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Broadcasting & Cable

The Newsweekly of Television and Radio

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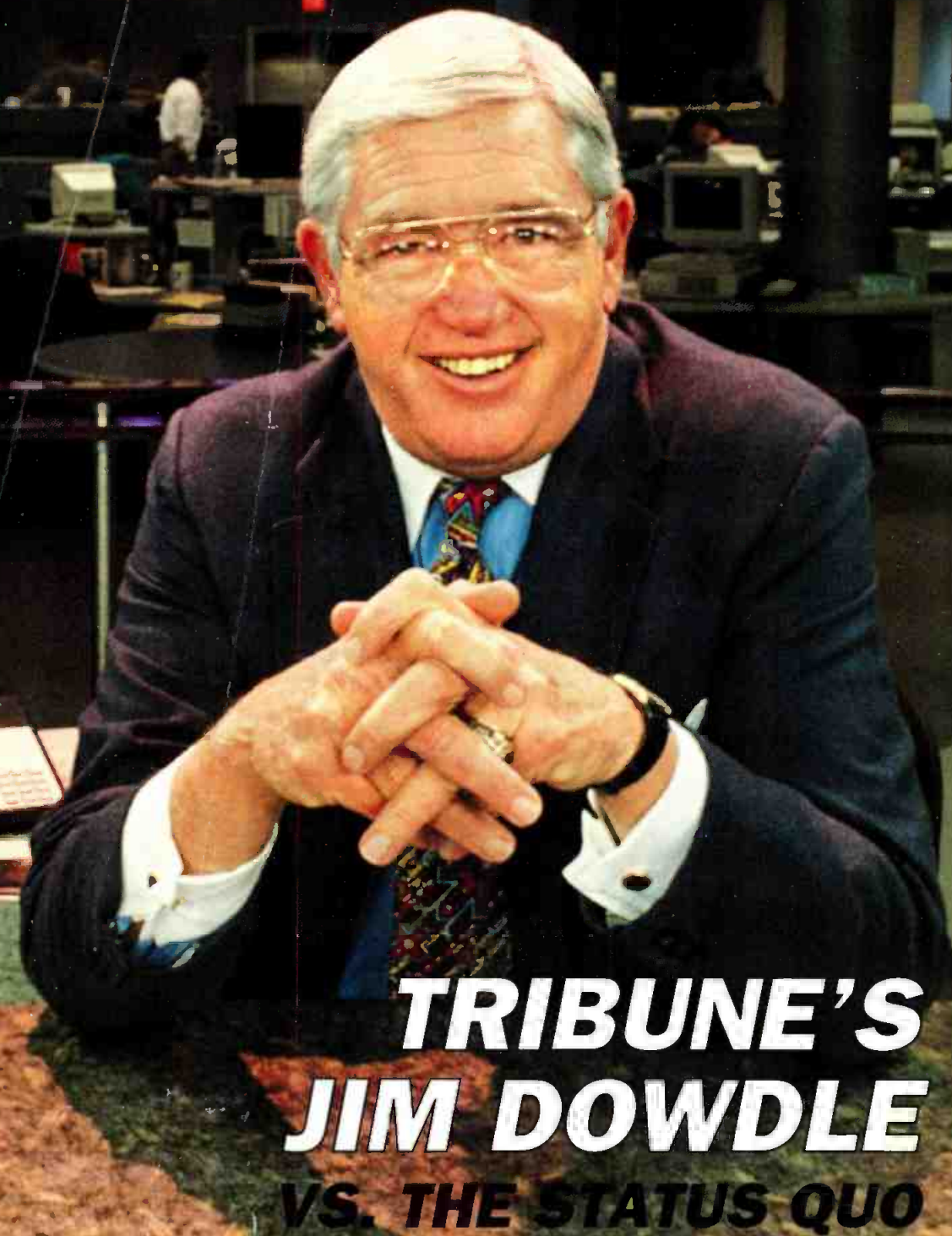
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ADVERTISING

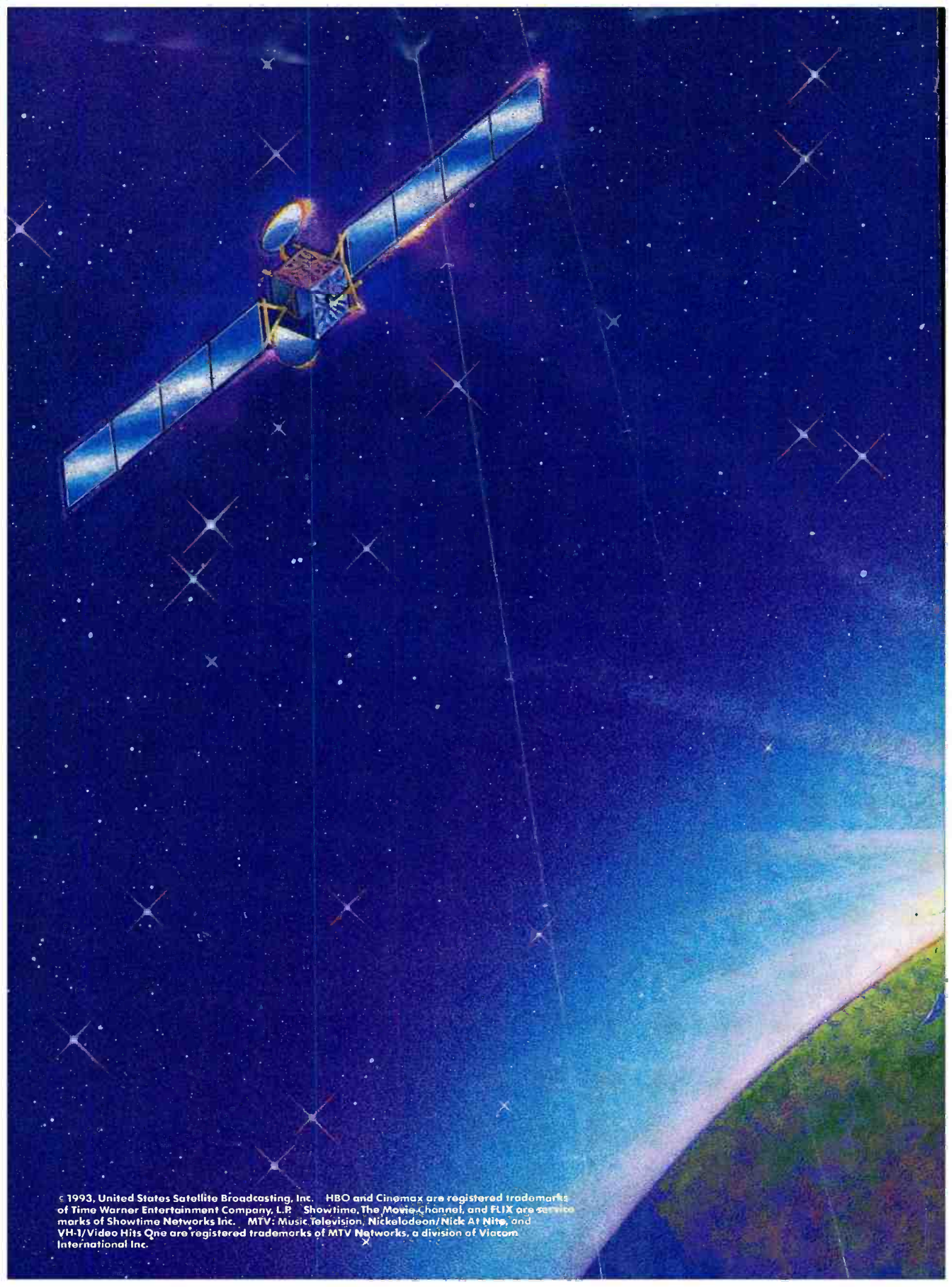


Lifetime cozies up to advertisers / 42

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MUST READING FROM BROADCASTING & CABLE

CABLE USER FEE CONSIDERED

The FCC is considering charging cable a user fee of up to \$30 million a year to cover the cost of regulation. Snaps NCTA's James Mooney: "It sounds like a good use for the money broadcasters derive from retransmission consent." / 6

L.A.-based Times Mirror Co. is on the verge of selling its four network affiliates to Argyle Communications, industry sources say. / 7

News executives were riled last week by the meeting between ABC's Roone Arledge and GE's Jack Welch on how beleaguered NBC News can right its course. "It's a clear-cut conflict of interest," fumed one network official. / 7



Networks slow to join rush to multiplex. / 10



'NIGHTLINE' CLEARANCES COURTED

ABC will offer affiliates seven 30-second spots a week—five in "Nightline" and one each in "20/20" and "Prime Time Live"—to boost "Nightline"'s live clearances, now at about 60%. The network will also delay the start of the show to give affiliates an extra five minutes of lucrative local news time. / 12

Koppel's forays into field help boost 'Nightline' numbers, position it for upcoming late-night scramble. / 12

FIN-SYN COMPROMISE A POSSIBILITY

A "fin-but-no-syn" scheme, which would allow the networks a financial stake in their programs but preclude syndication rights, is gaining currency at the FCC and elsewhere. A final vote by the commission is due April 1, and the compromise seems to be the only viable plan on tap. / 14

A "fin-but-no-syn" scheme, which would allow the networks a financial stake in their programs but preclude syndication rights, is gaining currency at the FCC and elsewhere. A final vote by the commission is due April 1, and the compromise seems to be the only viable plan on tap. / 14

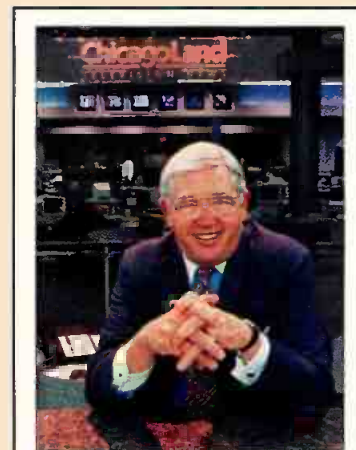
TURNER INVESTS FOR THE LONG FORM

Aspiring to quality over quantity, TNT will increase budgets for its upcoming movie projects from an average of \$2.7 million per film to around \$5 million. The network's higherbrow roster will include "A Life in the Theater," starring Jack Lemmon and Matthew Broderick in a production of David Mamet's play, and "Zelda," starring Natasha Richardson in the title role of the wife of F. Scott Fitzgerald. / 18

WORLD AFRICAN NETWORK READIES FOR LAUNCH

A premium service offering theatrical films, made-for's, TV series, documentaries and concerts geared to an African American audience is scheduled to launch in 1994. The World African Network, headed by Unity Broadcasting's Eugene Jackson, will carry a retail price of \$9.95 monthly. / 20

CBS will pick up the syndicated "Beakman's World" for Saturday mornings next fall. / 21



On the Cover

James C. Dowdle's Tribune Broadcasting Empire now comprises seven TV's, two AM's and two FM's, plus Tribune Entertainment and Grant/Tribune Productions. That's only the beginning, as this week's cover story details. / 15

"Two years ago, a lot of people questioned whether DBS was even going to make it. Now the question is, how big is it going to get?"

