes strong syndication player

*Hopes to rival AT&T by creating 'neighborhood' of program suppliers on Galaxy IV*

By Mike Freeman

For years, AT&T has been the place for syndicators to go for satellite time to distribute their shows to TV stations.

No more.

Hughes Communications, with the help of some satellite service providers and resellers, has lured away Warner Bros. from AT&T and hopes to do the same to Columbia Pictures, All American Television and Western International Syndication. Hughes's plan is to gather all the syndicators on Hughes's Galaxy IV satellite, which is set for launch in June.

In any event, AT&T will continue to be a major, if not dominant, player. Longtime clients Paramount Pictures and Buena Vista Television have agreed to stay with AT&T, which has promised improved C-band and Ku-band coverage with its next-generation satellite Telstar 401, set to fly in December.

Hughes's new customers will join current clients Tribune Entertainment Co., Worldvision Enterprises and Saban Entertainment. According to Hughes, its intention is to create a "syndication neighborhood" on Galaxy IV with the promise of a wider "footprint" and better penetration.

According to Chip Aycok, Warner Bros. Domestic Television Distribution's vice president of worldwide television distribution, the move to Galaxy IV was also fueled by a promised 15%-20% savings in transponder space from what the studio was paying AT&T for space on Telstar 301.

In pursuing the syndication business, Hughes teamed with resellers-service providers Global Access Telecommunications Services and CBS Syndilink. The latter convinced Warner Bros.' distribution service provider, California Video Center (CVC), to buy a "block" of transpon-

der space from CBS on the Hughes bird.

Hollywood-based service provider Dubs Inc. wants to move its clients—Columbia, All American and Western International—to Galaxy IV. But, said Shellie Yaseen, senior vice president of sales, Dubs must first renew its contracts with the syndicators. And what satellite the syndicators will be on will be a subject of the contract negotiations, she said.

Aside from the "significant" cost savings, said Marian Stevens, vice president of operations and administration for CVC, Galaxy IV is in a more accessible orbital slot (99 degrees west longitude). What's more, Stevens added, Galaxy IV will have a "wider footprint" serving all 50 states and Puerto Rico.

Another consideration was the cost of sticking with AT&T through its transition from Telstar 301 to Telstar 401, Stevens said. AT&T plans to temporarily move its customers to Telstar 201 or Telstar 302 until Telstar 401 is up and ready for operation early

next year. (With disruptions of satellite service a likely possibility in making two such hops, she added that Warner Bros. would have had to pay for the physical distribution of taped product to client stations.)

Jeff Torkelson, a spokesman for Hughes, confirmed that the General Motors-owned division will "foot the bill" for the syndicators making an interim move from Telstar 301 to its soon-to-be retired Galaxy VI satellite and for the final move to Galaxy IV.

Stevens and Yaseen said a collection of major syndicators on one bird will make life easier for stations with less than three "steerable" satellite dishes. They will be able to fix one antenna on Galaxy IV for much of their programming, they said.

As for other remaining major syndicators, Twentieth Television (as well as Fox Broadcasting Co.) will remain on AT&T's Telstar 303 and King World Productions is said to be thinking about joining Paramount and Buena Vista in moving over to Telstar 401. ■

## Storm fells TV Marti balloon

By John Gallagher

High winds ripped TV Marti's transmitter balloon from its 10,000-foot tether moored at Cudjoe Key, Fla., at approximately 6 a.m. on March 4, knocking it off-air. According to Voice of America, which programs TV Marti, officials found the balloon washed up about three miles away on Little Knock 'em Down Key.

It was the second time the aerostat, nicknamed "Fat Albert," has broken free since it was first set aloft in 1990 as an antenna for VOA directed at

Havana, Cuba, 110 miles away. In January 1991 it crashed in the Everglades and was off the air for a month.

VOA spokesman Joe O'Connell said damage to the transmitter and balloon is currently being assessed.

TV Marti's signal has consistently been jammed by the Cuban government since testing for the service began in March 1990. In April 1992, when VOA tried to broadcast during the day (it regularly broadcasts from 3:30 a.m. to 6 a.m.), Cuban retaliatory jamming interfered with U.S. clear channel AM stations as far away as Cleveland. ■



# TECHNOLOGY SHOWCASE

For more information on the products shown below, call the advertiser at 1-800-828-6344, ext. 851 plus the advertiser code, or contact the advertiser directly.

**Telemetrics**



**TM-9255**

Introducing our new TM-9255 low cost Coax Connected Camera Control System. The unit is designed for use with lower end industrial type cameras. The TM-9255 offers many advantages of using standard type RG-59/U coax cable between the camera head and its base station. This system is available in the different configurations designed to mate to your Beta, HI-8, M-II, or SVHS camera body.

**Code 0001**

**JVC PROFESSIONAL PRODUCTS COMPANY** recently introduced the KY-27U, a low-light, 2/3" 3 CCD camera featuring JVC's exclusive LoLux technology.

Distinguished by its resolution, sensitivity and image quality, the KY-27U sets industry standards by being able to produce high-quality pictures in light as low as 2 lux with full, 100 percent video level. The KY-27U also offers the latest automatic and operational features, including variable scan view, enhanced automatic level control (ALC), Full-time Auto White and Full Auto Shooting, and intelligent auto iris detection system. For more information about the KY-27U, contact David Walton at 1-800-JVC-5825. **Code 0002**



**DigiCenter  
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ITC's DigiCenter, a Digital Audio Management System specifically designed to be broadcaster friendly, expandable, and flexible to your needs from the start. Not a toy, a tool. And, only ITC can guarantee your current analog investment has value when you're ready to think digital. The Time Is Right. **Code 0007**

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**AUDIO BROADCAST GROUP**, your single source supplier of AM/FM studio equipment packages and transmitter installations, is proud to introduce its latest broadcast studio furniture system. The high tech Euro design features rounded radius corners, pull out keyboard drawers and functional P.C. work station areas. For additional information, call today! **Code 0006**

Main Sales Office — 1-800-999-9281  
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# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**Florida small market AM/new FM** seeks selling sales manager who can build, lead, train, and hire a winning team. Being able to sell against newspaper a must. Fax resume and expectations to 813-780-9727. EOE.

**Sales manager asst. genl. manager:** Small market combo western PA. Leader for good sales team. Willing to work hard, carry list, manage for long term growth opportunity. EOE. 1034 Fifth Avenue, Pittsburgh, PA 15219.

**Major Florida FM** looking for a strong leader as general sales manager. This person must be a motivator, innovator, team builder and administrator. Must be able to manage tight inventory as well as earn the respect of a seasoned, aggressive sales staff. Please send resume plus salary history to Box E-18. EOE.

**General manager:** Top contemporary station in Pacific Northwest. Take this market leader to next level of sales performance. Prefer individuals currently located in or who have worked in the Pacific Northwest. Mail resume to Box E-19. EOE.

**General managers/sales managers:** WBOW/WZZO, Terre Haute, has immediate opening for sales oriented general manager. Must have proven sales/management record. Stations have long history of success. Rush resume and salary requirements in confidence to Janet Cox, Vice President, Contemporary Media, Inc., 222 Indacom, St. Peters, MO 63376. EOE. Caretakers need not apply. EOE.

**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 assistant provided. Please send resume and brief cover letter by March 24th to Box E-3. EOE.

**VP/group GM** for fast-growing, entrepreneurial Cal. group. High-energy, disciplined, innovative, detail-oriented leader/manager for five-station group. Report to chrmn/CEO. Respons. for planning, staffing, org. development, operating synergy/efficiency, growth and profitability. Min. 10 years radio mgt. experience with success in station perform. and development. Strong sales/program/mktg bkgrd. Computer/tech literacy. Outstanding long-term growth oppy. Send letter and resume to Box E-20. EOE.

### HELP WANTED SALES

**Virgin Islands:** Account executive/GSM. 3 FM's, 100 KW each. Detailed resume, basic salary, bonus goals. Priority mail to Z Radios, PO Box 333, Miami, FL 33280. EOE.

**Boston suburban station** expanding sales staff. Minimum 2 years radio sales experience. Excellent opportunity with long established broadcast company. Fax letter & resume to 508-452-0980. EOE.

**Local sales managers:** Colfax Communications is seeking two local sales managers for our FM/FM combo. These are "hands on" positions. Applicants must be willing to maintain a strong street presence and work closely with account managers on all facets of selling the radio stations. Qualified applicants will be highly motivated, well organized, and possess excellent verbal and written communication skills. A minimum of three years successful radio sales experience required. We're looking for strong leadership skills and the ability to motivate and direct a dynamic, mature sales staff, as well as train and develop new recruits. Please send resume and letter of introduction to: Shelly Malecha, General Sales Manager, KQQL-FM Radio, Suite 1319, 100 Washington Square, Minneapolis, MN 55401. No calls please. KQQL-FM is an equal opportunity employer.

### HELP WANTED ANNOUNCERS

**WUSY (US-101) accepting T/R's** for 7-midnight opening. No calls. Minimum three years country experience! T/R to: US-101, Bob Sterling, PO Box 8799, Chattanooga, TN 37411. US-101 is an equal opportunity employer.

**A winning team with strong momentum** is ready to add yet another key player. KLBJ-AM Austin, Texas is seeking an entertaining talk host who will create street talk and be highly visible in the community. If you are ready to energize one of America's best cities, send tape and resume to: KLBJ-AM Program Director, 8309 North IH-35, Austin, TX 78753. EOE.

### HELP WANTED TECHNICAL

**Radio chief engineer:** N.J. 5KW AM and 50KW FM seeks highly skilled broadcast chief engineer with top notch organizational, technical & communication skills. Individual must possess qualifications & abilities in all aspects of broadcast engineering, including design, installation, maintenance & repair of studios for AM directional & FM transmission facilities. Minimum of associates in engineering, FCC General Telephone license, SBE certification and/or IEEE membership a plus, computer skills needed. We offer competitive salary & benefits. No calls! Send detailed resume with references to: Engineer Position, PO Box 5698, Trenton, NJ 08638. EOE, minorities encouraged to apply.

**Systems engineer:** National Public Radio audio engineering division. NPR has an immediate opening for a broadcast systems engineer within the audio engineering division. The position will assume substantial responsibility for advanced technical systems in NPR's new building project, scheduled for early 1994 occupancy. Candidates should possess a broad understanding of broadcast system engineering issues, approaches, and practice. Demonstrated ability to design, document, oversee and participate in construction of advanced audio systems required. Experience with advanced digital audio systems and software required. Applicants should be proficient in engineering CADD design and possess excellent communications skills. Minimum of BSEE strongly preferred. Please send resume and salary history to: Personnel Office, National Public Radio, 2025 M Street, NW, Washington, DC 20036. EOE.

### HELP WANTED NEWS

**News:** Know how to direct a small news staff into sounding & reporting like a large one? Send resume/tape: WATH/WXTQ, Box 210, Athens, OH 45701. Great stations, strong staff, solid owners, scenic region, historic city, abundant recreation and major college. Enthusiasm more important than experience. EOE.

### SITUATIONS WANTED MANAGEMENT

**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.

**Seeking general manager/sales manager** position in small to medium market with possible buyout interest. Ambitious. Conscientious. Top biller. Currently in radio and real estate management. Call Ted 914-357-4861 or 914-357-3100.

**Medium-small market general manager** that sells and programs. I'll cut expenses-increase sales day one! Results — profits and ratings. Banks — troubled stations, turnarounds, startups considered. John 502-247-0090.

**Tired of absentee ownership** problems, all show, no go GM's and other games. I offer maturity, stability, energy and honesty. Excellent track record and references. Prefer Southeast, but all situations considered. For full information telephone 704-487-1589.

**\$30,000 to invest** in right turnaround FM or combo. Money-making, record-setting, proven general manager wants medium to suburban market, powerhouse signal. Send market info, coverage map, etc. to Box E-21.

**Investor-partner** strong in sales needed for Class C FM in Texas. A winning situation . . . under sales staffed. Reply to Box E-22.

**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.

### SITUATIONS WANTED ANNOUNCERS

**Award winning eight year pro** seeks full time with country radio station anywhere in the U.S. Personal appearances a must. Very dedicated, excellent references from. Call for package. Harrison Gasque 803-794-5217.

### SITUATIONS WANTED TALENT/PERSONALITY

**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 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.

**Broadcast engineer** 33 years experience all phases radio. Computer literate. Seeks to relocate with stable company. Reply to Box E-14.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Mature quality talk show host:** Humanist, world traveled, seeks part time slot, probably weekends. Assured results. Call 313-682-7798.

## TELEVISION

### HELP WANTED MANAGEMENT

**TV station manager:** WLIG-TV Long Island, N.Y., seeks TV executive to lead all areas of station growth. We're seeking an outstanding individual who knows how to run TV station operations, sales and programming. We are a successful growth company offering outstanding salary & benefits package. Resume and salary history to Marvin Chauvin, GM, WLIG-TV Inc., 270 S. Service Road, Melville, NY 11747. EOE.

**GSM for Chattanooga** CBS affiliate. We need someone who knows business development, inventory and collections; a teacher and mentor; a people person who can contribute to a station team effort; a person who can turn our weaknesses into opportunities and our opportunities into revenue; someone who wants to grow in this job and beyond. We have a great staff, great equipment and ratings. Send resume and letter to: Mark Keown, VP/GM, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE.

**Group owned CBS affiliate** in top fifteen market seeking qualified candidate for position in sales management. Must have experience in added value promotions, inventory management, sales research, and management of mature and aggressive sales staff. Only qualified candidates with proven track record will be considered. All replies will be confidential. Reply to Box E-24. EOE M/F.

**Business manager: KAMR-TV.** NBC affiliate, Amarillo, Texas has an immediate opening for an experienced business manager to handle all phases of our accounting functions, financial reporting and information systems. College degree in accounting required, CPA certificate a plus. Previous broadcast accounting experience a must. Lotus 123 skills essential. Familiarity with IBM 34, 36 or 38 and Columbine Systems very important. Salary commensurate with experience. KAMR-TV is particularly interested in female and minority applicants. Send resume to Cannan Communications, Inc., City National Building, Suite 503, 807 8th Street, Wichita Falls, TX 76301-3395. KAMR-TV is an equal opportunity employer, M/F.

**Chief financial officer:** Television station group seeking experienced management-oriented candidates. Opportunity to grow with expanding company. Knowledge of personnel matters as well as financial aspects of broadcasting needed. Real opportunity. EOE. Reply to Box E-23.

**Sales manager:** WSMH-TV Fox 66 serving mid-Michigan is seeking a local sales manager. This demanding position requires a talented manager with a track record of success. Call in confidence 8AM-10AM EST. David Wittkamp 1-800-733-2065. EOE.

**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.

**National sales manager:** WKOW-TV, a Madison, Wisconsin ABC affiliate, is seeking a national sales manager. National sales experience is required. Madison market experience is a plus. Candidates must demonstrate strong relationship abilities. Organization and leadership skills are a must. No phone calls please. Send resume to: GSM, PO Box 100, Madison, WI 53701-0100. EOE.

### HELP WANTED SALES

**Local account executive:** San Diego's fastest growing independent is growing rapidly, and so is our local sales force. If you have at least three years of local and/or regional experience with a record of success in both medium and major markets, sunny San Diego may be your next home. Jump start your career and join a station with solid early fringe access and late fringe programming, plus the market's only 10 o'clock news. Please respond to KUSI-TV, Personnel Department, PO Box 719051, San Diego, CA 92171. No phone calls please. EOE.

**Fastest growing FOX station group** in central US will create NSM positions for proven performers. Top line oriented company with a long term commitment to excellence in ratings, revenues, profit, and individual reward. Send presentation to Director of Sales, KLJB-TV, Davenport, IA. EOE.

**Account executive:** At least two years experience in broadcast sales. Consideration given to transferable media experience. Must be able to persuasively communicate both orally and in writing, demonstrate ability and commitment to a sales career. Respond in writing only: Gil Fitts, Local Sales Manager, WTVD 11, PO Box 1950, Raleigh, NC 27602. EOE.

**WPMI Fox-15,** a Clear Channel television station, is seeking an aggressive account executive with experience to handle both new local direct business and regional agencies. Must be self motivated and a strong closer. Media sales experience needed. Send resume to: 6706-A Plantation Road, Pensacola, FL 32504. EOE.

**WTAT Fox 24** seeks an experienced account executive with skills necessary to generate new business and increase shares. Fox experience a plus but not required. Send resume to: Otis Pickett, GSM, WTAT Fox 24, 4301 Arco Lane, Charleston, SC 29418. No phone calls please. EOE.

**Wanted: Experienced skier/golfer** to also sell advertising for a local station. Prior TV sales a must. Salary requirements & resume to TV8, Box 888, Vail, CO 81658. EOE.

### HELP WANTED TECHNICAL

**Chief engineer:** Bright, high energy, people oriented technical whiz needed to lead strong engineering department into the 2000's. Candidate must have strong leadership skills, be forward thinking and must love television. Send resume and cover letter to: Lyle Banks, WAVY-TV, 300 WAVY Street, Portsmouth, VA 23704. EOE.

**Chief engineer.** Must have Excellent people skills, ability to plan/administer budgets, extensive hands-on experience with installation and maintenance of UHF transmission, microwave and studio equipment, thorough knowledge of FCC rules. Great opportunity in liveable, mid-sized market. Reply to Box E-25. EOE.

**Assistant chief engineer:** WYCC-TV a PBS affiliate owned by the City Colleges of Chicago has an opening for assistant chief engineer. Experience in trouble shooting to component level in the studio and UHF transmitter equipment areas required. Send resume to: Elynn Chaplik Aleskow, General Manager, WYCC-TV/Channel 20, 30 East Lake Street, Suite 1113, Chicago, IL 60601. Chicago residency required within six months of hire. The City Colleges of Chicago is an equal opportunity/affirmative action employer: Male, female and handicapped.

### HELP WANTED NEWS

**Aggressive Midwest NBC affiliate** seeks weekday anchor. Need ability to write, report, produce, make public appearances. Experience preferred. Send resume, tape, references and salary to Rich Larsen, WTWO-TV, PO Box 299, Terre Haute, IN 47808. EOE. Women are encouraged to apply.

**Reporter/photographer:** We're looking for impact players. Must be aggressive and creative. Able to shoot and edit. We're a dominant CBS affiliate in a beautiful, southern coastal city. Send resume, tape and references to Michael Sullivan, News Director, WTOG-TV, POB 8086, Savannah, GA 31412. WTOG-TV is an equal opportunity employer. Minorities and women are strongly encouraged to apply.

**General assignment reporter:** Must be experienced television journalist with proven live field reporting and on-air skills. Excellent writer able to generate fast-paced, well-produced television news stories. Letter detailing your qualifications, resume and non-returnable 3/4" or broadcast Beta tape (no calls) to Edward B. Schimmel, Assistant News Director, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE.

**Producer:** Education: Degree in Broadcast Communications. Experience: One year experience in television news preferred. An experienced broadcast writer with reporting skill, computer skills, people skills, and a desire to learn. Work in a 40-plus person newsroom, fully microwave and SNG-equipped. Minimum of one year broadcast experience and knowledge of Newstar computers. Send tape and resume to Jim Church, WTVC, Inc PO Box 1150, Chattanooga, TN 37402. No phone calls please. WTVC Newschannel 9 is an equal opportunity employer.

**Small market affiliate** in Southwest seeks hands-on news director. Must be community minded, an excellent trainer, creative and be focused on local events encompassing a large rural area. Responsibilities will include reporter assignments, producing two daily evening newscasts and directing a multi-office news operation. Position to be filled immediately. Please reply to: Box E-26. EOE.

**Sports anchor:** We continue looking for anchor whose sportscast has a strong local flavor, not a sportscast full of professional sports highlights. We are looking for an anchor whose sportscast is unique, not a copy of what is available on cable. This is NOT an entry level job. Please, no phone calls. EOE. Send resume and nonreturnable tapes to: Personnel Coordinator, KOLN/KGIN-TV, PO Box 30350, Lincoln, NE 68503. EOE.

**Assistant news director:** Supervise daily news operation. Strong editorial and people skills essential. Proven record of news management. Women and minorities are encouraged to apply. Direct cover letter and resume to: Richard Longoria, News Director, KTRK-TV, PO Box 13, Houston, TX 77001. No phone calls please. An equal opportunity employer M/F/H/V.

**Four positions:** More news is good news here at the Cap Cities/ABC O&O in the heart of Carolina. We're looking for a weekend anchor-reporter, a producer, a photographer, and a videotape editor to help staff our expanding news department. If you're an experienced pro looking for a challenging position in a great market, send your resume and videotape to: News Dept. WTVD, PO Box 2009, Durham, NC 27702. No calls please. EOE.

**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.

**Desperately seeking broadcast journalist** who understands the nature of story telling. This small market, but high quality company, is the number one NBC affiliate in a beautiful rural community in the West. Must have high energy, commitment, and enthusiasm, and be a person who doesn't allow prevailing conditions to obstruct obtaining the goal of excellent news. Shooting, editing, and writing skills. Resume and non-returnable tape required. Send to News Director, KIFI-TV8, PO Box 2148, Idaho Falls, ID 83403. No phone calls, please. EOE.

**HELP WANTED PROGRAMING PRODUCTION & OTHERS**

**Killer promotion writer/producer:** Creative services department in top twenty market looking for a wildly creative writer/producer with at least 2 yrs. exp. in the business. We're a corporate department and handle all advertising for an ABC affiliate, adult contemporary radio station and a city magazine. If you want to work for an innovative company where promotion really counts and the budget hasn't been slashed, send us a reel. Send tape to Creative Services, Manager, KTVK-TV, 3435 N. 16 St., Phoenix, AZ 85016. Tapes will not be returned. EOE.

**PGA TOUR Productions** is searching for a senior creative editor. An excellent opportunity exists for an experienced, self-motivated editor looking for a creative challenge and outstanding quality of life. Qualified candidates must have the following skills. \* Minimum 7+ years of experience; \* Familiarity with: Grass Valley Switchers 300.200, Grass Valley Editors 141, 51; Abekas A-53D with warp NEC System 10; \* Technically excellent; \* Golf knowledge is helpful. Send resume and tape to: PGA TOUR Productions, Attn: Beth Larson, 8160 Baymeadows Way West, Suite 300, Jacksonville, FL 32256. EOE.

**Needed:** Hands-on production manager with a minimum 5 years television production experience. Strong emphasis on local commercial production and client relations. Excellent field and post production skills a must! Send resume and tape to Production Manager, WFXI-TV8, PO Box 2069, 1 Television Place, Morehead City, NC 28557. EOE.

**Promotion director:** Manage all facets of marketing an integrated news and station position including on-air promotion, public service, and advertising. Combine creative, analytical, producing skills to differentiate our product, while reflecting our market. Letter and other materials by March 27 to Matt Kreiner, Station Manager, WLUK-TV 11, PO Box 19011, 787 Lombardi Ave., Green Bay, WI 54307. EOE.

**Administrative assistant** to VP and general manager. Requires extensive knowledge of FCC and cable TV rules, programming, sales, and ratings. Maintains relations with cable and satellite systems. Performs executive secretary functions. Analyzes rules compliance, ratings, program data. Requires demonstrated ability in writing, word processing, community relations and negotiations. Spread sheet skills and ability to use data bases, desk top publishing, presentation software desirable. Resume to: Bob Allen, V.P. and General Manager, KCRG-TV, Cedar Rapids, IA 52401. EOE.

**Writers/producers/directors** needed by leading infomercial ad agency. Freelance and staff positions. Infomercial experience a must. Send resume and VHS reel to Allen Teague, Hawthorne Communications, 300 N. 16th Street, Fairfield, IA 52556. EOE.

**Promotion producer:** KJRH Scripps Howard Broadcasting, the NBC affiliate in Tulsa, is seeking a hands-on experienced professional. Essential skills - writing, shooting and post production with news emphasis. Send tape and resume to: Cynthia Scales, KJRH, PO Box 2, Tulsa, OK 74101. No phone calls, please. EOE.

**Full-time for person knowledgeable** in all areas of television production. Primary duty as weekend newscast director/technical director. Someone who knows news and wants to work news. New facility with state-of-the-art equipment and on-air presentation, includes two-channel ADO, still store, Chyron, computerized editing, full newsroom computerization. Send resume/tape to Don Moody, WCIV-TV, 888 Allbritton Blvd., Mt. Pleasant, SC 29464. EOE/M-F. No phone calls please.

**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 SALES**

**Top notch broadcast pro.** 20+ years radio & TV. Looking for regional/national sales or top list local. Prefer Southeast. Bill James, 804-232-5197.

**SITUATIONS WANTED NEWS**

**One of a kind interviewer:** Can spot contradictions in a politician's thinking and reveal them during the interview besides identifying fundamental truths and getting leaders to admit mistakes. Send for demo or complete interview of Congressman Henry Hyde, Senator Biden, Mike Wallace or others to see for yourself. Can Jan Helfeld 809-791-5664.

**MISCELLANEOUS**

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

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

**24-hour job information!** Hundreds of published listings, along with timely documented advice on likely future openings — plus agent representation, free referral with no placement fees, and much more. Media Marketing/THE HOT SHEET, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

**Broadcast journalism faculty position:** The Division of Mass Communication at Emerson College is seeking a full-time faculty member to teach in the area of broadcast journalism in the fall of 1993. Responsibilities include teaching graduate and undergraduate courses in writing, reporting, producing radio and television news, newsroom management, working with student journalism organizations, curriculum development, and serving on graduate thesis and video project committees. Applicants should have a minimum of 3-5 years professional broadcast journalism experience. A terminal degree is preferred, however, significant journalism experience and excellence in teaching will be considered. Rank and salary will be based on qualifications and experience. To apply please send a vitae and references to: Chair, Journalism Search Committee, Division of Mass Communication, Emerson College, 100 Beacon Street, Boston, MA 02116. Emerson College is an equal opportunity, affirmative action employer.

**Renewable 12-month, appointment,** beginning August 15, 1993. Staff/lecturer position. Primary responsibility will be to teach video design, production and media writing. Proficiency in audio, video, multimedia, and the convergence of technologies is highly desirable. Other responsibilities will include participation in undergraduate curriculum design, student advising, and assistance in planning and supervising laboratories and facilities. Qualifications: Master's degree, three years' professional experience, and demonstrated teaching effectiveness. Send cover letter, resume, three letters of recommendation, evidence of teaching effectiveness and portfolio (e.g. sample reel) to: Search Committee, Department of Telecommunications, Radio-TV Center, Indiana University, Bloomington, IN 47405. Deadline for complete applications April 2. EOE.

**HELP WANTED MANAGEMENT**

**Morehead State University:** Chair, Department of Communications. Morehead State University invites applications for a 12-month tenure track position as Chair of the department of communications beginning July 1, 1993. The department of communications has over 300 majors and nearly 100 minors. Co-curricular programs exist in journalism, radio/TV, speech and theatre. Responsibilities: Provide effective planning and leadership for the undergraduate programs in speech, journalism, radio-television and theatre and for the graduate program in communications. Qualifications: Ph.D. in communication field and evidence of: 1) successful experience as a department chair or in comparable leadership position, 2) a working knowledge of and experience with at least 2 of the 4 areas within the department, 3) a strong commitment to and effectiveness in teaching, 4) leadership in/support of curriculum development and co-curricular programs, 5) strong organizational and management skills, 6) professional growth in field, 7) effectiveness in goal setting and long range planning, 8) effective faculty support, motivation, assessment and advocacy. Submit letter of application, resume and references no later than May 10, 1993, to: Office of Personnel Services, Attn: Chair.Com, Morehead State University, HM 101, Morehead, KY 40351. MSU has a long standing commitment to quality teaching and currently has a student body in excess of 9,000. MSU also supports extended campus program across Eastern Kentucky and is committed to providing economic and community development services to the region. MSU is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply.

**HELP WANTED SALES**

**The path of least resistance** is the most dangerous career route of all. We offer a tough way to go, but an avenue to great rewards, financial and personal. Proven company, proven product. Sales and telemarketing experience needed; music industry experience helpful. Send resume to FirstCom, Attn: Personnel-BCG, 13747 Montfort Drive, Suite 220, Dallas, TX 75240. EOE.

**HELP WANTED PROGRAMING PRODUCTION & OTHERS**

**Unique career opportunity:** National music production company is looking for a unique professional. A self-motivated individual who can effectively service and help develop our top clients who are among the largest multi-media production and film companies in the country. This individual also knows his/her way around audio production with experience in audio tape editing, digital audio workstation editing, mastering and general production skills. Duties would involve daily contact, consultation and servicing of our top clients and assisting our production engineer in assembling the best products in the music production industry. Send resume to: FirstCom, Attn: Personnel-BCG, 13747 Montfort Drive, Suite 220, Dallas, TX 75240. EOE.



**HELP WANTED TECHNICAL**

**Chief engineer:** \$46,824 to \$56,928 per year. College of San Mateo station KCSM TV/FM. Supervise engineering, maintenance, system and operational planning of PBS/NPR affiliated stations, including auxiliary systems. Schedule and supervise staff. Requires experience; NARTE or CSB certification highly desirable. Call 415-574-6555 or visit Personnel Office at 3401 CSM Drive, San Mateo, CA 94402. Hurry! Closes 3/26/93. EOE.

**Consulting engineering firm** based in San Francisco and specializing in AM-FM-TV broadcasting, RF exposure analysis, CATV and microwave systems needs competent, personable, self-assured associate. BS in Engineering essential, higher degrees desirable. Systems design, FCC applications, forensic engineering, some field work and travel. P.E. registration essential but may be obtained later. Salary commensurate with qualifications and experience. Enjoy the benefits of a small specialized professional firm with an established nationwide practice. All replies confidential. Send resume to Hammett & Edison, Inc., Box 280068, San Francisco, CA 94128. 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.

**EMPLOYMENT SERVICES**

**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.

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

**EDUCATIONAL SERVICES**

**On-camera coaching:** Sharpen TV reporting and anchoring/teletypewriter 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.

**RCA TK-47B** studio cameras. Need 1-3 cameras with lens, multi-cord cables, RCU's, CPU's, etc. Jeff Long, WHKY-TV, Hickory, NC. 704-322-5115.

**Non-profit Christian radio** organization seeks donations of the following gear: 10kw FM xmtr, 6-Bay antenna 103.1 MHz, remote control unit, audio processor. Call Roger at 800-383-4217.

**College film graduate** wants to buy 16mm camera and projector. Bolex H16R or equal reflex camera with single framing. Power drive and sound equipment a plus. Phone 817-460-4159, fax 817-461-4345.

**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, 702-826-4250.

**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 BUI16 TV antenna for channel 55. Bogner low power TV antenna for channel 14. Call 904-796-4531.