—Jim Dowdle, Tribune Broadcasting / 15

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Jeff Zucker, doing double duty as executive producer of both "NBC Nightly News" and "Today" for the past two months, will return to the morning show exclusively. / 22

USSB SIGNS JC PENNEY FOR BILLING

United States Satellite Broadcasting fitted another piece into its DBS puzzle last week by signing JC Penney Business Services to handle customer service and billing. / 24

Court TV is mobilizing a citizens' army to fight for TV access to state courts. / 25

SOUND IDEA FOR COMPUTERS

Calling sound "just another kind of data," an Alexandria-based entrepreneur has launched a radio service available not over the air but via computer. Carl Malamud's first show—"Geek of the Week," consisting of interviews with prominent engineers—will be distributed to a potential audience of two million on the Internet computer network. / 27

San Diego will get its first duopoly when Par Broadcasting buys Edens' KKLQ-AM-FM. Capcities/ABC entered the duopoly market last week with its purchase of an Atlanta station from NewCity. / 28

LITTLE MOVEMENT IN TOP 25

With its purchase of WATL(TV) Atlanta, Fox Broadcasting moved up to the No. 5 spot in BROADCASTING & CABLE's annual ranking of the top 25 TV groups, based on audience penetration. Chris-Craft increased its reach from 11% to 18%. / 29

NETWORK OFFERS AIR-FOR-EQUITY SWAP

Capcities/ABC hopes to lure cash-poor companies to its ad inventory by offering a cash-free exchange of airtime for equity. In return for a stake in a company, usually 15%-25%, Capcities will provide time on its media properties, including the ABC TV network, its O&O's, ESPN and ABC Radio. / 32

A new report released last week on cable TV predicts that, by the end of the decade, the industry will face direct competition from DBS and telcos in 60 million homes passed. / 34

AT ODDS ON SPECTRUM

Commerce Secretary Ron Brown has told Senate Communications Subcommittee Chairman Daniel Inouye that the administration does not want to exempt commercial broadcasters from any future spectrum auctions. Inouye favors the exemption, and says his bill will keep the proviso intact. / 36

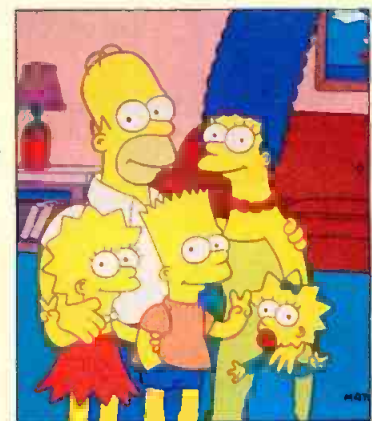
Former FCC chairman Al Sikes will head up Hearst Corp.'s New Media and Technology Group, created to find ways to combine Hearst's resources with computers, telephones and satellites. / 37

HISPANIC HOMES TUNE TO FOX

A Nielsen survey of Hispanic viewers indicates that Fox shows tend to be the favorites in English-speaking Hispanic households. Older-skewing CBS was absent from the top 25. Telemundo and Univision are favored in Spanish-dominant households. / 41



Spectrum showdown: Brown, Inouye at odds over broadcasters' inclusion in auctions. / 36



'Simpsons' ranked No. 1 among Hispanic households. / 41

Top of the Week



The efforts of local news staffers included everything from providing information about storm damage to at least one case, as illustrated, assisting in the rescue of a stranded hiker.

Despite hazardous road conditions, some stations dispatched crews to the Great Smoky Mountains in North Carolina and Tennessee to cover the rescue of 117 Michigan students lost during the weekend's fury.



TV rallies to cover storm

Television station news departments up and down the East Coast rose to the challenge of covering what many are calling the storm of the century over the weekend of March 13-15 (see page 13).

FCC is considering user fees for cable

Commission, after urging from White House, is studying how it might charge industry to cover regulatory costs of implementing Cable Act

By Harry A. Jessell

Cable will not only have to submit to regulation, it may have to pay for it as well.

Under pressure from the Clinton administration, according to industry and agency sources, the FCC is considering imposing user fees on cable of up to \$30 million a year to cover the cost of administering the many new cable regulations spawned by the 1992 Cable Act.

Behind the initiative is the Office of Management and Budget, which is looking to cut costs and raise new revenues wherever it can.

National Cable Television Association President James Mooney, unenthusiastic about the prospect of cable's paying for its own regulation, offered an alternative for funding the cost of cable regulation. "It sounds like a good use for the money broadcasters derive from retransmission consent."

Even before the Cable Act became law, the FCC was complaining that it lacks the resources to effectively implement and administer the many rules mandated by the Cable Act. Last fall, it estimated the cost of cable regulation would fall between \$20 million and \$50 million a year.

The FCC budget for fiscal 1993 is

\$129 million. It has reportedly asked Congress for an additional \$20 million for 1993 to cope with the cable burden.

The FCC may have the authority to impose user fees. But as a rule, it asks for congressional approval. A proposal last year to raise \$71 million in user fees on all media was passed by the House but died in the Senate.

The FCC's financial troubles and its plans for solving them should get a complete airing this Thursday (March 25) when Acting FCC Chairman James Quello is scheduled to testify before the House Appropriations Subcommittee overseeing the agency. ■

Arledge-Welch talks roil news waters

Opinions are divided over propriety of ABC news chief giving advice to GE chairman on how to fix problems at NBC News in wake of 'Dateline' fiasco

By Steve McClellan

ABC's Rooney Arledge giving advice to GE's Jack Welch on how the NBC News division might right its course? That was the word last week, confirmed by executives with knowledge of the talks, and some executives, including those among the affiliate ranks, saw a blatant conflict of interest.

While it's generally acknowledged that media relationships are becoming increasingly incestuous, some network and affiliate news executives took exception to the notion of Arledge offering free advice to an arch-competitor.

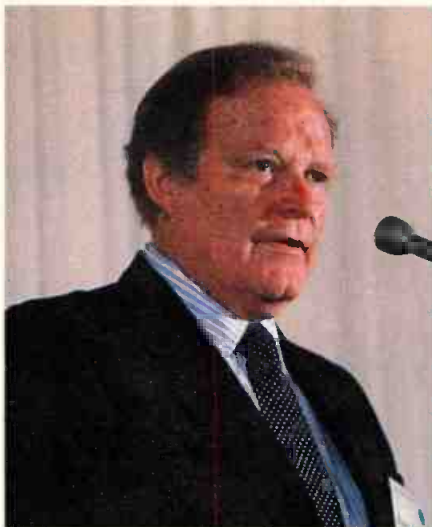
Some of the rancor expressed last week stemmed from the fact that Arledge still has two years to run on his contract as president of ABC News and is negotiating for an extension. "If I were Dan Burke and paying Rooney a couple of million a year to run my news division, I don't think I'd want him giving advice to the competition about what to do," said one network news executive.

Other network officials agreed. "It's a clear-cut conflict of interest," said one such official. Several ABC affiliates offered similar sentiments. "Maybe Rooney thinks every affiliate in the country is clobbering NBC News and he can afford some largess toward his friends at GE," said an ABC affiliate general manager in a market where *World News Tonight* is far from the lead in the network evening news race.

But others took the situation less seriously. "Is it technically a conflict of interest? I suppose you can make that argument. And anybody who doesn't think that kind of conflict doesn't go on all the time in this business doesn't get it."

Another executive close to Welch said the GE chairman has known Arledge socially for many years. "Rooney offering advice to Jack? That's honor among thieves," he said.

The meeting with Arledge was said to have taken place two weeks ago. NBC News has been buffeted by the *Dateline*-GM scandal and the ensuing departure of division president Mi-



Arledge meeting with GE's Jack Welch evokes conflict of interest complaints

chael Gartner. An independent investigation, commissioned by NBC following the *Dateline* affair, is due to be released this week.

In addition to seeking his advice, sources said Welch asked of Arledge's interest in coming to NBC for a post at

news or perhaps some higher corporate role. But Arledge was just one of several new names to pop up as a potential candidate for the NBC News job. Others included CNN President Tom Johnson, ABC's Ted Koppel and Jerry Nachman, former publisher of *The New York Post*. But one NBC insider said that "there's been a lot of thinking out loud on this subject" and that just about every prominent executive in TV news has been considered.

Ironically, the Arledge-Welch meeting was reported the same week that another conflict of interest involving the two networks came to light—the fact that Don Ohlmeyer, president, NBC West Coast, was still set to direct ABC's coverage of the Indianapolis 500 car race on May 30. The Indy coverage is produced by Ohlmeyer Communications Co., and Ohlmeyer's role was set well before his appointment at NBC was made last month. That problem was solved last week when ESPN acquired OCC's sports programming division (see page 24). ■

Times Mirror set to sell four TV's

Times Mirror Co. may be getting out of the broadcasting business as early as this week.

The Los Angeles-based multimedia company is set to announce a deal to sell its four network affiliates to Argyle Communications, a partnership formed by former Harte-Hanks CEO Robert Marbut and former LIN Broadcasting executive Blake Byrne, according to industry sources.

The stations: KDFW-TV Dallas; KTBC-TV Austin, Tex.; KTVI(TV) St. Louis, and WVTM-TV Birmingham, Ala.

A purchase price, according to industry analysts familiar with the stations, could reach as high as \$400 million.

The Dallas station, with an estimated cash flow of \$27 million, would probably bring in at least half, if not more, of the purchase price. The St. Louis station may be worth upwards of \$100 million.

According to Times Mirror's 1991 annual report, broadcast television revenues for 1991 for the four stations fell 10% to \$94.2 million and operating profit dropped 34% to \$22.1 million because of lower revenue. The operating profit margin was also much lower than the 31.9% in 1990.

Both Marbut and Byrne have track records in the Dallas market. Marbut took control of San Antonio-based Harte-Hanks' TV stations in the 1970's, and built them into a solid group, according to brokers. Byrne is a former president of LIN's KXAS-TV Fort Worth.

Times Mirror, which also owns newspapers and cable systems, declined to comment on the report and Byrne and Marbut did not return calls late last week.

—JF

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Multiplexing and the networks: no rush

Concept of multichannels for each of the big four raises more questions than answers concerning copyright, syndication contracts and technology

By Rich Brown, Geoffrey Foisie and Steve McClellan

As programmers scramble to meet the expanded capacity of a 500-channel environment, the broadcast networks are looking into the possibility of multiplexing their programming. But it could be a long haul ahead as the broadcast networks try to convince their affiliates, cable operators and even themselves that the idea will work.

So far, Fox Broadcasting has been the most outspoken on its multiplex plans. Fox in late 1991 announced plans for FoxPlex, which would offer a time-shifted version of the local Fox channel via cable. The plan was to have kicked off in test markets last year, but Fox executives, who are busy focusing on the core programming business, appear to have placed the plan on a back burner.

Several program producers and distributors contacted last week said the networks hadn't yet approached them about multiplexing arrangements. And several questioned what benefit the networks would really derive from such an approach.

"It will be the late 1990's by the time they launch a multiplex plan," said one prominent studio executive. "It's pretty clear now that the future is on-demand services, which means program-based menus, not channel-based menus. That's where they ought to be directing their efforts."

Part of the holdup appears to be technical. The CBS origination facility in New York, much of which has been upgraded recently, is built to handle just one national service and over half-a-dozen regional and time-zone feeds. Changing to accommodate more than one national signal "would require major upgrades to the technology," said CBS Senior Vice President Ed Grebow.

"We are always looking at it but we are not going to be in multichannel very soon," he said. "As we do upgrade further, though, we keep that possibility in mind."

One network executive, who agreed to address the issue only if she and her

network were not identified, elaborated on the complexities involved.

"Basically we haven't figured out from a business or legal point of view how to proceed," she said. "It's clear we'd have to renegotiate all the program licenses with the suppliers. There are also a number of affiliate concerns to be addressed, in terms of their scheduling and



promoting such signals. Their role is very unclear."

Jim Waterbury, vice president and general manager, KWVL-TV Waterloo, Iowa, and chairman of the NBC affiliate board of governors, agreed there are many more questions than answers regarding the multiplexing of network signals, at this point.

"I think there is a sense of inevitability about it, but I don't think anyone sees clearly how it will play out," Waterbury said. And while some suggested the multiplex issue might factor into ongoing negotiations between over-the-air stations and cable systems on retransmission consent, Waterbury dismissed that notion. "Stations will be busy enough just contacting and negotiating the basic retransmission agreement without adding another complicating factor," he said. "As it is, broadcasters are going to have a very busy spring and summer."

Peter Desnoes, chairman of the ABC affiliates board of governors, said: "It evokes all kinds of questions, starting with copyright. I don't think multiplexing supports the system of affiliate distribution if it doesn't multiplex the entire TV station. It also has all kinds of problems with our syndication contracts and, I assume, with

their studio agreements."

Another obstacle to the broadcast network's multiplexing their signals may be growing antagonism with the very cable operators who would carry the signal. Said one top network executive who asked not to be named: "With our relationships with cable operators already bad and deteriorating because of retransmission, which among the MSO's is going to want to carry more than one channel of us?"

Indeed, at least one top multisystem operator, Jones Intercable, makes it sound as if the broadcast networks could face an uphill battle in trying to convince cable operators to carry additional channels.

"It's not appealing to us as an operator," said Glenn Jones, chairman of Jones Intercable, which has 1.4 million basic subscribers nationally. Jones, instead, is focusing on original cable network ideas such as his own company's growing Mind Extension University educational channel and the company's soon-to-be-launched network for computer users (see page 23). "I don't see it having a high priority number on the list of things we want to do," Jones said of adding multiplexed broadcast networks to his systems. "I'm sure it's good for somebody like CBS, but I don't know what that really does for anybody else. I'd rather put on something new."

Cable subscribers have reacted positively to the concept of multiplexing as demonstrated by multiplexed pay-TV services, said Rob Stengel, senior vice president, programming, Continental Cablevision, the nation's third-largest MSO. HBO, the first to announce its multiplex plans in August 1991, has managed to expand to 121 systems nationally.

A few years ago, Continental actually proposed a multiplexing scheme to be enacted by CBS, but the network balked at the idea, said Stengel. Both the broadcast networks and the cable operators could warm to the idea with the advent of digital compression technology, he said. "It's really a concept that makes more sense in a channel-abundant environment." ■

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Ted Koppel, seen here reporting from Baghdad, will get out of the 'Nightline' studio more often to cover breaking stories from the field.

ABC makes move to boost 'Nightline' clearances

Ad inventory, delayed start time offered as incentives

By Steve McClellan

In a move that drew widespread applause from affiliates, ABC has developed a new incentive plan for live clearances of *Nightline*. The move comes as the program, cleared live in just over 60% of the country, has surged to the top of the late-night ratings.

Nightline's format has evolved over the past several months to a more investigative vehicle at the direction of anchor Ted Koppel, who has grown tired of doing a straight interview show five nights a week. Executive Producer Tom Bettag said the show would continue to stray from the in-studio setting, allowing Koppel to report breaking stories from the field.

ABC executives believe that if the program can boost its live clearance levels it will be in a position next fall, as a talk alternative, to widen its lead. The reasoning is that the late-night talk show audience is expected to fragment further next season, when Leno and Letterman go head-to-head. Also contributing to the fragmentation, the executives believe, will be the addition of at least one other new entry—Fox's Chevy Chase show—and the return of several syndication offerings.

Last week, ABC officials told the affiliate body that, effective April 5, the *Nightline* start time will be pushed back five minutes to 11:35 p.m. (the same time as NBC's *Tonight Show* and CBS *Latenight*), giving affiliates an extra five minutes for their lucrative late-night newscasts. Stations clearing the show live also will get an additional seven 30-second commercial spots per week, including a 30-second spot each night in *Nightline* and :30 each in the prime time magazines *20/20* and *Prime Time Live*.

According to George Newi, senior vice president, affiliate relations at ABC, the additional advertising time will be carved out of program and promotion time, not network advertising time.

Newi reported that so far seven affiliates, in medium and small markets, have indicated they will clear the show live as a result of the new plan, boosting the show's live clearance level to 63%.

While the new plan was praised by affiliates, the *Nightline* clearance problem will not disappear overnight or even by next fall: many stations have commitments for syndication programs that extend to fall 1994 or beyond. "It's really an economic

problem that many stations have, particularly in the Midwest," said Newi. "The Central Time Zone stations don't have an access daypart leading into prime time, as they do on the coasts, and many stations look to make up that revenue at 10:30 p.m."

KTSP-TV Minneapolis is one such station. "It's a darn good incentive package," said Harold Crump, vice president and general manager at KTSP. "It shows they're really trying to meet us halfway." But Crump said his station would not be able to clear the broadcast live until 1994, at the earliest, due to syndication contracts.

And there's no guarantee that the station will clear the broadcast live once those contracts are up. "Who knows what's going to happen in two years," said Crump. "Two years ago no one could have told you Letterman was going to be on CBS."

Peter Desnoes, managing partner, Burnham Broadcasting and chairman of the ABC affiliate advisory board, praised the plan as a real incentive to "encourage stations to do the right thing." But at least one Burnham station, WVUE-TV New Orleans, has program commitments that will continue to delay a live *Nightline* clearance.

Despite the clearance problems, *Nightline* showed an impressive 21% ratings gain (year-to-year) in the February 1993 sweeps, when it averaged a 5.7/16. The highest-rated late-night show in the sweeps, it beat *Tonight* by half a ratings point despite the latter's clearance in about 97% of the country.

"We feel there is a huge opportunity to really step out" and widen the lead, said Bettag, adding that Koppel would be on location reporting stories "as much as he wants to be." He said Koppel has folded his own production company, Koppel Communications Inc., which produced several *Koppel Report* specials for ABC News. "That was basically an outlet for him to put his reporting skills to work," said Bettag. "Now he's redirecting that energy into *Nightline*. The show is evolving around his talents."

Last year, Koppel made it clear to network officials and affiliates alike that he was not interested in anchoring *Nightline* much longer if affiliate support continued to wane. Robert Iger, newly installed network group president, is credited with redoubling the network's effort to come up with a new clearance plan palatable to affiliates. ■

TV copter helps rescue snowbound hiker

Blizzard becomes big story, and challenge, for local news departments

By Steve Coe

During what many people are calling the storm of the century (March 13-15), local television coverage from Maine to Miami ran the gamut from providing emergency information to assisting in the rescue of stranded hikers and skiers. Television news directors dealt with snow-laden transformers and tree blocked roads in delivering news during what was to be the biggest story of the year for many stations.

Atlanta's WAGA-TV newscaster went beyond coverage of the storm and its aftermath when it was enlisted by emergency rescue officials to help in the search for stranded hikers in the North Georgia mountains. Station reporter Russ Jamieson and the copter's pilot spotted one of the wayward hikers, Karen Berger, who became lost during the storm while doing research for a book. Jamieson and the pilot

airlifted Berger out of the mountains; all the while, Jamieson continued reporting back to the station.

As for the station's news coverage, WAGA-TV began news cut-ins early Saturday morning, which ran every 15 minutes. Its noon news on Saturday and Sunday was expanded to an hour as was its 6 p.m. news.

One of the biggest stories within the overall storm coverage was the search and rescue in North Carolina's Great Smoky Mountains of 117 students from Detroit's Cranbrook School. WXYZ-TV Detroit broke the story locally about the disappearance of the youths and sent two reporters to the search-and-rescue area. The reporters sent live reports back to the stations as groups of students were rescued on Monday and Tuesday.

The station also devoted most of its 5 p.m. and 6 p.m. newscasts on Wednesday to the return of the students to Detroit.

A downed tree blocking the only access road to WLOS Asheville, N.C., served as a temporary problem in assigning news crews until a neighbor's chain saw was enlisted and the barrier dispatched by station employees. Much of the station's news crew had been called in at 6 a.m. Saturday morning, with many staying through the remainder of the weekend at a nearby hotel. On Monday, WLOS expanded its noon news and 6 p.m. newscast from a half-hour to an hour, and its half-hour 11 p.m. news to 40 minutes. On Tuesday, the station sent its satellite van to the rescue site of the stranded hikers in North Carolina.

The storm, which left many without electricity even as late as last Friday, was described as a driving snowstorm with the fury of a hurricane. "It was the most amazing story I've ever covered and I've been in the business for 17 years," said Alan Mason, news director, WLOS. ■

CBS set to unleash late-night sales push

The late-night daypart is about to burst out of the gate, with CBS ready to start selling ad time in its new David Letterman show in about two weeks.

The network is setting its pricing and also determining whether—and how—to package the show with other programming. The network is contemplating packaging Letterman with sports programming, for example, or perhaps using it to attract traditional late-night advertisers (beer, sneakers, etc.) to prime time. "We think Letterman might drive other [ad] business," says Joe Abruzzese, CBS senior vice president, ad sales. And CBS will likely give first crack to advertisers who have been in its *Crimetime After Primetime* late-night lineup, but at higher rates.

Some advertisers say they want to wait until the pieces of the late-night puzzle fit together before committing dollars (such as details about NBC's 12:30 a.m. Lorne Michaels project and CBS affiliate clearances), but Abruzzese thinks they won't be reluctant to buy upfront so soon "as long as we don't price it too aggressively."

Letterman annually brought in about \$60 million in his 12:30 time slot on NBC. CBS "would love to see about \$100

million," says Abruzzese. Letterman, which begins in mid-August, is cleared at 11:30 ET in about 65% of the country, according to Abruzzese, with total clearances at 95%.

The success of ad sales for the fall's *Tonight Show with Jay Leno* may rest upon how interested advertisers are in David Letterman. "Advertisers will make projections on Leno based on how strongly they feel about Letterman," says media buyer Paul Shulman.

With a plethora of late-night programming—including *Arsenio Hall* and Fox's Chevy Chase show—to choose from, advertisers say it will be a buyer's market. But it's apparent that the category, which brought in \$249

million to the three networks last year, will need to find new sources of revenue, likely from top late-night advertisers. But for spending to really climb and to attract new advertisers, say observers, new viewers will have to tune in the daypart.

ABC's *Nightline* should hold its own amid the talk show fray, since it reaches a different audience. Pricing could go up as national inventory gets tighter, thanks to the network's inventory giveback to affiliates (see page 32). —SDM



The more advertisers like David Letterman, the less they may like Jay Leno.

Fin-but-no-syn is back on the table

Independents, networks see half a loaf in compromise; Hollywood won't swallow it

By Joe Flint

A proposal that would allow the big three networks to acquire an equity interest in any program they air is gaining currency both inside and outside the FCC.

As part of a court-ordered restructuring of the financial interest and syndication rules, a compromise-minded FCC is considering permitting the networks to acquire financial interest in their programs, but preserving restrictions on their ability to syndicate them. Sales of reruns would have to be handled by a third party.

The "fin-but-no-syn" proposal is almost identical to rules the commission tentatively adopted in 1983 but never implemented.

Acting FCC Chairman James Quello—who dissented in the 1983 tentative decision—first pitched fin-but-no-syn at the NATPE convention last January. He subsequently backed away from the idea, but it seems to be the only viable one at the agency, with the final vote set for April 1.

Early indication is that the networks would be willing to live with fin-but-no-syn as long as there is a short sunset on their being barred from the syndication business.

Hollywood remains dead set against any further relaxation of the fin-syn rules, but independent television stations, longtime allies of Hollywood in the fin-syn fight, may be able to accept the compromise. "It's better than nothing," said Association of Independent Television Stations President Jim Hedlund.

For indies, the fin-but-no-syn option at least temporarily removes their greatest fear—networks getting into syndication, warehousing shows and favoring their affiliates over other stations.

Independents would prefer to keep the financial interest as well as the syndication restrictions in place, said Hedlund. Networks might be able to "influence" how programs are sold if they own a substantial interest in them.

The network sources said they might accept a long sunset on warehousing but would insist on a short

one for entry into the syndication business. But if the sunset also includes no entry into first run and other forms of syndication, then, as one network executive put it: "The sun better set soon."

The network sources said they might accept a long sunset on warehousing but would insist on a short

"A deal can be made, [but] the more [syndication restrictions] we are asked to swallow, the shorter we want to see the sunset."

A broadcast network official

one for entry into the syndication business.

But if the sunset also includes no entry into first run and other forms of syndication, then, as one network executive put it: "The sun better set soon."

Morgan Stanley analyst Alan Kasan said in a recent report that if the networks initially have to sell syndication rights in bulk to a third-party syndicator, they would be at a competitive disadvantage in negotiating ownership rights with producers because they could not guarantee back-end syndication profits. But, he added, the networks have an "equalizer" in that they could still guarantee choice time slots.

Hollywood was having none of the proposal. If allowed to buy into shows, its representatives argue, the networks will force independent producers into deals that are to the networks' advantage.

"It is a seriously flawed approach," said one attorney on the Hollywood side of the equation. "We believe and hope that the broad coalition of independent studios and INTV, who all have the same basic needs for regulatory safeguards, will continue to advance the new [1991] fin-syn rules re-enactment."

Said one major syndicator: "Finan-

cial interest gets the networks camel's nose under the tent.... Outside of prime time, there are no outside producers [working with the networks] where the networks don't control everything...and [that control] is increasing in prime time with reality shows."

The networks don't buy it.

"Give me a break," a high-level network source said. "We are every bit as good a banker as Time Warner or [MCA parent] Matsushita."