**Used 950' guyed tower**, 8' face, with elevator, 70# tower; approximately 2000' 3 1/8" transmission line, 50 OHM, EIA flange, 20' sections; 1 Harris 25 KW transmitter; 1 250 KW generator & 2000 gallon fuel tank.

**ERI antenna:** FMH-3AE 3 bay high power, good condition on 93.5. 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.

**Save on videotape stock:** Evaluated broadcast guaranteed great for resumes, editing and dubbing 3/4" 1" & SPs. Custom loaded VHS call I.V.C. 800-726-0241 VS/MC.

**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.

**Harris 6 meter model A.** Earth Station (3) video receivers - Model's -SVR-463/6600/3900 DN converter model IDC 472/LNA power supply. Call Charlie 203-349-1807.

**Hard to find, no longer made RCA transmitter parts.** 2 RCA TTV60C (ch. 44), including 8 magnets, 6 beam transformers, filterplexer and much more. For more details call Alvin Soltzman, KNWS-TV 713-974-5697.

**RADIO**

**HELP WANTED PROGRAMING PRODUCTION & OTHERS**

**A major market has taken our P.D.!**

Market leader, Hot Country station, needs dynamic program director/morning man to keep us top rated station and reach higher goals. Must know music, promotions and have intense desire to win. Great lifestyle on the Gulf Coast. Competitive salary, bonus, benefits for the right person. EOE

**Reply to Box E-27.**

**HELP WANTED ANNOUNCERS**

**THIS IS THE BIG TIME! WANTED:**

**STRONG, ENERGETIC, HIGH-POWERED FOOTBALL PLAY BY PLAY ANNOUNCER & SPORTS REPORTER/ANNOUNCER. ONE OF AMERICA'S TOP RATED PERSONALITY STATIONS IS LOOKING FOR A GREAT TALENT. YOU LOVE SPORTS AND KNOW HOW TO ENTERTAIN. MAJOR COLLEGE OR NFL EXPERIENCE A MUST— NO AMATEURS. EOE.**

**REPLY TO BOX E-10**

**SITUATIONS WANTED SALES**

**MIGRANT MANAGER**

Consummate radio professional offers short-term sales turnaround formula. Thirteen-point program. Proven results. Solid references. Fax your business card for information. (407) 640-3455

**SITUATIONS WANTED PERSONALITY/TALENT**

**YOUR NEXT MORNING ACE IS RIGHT HERE!**

Veteran personality & talk show host (miscast in current role) seeks full-service style morning show with phones, facts and fun. Creative talent, superb interviewer, and a great jock. News/talk, oldies, or A/C stations — this is your man!

**Write Box E-17**



**NOTHING ELSE MATTERS.™**

Help the American Lung Association fight lung disease.



Space contributed by the publisher as a public service.

**TELEVISION**

**HELP WANTED PROGRAMING  
PROMOTION & OTHERS**

**PROMOTION MANAGER**

Aggressive and creative leader needed to manage 8-person department in 36th ADI. Supervises use of outside media, film campaigns, daily topicals and overall look of the stations (WOOD-TV8/WOTV-41). Send resumes and reel (no phone calls) to: General Manager, WOOD-TV, 120 College Avenue SE, Grand Rapids, MI 49503. EOE.

National Talk Show is looking for an outstanding promotion writer/producer with network, syndication or top 10 market experience. The successful candidate is extremely creative, has strong writing skills and produces superior work under deadlines. If you meet these requirements send resume to: Box E-28. EOE.

**HELP WANTED NEWS**

**EXECUTIVE PRODUCER  
TV NEWS**

Capital Cities/ABC KGO-TV is seeking an executive news producer. The candidate should have at least 10 years of television news experience with at least 5 years of news production experience in a major market. Must have strong organizational and motivational ability with good supervisory skills. Prior managerial experience desirable. Send resume and cover letter to:

**KGO-TV PERSONNEL  
900 FRONT STREET  
SAN FRANCISCO, CA 94111  
EOE**

**SITUATIONS WANTED**

**Award winning  
Monitor Channel  
producers, reporters,  
technicians and  
engineers.**

**All market sizes considered.**

**Please contact the  
Monitor Channel at  
(617)450-3860**

**ALLIED FIELDS**

**EMPLOYMENT SERVICES**

**California Broadcast Job Bank**  
For application information call  
**(916) 444-2237**  
California Broadcasters Association

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

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2 Television jobs, updated daily  
3 Hear "Talking Resumes"  
4 To record "Talking Resumes" and employers to record job openings  
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High Impact • High Visibility  
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Call Toll Free 1-800-766-3331  
Your Link To A Career

**HELP WANTED TECHNICAL**

**YOUR  
LINK TO  
GREATER  
ACHIEVEMENTS.**

The Massachusetts Corporation for Educational Telecommunications, (MCET), is a public corporation currently advancing a multi-technology distance learning network for the Commonwealth through the Mass LearnPike.

**CHIEF ENGINEER**

Reporting directly to the Deputy Director for Engineering, you will assist in the design, construction, and operation of studio and network communications facilities. Responsibilities include designing technical facilities for the network; supervising the installation and construction of network facilities; supervising and training technical, studio, mobile, and network engineering personnel; assisting in specifying technologies and equipment; assisting in drafting RFPs and facilitating acquisition of network equipment; maintaining of equipment; recommending capital and operating budgets for all technical areas.

Bachelor of Science and at least 5 years' experience as a Chief Engineer of a television station, network, or equivalent required. Extensive knowledge of communications systems operation and architecture essential, as well as the ability to troubleshoot and repair state of the art television equipment. Experience in preparation of capital equipment, operations, and production budgets; construction and operation of studio systems, satellite systems, microwave, fiber optic, mobile production and uplink systems, and broadcast systems required. FCC General Class license and supervisory experience with technical personnel a must. Knowledge of OSHA regulations preferred.

Salary range \$40,000-\$50,000. Send or FAX resume or a letter of interest to: Ruben Williams, MCET, 38 Sidney Street, Suite 300, Cambridge, MA 02139; FAX (617) 621-0291. No phone calls, please. MCET is an equal opportunity employer.





**FOR SALE EQUIPMENT**

**SAVE OUR PLANET,  
SAVE YOUR MONEY.**

Our recycled evaluated video tapes are guaranteed as good as new for less than 1/2 the price. Order: (800)238-4300



**READY FOR JULY 1, 1993?**

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

**WANTED TO BUY STATIONS**

**Ready to Retire?**

Mom and Pop looking for nice station and town to care for — upper Midwest with college preferred, but all considered seriously. Low or no down, you carry paper. Reply in confidence, c/o Box E-16.

**FOR SALE STATIONS**

**FOR SALE**

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

**WFBL-SYRACUSE**

Full time, profitable, 5kw AM with exclusive format. Own tower site and studio building. \$500,000. Call Dick Kozacko—Kozacko Horton Co. 607-733-7138.

**MAJOR MARKET TV CP**

Full Power 5 Million Watts Available • Best Offer

Contact: **Associated Broadcasters**  
P.O. Box 42566 • Cincinnati, OH 45242  
**(513) 791-5982**—Irv Schwartz

**S. FLA FULL C FM**

**HADDEN** and Associates  
Orlando

**407-365-7832**

**FOR SALE STATIONS CONTINUED**

**CENTRAL WYOMING  
FOR SALE OR TRADE**

KPGM — 106.9 FM  
100 KW, CASPER  
Clear clean air — no gridlock.  
A great place for a fresh start.  
FAX QUALIFICATIONS AND INTEREST TO  
**(702) 883-5704**

**ATTN: New England  
Radio Owners**

FCC licensee seeks New England radio property for joint venture; can bring expertise, problem solving ability, improved performance to your operation on shared equity basis. **1-800-471-0166**

**REDUCED FOR IMMEDIATE SALE**

High power North Dakota Class C FM covering major state market plus great Canadian coverage. Cash flow over 145K in 1992. Highly automated — low overhead. New owned studio and equipment. Low interest financing in place with 100K down. Reduced to \$485,000 and worth it! Family illness necessitates sale. Optional personal residence available in package. Call owner at **1-800-827-2483**.

**BROADCASTING & CABLE'S CLASSIFIED RATES**

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

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

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

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

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.60 per word, \$32 weekly minimum. Situations Wanted: 80¢ per word, \$16 weekly minimum. All other classifications: \$1.60 per word, \$32 weekly minimum.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$138 per inch. Situations Wanted: \$69 per inch. All other classifications: \$138 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials: such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

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

**For subscription information  
call 1-800-554-5729.**

**Your Yearbook is back!**

The all new edition of

**Broadcasting & Cable Yearbook,**

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March 1993.

For information, call

**1-800-521-8110.**

**R.R. Bowker**

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# Datebook

## MARCH

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

**March 16**—"Will It Be Different Under the Clinton Administration?" panel sponsored by *Society of Professional Journalists, Washington and Maryland professional chapters*. Stamp Student Union Building, University of Maryland, College Park, Md. Information: Anne Smith; (202) 319-5600.

**March 16**—*New York Women in Cable* presents Ken and Maria Dolan of CNBC's *Smart Money* in a seminar on personal finance. Home Box Office Media Center, New York. Information: Sharon Wong; (212) 512-5117.

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

**March 18**—"I Want My Niche TV," and "New Careers in Video Journalism," seminars, part of Cable Television Day sponsored by *Center for Communication*. Center, New York. Information: (212) 836-3050.

**March 18**—"The Role of the Journalist in East

Asia," a Columbia University seminar on communications and society sponsored by *The Freedom Forum Media Studies Center*. Freedom Forum Center, Columbia University, New York. Information: (212) 678-6600.

**March 19**—"Ownership and Management: Strategies for Success," forum sponsored by *American Women in Radio and Television, Philadelphia chapter*. WGBS-TV, Philadelphia. Information: Chris Mucci, (215) 946-2773.

**March 21-26**—"The Media International Affairs and the Post Cold War World: How Instant Publicity Influences Foreign Policy," a Wilton Park conference in association with the *British Information Services and The Freedom Forum Media Studies Center*. Freedom Forum Center, Columbia University, New York. Information: (212) 678-6600.

**March 23**—36th annual New York Emmy awards sponsored by *National Academy of Television Arts and Sciences, New York chapter*. Trianon Ballroom, New York Hilton Hotel and Towers, New York. Information: David Williams, (212) 768-7050.

**March 23**—"Young Guns: 30-Something Executives Who Have Climbed the Corporate Ladder," seminar sponsored by *International Radio and Television Society, Under '30s Division*. Conference Room A, NBC, New York. Information: Maria DeLeon, (212) 867-6650.

**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. Los Angeles. Information: Steve Dworman; (310) 826-6301.

**March 23**—"Futures in Media," newsmaker luncheon sponsored by *Hollywood Radio and Television Society*. Beverly Wilshire Hotel, Beverly Hills, Calif. Information: (818) 769-4313

**March 24**—*Radio and Television News Directors Foundation* banquet honoring NBC senior commentator, John Chancellor, with the RT-NDF Leonard Zeldenberg First Amendment Award. Mayflower Hotel, Washington, D.C. Information: Eric Swanson, (202) 659-6510.

**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.

**March 29-31**—*Pan Asia Satellite and Cable Television* conference and exhibition. The Regent, Hong Kong. Information: 852 520 1481 (Hong Kong) or 65 222 8850 (Singapore).

## MAJOR MEETINGS

**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: (319) 752-8336.

**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. 16-20**—*International Broadcasting Convention*. Amsterdam. Information: 44 71 240 3839

**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 March 1-March 5 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **WMCZ(FM) Millbrook, AL** (BALH930212HS; 97.1 mhz)—Seeks assignment of CP from Millbrook Superior Broadcasters Ltd. to Clinton Enterprises Inc. for \$155,000. Seller is headed by general partners Stephen B. Myers and Stephen G. McGowan. McGowan recently sold WGTX(AM)-WLGH(FM) Defuniak Springs, FL. He also has interests in WJAM(FM) Orrville, WESP(FM) Dothan and WTID(FM) Reform, all Alabama. Buyer is headed by Charles H. Chapman III and John M. Flowers. Chapman has 25% interest in licensee of WESP(FM) Dothan, AL. Flowers has interest in WNGM(TV) Athens, GA. Filed Feb. 12.

■ **KXDZ(FM) Anchorage** (BALH930216HW; 103.1 mhz; 3 kw; ant. 13 ft.)—Seeks assignment of license from Korlyn Broadcasting Inc. to American Radio Brokers Inc. for \$85,000. Seller is headed by Bill Lawrence, and has no other broadcast interests. Buyer is headed by Chester P. Coleman, and is licensee of KABN(AM) Long Island, AK, and KWUN(AM) Concord, CA. Filed Feb. 16.

■ **KNSD(TV) San Diego** (BALCT930219KM; ch. 39; 5,000 kw-V; 500 kw-A; ant. 1,910 ft.; see WAGA-TV Atlanta, below).

■ **WPSL(AM) Port St. Lucie, FL** (BAL930218GE; 1590 khz; 5 kw-D)—Seeks assignment of license from Belmont Street Broadcasting Inc. to Port St. Lucie Broadcasters Inc. for \$200,000. Seller is headed by Roger Ailes, political consultant and TV production company executive, and Robert Gordon. Buyer is headed by Carol Wyatt, and has no other broadcast interests. Filed Feb. 18.

■ **WTVT-TV Tampa, FL** (BALCT930219KL; ch. 13; 316 kw-V; 47.4 kw-A; ant. 1,416 ft.)—Seeks assignment of license from WTVT License Inc. to TVT License Inc. for \$163.25 million. Assignment is contingent upon restructuring of SCI Television Inc.,

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.

parent of assignee, and parent of assignor and second-tier parent of assignee of WAGA-TV Atlanta (see below and BROADCASTING, Feb. 22). Filed Feb. 19.

■ **WAGA-TV Atlanta** (BALCT930219KR; ch. 5; 100 kw-V; 10 kw-A; ant. 1,076 ft.)—Seeks assignment of license from Gillett Communications of Atlanta Inc. to WAGA License Inc.; assignment represents new stock equity transaction for stock valued at \$100 million, and is part of a restructuring of SCI Television Inc., parent of proposed assignor and second-tier parent of the proposed assignee. It includes licensee stations WSBK-TV Boston, WJBK-TV Detroit, KNSD(TV) San Diego, WITI-TV Milwaukee and WJW-TV Cleveland (see WTVT-TV Tampa, FL, above, and BROADCASTING, Feb. 22). Filed Feb. 19.

■ **WAGA-TV Atlanta** (BALCT930219KI; ch. 5; 100 kw-V; 10 kw-A; ant. 1,076 ft.)—Seeks assignment of license from Gillett Communications of Atlanta Inc. to WAGA License Inc.; separate applications were filed for each licensee station, which differ only in proposed ownership of SCI Television Inc. (see WAGA-TV, above). Filed Feb. 19.

■ **WAIK(AM)-WGBQ(FM) Galesburg, IL** (AM: BAL930210HO; 1590 khz; 5 kw-D, 50 w-N; FM: BALH930210HP; 92.7 mhz; 3 kw; ant. 355 ft.)—Seeks assignment of license from Radio Communications Group Ltd. to Northern Broadcast Group Inc. for \$600,000 (see "Changing Hands," p. 46).

Filed Feb. 10.

■ **WCYN-AM-FM Cynthiana, KY** (AM: BTC930222EC; 1400 khz; 500 w-D, 1 kw-N; FM: BTCH930222ED; 102.3 mhz; 3 kw; ant. 98 ft.)—Seeks transfer of control of WCYN Radio Inc. for no cash consideration in estate transfer. Anna R. Anderson, executrix of Estate of Estil R. Anderson, will assume control of licensee. Filed Feb. 22.