While the networks argue their shares are down from 90 to 60, syndicators counter that a 60 share still means a concentrated industry.

If fin-but-no-syn became law, it would also mark the end of Fox's winning streak at the FCC. Because of its syndication arm, the network-not-a-network would have to remain at or below 15 hours of prime time programming per week or be subject to the rules. Fox favors removal of all fin-syn rules.

Quello recognizes Fox's concern and now fears such a rulemaking would stunt its growth—something he does not want to do.

Whether that concern will lead Quello to scrap his idea and instead choose to write another dissent will be known in 10 days.

Fox affiliates, some suggest, might not feel as bad as Fox if fin-but-no-syn goes through. That would allow them to pick up other first-run programming without fear of having to pre-empt it should Fox add more hours.

Of course, the plan needs two votes. Unlike Quello, Commissioners Ervin Duggan and Andrew Barrett voted for the 1991 rules.

Duggan seems unlikely to budge. He fears further relaxation will lead to studios acquiring networks, something he does not want—at least not yet.

Barrett has indicated he would support a sunset of much of the rules. It is unclear whether he still feels that way.

The commission has until April 1 to come up with new rules under a court deadline. The FCC relaxed the original 1971 fin-syn rules two years ago, but the U.S. Court of Appeals in Chicago last November found them "unreasonable and unreasonable." ■

Programming

THE BUSINESS BEHIND THE SHOW IN BROADCASTING/CABLE



Jim Dowdle says you have to take some risks if you want to be a player in the media market, where change—fast and dramatic change—is the only constant. As Tribune's top broadcasting executive for the last 12 years, he's taken his share. He made the jump from cable-wary to cable-friendly, reshaping flagship WGN-TV into a major national cable service. He's now rolling the dice with ChicagoLand, an around-the-clock news network serving Tribune's hometown, and is even considering joining forces with Stanley Hubbard in his direct-broadcast satellite venture. Here's the latest from a man who refuses to fall victim to the status quo.

Tribune's tower in TV

It wasn't too long ago that Tribune was perceived as anti-cable. Now you aggressively promote WGN-TV as a cable superstation and we are sitting here in ChicagoLand, your local cable news service. When did Tribune make the decision to embrace rather than to fight cable?

In many regards, we stood up for what we thought was rightfully the broadcasting industry's, but at the same time, I don't think we should be perceived as anti-cable.

But for a long time you protested WGN-TV distribution as a superstation?

That was quite a few years ago. We were a passive superstation because

there was concern in baseball circles about superstations. But about six years ago, baseball began leveling a tax on the Cubs for being on a superstation. At that point, we became more pro-active.

What was the genesis of ChicagoLand?

It's an idea we started talking about three-and-a-half years ago, and Bobby Gremillion came up here from WGNO-TV New Orleans three years ago to develop ChicagoLand.

[Gremillion is now vice president/general manager of the service.] One of our strategies is to create a strong

COVER STORY

local presence. With the resources of the newspaper here, WGN Television, WGN Radio, the Chicago Cubs, we felt we had an opportunity to put parts of all these together into a 24-hour local news channel. We have about 650,000 homes in TCI and Continental and are looking for more. There are seven other MSO's here in town, and we're optimistic that it won't be too long before we will see most of the cable systems sign up for the service.

How's it going?

The service speaks for itself. I don't think we've had anybody really take a shot at the quality of the service. The cooperation between the newspaper and ChicagoLand has really been outstanding. A day doesn't go by that three or four *Tribune* reporters aren't on ChicagoLand for one reason or another. They bring such expertise to this.

Is it the synergies that make this possible or is this something you might be able to do in markets where you don't own a TV station or newspaper?

I think in major markets in the country it is a possibility to tie in newspapers and broadcast and cable in a three-way joint venture. We're in communication with people in various markets who could be partners. We have the Orlando newspaper, the Fort Lauderdale newspaper, and the idea of

"Whatever television station is on the air today really must develop a concise game plan for the future, and ours is a strong local identity through news and sports."

the newspaper getting together with a cable and broadcast outlet there is conceivable.

How about markets where you don't own papers?

We've been talking, but I really don't want to be too specific.

Broadcasting has had a tough time of it of lately. What's your survival strategy?

Whatever television station is on the air today really must develop a concise game plan for the future, and ours is a strong local identity through news and sports.

Do you have news everywhere?

Everywhere but Philadelphia and New Orleans.

Do you plan to introduce news there?

Possibly.

Possibly or likely?

Possibly.... And sports is the other key. We have seven baseball teams. We have a couple of hockey teams and we have three or four NBA teams. There again, the strength of the sports franchise and what it does for your local market and local market growth in the future is immeasurable.

You paid \$510 million for KTLA(TV) Los Angeles in 1985. Is it worth that much today?

No question, as far as our company is concerned. It's the

fourth- or fifth- largest broadcast entity. We are able to do a lot of things in conjunction with the station. It has positioned us today and into the future as a strong broadcast entity. It's a very strong leg in the three-legged New York, Chicago and LA.

But it wouldn't be worth that money to somebody without a syndication arm needing assurance of carriage in the top three markets?

No, I doubt that it would in today's market.

Are you interested in buying additional TV stations?

We're still looking, but only at "pure" independents.

You're not interested in network affiliates like the two Fox stations Cox had on the block?

No. Through the years, I've always answered that independent television is our business and I wasn't interested in affiliates. It doesn't fit as far as programing buys and various other things you can do.

Let's talk about the syndication business. You've taken your lumps with *Dennis Miller* and *Now It Can Be Told*. How is the *Joan Rivers Show* doing?

There have been constant rumors *Joan* is going to be canceled, but it's still there. We're fully committed to it. *Geraldo* is doing fine. *The Apollo Comedy Hour* is growing. *Soul Train* is doing well. But if you're in that business you just have to be prepared to have some shows that are not going to make it.

Tribune had nothing new at NATPE. What's on the drawing board?

We have a couple of series in the works, but I'm not in a position where I can talk about them.

I'm curious about the economics of WGN-TV. What we hear is that you are doing about \$150 million in revenues and about \$15 million to \$20 million of that comes from your national cable reach. Are they reasonable figures?

Reasonable? Ballpark.

Stanley Hubbard has been looking for fellow broadcasters to join him in his direct-broadcast satellite venture. Are you interested?

We've had ongoing conversations with him. We've had discussions as late as [two weeks ago] about joining him, but I am not sure in what capacity. Two years ago, a lot of people questioned whether DBS was even going to make it. Now the question is "how big is it going to get?" Most of your cable services are going to end up on a DBS bird.

You were a proponent of retransmission consent. What are you going to do with it now that you have it?

Well, I think it puts us in a situation to communicate the value of our signal.

And "communicate the value" is a euphemism for what? What do you hope to get out of it—cold, hard cash?

I guess that would be the first thing that would come to your mind [laughter]. This is America!

What will be on the table? Is channel positioning important?

Very definitely. This all depends on what kind of rules and regulations are coming down as to what goes on the table and what kind of dialogue we have with the cable MSO's.

If you do receive money, are you going to be able to keep any of it out of the pockets of your program suppliers?

Through the years Hollywood has managed to get its fair share. If the local broadcast station, because of retransmission consent, becomes more economically sound, that will

be part of the negotiations with the various syndicators. They've always managed to get their fair share. I have yet to see Hollywood get short-changed.

What would you like to see from the Clinton administration or from its FCC? What's on your Washington wish list?

Finally resolve [the financial interest and syndication rules], maintain the prime time access rule, set the ground rules on the interface between broadcast and cable and, hopefully, not overreact in any one area—whether it's violence or children's programming.

You mentioned fin-syn first. Will Tribune really be hurt if fin-syn rules go down, as it now appears they will?

Yes. I'm concerned about who controls syndication. I just want to make sure that there's a free flow of product to the marketplace.

There's a proposal floating around at the FCC that would allow the networks to take equity in their programs but keep them out of syndication. Does that work for you?

As long as they cannot control when and to whom it goes in the local marketplace. The networks should not be able to keep a show like *Cheers* from going into the marketplace.

Or discriminate against non-affiliates?

Yes.

Tribune has complained to the FCC that it wasn't given a fair shot at acquiring *The Simpsons* in markets with Fox O&O's because Fox was also handling the syndication.

The bidding was never officially opened in the three markets where we have stations and Fox has O&O's. We didn't receive a presentation and the show went to the O&O's. But we have received presentations in the other markets.

As a fan of the free flow of the marketplace, why do you insist on preserving the PTAR restriction prohibiting sale of off-network shows in the top 50 markets?

PTAR has really been a successful vehicle for a lot of stations, introducing new, fresh programming to the marketplace. There's been a lot of good programming in that marketplace. As far as an independent goes, it's been very positive. We're an alternative. It's a case where everybody's won on this one. The network affiliates have won with *Entertainment Tonight*, *Wheel* or *Jeopardy*, and we have with a *Cheers* or a *Night Court*.

One thing FCC Chairman Al Sikes left undone when he resigned last January was relaxation of the national and local ownership restrictions. You're a long way from having to worry about the national cap, but what about the local rule that limits you to just one TV station per market. Would you like to see that relaxed?

It really makes nothing but sense. In some markets, you have two or three quote/unquote independents. The viability of all of them is tough. So the idea of one of those independents buying the other independent or starting an LMA to put more resources behind the stations makes sense. Let's face it, if you own two independents in a market, you probably would be very lucky to achieve 50% of the viewership share of the weakest network affiliate. So you're not going to be walking around the market with a big club.

I think this administration is going to insist on all broadcasters doing something about children's TV. What are you doing?

We are producing a show here in Chicago—*Energy Express* with Bill Curtis. It's been on the air three or four weeks. We plan to take it into all our stations.

Once you start getting into defining what is educational, it's a tough situation. You're really starting to get into content. And how much is enough? Some independent stations maybe don't have the wherewithal to go out and produce their own local educational for kids, or they might not have the expertise. You're dealing with a delicate subject here, and you better make sure that you have some expertise from universities to make sure you're doing the right thing.

And there is a very strong school of thought that children who go to school from 8 to 3 o'clock want to be entertained if they come home and turn on the TV. I guess it's no different than the adult who wants to forget about the office. But there is a whole group of people who feel that when your child comes home at 3 o'clock we must continue the education through television. Those are wonderful thoughts and feelings, but I don't think the children want it.

Are you ready to spend those millions of dollars to equip for HDTV?

We're talking a lot here about the future, and high-definition television is part of the future. High-definition televi-

"I'm concerned about who controls syndication. I just want to make sure that there's a free flow of product to the marketplace."

sion will become a reality. The one thing that concerns everybody is that the system have no interference problems, which all the systems at the present time now seem to have. They need to rectify the problems.

Are you afraid it's coming too fast, that you'll have to make an investment long before anyone wants the service?

It's very much at the chicken-and-egg stage. We are prepared to make the investment. The timetable could be a little rushed, but I think they have to come up with a system and then revisit the timetable.

Do you agree with the National Association of Broadcasters that broadcasters who offer HDTV on a second channel should be able to keep their original channels for other services?

Yes. It's a sizable investment we're making into this marketplace. That is an incentive for the broadcaster to make the investment. We look forward to being more than a one-channel operator in a marketplace.

So what's really bugging you these days? What's at the top of the list?

You'd be a fool if you weren't concerned about where this business is going to be five years from now. Now is the time to really open your eyes and look at all various forms of technology. There's no question it's a time to take risks. You won't be a player 10 years from now if you accept the status quo. ■

TNT ups ante for long-form product

Announces new crop of high-budget made-for movies and minis

By Steve Coe

Turner Network Television has signed a number of high-profile actors and production talent for future movie projects. In addition to the star power, Dennis Miller, president, Turner Pictures, says the company is budgeting \$4.5 million-\$5.5 million on average for each new project.

Miller says the strategy at TNT is quality, not necessarily quantity. "We're trying to increase the scope and caliber of our movies," he says, noting the increase in the per-film budget, up from an average of "about \$2.7 million in the past."

While the new projects cover an array of themes, Allan Sabinson, senior vice president, original programming, TNT, says the slate does not include fact-based dramas culled from the latest headlines. "We're purposely avoiding present-day, fact-based dramas because you can get them anywhere and they don't have anything compelling to say. It's nice to not be talking about a docudrama on the [bombing of the] World Trade Center, or the hostage crisis in Waco, or a 13-hour miniseries on Amy Fisher," he says.