■ **KMBS(AM) West Monroe, LA** (BAL930210EG; 1310 khz; 5 kw-D, 49 w-N)—Seeks assignment of license from Kay E. Morgan to Red Bear Broadcasting for \$200,000. Seller has no other broadcast interests. Buyer is headed by Charles W. Redden, and has no other broadcast interests. Filed Feb. 10.

■ **WSBK-TV Boston** (BALCT930219KP; ch. 38; 3,160 kw-V; 316 kw-A; ant. 1,349 ft.; see WAGA-TV Atlanta, above).

■ **WJBK-TV Detroit** (BALCT930219KO; ch. 2; 100 kw-V; 10 kw-A; ant. 1,000 ft.; see WAGA-TV Atlanta, above).

■ **KDAM(FM) Monroe City, MO** (BTCH930218GH; 106.3 mhz; 3 kw; ant. 302 ft.)—Seeks transfer of control of Monroe City Broadcasting Inc. for \$50,000. Ambrose and Pauline Quinn, husband and wife, are selling their 51% of licensee to John B. and Patricia A. Jamison, husband and wife, for \$50,000. Jamisons are 65% voting shareholders of WCAZ-AM-FM Carthage and WBBA-AM-FM Pittsfield, both Illinois. Filed Feb. 18.

■ **KYYA(FM) Billings, MT** (BTCH930225KL; 93.3 mhz; 100 kw; ant. 700 ft.; see KFVR(TV) Bismarck, ND, above).

■ **KBMN(AM) Bozeman, MT** (BAL930219EA; 1230 khz; 1 kw-U)—Seeks assignment of CP from Cowdrey Broadcasting Co. Inc. to Reier Broadcasting Co. Inc. for \$125,000. Seller is headed by Tracy R. Cowdrey, and has no other broadcast interests. Buyer is headed by William R. Reier Sr., and is permittee of KZLO(FM) Bozeman, MT. Reier is also president of licensee of KOHZ(FM) Billings, MT. Filed Feb. 19.

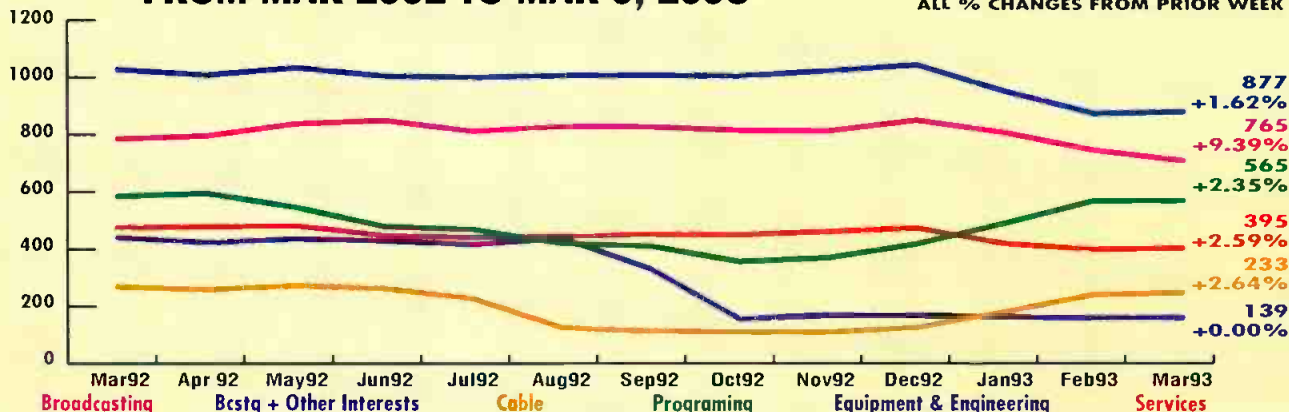
■ **WYNY(FM) Lake Success, NY** (BTCH930205GK; 103.5 mhz; 5.4 kw; ant. 1,416 ft.)—Seeks transfer of control from Westwood One Stations Group Inc. to Broadcasting Partners Inc. for \$50 million (see BROADCASTING, Feb. 1). Filed Feb. 5.

■ **WIPS(AM) Ticonderoga, NY** (BAL930216EC;

## STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1992 TO MAR 9, 1993

NASDAQ: 688.96 (+3.18%)  
S&P Ind.: 522.76 (+1.43%)

ALL % CHANGES FROM PRIOR WEEK



1250 khz; 1 kw-D)—Seeks assignment of license from Empire State Radio Inc. to Adirondack Image-WIPS for \$110,000. Seller is headed by R. Andrew Brothers, who also has interests in WGY-AM-FM Schenectady, NY, and WJYY(FM) Concord and WRCI(FM) Hillsboro, both New Hampshire. Buyer is headed by general partners Michael J. Conner and Linda F. Ives, and has no other broadcast interests. Filed Feb. 16.

■ **WCXL(FM)** Kill Devil Hills, NC (BAPH930209HY; 104.1 mhz; 100 kw; ant. 400 ft.)—Seeks assignment of CP from Kill Devil Hills Communications Ltd. to Ray-D-O Biz Inc. for \$1,003 million (see "Changing Hands," p. 46). Filed Feb. 9.

■ **KFYR(TV)** Bismarck, ND (BTCCT930225KE; ch. 5; 100 kw-V; ant. 1,400 ft.)—Seeks transfer of control of Meyer Broadcasting. Marietta M. Ekberg is transferring 54.7% of licensee to Judith Ekberg Johnson for \$134,640; Johnson will then gain controlling interest. Transfer includes licensee stations KFYR(AM)-KYYY(FM) Bismarck, KIZZ(FM)-KMOT(TV) Minot, KUMV-TV Williston and KQCD-TV Dickinson, all North Dakota, and KYAA(FM) Billings, MT (see individual stations). Filed Feb. 25.

■ **KFYR(AM)-KYAA(FM)** Bismarck, ND (AM: BTC930225KF; 550 khz; 5 kw-U; FM: BTCH930225KG; 92.9 mhz; 100 kw; ant. 1,180 ft.; see KFYR(TV) Bismarck, ND, above).

■ **KIZZ(FM)-KMOT(TV)** Minot, ND (FM: BTCH930225KI; 93.7 mhz; 98 kw; ant. 571 ft.; TV: BTCCT930225KH; ch. 10; 214 kw-V, 42.7 kw-A; ant. 680 ft.; see KFYR(TV) Bismarck, ND, above).

■ **KUMV-TV Williston and KQCD-TV Dickinson, both North Dakota** (KUMV: BTCCT930225KJ; ch. 8; 166 kw-V; 33.1 kw-A; ant. 1,060 ft.; KQCD: BTCCT930225KK; ch. 7; 282 kw-V; 63 kw-A; ant. 735 ft.; see KFYR(TV) Bismarck, ND, above).

■ **WJW-TV Cleveland** (BALCT930219KS; ch. 8; 302 kw-V; 30.2 kw-A; ant. 1,000 ft.; see WAGA-TV Atlanta, above).

■ **WBLF(AM)** Bellefonte, PA (BAL930225EA; 970 khz; 1 kw-D, 61 w-N)—Seeks assignment of license from Bellefonte Broadcasting Co. Inc. to Doris A. Clark for \$105,000. Seller is headed by Cary H. Simpson, who has interests in licensees of WKBI-AM-FM St. Mary's, WTRRN(AM)-WGMR(FM) Tyrone, WIYQ(FM) Ebensburg, WFRM-AM-FM Couderdport, WNBT-AM-FM Wellesboro and WQRM(FM) Smethport, all Pennsylvania. Buyer has no other broadcast interests. Filed Feb. 25.

■ **WRRK(FM)** Braddock, PA (Pittsburgh) (BALH930216HX; 96.9 mhz)—Seeks assignment of license from WHYW Associates Ltd. to WPNT Inc. for \$5.5 million ("Changing Hands," Feb. 15). Filed Feb. 16.

■ **WSHG(FM)** Ridgeland, SC (BAPLH930223GE; 104.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of CP from Mattox-Guest of South Carolina Inc. to Shag Broadcasting Inc. for \$375,000 (see "Changing Hands," p. 46). Filed Feb. 23.

■ **WQZZ(AM)** Lawrenceburg, TN (BAL930225EB; 910 khz; 500 w-D, 88 w-N)—Seeks assignment of license from C.W. Rawdon to B & B Broadcasting for \$50,000. Seller has no other broadcast interests. Buyer is headed by general partners Michael J. Bridges and Randolph B. Benderman, and has no other broadcast interests. Filed Feb. 25.

■ **WKNF-FM Oak Ridge, TN** (BALH930201GI; 94.3 mhz; 1.82 kw; ant. 395 ft.)—Seeks assignment of license from Key Broadcasting of Tennessee Inc. to John W. Pirkle for \$507,801 (see "Changing Hands," p. 46). Filed Feb. 1.

■ **KDSX(AM)-KDSQ(FM)** Denison-Sherman, TX (AM: BAL930222EA; 950 khz; 500 w-U; FM: BALH930222EB; 101.7 mhz; 3 kw; ant. 275 ft.)—Seeks assignment of license from Transcontinental Broadcasting Co. to Octavian Communications Corp. for \$350,000 ("Changing Hands," March 8). Filed Feb. 22.

■ **KTRH(AM)-KLOL(FM)** Houston (AM: BAL930224EA; 740 khz; 50 kw-U; FM:

BALH930224GE; 101.1 mhz; 100 kw; ant. 1,920 ft.)—Seeks assignment of license from Rusk Corp. to KTRH License Corp. for \$49 million ("Broadcasting," Feb. 8). Filed Feb. 24.

■ **WJPR(TV)** Lynchburg, VA (BALCT930212KE; ch. 21; 1,148 kw-V; 115 kw-A; ant. 1,638 ft.)—Seeks assignment of license from Roanoke-Lynchburg TV Acquisition Corp. to Grant Broadcasting System II Inc. for \$5.5 million. Assignment includes satellite station WVFT(TV) Roanoke, VA (see below and "Changing Hands," p. 46). Filed Feb. 12.

■ **WVFT(TV)** Roanoke, VA (BALCT930212KF; ch. 27; 1,230 kw-V; 123 kw-A; ant. 2,050 ft.; see WJPR(TV) Lynchburg, VA, above).

■ **WITI-TV Milwaukee** (BALCT930219KQ; ch. 6; 100 kw-V; 10 kw-A; ant. 1,000 ft.; see WAGA-TV Atlanta, above).

■ **WHET(FM)** Sturgeon Bay and WOZZ(FM) New London, both Wisconsin (WHET: BALH930223GG; 99.7 mhz; 50 kw; ant. 500 ft.; WOZZ: BALH930223GF; 93.5 mhz; 50 kw; ant. 528 ft.)—Seeks assignment of license from Davison Communications Corp. to Midwest Communications Inc. for \$3.5 million ("Changing Hands," March 1). Filed Feb. 23.

**Actions**

■ **KHAR(AM)-KBRJ(FM)** Anchorage (AM: BAL930111EF; 590 khz; 5 kw-U; FM: BALH930111EG; 104.1 mhz; 55 kw; ant. 61 ft.)—Granted assignment of license from Sourdough Broadcasters Inc. to Alaska Broadcast Communications Inc. for \$800,000 ("Changing Hands," Jan. 11). Action Feb. 23.

■ **KMTB(FM)** Murfreesboro, AR (BAPLH930106GE; 95.3 mhz; 3 kw; ant. 298 ft.)—Granted assignment of CP from Mediatronics Broadcasting Inc. to Penn-Lee Broadcasting Inc. for \$178,500 ("For the Record," Feb. 8). Action Feb. 26.

■ **KTMG(AM)** Deer Trail, CO (BAL930106EA; 1370 khz; 5 kw-D, 160 w-N)—Granted assignment of license from Gold Bar Broadcasting & Communications Inc. for \$150,000 ("For the Record," Feb. 8). Action Feb. 23.

■ **WAJL(AM)** Pine Castle-Sky Lake, FL (BAL921229EE; 1190 khz; 5 kw-D)—Granted assignment of license from Alleluia Ministries Inc. to Daystar Ministries Inc. for \$350,000 ("Changing Hands," Feb. 10). Action Feb. 24.

■ **WULF(AM)-WKXH-FM** Alma, GA (AM: BAL921223GH; 1400 khz; 1 kw-U; FM: BAPLH921223GI; 104.3 mhz; 1.9 kw; ant. 397 ft.)—Granted assignment of CP from The Hays Group Inc. to Sunbelt Media Inc. for \$352,552 ("Changing Hands," Jan. 18). Action Feb. 25.

■ **WQBX(FM)** Omega, GA (BAPH921229HU)—Granted assignment of CP from Sunbelt Broadcasting Inc. to Omega Broadcasting Corp. for \$280,000 ("Changing Hands," Jan. 25). Action Feb. 22.

■ **WKTM(FM)** Soperton, GA (BALH920331GS; 101.7 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from H. Gibbs Flanders Jr., trustee, to Vidalia Communications Corp. for \$110,000 ("For the Record," May 4, 1992). Action Feb. 26.

■ **WBBA-AM-FM** Pittsfield, IL (AM: BAL921215EA; 1580 khz; 250 w-D, 15 w-N; FM: BALH921215EB; 97.5 mhz; 10 kw; ant. 300 ft.)—Granted assignment of license from Illinois Community Broadcasting Co. to Starlight Corp. for \$268,000 ("Changing Hands," Jan. 25). Action Feb. 23.

■ **KASP(AM)-WKBQ(FM)** St. Louis (AM: BAL921127ED; 1380 khz; 5 kw-D, 1 kw-N; FM: BALH921127GR; 106.5 mhz; 90 kw; ant. 1,120 ft.)—Granted assignment of license from KASP License Corp., subsidiary of Evergreen Media, to WPNT Inc. for \$7 million ("Changing Hands," Nov. 30, 1992). Action Feb. 23.

■ **KNIA(AM)-KRLS(FM)** Knoxville, IA (AM: BAL921228EA; 1320 khz; 500 w-D, 222 w-N; FM: BALH921228EB; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Leighton Enterprises Inc. to M and H Broadcasting Inc. for \$768,000 ("Changing Hands," Jan. 25). Action Feb.

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- TV/Independent
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- Cable TV Operation
- Manufacturer of Radio/TV/Cable Equipment
- Advertising Agency
- Advertiser
- Attorney/Gov't/Trade Organization
- Other (please describe)

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

- President/Owner/CEO     Program Director
- Vice President     News Director
- Director/Manager     Chief Engineer/Technician
- General Manager     Other (please describe)
- General Sales Manager     Station Manager



23.

■ **KMJC-FM Clinton, IA** (BALH921008HF; 96.1 mhz; 100 kw; ant. 980 ft.)—Granted assignment of license from Arrow Communications Inc. to Signal Hill Communications, Inc. for \$1,256 million ("Changing Hands," Nov. 2, 1992). Action Feb. 25.

■ **WMLX(AM) Florence, KY** (Cincinnati) (BAL921222EA; 1180 khz; 1 kw-D)—Granted assignment of license from WMLX Inc. to KLM Broadcasting Inc. for \$175,000 ("For the Record," Jan. 25). Action Feb. 23.

■ **WADN(AM) Concord, MA** (BAL921210EA; 1120 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from Walden Communications Co. Inc. to Assabet Communications Corp. for \$280,000 ("Changing Hands," Jan. 18). Action Jan. 23.

■ **WACY(AM) Fenton (Flint), MI** (BAL921002EA; 1160 khz; 1 kw-U)—Dismissed app. of license from Deano Day Enterprises Ltd. to Fletcher Communications Inc. for \$493,000 ("For the Record," Nov. 2, 1992). Action Feb. 22.

■ **WQMB(FM) Grand Rapids, MI** (BAL921222HE; 88.9 mhz; 3 kw; ant. 170 ft.)—Granted assignment of license from The Moody Bible Institute of Chicago to Blue Lake Fine Arts Camp for \$200,000 ("For the Record," Jan. 18). Action March. 1.

■ **WUPQ(FM) Newberry, MI** (BALH920921GJ; 97.9 mhz; 50 kw; ant. 352 ft.)—Granted assignment of license from Peninsula Broadcasting Co. to Northern Michigan University for \$140,000 ("For the Record," Oct. 26, 1992). Action Feb. 17.

■ **WVNH(FM) Concord, NH** (BAPED920408HS; 91.5 mhz; 1.5 kw; ant. 98 ft.)—Dismissed app. of assignment of CP from Capitol City Educational Foundation to Granite State Educational Fellowship Inc. for \$13,407 ("For the Record," May 4, 1992). Action Feb. 25.

■ **KZIA-TV Las Cruces, NM** (BALCT930111KH; ch. 48; 79.4 kw-V; 7.9 kw-A; ant. 113 ft.)—Granted assignment of license from Southwestern Broadcasting Co. Inc. to Lee Enterprises Inc. for \$440,000 ("Changing Hands," Feb. 8). Action Feb. 26.

■ **WRMM-AM-FM Rochester, NY** (AM: BAL930104HF; 990 khz; 5 kw-D, 2.5 kw-N; FM: BALH930104HG; 101.3 mhz; 27 kw; ant. 640 ft.)—Granted assignment of license from Atlantic Radio of New York Ltd. to Stoner Broadcasting System Inc. for \$4 million ("Changing Hands," Feb. 1). Action Feb. 17.

■ **WVBS(FM) Burgaw, NC** (BALH921104GF; 99.9 mhz; 100 kw; ant. 520 ft.)—Granted assignment of license from Jones Eastern of Wilmington Inc. to Sea-Comm Inc. for \$600,000 ("Changing Hands," Nov. 23, 1992). Action Feb. 22.

■ **WADE(AM) Wadesboro, NC** (BAL921221EB; 1340 khz; 500 w-U)—Granted assignment of license from Long Pine Broadcasting Inc. to Essex Communications Partners Inc. for approximately \$157,500, assumption of debt ("For the Record," Jan. 25). Action Feb. 23.

■ **KRAD(AM)-KJFK(FM) Perry, OK** (AM: BAL930107EE; 1020 khz; 400 w-D; FM: BALH930107HY; 105.1 mhz; 1 kw; ant. 328 ft.)—Granted assignment of license from W. Robert Morgan to Starlight Broadcasting Inc. for \$150,000 ("For the Record," Feb. 8). Action Feb. 24.

■ **KURY-AM-FM Brookings, OR** (AM: BTC930106EB; 910 khz; 1 kw-D; FM: BTCH930106EC; 95.3 mhz; 3 kw; ant. 90 ft.)—Granted transfer of control of KURY Radio Inc. to Dorothy J. Gavin for \$175,000 ("For the Record," Feb. 8). Action Feb. 24.

■ **WWAX(AM) Olyphant, PA** (BAL921221EE; 750 khz; 1.6 kw-D)—Granted assignment of license from MCP Group Ltd. to Carmen V. Nardone Inc. for \$103,000 ("For the Record," Jan. 25). Action Feb. 23.

■ **WIMZ-AM-FM Knoxville, TN** (AM: BAL930104GQ; 1240 khz; 1 kw-U; FM: BALH930104GR; 103.5 mhz; 100 kw; ant. 1,723 ft.)—Granted assignment of license from Stoner

Broadcasting System Inc. to South Central Communications Corp. for \$3.5 million ("Changing Hands," Jan. 11). Action Feb. 23.

■ **WCOR(AM) Lebanon, TN** (BAL930108EI; 900 khz; 500 w-D, 136 w-N)—Granted assignment of license from Lebanon Broadcasting Inc. to WCOR Inc. for \$16,000 ("For the Record," Feb. 8). Action Feb. 24.

■ **WEYE(FM) Surgoinsville, TN** (BTCH921229GZ; 104.3 mhz; 6 kw; ant. 300 ft.)—Granted transfer of control of WOTH Radio Inc. for no cash consideration. C. Phillip Beal is transferring his 95% interest in licensee to his wife Debbie M. Beal ("For the Record," Feb. 1). Action Feb. 18.

■ **KZTQ(FM) Laredo, TX** (BAPH930108HS; 106.1 mhz)—Granted assignment of CP from Paul Garza Jr. to Miguel A. Villarreal Jr. for \$122,500, plus remaining balance of loan. Action Feb. 26.

■ **KMHT-AM-FM Marshall, TX** (AM: BAL930104EC; 1450 khz; 1 kw-U; FM: BALH930104ED; 103.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from R.W. and J.J. Inc. for \$250,000 ("Changing Hands," Feb. 8). Action Feb. 23.

■ **KXIV(TV) Salt Lake City** (BTCCT921023KF; ch. 14; 912 kw-V; 91 kw-A; ant. 3,687 ft.)—Granted transfer of control of Skaggs Telecommunications Services Inc. to Larry H. Miller Communications Corp. for \$1.725 million ("For the Record," Nov. 16, 1992). Action Feb. 12.

■ **WKTT(FM) Cleveland, WI** (BALH930111HT; 103.1 mhz; 3 kw; ant. 327 ft.)—Granted assignment of license from WKTT Inc. to Tri-County Radio Inc. for \$431,000 ("Changing Hands," Jan. 25). Action Feb. 23.

## NEW STATIONS

### Applications

■ **San Luis Obispo, CA** (BPED930210MD)—People of Action seeks 88.5 mhz; 3 kw; ant. 427 m. Address: 3070 Skyway Drive, #501, Santa Maria, CA 93455. Applicant is headed by Norwood J. Patterson, who also has interests in KGDP-AM-FM Orcutt, CA, and KIDH(AM) Eagle, ID. Filed Feb. 10.

■ **Marathon, FL** (BPH930210ME)—SBM Communications seeks 97.7 mhz; 6 kw; ant. 47 m. Address: 4810 Deltona Drive, Punta Gorda, FL 33950. Applicant is headed by general partner James E. Martin Jr., who has interests in licensees of WGCO(FM) Midway, GA, and WCCF(AM)-WQLM(FM) Punta Gorda, FL. Filed Feb. 10.

■ **Kennewick, WA** (BPED930222MG)—Calvary Chapel of Tri-Cities Inc. seeks 91.7 mhz; 8 kw; ant. 255 m. Address: P.O. Box 6389, Kennewick, WA 99336. Applicant is headed by Steve B. Whitney, and has no other broadcast interests. Filed Feb. 22.

### Actions

■ **Lake Havasu City, AZ** (BPH920609MC)—Dismissed app. of Mackin Broadcasting Inc. for 92.7 mhz; 75 kw; ant. 816 m. Address: 5805 E. Pickard, Suite 311, Mt. Pleasant, MI 48858. Applicant is headed by Joseph D. Mackin Jr. who is 75% stockholder in licensee of WCFX(FM) Clare, MI. Action Feb. 19.

■ **Joshua Tree, CA** (BPH911106MC)—Granted app. of Desert Willow Broadcasters for 92.1 mhz; 6 kw; ant. 100 m. Address: 8646 Syracuse Rd., Lu-

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,960	182	5,142
Commercial FM	4,796	914	5,710
Educational FM	1,592	310	1,902
<b>Total Radio</b>	<b>11,348</b>	<b>1,406</b>	<b>12,754</b>
Commercial VHF TV	558	11	569
Commercial UHF TV	588	153	741
Educational VHF TV	124	5	129
Educational UHF TV	239	9	248
<b>Total TV</b>	<b>1,509</b>	<b>178</b>	<b>1,687</b>
VHF LPTV	465	141	606
UHF LPTV	841	1,014	1,855
<b>Total LPTV</b>	<b>1,306</b>	<b>1,155</b>	<b>2,461</b>
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.  
<sup>1</sup> Construction permit.

† Penetration percentages are of TV household universe of 92.1 million.  
 Source: Nielsen, NCTA and Broadcasting&Cable's own research.

cerne Valley, CA 92356. Applicant is headed by general partners Gene S. Headley and Gregory S. Carpenter, and has no other broadcast interests. Action Feb. 5.

■ **Palm Springs, CA (BPED921211MC)**—Returned app. of Shepherd Communications Inc. for 90.5 mhz; 3 kw; ant. 35.9 m. Address: P.O. Box 1000, Yucaipa, CA 92399. Applicant is headed by Jon Fugler, and is permittee of KYUB(FM) Palm Springs, CA. Action Feb. 19.

■ **Santa Ynez, CA (BPED911203MC)**—Dismissed app. of Fatima Response Inc. for 105.9 mhz; 3 kw; ant. -15 m. Address: 2044 Beverly Plaza, Suite 281, Long Beach, CA 90815. Applicant is headed by Kimberly M. Thompson, and has no other broadcast interests. Action Feb. 17.

■ **Inglis, FL (BPH920820MD)**—Dismissed app. of Lucille Ann Lacy for 104.3 mhz. Address: 3507-A Van Tassel, Amarillo, TX 79121. Applicant has no other broadcast interests. Action Feb. 19.

■ **Brunswick, GA (BPH920423MB)**—Granted app. of CGB Inc. for 104.1 mhz; 6 kw; ant. 100 m. Address: 612 King Cotton Row, Brunswick, GA 31525. Applicant is headed by Thomas W. Fuller, and has no other broadcast interests. Action Feb. 1.

■ **Brunswick, GA (BPH920423MA)**—Dismissed app. of D.S. Graham for 104.1 mhz; 6 kw; ant. 78 m. Address: 2317 Starling St., Brunswick, GA 31520. Applicant has no other broadcast interests. Action Feb. 1.

■ **Unadilla, GA (BPH900718MM)**—Granted app. of Tarkenton Broadcasting Co. Inc. for 103.5 mhz; 6 kw; ant. 100 m. Address: 100 Wexford Place, Athens, GA 30606. Applicant is headed by Dallas M. Tarkenton, who has interests in licensee of WCOH(AM)-WMMKJ(FM) Newman, GA. Action Feb. 17.

■ **Edinburg, IN (BPH920806MD)**—Dismissed app. of McLean County Broadcasters Inc. for 102.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 1970, Martinsville, IN 46151. Applicant is headed by David Keister, who is 100% stockholder in licensees of WKBV(AM)-WFMG(FM) Richmond and WBAT(AM)-WCJC(FM) Marion, both Indiana. He is 49% stockholder in permittee of WVNI(FM) Nashville, IN. Action Feb. 19.

■ **Cedar Falls, IA (BPH920430MB)**—Dismissed

app. of Hawkeye Radio Partnership for 98.5 mhz; 25 kw; ant. 100 m. Address: 2302 University Ave., #352, Madison, WI 53705. Applicant is headed by partners Bonnie Fredine and Dale A. Ganske. Ganske is permittee of WYZM(FM) Waunakee, WI, has 49% interest in permittee of new FM at Susanville, CA. Action Feb. 19.

■ **New Sharon, IA (BPH920303MF)**—Dismissed app. of Don J. DeBoef for 99.9 mhz; 25 kw; ant. 100 m. Address: 812 S. 5th St., Oskaloosa, IA 52577. Applicant has no other broadcast interests. Action Feb. 19.

■ **Flint, MI (BPED920325MB)**—Dismissed app. of National Inspirational Network Inc. for 88.9 mhz; 3 kw; ant. 80 m. Address: 503 Wood Street, Fenton, MI 48430. Applicant has no other broadcast interests. Action Feb. 12.

■ **Bemidji, MN (BPED920609MA)**—Granted app. of Minnesota Public Radio for 91.3 mhz; 60 kw; ant. 297 m. Address: 45 East Seventh Street, Saint Paul, MN 55101. Applicant is headed by Rolfe Larson, and is licensee of one AM and 17 FM's. Action Feb. 16.

■ **Detroit Lakes, MN (BPH920514MM)**—Dismissed app. of Lakoduk-Lakokuk, Rte. 5 Box 3738, Detroit Lakes, MN 56501. Applicant is headed by partners Melissa L. Lakoduk and G.I. Lakoduk, and has no other broadcast interests. Action Feb. 19.

■ **Perham, MN (BPH920313MC)**—Dismissed app. of Lake Country Broadcasting Co. for 99.5 mhz; 3.9 kw; ant. 121 m. Address: P.O. Box 4, Perham, MN 56573. Applicant is headed by John A. Brush, who has no other broadcast interests. Action Feb. 19.

■ **Los Alamos, NM (BPH920813MC)**—Dismissed app. of La Voz Broadcasting Co. Inc. for 107.5 mhz; 100 kw; ant. 320 m. Address: 2636 Ash, Santa Fe, NM 87504. Applicant is headed by Celina V. Gonzales and is licensee of KSWV(AM) Santa Fe, NM. Action Feb. 19.

■ **Binghamton, NY (BPED910501MB)**—Granted app. of WSKG Public Telecomms. Council for 91.5 mhz; .56 kw; ant. 257 m. Address: P.O. Box 3000, Binghamton, NY 13902. Applicant is headed by Michael J. Ziegler, and is licensee of WSKG-FM-TV Binghamton, WSQG(FM) Ithaca and WSQC(FM) Oneonta, all New York. Action Feb. 25.

■ **Whitesboro, NY (BPH920513ME)**—Dismissed app. of William H. Walker III for 97.9 mhz; 3.4 kw; ant. -81 m. Address: P.O. Box 1341, Highland, NY 12528. Applicant is licensee of WBUG-AM-FM Amsterdam-Fort Plain, NY, and WRWD(FM) Highland, NY. Action Feb. 19.

■ **Markers Island, NC (BPH920720MF)**—Dismissed app. of East Coast Communications Ltd. for 100.3 mhz; 100 kw; ant. 150 m. Address: 112 Quarterdeck, New Bern, NC 28562. Applicant is headed by Anthony L. McSwain and Ronald W. Benfield. Benfield owns 49% of stock of permittee of WZYH(FM) Oriental, NC. Action Feb. 19.

■ **Markers Island, NC (BPH920721MD)**—Dismissed app. of Sidney Popkin for 100.3 mhz; 51 kw; ant. 100 m. Address: 625 New Bridge Street, Jacksonville, NC 28540. Applicant owns .33% interest in licensee of WXQR(FM) Jacksonville, NC. Action Feb. 19.

■ **Sandusky, OH (BPED920331MB)**—Granted app. of The Moody Bible Institute of Chicago for 89.5 mhz; 2.12 kw-H, 5.36 kw-V, ant. 21 m. Address: 820 N LaSalle Dr., Chicago, IL 60611. Applicant is headed by Joseph M. Stowell and William F. Mitchell Sr., and is licensee of 5 AM's and 11 FM's. Action Feb. 22.

■ **Castle Rock, WA (BPH920526MC)**—Dismissed app. of Castle Rock Broadcasting Partners for 107.1 mhz; .72 kw; ant. 540 m. Address: 33692 Santiam Highway, Lebanon, OR 97355. Applicant is headed by general partners M. Heather McDaniel and Bettie Sue Ratter. McDaniel has interests in KFIR(AM)-KSKD(FM) Sweet Home, OR. Action Feb. 19.