The projects TNT announced last Tuesday are in various stages of pre-production and are scheduled to air later this year or in 1994. The production slate includes the following.

A Life in the Theater, a new film production of David Mamet's screenplay, stars Jack Lemmon and Matthew Broderick. The project is expected to debut on TNT later this year. The story about the backstage struggle of actors will be produced by Mamet's Bay Kinescope Inc. and Beacon Pictures, with Gregory Mosher set to direct. Mamet, who penned "Glengarry Glen Ross," will serve as executive producer along with Marc Abraham.

John Malkovich has been signed to star in an adaptation of Joseph Conrad's "Heart of Darkness." Director Nicolas Roeg will direct the project, expected to premiere next year.

Natasha Richardson will star as Zelda Fitzgerald in TNT's *Zelda*, the film portrait of the tempestuous wife of F. Scott Fitzgerald. Robert Greenwald Productions is producing the movie,



TNT is strengthening ranks of long-form projects such as 'Gettysburg' (above).

with Pat O'Connor directing from the drama written by Benedict Fitzgerald, a distant relative of Zelda Fitzgerald's. TNT Screenwork's production of Arthur Miller's "The American Clock" will debut this fall with Mary McDonnell recently signed to star. Other lead actors include John Rubinstein, Darren McGavin, Loren Dean, Estelle Parsons and Yaphet Kotto. Miller's story about a family's crumbling fortunes set against the backdrop of the Great Depression will be executive-produced by Michael Brandman.

A movie based on the family classics "The Borrowers" and "The Borrowers Afield" will debut on TNT in

December. The miniseries, set to air over two nights, is produced by Working Title for BBC Television and Turner Pictures. Ian Holm and Sian Phillips star.

Jody Foster will serve as host for a TNT retrospective on the life of screen great Bette Davis. *All About Bette: The Life and Films of Bette Davis*, a one-hour special, will premiere later this year.

In addition to the new projects, TNT is readying *Gettysburg*, a six-hour miniseries that the channel will debut later this year or early next year. Miller said the budget for the epic topped \$13.5 million. ■

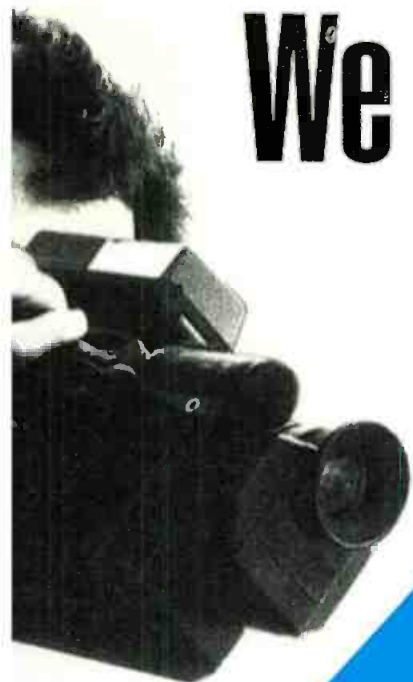
Still makin' 'Whoopi,' says Genesis

Even though actress Whoopi Goldberg was quoted in last week's *USA Today* as saying her late-night syndicated talk show is "probably going to die," and further acknowledging that the freshman series is "not a success in terms of money or ratings," her distributor, Genesis Entertainment, says it is pushing forward with renewals of the show for next fall. Genesis officials categorically deny that a cancellation notice is forthcoming on the series, elaborating that the company will be "evaluating" the half-hour talk show's performance after the upcoming May sweeps.

Meanwhile, Genesis has secured more than 40 renewals for *The Whoopi Goldberg Show*, with majors WPIX(TV) New York, KCAL(TV) Los Angeles and WGBS-TV Philadelphia re-upping for next season. In the season-to-date ratings race, *Whoopi* has been averaging a 100th-ranked 1.9 rating nationally in syndication (NSS, week ending Feb. 28).

—MF

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FEB	10.5	16	7.6	7.8	8.4
MAR	11.9	18	8.8	9.4	10.4
% CH	+38%		+60%	+62%	+58%

Things are looking up at NBC.

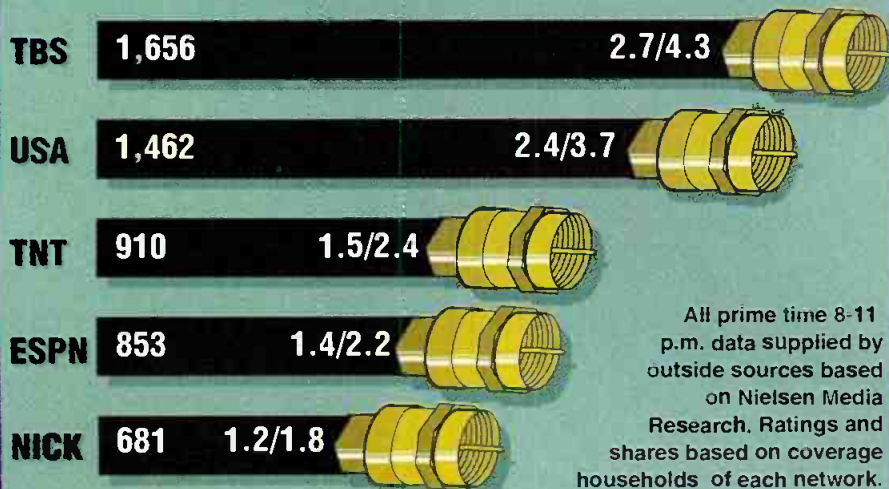
 **NBC MARKETING**

Source: NTL based on calendar month; program average Dec. '92-Mar. '93 to date

FREEZE FRAME

TOP 5 BASIC CABLE SERVICES MAR 8-14

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE



dependent and made-for-TV movies; TV series; educational shows, documentaries and in-concert programming. No programming deals, which will be 90% acquired and 10% original, have yet been signed for the channel.

Founding partners of World African Network include Phyllis Tucker Vinson, former vice president of children's and family programs for the NBC television network, who will serve as executive vice president of the new channel and will be responsible for developing programming for the service, and Percy Sutton, chairman emeritus of Inner City Broadcasting and general partner of New York's Apollo Theater Investor Group. Sutton will advise the network regarding industry relations and network agreements with cable operators and entertainment studios.

Other partners include Clarence Avant—owner of Sony Music Entertainment's associated record label Tabu Records as well as worldwide publishing companies Avant Garde Music and Interior Music, who will be consulting with the network regarding music programming and entertainment as well as serving as the network's liaison with the music community—and Sidney Small, cofounder of the Unity Broadcasting Network and National Black Network and currently cochairman of the American Urban Radio Networks.

Another premium channel targeted to the 35 million African Americans in the United States, Dallas-based Minority Broadcasting Corporation, beat World African Network to the punch by debuting a service of its own earlier this month. MBC's "Movie Channel" is currently programming 12 hours a day of unencrypted programming including classic serials and movies, according to the company. MBC is working with Los Angeles-based TLC Entertainment to secure additional programming and plans to launch an encrypted pay-TV service in April. ■

World African Network plans 1994 launch

Unity Broadcasting Chairman Eugene Jackson heads group forming new cable service

By Rich Brown

A group of industry veterans including former NBC kids TV programming chief Phyllis Tucker Vinson and Inner City Broadcasting Corporation founder Percy Sutton have teamed up to form World African Network, a premium cable service scheduled to launch in June 1994.

Startup costs for the new channel are estimated at around \$15 million, according to Eugene Jackson, chairman and CEO. Jackson is also president and chairman of Unity Broadcasting Inc., which owns WDAS-AM-FM Philadelphia; independent producer/distributor World African Network Productions, and 20% of Queens Inner Unity Cable Systems, an MSO with 75,000 subscribers in New York City. Jackson said those Queens, N.Y., subscribers will be among the first to launch the channel.

Jackson said the service is not expected to face major channel capacity problems because many of the communities with a high concentration of



Eugene Jackson

African Americans were among the last in the country to be built and therefore feature high channel capacity. The channel should also benefit, in that African Americans have a tendency to go to movies, he added.

The new service will carry a retail price of \$9.95 per month and a programming lineup featuring theatrical, in-

'Beakman' moves to CBS

Half-hour show to continue on TLC

By Mike Freeman

Columbia Pictures Television Distribution, confirming speculation reported in BROADCASTING & CABLE (March 15), is moving its weekly *Beakman's World* series from syndication to CBS's Saturday lineup starting next fall. In a highly unusual deal, the acclaimed series will maintain a shared window with The Learning Channel, where the series currently has a prime time basic cable run.

The reasoning behind the move out of syndication is the \$300,000 per-episode license fee CBS is rumored to be putting forward (for 26 original episodes), estimated to be approximately triple what *Beakman* gets in syndication. The Learning Channel has also re-upped for the additional 26 episodes, but it is estimated the cable network pays approximately \$10,000 per episode for each run.

Although he declined to address the financial terms of the deal, CPTD President Barry Thurston conceded syndication has been a "tough market" for weekly kids and teen programs.

"If anybody is looking to jump into this [kids] business for a quick profit, forget it," Thurston says. "The reason for considering this deal [with CBS] is the single Saturday morning time period and the visibility a broad-



Beakman takes his world to CBS.

Masini going solo?

Word in syndication circles last week was that Al Masini is in the process of establishing his own production company and is negotiating with Cox to purchase two shows he developed before they were acquired by Cox. *Star Search* and *Lifestyles of the Rich and Famous*. According to one source with knowledge of the talks, there will still be some link between Masini's new production company and Cox, which is in the process of completing a deal to ac-

quire Burbank, Calif.-based Rysher Entertainment, headed by Keith Samples. At some point after that acquisition, the plan is to merge TPE into Rysher, with Samples continuing to be based on the West Coast and running the operation.

Slice of Americana

Americana Television Network, the Branson, Mo.-based down-home cable network that launches part-time on Nostalgia Network April 3, has developed a series of channel promos

that take some unusual swipes at the competition. One shows a woman in a kitchen complaining she has seen enough shows where women are haunted, stalked and victimized. "Why don't we haunt, stalk and victimize the TV executives until they give us... something new... something entertaining... something to make us feel good!" she says. Another features a man in an easy chair complaining that he wants to see some comedy "where you don't have to be politically correct to get the punch line."

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cast network provides. We have 225 stations and nearly 100% coverage in syndication, but we have time periods that are all over the place on week-ends. It only makes the [national] barter [advertising] lose some of its value," even though *Beakman* has

averaged a respectable 3-plus rating in households this season.

Thurston said the studio syndication arm told every *Beakman* client station just before announcing the CBS deal last Wednesday. "There is a sense of disappointment from most of our sta-

tions who wanted to keep *Beakman* for the license renewal process [to help meet the educational requirement of the Children's Television Act], but there are still many stations up for renewal at the end of this season who will be able to list it," said Thurston. ■

Zucker yields nightly news reins

Today executive producer concedes wearing two hats was one too many

By Steve McClellan

NBC News acknowledged another mistake last week, although the latest one didn't force an on-air correction. The misstep, initiated two months ago by then division President Michael Gartner, was to hand the reins of *NBC Nightly News* to Jeff Zucker, who was already serving as executive producer of *Today*. Zucker will continue to head *Today*, with an executive producer of the nightly news to be named later.

Two months later, NBC News management concluded that one executive producer, no matter how talented, was incapable of overseeing both *Nightly News* and *Today*, the cornerstone programs of the division.

Reached last week, Zucker said it became quite apparent in the last couple of weeks that "you can't be in two places at once. It really wasn't fair to the two staffs not to be able to give full-time leadership to both shows."

At the time Gartner put Zucker in charge of both programs, he said the



Jeff Zucker gives up night job.

aim was to "break down the barriers" and strengthen communication between the two "hard news engines" at the division. In effect, the move had the opposite result—denying staffers at both shows easy access to the executive producer and causing frustration and concern.

"As someone who has anchored *Today* and *Nightly News* simultaneously for short stints, I worried

about the strain being placed on Jeff and both programs," said Tom Brokaw, anchor, *Nightly News*. While Brokaw was a strong supporter of Zucker, he was one of those who questioned from the outset the ability of any one person to oversee both programs. "A number of us inside the division felt the same way," said a source close to the news anchor.