■ **Goodman, WI (BPED920212MA)**—Granted app. of School District of Goodman-Armstrong Creek for 91.3 mhz; .422 kw-V; ant. 36 m. Address: P.O. Box 160, Goodman, WI 54125. Applicant is headed by David Majewski, and has no other broadcast interests. Action Feb. 11.

■ **Seymour, WI (BPH880217ML)**—Granted app. of Brooker Broadcasting for 104.3 mhz; 2.55 kw; ant. 109 m. Address: P.O. Box 1573, Appleton, WI 54913. Applicant is headed by Earl J. Brooker, and has no other broadcast interests. Action Feb. 16.

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# Open Mike

## New name, new look

EDITOR: Congratulations on your new name, BROADCASTING & CABLE. As a 30-year reader of BROADCASTING, I take great pride that you've added "my industry" to your name. I hope to continue to be a reader for another 30 years.—*Marc B. Nathanson, chairman, Falcon Cable TV, Los Angeles.*

EDITOR: Congratulations on BROADCASTING & CABLE, an idea that has long been coming.—*John Evans, president, Hauser Communications, Arlington, Va.*

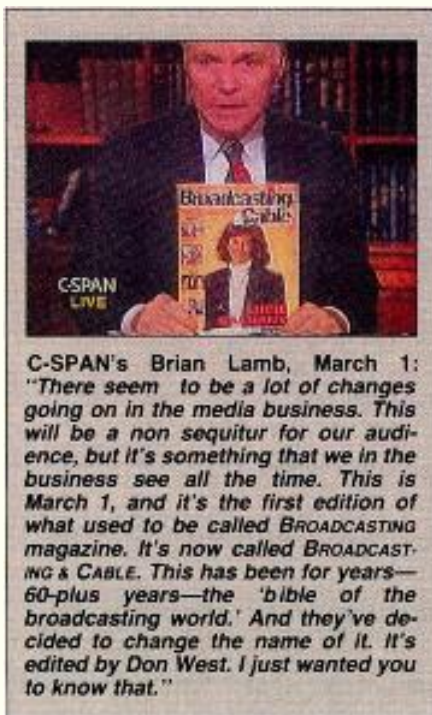
EDITOR: Your new format is a winner! Beautifully organized and full of vital information attractively presented. The Caucus for Producers, Writers & Directors congratulates you and your staff.—*David Levy, president, Wilshire Productions Inc., Beverly Hills, Calif.*

EDITOR: You came out of the chute with a bang.—*Evelyn Cassidy, director of station services, Associated Press Broadcast Services, Washington.*

EDITOR: Your magazine looks great!—*Elise Adde, vice president, industry communications, National Cable Television Association, Washington.*

EDITOR: Congratulations on your stunning rebirth of BROADCASTING. It's one great looking—and reading—magazine.—*Preston Padden, senior vice president, affiliates, Fox Broadcasting Co., Washington.*

EDITOR: Congratulations on the new BROADCASTING & CABLE. When I first saw the new cover with a picture and the new name, my immediate reaction was, "Oh no! Not another magazine." Understandable since I have read your magazine and depended on it since 1946.



C-SPAN's Brian Lamb, March 1: "There seem to be a lot of changes going on in the media business. This will be a non sequitur for our audience, but it's something that we in the business see all the time. This is March 1, and it's the first edition of what used to be called BROADCASTING magazine. It's now called BROADCASTING & CABLE. This has been for years—60-plus years—the 'bible of the broadcasting world.' And they've decided to change the name of it. It's edited by Don West. I just wanted you to know that."

My reservations were put to rest by your editorial, "The Twain Meet." Certainly you face a difficult task with the competitive pressures you will encounter editorially from radio, television and cable—also the emerging technologies and, of course, government.

But most important is the faith, confidence and dependence of your readers in your product. You are under way with a good start. I like the new format. Good luck. I am proud of you.—*Tony Moe, Madison, Wis.*

EDITOR: Let me congratulate you on the new BROADCASTING & CABLE. Being part of the BROADCASTING history, your editorial brought back good memories.

I think you have a great product. I, for one, will continue to reach for it first on Monday mornings.—*Bob Fennimore, president/COO, Rainbow Advertising Sales Corp., New York.*

EDITOR: Cheers and congratulations on the changes in the magazine.

As a reformed TV programmer, I've always been sensitive to the over-use of "new" graphics; how many times I've seen a station exec boast about a new news set and visuals in a news program whose ratings have been slipping. But I've always said—if anyone asked me—that a new news set never boosted anybody's ratings.

But...your new graphics, etc., are an improvement over what already was pretty darn good. Especially the cover! I also like the new features and new departments. Best of all, you've succeeded in change without sacrificing what was already OK and didn't need alteration—thus not offending old customers like me who started reading BROADCASTING a long time ago; well, frankly, in 1938.—*Richard Pack, editor, Television Quarterly, Laguna Hills, Calif.*

EDITOR: Just a note to congratulate you on BROADCASTING & CABLE. It is a real smash. In particular, I especially liked the cover. It is just so much more lively and interesting than in the past.

Moreover, I react favorably to the way you handle the new name (with the white ampersand), the extended coverage, the table of contents, the general look of the magazine (in particular, all of the colored article inserts) and, of course, the excellent editorial (with its historical accents). My only negative comment relates to the placement of "Closed Circuit." I think it gets buried and loses a bit of its currency and interest, especially co-located to "In Brief."

In all, the publication layout is really terrific. Again, congratulations on a job well done.—*Richard E. Wiley, Wiley, Rein & Fielding, Washington.*

EDITOR: Congratulations on the new "look."—*Chris J. Witting, president, Creative Broadcast Consulting Inc., Chicago.*



# And the beat goes on . . .

Tuesday when some 200 multimedia figures—including broadcasting's Jim Rosenfield, Jerry Feniger and Dick Coveny and cable's Chuck Dolan, Kay Koplovitz, John Hendricks and Gus Hauser—attended a reception at the Plaza Hotel. A roving photographer captured the spirit, and some of the spirited.

The celebrating over the new BROADCASTING & CABLE, begun the week before in Washington and Los Angeles, continued in New York last



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Joe Ondrick, Broadcasting & Cable;  
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# Monday Memo

## "The days of relaxed [IRS] handling of freelancers are gone."

**B**roadcasting companies and other businesses needing to keep their head count low are increasingly turning to independent workers ("freelancers").

However, according to IRS watchers, the service recently doubled the number of agents assigned to audit the employer and employe records of workers who withhold via IRS form 1099, rather than receiving W-2's from an employer. It is little wonder the IRS is interested: it stands to collect an estimated \$1.6 billion in back taxes and penalties from 3.4 million workers incorrectly handled.

In 1991 more than 19,000 businesses were audited, resulting in payments of about \$120 million in back taxes. Moreover, by law, an IRS audit usually leads to piggyback actions by most states.

The general rule for fines seems to be payment for the year of the audit, plus three prior years. The company and its officers also can be given stiff penalties for "willful neglect" if any employe deliberately is treated as an independent contractor just to avoid withholding obligations.

IRS Revenue Ruling 87-41 lists 20 criteria as to whether a person is an employe or a self-employed contractor. Among the criteria:

- Makes his/her same service similarly available to others.
- Receives his/her major source of income from the company.
- Is instructed as to when, where and how the work is performed.
- Performs the job primarily on the employer's premises.
- Performs services on a regularly scheduled basis.
- Receives training by the employer to perform the job.
- Can be discharged by the employer at will.
- Is furnished tools or equipment by the employer.
- Is reimbursed for travel and business expenses.
- Can realize a profit or loss from his/her

services. ■ Is paid by the hour, day or week.

The IRS's theme is whether the employer has the right to control and direct the worker, for any period of time, whether that right is exercised or not.

As the IRS increases its scrutiny, most companies will need to either discontinue the use of 1099's, or change them to employe status.

Reducing the number of freelancers is easier said than done. On the other hand, making freelancers employes raises problems. Once made "employees," workers are covered by numerous regulations: the Fair Labor Standards Act, Civil Rights Act, Age Discrimination Act, Americans with Disabilities Act, Immigration and Family Sick Leave Act and others. Beyond that, benefits must be provided without discrimination: worker's



By Charles Crawford,  
London Manhattan Co.,  
Washington

compensation, disability and unemployment insurance and vacation accruals and holidays, sick leave, profit sharing and bonus plan participation and others. These things can raise the cost of workers 30%-50% more than if they were simply freelancers.

An alternative solution is so-called triangular employment, provided by employment service firms. These firms put a client company's freelancer onto their payroll. The worker is selected and controlled only by the client, not the service firm, and paid precisely as authorized. The service firm, not the client, files the W-2 and pays workers' comp and unemployment insurance. The client is billed for all of this "turn-key."

Whichever solution is chosen, one thing is clear. The days of relaxed handling of freelancers are gone. Businesses must learn about Internal Revenue Service guidelines and find a way to comply, or risk crippling penalties. ■

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# Fifth Estater

## JOHN DONALD IMUS

**F** Scott Fitzgerald once said there are no second acts in American lives. Of course, Fitzgerald never met Don Imus, the outrageous and enduring morning man who has risen from his own ashes time and again during a remarkable radio career.

Fired twice, once exiled from New York to Cleveland, and almost destroyed by drugs and alcohol, Imus has rebounded each time in his own cantankerous, rebellious way to claim his place as one of the dominant radio talents of the past three decades.

In fact, the middle-aged, somewhat mellowed host of *Imus in the Morning* on WFAN(AM) New York seems to have finally found some peace of mind to accompany his success.

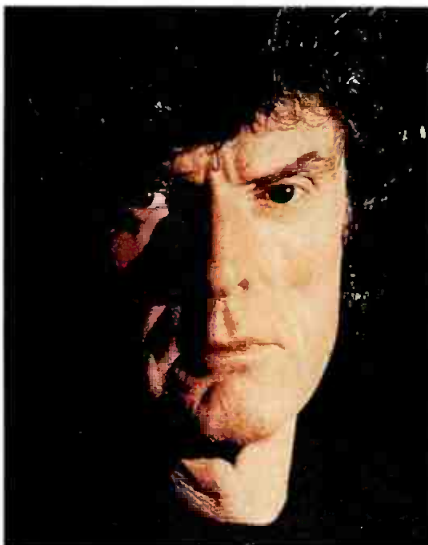
With his shock-jock days long behind him, Imus has toned down the sexual innuendo he helped pioneer, and has become the morning man of choice for many of New York's movers and shakers. Twice in the past three years Imus has won the NAB's Marconi Award honoring the nation's best major-market personality, and *New York Times* sports columnist George Vecsey recently dubbed him "the poet laureate of morning drive."

"It's been very interesting to watch his evolution," says Randy Bongarten, a former NBC Radio and Emmis Broadcasting executive who worked with Imus for 10 years. "He's developed from a guy who basically said very outrageous things on the radio to a personality who's almost a contemporary philosopher."

Rarely, if ever, does Imus greet a female caller with the words "Are you naked?"—his trademark line during the 1960's and 1970's. And while a current of locker-room humor still charges *Imus in the Morning*, the show has matured along with its audience.

"My interests change," says Imus. "And I'm comfortable getting older. I don't try to pretend I'm 30. I'm 52. That's what I am."

Frequent guests include liberal columnist Anna Quindlen, Jeff Green-



field of ABC News and a host of politicians who risk embarrassment for a chance to court Imus's approval. Political guests have included senators, governors and, twice in 1992, Bill Clinton.

"I've become a kingmaker," Imus says, half in jest. "I only endorse people when I'm positive they're going to win, so that I can take full credit for the victory."

His sizable ego aside, Imus acknowledges that his show owes much of its success to one of the most talented staffs in radio, which includes his sidekick of 20 years, comedy writer and newsman Charles McCord.

For a time it appeared Imus wouldn't keep his career on track. He was fired from WNBC(AM) New York in 1977 because of his increasingly difficult attitude. A year later he won the job back, announcing on his arrival: "God's only chosen re-rosen disk jockey has returned!" But Imus didn't

conquer his demons until 1987, when, after years of unsuccessfully battling drug and alcohol problems, he went into rehab and emerged drug- and alcohol-free.

"I actually have a better time now," Imus says. "Being sober helps a lot. I'm not ticked off all the time."

Sobriety hasn't changed everything, however. The son of an Arizona cattle rancher, Imus came to radio with an independent streak as wide as the Grand Canyon, and he has nurtured it for 25 years.

"I didn't have an act when I started," Imus says. "What I was on the air was what I was—just a jerk, with an aversion to authority."

During his meteoric, three-year rise from Palmdale, Calif., to New York, nothing was sacred, especially evangelists, whom Imus lampooned long before doing so was fashionable.

In his first job, at KUTY(AM) in Palmdale, Imus ran for Congress on the air, warning voters not to call him in Washington if he got the job. In

Stockton, he was fired for refusing to wear a tie and staging an Eldridge Cleaver look-alike contest. In Sacramento, Calif., he made one of radio's most notorious prank calls, impersonating a military officer and ordering 1,200 hamburgers to go from a McDonald's.

Soon *Life* magazine was calling him "the most outrageous disk jockey anywhere," and

Imus made the jump to WNBC, where he and Howard Stern formed one of radio's most famous morning-afternoon duos.

"Here's the evolution of radio," Imus says, modestly putting his career in perspective. "Marconi invented it, and I decided to talk on it." ■

Morning host, WFAN(AM) New York; b. July 23, 1940, Riverside, Calif.; U.S. Marine Corps, 1957-59; rhythm & blues performer, producer, 1962-65; Don Martin School of Broadcasting, Hollywood, 1966-67; morning host, KUTY(AM) Palmdale, Calif., 1968; morning host, KJOY(AM) Stockton, Calif., 1969; morning host, KXOA(AM) Sacramento, Calif., 1970; morning host, WGAR(AM) Cleveland, 1970; morning host, WNBC(AM) New York, 1971-77; afternoon host, WHK(AM) Cleveland, 1978; morning host, WNBC, 1979-88; current position since 1988; divorced; children: Nadine, 32; Toni, 30; Elizabeth, 26; Ashleigh, 25.

# Fates & Fortunes

## TELEVISION

**Rick Jacobson**, VP/GSM, West, Buena Vista Television, Burbank, Calif., joins Viacom Entertainment



**Rick Jacobson**  
Viacom Entertainment



**Philip Marella**  
Worldvision



**Kent Atherton**  
Group W Sports



**Neil Holt**  
Group W Sports



**David Britt**  
ACCT

named corporate treasurer; **Frederick DeMarco**, senior VP, station relations and treasurer, named senior VP, system, station development; **Paul Symczak**, senior VP/general counsel, named senior VP, corporate affairs.

joins in same capacity; **Greg Green**, owner, Cinema Associates, Indianapolis, joins as producer/director, viewer development; **Todd Buccelli**, master control/tape operator, named topical producer, viewer devel-

Group, New York, as president, domestic markets.

**Philip Marella**, VP, legal, business affairs, Worldvision Enterprises, New York, named senior VP, legal, business affairs.

Appointments at Group W Sports Marketing, New York: **Kent Atherton**, eastern sales manager, named director, corporate sales; **Neil Holt**, account executive, named New York sales manager; **Ralph Sorrentino**, research director, and **Peter Curtin**, sales planner, named account executives; **Richard Cornish**, research associate, named research manager.

**David Britt**, president/CEO, Children's Television Workshop, New York, elected the first chair of the board of governors, American Center for Children's Television, Des Plaines, Iowa.

Appointments at Corporation for Public Broadcasting, Washington: **Carolyn Reid-Wallace**, former U.S. assistant secretary of education, joins as senior VP, education; **Thomas Harvey**, attorney, Washington, D.C., joins as senior VP/general counsel; **Renee Ingram**, director, budget, corporate information,

**Rick Mossing**, broadcast executive, The Associated Press, Washington, joins Broadcast Music Inc., Irving, Tex., as broadcast manager, telecommunications.

**John Begert**, independent writer/creative director, New York, rejoins Group W Satellite Communications there as director, special projects.

**Mike Zikmund**, national sales manager, WNOL-TV New Orleans, joins WGNO-TV there in same capacity.

**Leon Collins**, GM, WPFW(FM) Washington, joins Houston Public Television as executive director.

**Tom Doerr**, news director, KTRK-TV Houston, joins WPLG-TV Miami in same capacity.

Appointments at WUAB-TV Cleveland: **Jeana Knighton**, accounting manager, named controller; **Tom Becker**, account executive, WJW-TV Cleveland, joins as local sales manager.

Appointments at WGPH-TV High Point, N.C.: **Amy Leach**, account executive, WYSM-TV Lansing, Mich., joins in same capacity; **Matt Bowman**, account executive, *North Davison Observer*, Lexington, N.C.,

opment; **Deborah Proehl**, reporter, WXII-TV High Point, N.C., joins in same capacity; **Myrna Davis**, manager, community involvement, WGPH-TV, rejoins as reporter.

Appointments at WFTY-TV Washington: **Guy Spellman**, VP, Michelle Spellman Design, Silver Spring, Md., joins as agency account executive; **David Holleman**, managing agent, Independent Brokerage and Leasing, Centerville, Va., joins as direct account executive.

**Toni Walsh**, associate producer, WDIV-TV Detroit, named general sales assistant.

**Kevin Moss**, account executive, WTAT-TV Charleston, S.C., joins WLKY-TV Louisville, Ky., in same capacity.

**Tony Lopez**, overnight anchor/reporter, KCRA-TV Sacramento, Calif., joins KFSN Fresno, Calif., as reporter.

**Michael Flaster**, program director, KPBS-FM San Diego, Calif., named acting program director, KPBS-TV, there.

**Marijane Landis**, personnel director, former on-air personality, WGAL-TV Lancaster, Pa., retires.



**Margaret Finnigan**, senior account executive, WSBK-TV Boston, joins WHDH-TV there as local sales manager.

Appointments at Public Broadcasting Service, Alexandria, Va.: **Karen Santos Freeman**, director, state/local government relations, United Way, Alexandria, Va., joins as manager, education press; **Alice Cahn**, director, outreach projects, Education First, Los Angeles, joins as director, children's programming.

ager, WVTV-TV Milwaukee, joins in same capacity.

Appointments at Vanguard Productions, Columbus, Ohio: **Richard Klempay**, producer/director, named executive producer; **Lori Fry**, reporter, Consumer News Services, there, joins as public relations/communications director.

**Gary Rockey**, program manager, KTSP-TV Phoenix, Ariz., joins WOAC-TV Canton, Ohio, as promotion manager.

**Stephanie Haring**, promotion director, WSEN(AM)-FM Syracuse, N.Y., joins WYST-TV there in same capacity.

**Diane Bulgatz**, controller, space, electronics group, TRW Inc., Redondo Beach, Calif., joins Williams Television Time, Santa Monica, Calif., as CFO.

Appointments at KTIV-TV Sioux City, Iowa: **Kim Cleaver**, local sales manager, named GSM; **Adrian Wisner**, account executive, named local sales manager.



**Rick Mossing**  
BMI



**Chris Witting**  
Creative Bdct. Con.



**Arthur Bell**  
Comedy Central



**Louise Henry**  
Court TV



**Glen Friedman**  
DirecTv

**David Matthews**, sales trainee, Katz American Television, New York, named sales executive there.

**Richard Adubato**, VP, Wood Gundy, New York, joins Canadian Imperial Bank of Commerce, financial advisory services group, there, in same capacity.

**Nancy Valenta**, news director, KNBC-TV Burbank, Calif., joins KTTV-TV Los Angeles as executive producer.

**Robert Liuag**, manager, research, Group W Productions, Los Angeles, named account executive, eastern region, New York.

**Allen Murphy**, GSM, KYW-TV Philadelphia, named director, KYW Enterprises, there.

**Mike Renda**, director, sales, WJW-TV Cleveland, joins WLWT-TV Cincinnati, Ohio, as GSM.

**Michelle Miller**, general assignment reporter, Orange County Newschannel, Santa Ana, Calif., joins WIS-TV Columbia, S.C., in same capacity.

Appointments at WMSN-TV Madison, Wis.: **Eric Jontra**, account executive, named local sales manager; **Mark Hodorowski**, promotion man-

**Rosa Maria Richardson**, assistant to the dean, alumni relations, Pennsylvania State University, University Park, Pa., named director, station development, WPSX-TV there.

**Jeff Maynor**, anchor, WEWS-TV Cleveland, Ohio, joins WKYC-TV there as anchor/reporter.

Appointments at WALA-TV Mobile, Ala.: **Wendy Hogan**, production operator named morning news producer; **Barry Bain**, student, University of South Alabama, joins as production assistant/camera operator.

**Daniel Krichbaum**, director, recreation and parks department, Detroit, joins WTVS-TV there as senior VP, fund development.

**Jimmy Sanders**, program/production manager, WSPA-TV Spartansburg, S.C., named director, programing, promotion, Spartan Broadcasting, radio division, there.

Appointments at WPBT-TV Miami, Fla.: **Michelle Fogelgren**, freelance publicity associate, named public information coordinator; **Nannette Rodriguez**, program publicity, publications associate, named publicist; **Arlene Rosenfeld**, publicity/advertising associate, named publicist.

**Jennifer Travis**, assignment editor, TKR Cable, Piscataway, N.J., joins Medialink, New York, as editorial services coordinator.

## RADIO

**Chris Witting**, VP/GM, WCBS(AM) New York, leaves to form Creative Broadcast Consulting Inc., Chicago.

**Randy Dennis**, air personality, WXYV-FM Baltimore, joins WYKS-FM Washington in same capacity.

**Tony Caputo**, program director, WTTM(AM) Trenton, N.J., joins WHWH(AM) Princeton, N.J., and WPST-FM Trenton, N.J., as news director.

**Abby Polinsky**, senior/midday producer, WSCR(AM) Chicago, named senior producer.

**Libby Kochan**, morning show producer, KSD-FM St. Louis, joins KPNT-FM there as promotion director.

**Brian Schultz**, local sales manager, MNN Radio Networks, St. Paul, named GSM.

Appointments at WPNT-FM Chicago: **Mitchell Pink**, account executive, named regional sales manager;

**George Arvanitis**, VP, sales, central region, NBC Cable Networks, CNBC, Chicago, joins as account executive.

Appointments at KRWM-FM Seattle: **Linda DiLembo**, development manager/account executive, Tacher Radio, there, joins as account executive; **Shannon Grady Weber**, sales promotion director, KOMO(AM), there, joins as promotions director.

**Karen Hecht**, senior account executive, Katz Radio, New York, joins WHLI(AM)-WKJY-FM Garden City, N.Y., as national sales manager.

Appointments at KPBS-FM San Diego, Calif.: **Karen Kish**, producer/reporter, named coordinator, news, information programming; **Florence Rogers**, acting operations coordinator, named operations coordinator.

**Sharon Brown**, senior VP, creative services, DMDA, Carrollton, Tex., joins KLRX-FM Dallas as director, mail marketing.

**Daryl Leoce**, senior account executive, Christal Radio, Atlanta, named sales manager.

## CABLE

**Arthur Bell**, senior VP, program planning and operations, Comedy Central, New York, named senior VP, marketing.

Appointments at Court TV, New York and Burbank, Calif.: **Carol Randolph**, general counsel, New African Visions, Washington, as on-air anchor, New York; **Louise Henry**, VP, affiliate services, NBC Olympics Pay Per View, Burbank, joins as VP, western region affiliate relations, there.

**Jodi Saeland**, on-air meteorologist, WEVV-TV Evansville, Ind., joins The Weather Channel, Atlanta, in same capacity.

Appointments at KBL-TV San Antonio: **Ken North**, national sales manager, and **Tom Cahill**, office manager, CNI, Chicago, named corporate directors, national spot sales.

**Jason Klarman**, senior account executive, Edelman Public Relations, New York, joins CNBC, Fort Lee, N.J., as public relations manager.

**Jim Ross**, play-by-play announcer, Turner Broadcasting System's *World*

## Ockershausen to HTS

Washington television and radio veteran Andy Ockershausen has joined the regional cable network Home Team Sports as its director of business development. "I'm ready to fly with cable," said Ockershausen. "To be in sports and cable is a great marriage. I'm looking forward to the new opportunity and working with HTS." During his 37-year career, Ockershausen held management positions with WMAL(AM) Washington and WMAL-TV (now WJLA-TV). He most recently was vice president/general manager of WFTY-TV Washington. —MB



*Championship Wrestling*, Atlanta, named syndicated sales representative.

**Colleen Abdoulah**, VP, operations, Tele-Communications Inc.'s Netlink, Englewood, Colo., named VP/GM.

**Douglas English**, manager, advertising sales, Warner Cable, Cincinnati, named advertising sales director.

**Ellen East**, manager, corporate communications, Cox Enterprises, Atlanta, named manager, public affairs, Cox Cable Communications, there.

## ADVERTISING

**Jeff Sohinki**, former GM, American Cable Advertising, Philadelphia, joins Greater Boston Cable Advertising, Boston, in same capacity.

**Lisa Antoneli Bacon**, journalist, *Style Weekly*, Richmond, Va., joins Siddal, Matus & Coughter Inc. there as corporate communications director.

**Gerald Van De Velde**, senior financial officer, Earle Palmer Brown, New York, joins Abramson Ehrlich Manes, Washington, as senior VP/CFO.

## TECHNOLOGY

**Glen Friedman**, GM, Century Ca-

ble Television, Santa Monica, Calif., joins DirecTV, Inc., Los Angeles, as director, consumer marketing.

**Jeremiah Goodwin**, former studio maintenance engineer, Capital Cities/ABC, New York, and **Peyton Hines**, transmitter/microwave systems supervisor, KVIE-TV Sacramento, Calif., named project consultants, advanced television field test project, Public Broadcasting Service, Alexandria, Va.

Appointments at Scientific Atlanta, broadband communications group, Norcross, Ga.: **William Luehrs**, VP/GM, digital audio systems, named VP/GM, video systems; **David Levitan**, digital audio project manager, named VP/GM, digital audio systems.

## DEATHS

**Vicki Hunter**, 34, evening air personality and host of *City Lights* on KLRX-FM Dallas-Fort Worth, died March 6 of a brain hemorrhage at Baylor Medical Center there. Hunter had also been news director at KQZY-FM Dallas (now KYNG-FM) and an account executive at KDLZ-FM Dallas (now KOAI-FM).

**Jack Cooper**, 62, former president of Independent Broadcasting, which owns KOLR-TV Springfield, Mo., died Feb. 20 after a long illness at his home there. Independent Broadcasting was founded by Cooper's father, Harry, in 1953. Survivors include his son, John, and daughter, Allison.

**George Townsend**, 72, television transmitter pioneer, died Feb. 25 of heart failure while at his doctor's office in Westfield, Mass. Townsend began his career in 1938 as a staff engineer at WSPR(AM) Springfield, Mass. From 1952-63 he was chief engineer and later VP/director for WRLP-TV Springfield. In 1963 he founded Townsend Associates, a manufacturer of UHF television transmitters. In 1967 his company merged with Ampex Corp. In 1970 Townsend founded Spectrum Cable, which provided cable service in western Massachusetts. At the time of his death Townsend was system manager for Micro Communications Inc., Manchester, N.H. Survivors include his wife, Elizabeth, three daughters and one son.



# Closed Circuit

## CHARLESTON

### Not so fast

Toledo Television LP is rethinking its deal with Act III Broadcasting to swap its Fox affiliate WUPW(TV) Toledo for Act III's WTAT(TV) Charleston, S.C., and \$16 million-\$18 million cash. The reason for the change is President Clinton's intention to shut down Charleston's Naval Base, which could obviously have major negative economic impact on the town's businesses and advertising.

## LOS ANGELES

### Penney for DBS

Hubbard Broadcasting's United States Satellite Broadcasting has fitted another piece into its DBS puzzle, signing Dallas-based JC Penney Business Services Inc. to handle customer service and billing for the satellite-to-home business. USSB, which two weeks ago announced its first major programming deals with HBO and Viacom (BROADCASTING & CABLE, March 8), disclosed the Penney contract last week in an FCC filing.

### Roggins to ITC?

ITC Domestic Television is in negotiation with KNBC-TV sportscaster Fred Roggin to assume distribution of his *Roggin's Heroes* sports bloopers, currently distributed by MCA TV. ITC's executive vice president of domestic television, Ritch Colbert, says that if the talks are successful, *Roggin's Heroes* will be marketed as a stand-alone/series for weekly early fringe and prime access, or teamed with ITC's *George Michael's Sports Machine* for weekend late fringe. There was no word on why MCA TV might be willing to give up *Roggin's Heroes*, which has been averaging a season-to-date 3.1 national rating (NSS, week ending Feb. 28), but sources say MCA is now concentrating on the launch of prime time series and theatricals for the Universal Action Network (BROADCAST-

## TriStar gives J.R. a shot

Two years after *Dallas* ended its 13-year run on CBS, series star Larry Hagman is preparing to return to network television. Hagman is joining with TriStar Television to develop a script in-house that the two parties expect to develop themselves and then offer to the networks, thus avoiding network development, which some producers complain can often be a lengthy and unfocused involvement. The script is for a two-hour movie pilot for a possible hour series. Hagman will play a character described as a con man who works with the Justice Department. The veteran television actor, who was executive producer on *Dallas* during its last two seasons, will also serve as executive producer along with Al Ruddy and Grey Frederickson. The Hagman project joins at least 13 other possible series projects TriStar, one of the busiest shops of late, is developing for the networks for next season (see story, page 18).

ING & CABLE, March 8), as well as development of strip programing.

## BRISTOL

### Da Bears!

Sources close to ESPN say that the sports cable network is close to signing former Chicago Bears football coach Mike Ditka to serve as an analyst on ESPN's in-studio *NFL Gameday* and *NFL Primetime* hour-long programs. One source privy to the talks says ESPN is offering Ditka a multiyear contract with an annual salary in the \$350,000 range. An ESPN spokeswoman would only confirm that talks are ongoing and that a deal has yet to be completed.

## NEW YORK

### Talking shop

Now that Barry Diller is involved, home shopping has taken on a new luster in media circles. It appears all the major networks are actively exploring opportunities. ABC was the first to jump in last year with a late-night experiment called *NiteCap*. New network group president Robert Iger has told the troops he's very bullish on the notion of transactional TV and the network continues to work with *NiteCap* producer Earl Greenburg. In addition, ABC is considering a transactional element for daytime's *Home* show. Sources re-

port the NBC-owned stations may also test transactional programing elements in daytime. And CBS is also reportedly exploring opportunities, with word that some network executives favored a late-night test, although that option got more complicated when David Letterman signed on, because CBS agreed to let him develop a show, after his own, at 12:30 a.m.