As executive producer of *Today*, Zucker will report directly to Don Browne, executive vice president, NBC News, and acting head of the division. Commenting last week, Browne said it just became apparent that putting the burden of both programs on one producer was a bad idea. "It's clear that each needs a full-time producer," he said.

Brokaw and *Nightly News* senior producer Cheryl Gould will oversee the broadcast in the interim. A new executive producer isn't expected to be named until a new division president is in place. Insiders guess that won't happen for another three or four weeks at the earliest. ■

Fox denies any 'Simpsons' favoritism

Claims over 50% coverage; responds to charges in fin-syn filings, saying bidding has been competitive and prices premium

By Mike Freeman

Fox's Twentieth Television is refuting charges it has been steering the off-Fox *Simpsons* to its O&O's and Fox affiliates.

"We are going to every station in each market, and in every case, we have had traditional affiliates turn in offers for the show," said Ken Solomon, executive vice president and general sales manager for Twentieth.

"We have to maximize our prices

in each market because we have a fiduciary responsibility to our partners...as well as our own company."

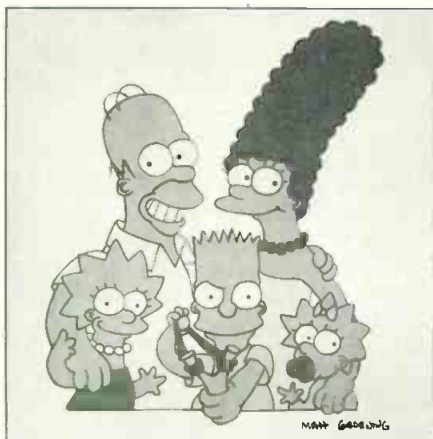
Advertising in last week's trade papers proclaimed sales of the animated series have been completed in 50% of the country, but syndication sales executives are remaining closemouthed on most of the latest station deals.

While it is estimated that the show has accumulated nearly three-dozen clearances, Solomon would divulge

only the two most recent non-Fox affiliate sales: independent WDZL-TV Miami and NBC affiliate WAGT-TV Augusta, Ga.

(Various sources are now estimating that the seven Fox-owned stations, which account for over 20% U.S. coverage, agreed last November to pay a combined license fee closer to the \$650,000 per-episode range (BROADCASTING & CABLE, Nov. 9, 1992 et seq.)

The charges of favoritism were leveled at the FCC in the current rewrite



of the financial interest and syndication rules by Tribune Broadcasting and Chris-Craft/United Television Group.

In replying to the charges at the FCC, Twentieth included an affidavit by Keith Samples, who was retained by producer James L. Brooks's Gracie Films to protect its ownership interests in the sitcom. Samples said he had "personally contacted" the Tribune and Chris-Craft station groups represented in the Fox O&O markets to gauge what kind of prices they had paid for past premium sitcom offerings.

"Utilizing that database, I can unequivocally state that the sale of *The Simpsons* in each of the seven Fox markets represented some of the most lucrative syndication prices in television history," Samples stated.

Samples, in an interview with BROADCASTING & CABLE, said Twentieth also has not been favoring Fox affiliates in markets where Fox does not own stations. He said NBC affiliate KCRA-TV Sacramento and non-Fox independent KABB-TV San Antonio turned in higher bids than the Fox affiliates in those markets. "In this particular case, the fin-syn rules have had no relevance whatsoever," Samples said.

"[*The Simpsons*] is being sold for the best price, be it a non-Fox affiliate, independent or Fox affiliate, period."

Jim Dowdle, president and chief executive officer, Tribune Broadcasting, in an interview that starts on page 18, maintains that the Tribune stations in markets where Fox owns stations were never given a fair shot at the show. "They never made a presentation," he said. But, he adds, Twentieth has made formal presentations in the other markets. ■

Jones plans computer network

Multisystem operator Jones Intercable later this spring plans to debut a block of computer programming on Mind Extension University, then spin it off into a separate 24-hour channel by late 1993 or early 1994.

The ad-supported basic cable channel, dubbed Jones Computer Network, will build on the college-level computer courses that already appear on Mind Extension University, an educational cable network now reaching 23 million households nationally. Company Chairman Glenn Jones plans to provide full details on the new channel at the Cabletelevision Advertising Bureau annual conference next month in New York.

Plans call for the channel to focus initially on instructional programming, but as the service expands to a 24-hour format there will also be critiques and discussions on computer hardware and software. The computer channel will become a 24-hour service later this year or during the first quarter of 1994, at which time Jones plans to compress its C-3 satellite transponder.

Jones said distribution of Jones Computer Network will include the 1.4 million households served by the Jones Intercable systems. The company is also in the process of talking to other MSO's about possible carriage of the channel, he said. Like Mind Extension University, the service will be offered at minimal cost to systems.

The plan to incubate the new network on an existing network marks the latest in a series of similarly planned launches. Americana Television will launch part-time on Nostalgia Network next month, and The Game Channel will debut as part of The Family Channel later this year. —RB

Worldvision pitches reps on strength of '90210'

Says that as early fringe vehicle, show carries more than just young viewers

By Mike Freeman

Attempting to show that *Beverly Hills, 90210* appeals to more than just the younger viewers in its network run on Fox, Worldvision's sales force revisited New York station reps recently to present ratings research they say demonstrates the show's marketability as an early fringe news lead-in for fall 1994 back-end syndication.

Since its network launch three years ago, the demographic ratings for *Beverly Hills, 90210* have been particularly strong with adults 18-34, but since it moved from Thursday to Wednesdays at 8 p.m. this season, Worldvision's senior vice president of sales, Bob Raleigh, contends the show's adult 18-49 demos account for 55% of its audience composition.

To further make his case that the syndicated *90210* will have a similar

adult makeup as a 4-6 p.m. early fringe news lead-in. Raleigh said its former Thursday 9 p.m. network airings improved Fox affiliates' 10 p.m. newscast ratings by 115% in the adult demo ratings and 60% in household ratings. "I don't know how many network series can claim as clear-cut a cause-and-effect relationship than *90210* has had for Fox affiliates," Raleigh said.

Combined with the show's younger demo strength, Raleigh said *90210* audience composition is similar to that of *Married...with Children* and *The Cosby Show*.

Terri Luke, associate program director for Blair Television, acknowledging the Worldvision presentation, was cautious about the use of audience composition percentages absent actual demo ratings. Still another New York rep noted that the younger demos were "very respectable," but elaborated

that "the core audience for news adjacencies is much closer to the 25-54 demos." He reported Worldvision as saying 90210 was averaging a 25 rating/35 share among the adult 18-34 demo group and an 8 rating/15 share with adults 25-54 during the February 1993 sweeps.

"There is a general perception that people have a negative gut feeling about clearing a younger-skewing drama as a news lead-in," said Dick Kur-

lander, vice president and director of programing, Petry Television. But, he said, "There are still a small number of independents that counterprogram with hours, and they [Worldvision] may be better off making other pitches for late fringe on Fox affiliates that don't have late newscasts."

More than six months after launching the hour drama in syndication, Worldvision claims station sales in 20 markets. ■

More games afoot

USA Network is looking to build on its successful week-day game show lineup with an additional hour. Beginning March 29, USA will expand its current 1-4 p.m. schedule to include two new game shows: *The New Tic Tac Dough* and, pending final approval, *The New Joker's Wild*.

Penney to handle the billing for Hubbard's USSB satellite service

Signs five-year deal to take on accounting duties for planned DBS service; First TV client of retailer's business services arm

By Rich Brown

Direct-broadcast satellite service provider United States Satellite Broadcasting moved closer to launch last week, signing a deal with JCPenney Business Services to handle billing and other account servicing needs, as expected (BROADCASTING & CABLE, March 15).

The five-year deal between the companies marks another important step for Minneapolis-based USSB, which plans to begin delivering programing to homes via DBS in less than a year. The company earlier this month signed key program distribution agreements with Home Box Office and Viacom (BROADCASTING & CABLE, March 8).

Under the terms of last week's deal, Dallas-based JCPenney Business Services will provide customer support representatives to answer viewers' questions, take orders for USSB's services and handle billing and other account servicing needs. A telemarketing center and a billing center will be set up in Albuquerque, N.M., with additional centers established as the business grows, according to Tim Finn, national account manager, JCPenney Business Services.

JCPenney Business Services operators will likely have their hands full as they work with customers learning a new way of watching TV. To receive the service, customers will have to buy receiving equipment—including an 18-inch dish—at an initial price of

about \$700 per household. On top of that, viewers must pay a monthly charge to receive certain services, including pay-per-view programing. More than 20 channels will be available to viewers anywhere in the United States through the service, and USSB executives approximately about 2 million units to be sold in the first year alone.

USSB marks the first television industry client for JCPenney Business

Services, whose other top clients include major oil companies such as Citgo and Shell and retailers like Saks Fifth Avenue. The wholly owned subsidiary of J.C. Penney Company was established in 1983 to market the retailer's credit card processing capabilities and customer service support to other companies and now claims to be the nation's third-largest third-party provider of credit card transaction services. ■

Ohlmeyer deals sports to ESPN

ESPN has acquired the sports programing division of Ohlmeyer Communications Inc., founded and run by Donald Ohlmeyer. Last month, Ohlmeyer was named president, NBC West Coast, and stories have been written recently questioning conflicts between his assumption of that post and his continued interest in OCC, which produces sports and entertainment programing, primarily for network television.

OCC is one of the larger time buyers of network sports, where it purchases a block of time outright to air a show and sells the advertising time directly to clients. Among the most noted OCC-developed sports properties is the *Skins Game* golf tournament that pits four of the best PGA players in hole-by-hole competition. In a matter of some controversy, OCC is producing this year's coverage of the Indianapolis 500 for ABC, and Don Ohlmeyer is set to direct that coverage in a deal struck before he was named to his current NBC post. It's not clear why Ohlmeyer hasn't stepped aside from the Indy 500 job, or why either NBC or ABC would want him to fulfill that obligation. According to an ESPN spokesman, no changes are expected in the day-to-day operation of the OCC sports programing arm, which produces and sells time in about 200 hours of material each year. No word at press time on what would happen to the rest of OCC, including the entertainment assets (including several made-for-television movies) the company developed. —SC

Court TV organizes citizen lobby

By Rich Brown

Cable network Court TV is looking to build support for cameras in the courtroom with a new division, Citizens for Court TV, which will encourage viewers to lobby for improved camera access to the nation's courtrooms.

According to Court TV executives, the glass is only half full. The senior vice president of corporate and program development, Merrill Brown, said that although 46 states allow cameras in the court, only about half do so without serious restrictions.

Part of the problem to date has been that the public has rarely been included in legislative decisions on whether

Although 46 states allow cameras in the court, only about half do so without serious restrictions.

or not cameras should be allowed, says Brown.

"The thing that always happens in these kinds of debates is that legislators never hear from the public," he says. The public often will not rally unless they feel there is a stake in the issue, he adds. Citizens for Court TV plans to encourage that kind of rallying, while at the same time build support for the cable network.

Overseeing Citizens for Court TV will be Debby Fry Wilson, most recently a staff attorney for the state of Connecticut. She also has extensive experience in political affairs both on Capitol Hill and in the White House.

Initially, Court TV will look to build the group through a database that the network has developed since its July 1991 launch. In addition to letters received at Court TV since that time, the network has built a list of about 12,000 viewers that have requested the network's viewing guide. ■



Top Cable Programs





March 8-14

The following are the top 40 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.

	HHs. (000)	Rtg.	Program	Time (ET)	Network
1.	2,941	4.9	<i>Walking Tall: Final Chapter (movie)</i>	Sun. 2:45-5p	TBS
2.	2,940	4.9	<i>Walking Tall Pt. 2 (movie)</i>	Sun. 12:45-2:45p	TBS
3.	2,670	4.4	<i>The Accused (movie)</i>	Sun. 2-4p	USA
4.	2,573	4.3	<i>Walking Tall (movie)</i>	Sun. 10:30-12:45p	TBS
5.	2,523	4.2	<i>Tainted Blood (movie)</i>	Sat. 3-5p	USA
6.	2,377	4.0	<i>Ren & Stimpy</i>	Sun. 11-11:30a	Nick
7.	2,286	3.8	<i>Lonesome Dove Pt. 3 (movie)</i>	Wed. 8-10p	TBS
8.	2,199	3.7	<i>Rugrats</i>	Sun. 10:30-11a	Nick
9.	2,137	3.5	<i>Lonesome Dove Pt. 2 (movie)</i>	Tue. 8-10p	TBS
10.	2,083	3.4	<i>Lonesome Dove Pt. 4 (movie)</i>	Thu. 8-10p	TBS
11.	2,035	3.4	<i>Murder She Wrote</i>	Wed. 8-9p	USA
12.	2,015	3.4	<i>Ren & Stimpy</i>	Sat. 9-9:30p	Nick
13.	2,004	3.4	<i>Rugrats</i>	Sat. 7:30-8p	Nick
14.	1,965	3.3	<i>Salute Shorts</i>	Sun. 11:30-12n	Nick
15.	1,961	3.3	<i>Clarissa Explains It All</i>	Sat. 8-8:30p	Nick
16.	1,930	3.2	<i>Murder She Wrote</i>	Mon. 8-9p	USA
16.	1,930	3.2	<i>Murder She Wrote</i>	Fri. 8-9p	USA
18.	1,926	3.2	<i>Lonesome Dove Pt. 1 (movie)</i>	Mon. 8-10p	TBS
19.	1,912	3.1	<i>Sportscenter</i>	Sun. 6:30-7:47p	ESPN
20.	1,904	3.1	<i>Pro Boxing</i>	Tue. 9-11p	USA
21.	1,896	3.1	<i>Murder She Wrote</i>	Tue. 8-9p	USA
22.	1,875	3.1	<i>Mad Max (movie)</i>	Sun. 7-9p	TBS
23.	1,869	3.1	<i>9 to 5 (movie)</i>	Sat. 11a-1p	USA
24.	1,838	3.0	<i>Pick-Up Artist (movie)</i>	Sat. 1-2:45p	USA
25.	1,826	3.0	<i>Monday Night Raw</i>	Mon. 9-10p	USA
26.	1,810	3.1	<i>Clarissa Explains It All</i>	Sun. 12-12:30p	Nick
27.	1,797	3.0	<i>Murder She Wrote</i>	Thu. 8-9p	USA
28.	1,753	2.9	<i>Happy Days</i>	Sun. 10-10:30a	TBS
29.	1,744	3.0	<i>Doug</i>	Sat. 7-7:30p	Nick
30.	1,741	3.0	<i>Nashville Now</i>	Mon. 9-11p	TNN
31.	1,712	2.8	<i>College Basketball</i>	Sun. 3-5:06p	ESPN
32.	1,700	3.0	<i>Songwriters</i>	Tue. 9-10:45p	TNN
33.	1,699	2.8	<i>News, Weather, Sports</i>	Sat. 5-5:30p	CNN
34.	1,647	2.9	<i>Songwriters (post-show)</i>	Tue. 10:45-11p	TNN
35.	1,637	2.7	<i>Every Which Way But Loose (movie)</i>	Fri. 9-11:30p	USA
36.	1,605	2.7	<i>The Accused (movie)</i>	Thu. 9-11p	USA
37.	1,600	2.7	<i>The Thing (movie)</i>	Sun. 4:15-6p	TNT
38.	1,596	2.7	<i>Roundhouse</i>	Sat. 8:30-9p	Nick
39.	1,595	2.6	<i>MacGyver</i>	Sun. 7-8p	USA
40.	1,583	2.7	<i>Wild & Crazy Kids</i>	Wed. 6:30-7p	Nick

Ratings Week : Broadcast

The World According to Nielsen, Mar 8-14

	 ABC	 CBS	 NBC	 FOX
MONDAY	11.9/19	14.0/22	12.8/20	NO PROGRAMING
8:00	55. FBI: Untold Stor 10.3/16	30. Evening Shade 12.6/20	18. Fresh Prince 13.8/22	
8:30	45. American Det. 11.3/17	36. Hearts Afire 12.3/19	23. Blossom 13.1/20	
9:00		13. Murphy Brown 15.1/23		
9:30	31. ABC Monday Night Movie—Navy SEALs 12.5/20	21. Love and War 13.4/21	34. NBC Monday Night Movies—Silent Cries 12.4/20	
10:00		12. Northern Exposure 15.2/25		
10:30				
TUESDAY	13.2/21	14.7/23	8.9/14	4.0/6
8:00	14. Full House 14.9/23	7. Rescue: 911 16.2/25	73. NBC Movie of the Week—Woman with a Past 8.4/13	93. Class of '96 3.7/6
8:30	22. Hangin w/Mr. C 13.3/20			
9:00	4. Roseanne 19.2/29			92. Key West 4.2/6
9:30	28. Jackie Thomas 12.8/20	17. 19th Annual People's Choice Awards 13.9/22		
10:00	63. Homefront 9.6/16		62. Dateline NBC 9.8/17	
10:30				
WEDNESDAY	14.3/23	11.0/17	11.2/18	7.3/11
8:00	55. Wonder Years 10.3/16	36. How'd They Do That?* 12.3/19	16. Unsolved Mysteries 14.3/22	71. Beverly Hills, 90210 8.6/13
8:30	58. Doogie Howser 10.1/15			
9:00	1. Home Improvmt 22.6/34	77. In the Heat of the Night 8.1/12	67. Homicide 9.1/14	87. Melrose Place 5.9/9
9:30	4. Coach 19.2/30			
10:00	42. Sirens* 11.7/21	31. 48 Hours 12.5/22	58. Law & Order 10.1/18	
10:30				
THURSDAY	13.5/21	10.3/16	12.1/19	10.1/15
8:00		73. Top Cops 8.4/13	47. Cheers 11.1/17	19. Simpsons 13.7/21
8:30	39. Matlock 12.0/18		31. Wings 12.5/19	45. Martin 11.3/17
9:00		50. Street Stories 10.8/16	10. Cheers 15.5/23	68. ILC: First Season 8.9/13
9:30			9. Seinfeld 15.8/24	85. Down the Shore 6.3/10
10:00	6. Primetime Live 16.5/28	42. Knots Landing 11.7/20	68. Crime & Punishment 8.9/15	
10:30				
FRIDAY	13.4/24	8.4/15	7.5/13	7.6/13
8:00	23. Family Matters 13.1/23	76. Golden Palace 8.2/14	86. World Figure Skating 6.2/11	73. America's Most Wanted 8.4/15
8:30	23. Step By Step 13.1/23	65. Major Dad 9.2/16		82. Sightings 6.9/12
9:00	34. Getting By 12.4/21	60. Designing Wm 9.9/17		84. Sightings 2 6.7/12
9:30	49. Where I Live 11.0/19	65. Bob 9.2/16	77. NBC Movie of the Week—In the Arms of a Killer 8.1/14	
10:00	11. 20/20 15.4/28	83. Picket Fences 6.8/12		
10:30				
SATURDAY	11.3/19	10.6/17	9.5/15	10.7/17
8:00		15. Dr. Quinn, Medicine Woman 14.7/23	52. World Figure Skating 10.4/16	47. Cops 11.1/17
8:30	51. Young Indiana Jones Chronicles 10.6/17	60. How'd They Do That? 9.9/15		36. Cops 2 12.3/19
9:00				52. Code 3 10.4/16
9:30		80. Raven 7.3/13	79. Reasonable Doubts 7.8/14	68. Code 3 2 8.9/14
10:00	28. The Commish 12.8/23			
10:30				
SUNDAY	11.7/18	19.3/30	10.8/16	7.7/12
7:00	26. Am Fun Home Vid 12.9/20	2. 60 Minutes 21.7/33	81. World Figure Skating 7.2/11	90. Batman 5.3/8
7:30	39. Am Fun People 12.0/18			88. Shaky Ground 5.5/8
8:00		8. Murder, She Wrote 16.1/24	55. I Witness Video 10.3/15	44. In Living Color 11.6/17
8:30	20. Day One 13.5/20			64. Roc 9.5/14
9:00				41. Married w/Childn 11.8/18
9:30	52. ABC Sunday Night Movie—Lies and Lullabies 10.4/16	3. CBS Sunday Movie—Men Don't Tell 19.7/31	26. NBC Sunday Night Movie—Kuffs 12.9/20	72. Herman's Head 8.5/13
10:00				89. Flying Blind 5.4/9
10:30				91. The Edge 4.3/7
WEEK'S AVGS	12.7/20	12.9/21	10.4/17	7.9/12
SSN. TO DATE	12.5/20	13.5/22	11.1/18	7.8/12

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Radio

Coming soon: talk radio via PC

Computer-delivered programing not yet seen as a threat to over-the-air broadcasting

By Peter Viles

In yet another example of the rapidly changing technological landscape facing broadcasters, one of the world's largest computer networks will soon begin offering a talk radio program that turns powerful desktop computers into interactive radios.

While some in the radio industry are monitoring the development with a mix of curiosity and concern, those interviewed for this story did not see the trend as a threat to traditional radio.

"To incorporate that technology requires a very sophisticated computer system with a lot of memory," said John Marino, manager, technical regulatory affairs for the National Association of Broadcasters. "It's really a very expensive technology, and we really think it's going to be some years before it gets to the point where it's going to be widespread."

Still, with powerful computers becoming more and more common in both the workplace and the home, and with computer networks growing and multiplying at a dizzying pace, the development bears watching.

"It's really hard to say if it's going to be a threat at this stage," Marino said. "And it may even be that radio stations will want to take advantage of this kind of thing to distribute their own programs to more listeners."

For now, the concept of desktop computer radio is the brainchild of Carl Malamud, an Alexandria, Va.-based entrepreneur who has designed a talk radio program that will debut March 31 on the global computer network Internet.

"Will moving data over a computer network eventually replace moving data over the airwaves?" Malamud asked. "Well, you're still going to want cheap transistor radios for the



Malamud in his studio: programs are delivered as digital computer files

beach. Then it becomes a question of what mix of transmissions you're going to use."

According to Malamud, Internet consists of a series of computer networks linking some 14 million people in more than 100 countries via telephone lines and satellites. Of those people, he estimates that 2 million have computers capable of turning computer files into digital audio—essentially functioning as speakers or receivers. "Sound is just another kind of data," he said. "And most modern computers now have a speaker."

And of those 2 million, Malamud estimates that 75,000 to 150,000 will be interested in the program he intends to air, which will deal with computer engineering issues. "My first show is *Geek of the Week*—an interview with a prominent engineer," he said. Malamud has already sold sponsorships in the program, and plans to position it to potential advertisers and sponsors as an alternative to the computer trade

press.

But he said the concept of computer-delivered radio could have much wider application, especially because of the interactive nature of computers. The program will be delivered as a digital computer file, giving potential listeners a great degree of control over listening.

"We're already finding things you can do with our radio that you can't do with normal radio," he said. "For one, you can change the order of the programing. You can stop it and put it on hold. And you can go interactive. You can do game shows in which everyone who's listening is also playing. Or we can put a database together of who's listening."

Malamud said he is not certain whether computer-delivered radio files will ever pose a threat to traditional broadcasters, but he said it will eventually grow as a distribution system. Since news of his plans first broke in a front-page story in *The New York*

Times on March 4, Malamud said he has been contacted by a handful of broadcasters. "There have been a whole bunch of radio DJ's calling me up and wanting to know how they can do something like this."

He said that although powerful computers are becoming more and more common, most of the computers his show will reach are located in the workplace. Malamud said the show's

typical listeners will probably listen at work—much in the same fashion that they would now read trade magazines at work.

Bill Steding, a radio broker who often turns his attention to the industry's future, observed that the development probably doesn't threaten radio's basic strength in providing locally produced programming.

"So much of what radio provides

has value and use because of its local appeal that, with the exception of fairly general subjects or some educational matters, I don't think it's going to have a significant impact on radio listenership," Steding said.

"So I don't know that it applies far beyond some general educational matters. But engineering types would probably be intrigued enough by the distribution system to try it." ■

Capcities/ABC doubles up in Atlanta

Seeking country dominance, company to buy half of NewCity combo for \$19 million

By Peter Viles

Capcities/ABC joined the duopoly game last week, spending some \$19 million for the more attractive half of NewCity Communication's FM-FM country combination, which will become ABC's second FM station in Atlanta.