## NEW YORK

### Liddy to Unistar

Look for G. Gordon Liddy to become the first Infinity Broadcasting personality offered on the recently acquired Unistar Radio Network. Network radio sources said last week the Liddy show could be on the network by next month, and will probably be offered from 10 a.m. to 2 p.m. ET so that stations airing Rush Limbaugh at noon can use two hours of Liddy as a lead-in. One possible title for the show: "Radio Free D.C."

### Kids coverage

Television Program Enterprises has quietly secured over 70% U.S. coverage for a new kids quiz show, *Pick Your Brain*. According to Harvey Gamm, vice president of advertiser sales at TPE, Marc Summers, who has hosted Nickelodeon's *Double Dare* children's game show, has been signed to host *Pick Your Brain*.

# In Brief

**Federal agencies responsible for regulating banks** issued a joint policy statement last Wednesday, saying that over the next few months they **intend to make it easier for banks to lend to small and medium-sized businesses.** Among the proposed changes: allowing banks to make some loans with "minimum documentation," using judgment on the "general reputation and good character" of the borrower. One report suggested those loans using the more lenient requirements could be no bigger than \$500,000-\$1 million. The changes would also relax the required write-downs of real estate to liquidation value and improve the ability of those denied loans to complain. The agencies involved are the Office of the Comptroller of the Currency, Federal Deposit Insurance Corporation, Federal Reserve Board and Office of Thrift Supervision.

**ABC-TV issued layoff notices to "less than 50" network employees** on March 5, a network executive said. The layoffs came in the wake of ABC's buyout offer to non-union employees, which was accepted by roughly 500 of 3,000 eligible employees. Among those whose jobs were cut were Rosalind Jarrett, di-

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 28. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune .....	16.3/221/97
2. Jeopardy! .....	14.0/215/98
3. Star Trek.....	13.8/242/99
4. Oprah Winfrey Show.....	12.2/236/99
5. Star Trek: Deep Space Nine	11.6/231/99
6. Entertainment Tonight.....	9.2/181/94
7. Wheel Of Fortune-wknd.....	9.1/179/83
8. MGM Premiere Ntwk IV.....	8.5/170/95
9. Current Affair.....	8.2/180/95
9. Inside Edition.....	8.2/171/94
11. Married...With Children.....	7.8/192/97
12. Roseanne.....	7.2/135/86
13. Nat'l Geographic-Assgn.....	7.0/170/96
14. Sally Jessy Raphael.....	6.9/216/99
14. Untouchables.....	6.9/198/96

rector of program publicity, and Jim Brochu, manager of business information, both based in Los Angeles, the ABC executive said.

**The E.W. Scripps Co. last week announced that it intends to sell its five radio stations,** ending the company's long-standing involvement in the radio industry. The company said its stations—WVRT-FM Baltimore, KUPL-AM-FM Portland, Ore., and WMC-AM-FM Memphis—account for \$12.5 million in annual revenue, or 1% of the company's total revenues.

## Parental guidance promoted

**T**he North Carolina Public Television Foundation has become directly involved in regulating children's television viewing, and raising money at the same time, through the marketing of TimeSlot, which it began selling March 1. The 5- by 7-inch computerized device, priced at \$129.95, sits on top of the TV and is connected in such a way as to override its power. Parents issue a child a credit card, programed with a preset amount of time, which the child slides through the device in order to turn on the set. An automatic lock-out feature can also prevent viewing during certain time periods. Parents use a "master" card to turn the set on at any time. After two weeks of locking his TV set in his garage, North Carolinian Ed Stewart came up with the idea for the device and, teaming with associates Wayne Poole, an industrial designer, and Steve Smith, an electrical engineer, received a patent in 1991. The foundation expects to ship 10 to 15 TimeSlots in March; its inventors plan to market the device nationally in about four months.

—JG

**The FCC granted the license renewal application of Fox-owned KTTV(TV) Los Angeles** and denied the competing application of Rainbow Broadcasting. Rainbow had accused Fox head Rupert Murdoch of interfering with the company's ability to get financing and said that then-KTTV President/GM Greg Nathanson violated broadcast/cable crossownership rules with his 20% holdings in Falcon Cable, which owns systems in Los Angeles. The FCC, Rainbow said, is going to extreme lengths to protect Fox, "even to the point of excusing repeated misconduct." Rainbow will appeal the FCC's decision.

**Newscast rating gains for independents KTLA-TV and KCAL(TV), both Los Angeles, continue at the expense of network-owned stations** (see page 24). KTLA's 7-9 a.m. newscast easily beat the three network morning shows with a top-ranked 6.1 rating/22 share average (NSI, Feb. 4-March 3), representing a 57% share gain in the time period from the year-ago February sweeps. Also, KCAL, marking its third anniversary since beginning a three-hour prime time news block, realized major year-to-year gains of 29% at 8 p.m. (5.8/9), 50% at 9 p.m. (5.7/9) and 40% at 10 p.m. (4.0/7) for each news hour.

**NightTalk with Jane Whitney will get a time period upgrade** from 11:30 p.m. to 11 p.m. **on KCAL(TV) Los Angeles** beginning today (March 15). Whitney, whose 2.7 rating/10 share average (NSI, Feb. 4-March 3) at 11:30 during the February sweeps represented a 67% year-to-year share improvement for the time period, takes over from *The Whoopi Goldberg Show* (1.8/4 average at 11 p.m.), which is being pushed back to 12-12:30 a.m.

Warner Bros. Domestic Television Distribution's sophomore daytime talk strip, **Jenny Jones, recorded a**



**38% share year-to-year growth in the just completed February sweeps** with a 3.2 rating/11 share (NSI metered markets, Feb. 4-March 3). The hour talker, which was barely above a 2/8 average in February 1992, is also 10% higher in rating than its sweeps lead-in programming (2.7/10). In the latest report, *Jenny* reached a personal-best 2.7 rating (NSS, week ending Feb. 21).

Tribune Entertainment's **Seventh Annual Soul Train Music Awards** last Tuesday, which featured a singing appearance from Michael Jackson, **scored a 7.9 rating/13 share** (NSI, March 10) in the 12 metered markets that carried the live telecast. Compared with last year's telecast, the special recorded 71% share growth. Based on that success, Tribune officials confirmed that it will distribute first-time offering *The Soul Train Comedy Awards*, on Aug. 3. Actress Debbie Allen and comedian Sinbad have been signed to host the two-hour special.

Paramount Domestic Television named **Clifford Lachman** senior VP, programming and production, movies. He has been VP of production since 1989.

**WBEC-AM-FM Pittsfield, Mass.,** was sold by Robert J. Maccini, receiver for Citicom Radio of Pittsfield Inc., to Aritaur Communications Inc. for **\$500,000**. Aritaur is headed by Joseph Gallagher and William Collatos; Collatos is also a shareholder of radio group Saga Communications. Broker: Media Services Group Inc.

**Officials at KSLX-FM Los Angeles,** which was fined \$105,000 for allegedly indecent material on the **Howard Stern Show**, are now **editing out the raciest portions**, the *Los Angeles Times* reported last week. "It's our program. It's our radio station," Greater Media executive VP Tom Milewski told the paper. Mel Karmazin, president, Infinity Broadcasting, whose WXRK-FM New York pro-



The Broadcast Pioneers' annual Golden Mike Award was won this year by KING-TV Seattle. Acting FCC Chairman James Quello (l) and Broadcast Pioneers President James Delmonico (c), present the award—for "distinguished contributions to the art of broadcasting"—to Jack Clifford, president of the station's parent company, the Providence Journal Broadcasting Corp.

duces the show, told BROADCASTING & CABLE: "Although we don't like people to make artistic changes in the program, if somebody feels it's their responsibility as a licensee, I have no problem with that."

**The Associated Press adopted a new licensing policy for member TV stations that provide programming to other TV stations, cable systems and radio stations.** AP said the policy will affect stations "that produce news for use outside their regular broadcast channels, including newscasts and cut-ins for other stations and cable systems and rebroadcasting the audio segments of newscasts on radio stations." Under the new contract, fees "are a percentage of each station's AP assessment and are based on the amount of programming and the means of its distribution."

**KIRO-TV Seattle's** much-heralded launch of its "out of the box" **KIRO News Network newscasts** (BROADCASTING, Feb. 8) at 5-6 p.m. and 11-11:30 p.m. recorded 7.4/15 and 6.8/17 February sweeps Nielsen averages (NSI, Feb. 4-March 3, Monday-Friday averages), respectively. The early newscast dropped 17% in share from the February 1992 sweeps, while the late newscast dropped 23% of its share. (KOMO-TV had a top-ranked 10.7/27 average [up 13%] at 11 p.m., followed by KING-TV's 8.3/21 [down 5%]). However, KIRO's noon-1 p.m. newscast recorded 38% share improvement with a 5.4/16 average.

**Peter Ross**, senior legal adviser to FCC Commissioner Sherrie Marshall, is returning to private practice as a partner at the Washington law firm of **Wiley, Rein & Fielding**.

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# Editorials

## Raring to regulate

**B**roadcasters aren't necessarily getting what they deserve in the new FCC and congressional inquiries aimed at tightening the children's TV rules, but they're getting what they could and should have expected.

When the NAB signed off on the rules in 1990, it was an all-too-cozy arrangement between broadcasters and a to-hell-with-the-First Amendment Congress. It was both politically correct and expedient, which immediately raised two red flags here. At the time, the NAB line was: "If President Bush decides to sign this bill into law, at least broadcasters will once and for all know where they stand on children's programming." Well, the bill became law (the President actually neither signed nor vetoed it), and two-and-a-half years later broadcasters are singing a very different tune, complaining that it is unclear—and it is—what will pass FCC muster and arguing that the ad limits have proven an economic disincentive to producing educational programs (see story, page 26).

As with indecency, the rules are indeed vague, and while many broadcasters may have assumed those rules provided ample room to pass through relatively unscathed, others now on the carpet for running afoul of those vague rules may have been supplied enough rope to hang themselves. (The license renewals for seven TV stations await an FCC review of their programming for children.)

The problem with going along with the political climate is that when the weather changes, the law is still on the books and open to reinterpretation, a process we saw beginning last week (see story, page 49). While the Bush administration found conditioning license renewal on content constitutionally suspect, the new crew in Washington has declared its eagerness to use the media as an engine of social change. "The Reagan-Bush era has ended and the Clinton era has begun," declaimed House Telcomsubcom Chairman Ed Markey last week to open the children's TV hearing. "Broadcasters *can* and *will* do better than that" (emphasis his).

This is just the sort of "government as schoolmaster" scenario we feared. Preferring safety over freedom, we said back in 1990, the NAB is likely to have neither. It is a prophesy we wish weren't being fulfilled.

□

Here's an interesting approach to the children's TV issue: If the political powers that be are dead set on government-mandated educational television, why doesn't the country set aside a block of television channels (350 or so) for informational and educational purposes, free of commercials and partially funded by the government? The preponderance of markets and viewers would then have one or

more alternative broadcast outlets filled with programming they "should" watch (including some excellent educational children's programming), while those broadcasters whose livelihoods depend on showing them what they want to watch will be allowed to do so. That would serve the reigning political interest (occasionally mislabeled "public interest") while avoiding the slippery slope of content regulation. And it ought to satisfy the media micromanagers.

Or would it?

## Down and out

**T**he only way TV Marti should ever get off the ground again is as the "pork barrel" float in the Macy's Thanksgiving Day parade.

Last week saw that multimillion-dollar dirigible—the darling of well-heeled Cuban-American businessmen—break its tether yet again and drift to the (we're not kidding) Little Knock 'em Down Key in Florida, where it crash landed to the tune of who knows how many millions of dollars. We doubt anyone in Cuba noticed, however, since almost no one in that country can see TV Marti, even when it's not carrying curious fishermen aloft or serving as a target for fighter planes, as it has in past miscues.

This most recent downing of TV Marti provides the government with an opportunity to put its money where its mouth is. If the administration is serious about cutting the budget, it will not continue to pump money into TV Marti. If the service relaunches unchallenged, it will be a sign of wasteful business as usual, a victory of special interest over public interest. It's high time to take the air out of this project for good.



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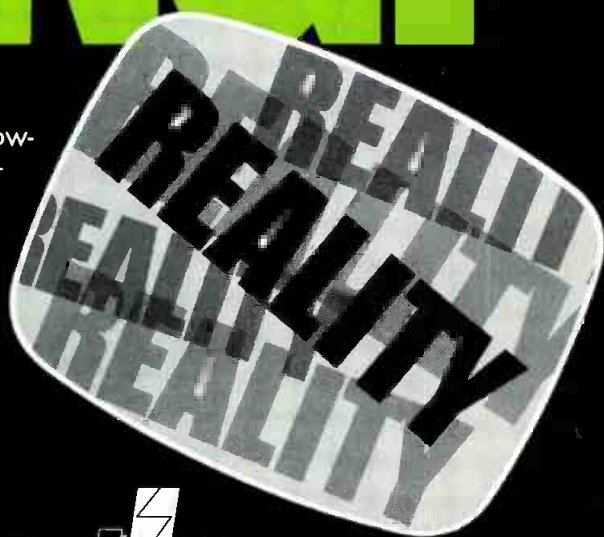
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## It's All in the Curve

An aspherical lens doesn't have the spherical shape of conventional lenses. In fact, aspherical lenses come in many shapes, because they're customized to the needs of the overall optical design. These shapes produce stunning advantages when used in combination with conventional spherical elements. Advantages like reduced distortion at wide angles, improved corner resolution, and chromatic aberration that can be managed throughout the zoom range, rather than optimized at specific points. And aspherical optics allow zoom lenses to be made with higher magnification, wider angles, and a shorter Minimum Object Distance (MOD) too.

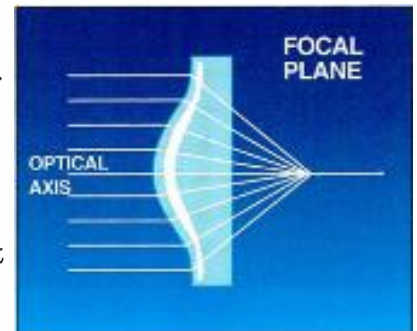
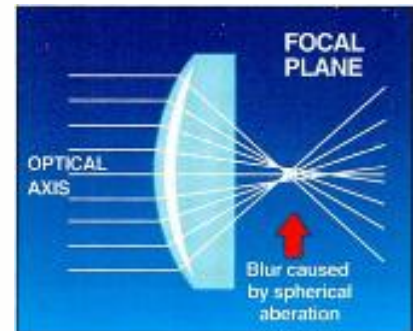


Zoom lenses can be designed with fewer elements when aspherical optics are used, so they are lighter and can be made smaller. For example, Fujinon's new 16X9 handheld lens, with one aspherical element, reduces the total number of elements by 20 percent compared to a 16X9 lens with only spherical elements. It weighs 2.64 lb. instead of 3 lb., and its MOD is 5 cm closer as well. All this in a lens that is totally compatible with existing Fujinon accessories. The A16X9 is just one example of how Fujinon's AOT will transform television zoom lens design.

## We Rewrote the Book

Although aspherical optics are used in other applications, large lens elements—greater than 30 mm in diameter—have been exceptionally difficult to build. The manufacturing techniques of lens grinding—cutting, polishing, and centering—have never been able to produce large optics with the highest levels of performance in quantities necessary for commercial production.

To break through this seemingly insurmountable barrier, Fujinon took a different route. The new aspherical optics are molded, not ground, so all of the critical processes in grinding are eliminated. They start out as a preformed glass shape. Then the glass is softened by heating, pressed, and cooled in a precision system designed by Fujinon. The result is a lens element that can be made in commercial quantities and delivers all of the benefits of aspherical design.



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