The purchase gives ABC three separate country stations in the market, and should enable it to dominate the country format in Atlanta. It also marks ABC's first move to take advantage of new rules allowing ownership of two FM stations in a market.

"This is the first deal we found that made sense for us," said Jim Arcara, president of Capcities/ABC's radio group. "But there will be others."

ABC, which already owns WKHX-AM-FM in Atlanta, agreed to buy NewCity's WYAY(FM) Gainesville, Ga. The station is now half of NewCity's unique FM-FM simulcast—with WYAI (FM) LaGrange, Ga. Together the stations blanket much of the sprawling Atlanta market. The arrangement was legal before the new duopoly rules because the two signals do not overlap.

NewCity, which had previously announced plans to sell both stations and concentrate its resources in other markets, is now seeking a buyer for WYAI, said broker Charles Giddens of Media Venture Partners, which is representing NewCity.

If approved by the FCC, the deal will give ABC a 13.8 share of the Atlanta market—WKHX(FM) drew an 8.7 share in the fall 1992 Arbitron survey (12-plus, total week), while WYAY drew a 5.1. (WYAI received a 1.3.) Total billings for the new ABC combo were estimated at \$16 million

per year in a market where radio revenues are estimated at \$100 million to \$110 million.

"It's just a natural duopoly, and it gives us the country franchise in Atlanta," said Arcara.

"It's tough to sell that station, but I think it's going to be a good deal for ABC and a good deal for us if we're successful in selling the other half at a good price," said NewCity President Dick Ferguson. He would not say what he considers a good price for WYAI.

"What ABC is doing is buying the ratings, the radio station, the format, everything," Ferguson said. "So what we're now selling is a raw frequency, a place to broadcast in Atlanta."

Norm Schrutt, who currently manages a group of ABC stations, including the Atlanta stations, will manage the new station. Schrutt said that no final decisions have been made on whether to combine the sales departments. He said that all three stations will eventually be operated out of the same facility, but that they will maintain their separate, competing formats.

Both of the FM stations program mainstream, current-intensive country formats, with ABC's WKHX(FM) tending to be slightly more contemporary. ABC's AM station programs Satellite Music Network's "Real Country," which consists of country classics targeting older listeners. ■

San Diego gets a duopoly

Edens Broadcasting last week sold its remaining stations, KKLQ-AM-FM San Diego, to Par Broadcasting, owner of KGMG(AM)-KIOZ-FM San Diego, for \$13 million, giving Par the first duopoly operation there. Contemporary-hits-radio-formatted KKLQ-FM and album-oriented-rock station KIOZ-FM carry 3.2 and 3.1 shares, respectively, according to Arbitron's fall 1992 survey.

Gary Edens, who was president of the radio division of the former broadcasting and publishing company Harte-Hanks Communications, started Edens Broadcasting in 1984 with the purchase of seven Harte-Hanks radio stations for roughly \$43 million. He sold stations in Richmond, Va., and St. Petersburg, Fla., last year for a combined \$24 million; his sale of KOY-AM-FM Phoenix last year for \$7 million set up the first duopoly operation there as well. Since the FCC raised the ownership caps last year, "either you can be Jonah or the whale," Edens said. He continues to run the Phoenix stations and will serve as a consultant for the San Diego combos.

Par Broadcasting General Manager Steve Jacobs, a former radio operator himself, said that popular belief to the contrary, "the CHR format isn't dead," and that the stations would make for a solid combination. Kalil & Co. brokered the sale.

—JG

Special Report

By John Gallagher

The purchase of WWOR-TV Secaucus, N.J. (New York), by BHC Communications and its majority shareholder Chris-Craft Industries Inc. from Pinelands accounted for the largest increase in audience penetration by any group in BROADCASTING & CABLE's exclusive list of this year's top 25 group owners, ranked according to percentage of television homes reached. Even though Chris-Craft increased its reach from last year's 10.78% to 18.195%, its ranking remained seven because of the large gap in audience share between the top six groups and the rest.

Capital Cities/ABC, CBS and NBC also kept their number one, two and three rankings with their owned and operated stations, and Tribune Broadcasting remained at number four.

Fox Broadcasting increased its share by more than a full percentage point, jumping from six to five in rank, with its \$60 million purchase of WATL(TV) Atlanta from Renaissance Communications in February, placing Silver King Communications (former-



ly HSN Communications, which changed its name after spinning off HSN Inc.), last year's number five, at six.

SCI Television, which took control of six of the nine former Gillett Holdings stations through a reorganization plan, takes Gillett's number 12 spot. That ranking includes WTVT(TV) Tampa, Fla., which SCI is proposing to

purchase from Gillett for \$163 million as part of the reorganization. The WWOR-TV acquisition, Pinelands' only station, allowed Hearst and A.H. Belo to move up a slot to 15 and 16, respectively.

Pulitzer Broadcasting, with purchases in Orlando and Des Moines, makes the list for the first time at 17. An acquisition by Providence Journal moved it from 20 to 19. Hubbard Broadcasting is another newcomer to the list, at number 21, even though it made no acquisitions. BROADCASTING & CABLE now includes satellite stations in the reach calculations (they count for 50% of the market).

TV stations are listed by call letters, ADI city, channel, affiliation and ADI rank/percentage penetration, according to Arbitron's 1992-93 estimated market and ADI household figures.

UHF stations are computed with a 50% reduction in coverage as per FCC rules. The number in parentheses after the group name is last year's rank; a dagger (†) denotes a satellite station and double dagger (‡) denotes an acquired station, pending approval by the FCC. ■

1. CAPITAL CITIES/ABC (1) (8 stations/23.81%)

WABC-TV New York □ Ch. 7 □ ABC □ 1/7.29%
KABC-TV Los Angeles □ Ch. 7 □ ABC □ 2/5.35%
WLS-TV Chicago □ Ch. 7 □ ABC □ 3/3.26%
WPVI-TV Philadelphia □ Ch. 6 □ ABC □ 4/2.87%
KGO-TV San Francisco □ Ch. 7 □ ABC □ 5/2.41%
KTRK-TV Houston □ Ch. 13 □ ABC □ 11/1.58%
WTVY(TV) Raleigh-Durham, N.C. □ Ch. 11 □ ABC □ 32/8.1%
KFSN-TV Fresno, Calif. □ Ch. 30 □ ABC □ 59/24%

2. CBS (2) (7 stations/22.1%)

WCBS-TV New York □ Ch. 2 □ CBS □ 1/7.29%
KCBS-TV Los Angeles □ Ch. 2 □ CBS □ 2/5.35%
WBBM-TV Chicago □ Ch. 2 □ CBS □ 3/3.26%
WCAU-TV Philadelphia □ Ch. 10 □ CBS □ 4/2.87%
WCCO-TV Minneapolis-St. Paul □ Ch. 4 □ CBS □ 13/1.51%
WCLX(TV) Miami □ Ch. 6 □ CBS □ 15/1.4%
WFRV-TV Green Bay, Wis. □ Ch. 5 □ CBS □ 65/42%

3. NBC (3) (6 stations/20.36%)

WNBC-TV New York □ Ch. 4 □ NBC □ 1/7.29%
KNBC-TV Los Angeles □ Ch. 4 □ NBC □ 2/5.35%

WMAQ-TV Chicago □ Ch. 5 □ NBC □ 3/3.26%
WRCA-TV Washington □ Ch. 4 □ NBC □ 7/1.95%
WTVJ(TV) Miami □ Ch. 4 □ NBC □ 15/1.4%
KCNC-TV Denver □ Ch. 4 □ NBC □ 21/1.11%

4. TRIBUNE BROADCASTING (4) (7 stations/19.57%)

WPIX(TV) New York □ Ch. 11 □ Ind. □ 1/7.29%
KTLA(TV) Los Angeles □ Ch. 5 □ Ind. □ 2/5.35%
WGN-TV Chicago □ Ch. 9 □ Ind. □ 3/3.26%
WPHL-TV Philadelphia □ Ch. 17 □ Ind. □ 4/1.435%
WGNX(TV) Atlanta □ Ch. 46 □ Ind. □ 10/1.8%
KWGN-TV Denver □ Ch. 2 □ Ind. □ 21/1.11%
WGNO(TV) New Orleans □ Ch. 26 □ Ind. □ 40/32.5%

5. FOX (6) (8 stations/19.42%)

WNYW(TV) New York □ Ch. 5 □ Fox □ 1/7.29%
KTTV(TV) Los Angeles □ Ch. 11 □ Fox □ 2/5.35%
WFLD(TV) Chicago □ Ch. 32 □ Fox □ 3/1.63%
WTTG(TV) Washington □ Ch. 5 □ Fox □ 7/1.95%
KDFA(TV) Dallas □ Ch. 33 □ Fox □ 8/1.97%
‡WATL(TV) Atlanta □ Ch. 36 □ Fox □ 10/1.8%
KRIV(TV) Houston □ Ch. 26 □ Fox □ 11/1.79%
KSTU(TV) Salt Lake City □ Ch. 13 □ Fox □ 41/64%

6. SILVER KING COMMUNICATIONS (5) (Formerly HSN Communications) (12 stations/18.605%)

WHSE(TV) Newark, N.J. (New York) □ Ch. 68 □ Ind. □ 1/3.645%
†WHSI(TV) Smithtown (New York), N.Y. □ Ch. 67 □ Ind. □ 1/3.645%
KHSC(TV) Ontario (Los Angeles), Calif. □ Ch. 46 □ Ind. □ 2/2.675%
WEHS(TV) Aurora (Chicago), Ill. □ Ch. 60 □ Ind. □ 3/1.63%
WHSP(TV) Vineland, N.J. (Philadelphia) □ Ch. 65 □ Ind. □ 4/1.435%
WHSI(TV) Marlborough (Boston), Mass. □ Ch. 66 □ Ind. □ 6/1.145%
KHSH(TV) Irving (Dallas-Fort Worth), Tex. □ Ch. 49 □ Ind. □ 8/1.97%
KHSH(TV) Alvin (Houston), Tex. □ Ch. 67 □ Ind. □ 11/1.79%
WOHS(TV) Cleveland □ Ch. 61 □ Ind. □ 12/1.765%
WYHS(TV) Miami □ Ch. 69 □ Ind. □ 15/1.7%
WBHS(TV) Tampa □ Ch. 50 □ Ind. □ 16/1.68%
WHSW(TV) Baltimore □ Ch. 24 □ Ind. □ 22/5.25%

7. CHRIS-CRAFT/UNITED TELEVISION (7) (8 stations/18.195%)

WWOR-TV Secaucus, N.J. (New York) □ Ch. 9 □ Ind. □ 1/7.29%
KCOPT(TV) Los Angeles □ Ch. 13 □ Ind. □ 2/5.35%
KBHK-TV San Francisco □ Ch. 44 □ Ind. □ 5/1.205%
KMSP-TV Minneapolis □ Ch. 9 □ Ind. □ 13/1.51%
KUTP(TV) Phoenix □ Ch. 45 □ Ind. □ 20/5.6%

KPTV(TV) Portland, Ore. □ Ch.12 □ Ind. □ 26/96%
 KMOL-TV San Antonio, Tex. □ Ch.4 □ NBC □ 36/68%
 KTVX(TV) Salt Lake City □ Ch.4 □ ABC □ 41/64%

8. UNIVISION (Spanish) (8)
(9 stations/10.62%)

WXTV(TV) Paterson, N.J. (New York) □ Ch.41 □ Uni. □ 1/3.645%
 KMEX-TV Los Angeles □ Ch.34 □ Uni. □ 2/2.675%
 KDTV(TV) San Francisco □ Ch.14 □ Uni. □ 5/1.205%
 KUVN(TV) Garland (Dallas-Fort Worth), Tex. □ Ch.23 □ Uni. □ 8/97%
 WLTV(TV) Miami □ Ch.23 □ Uni. □ 15/7%
 KTYW-TV Phoenix □ Ch.33 □ Uni. □ 20/56%
 KWEX-TV San Antonio, Tex. □ Ch.41 □ Uni. □ 36/34%
 KLUZ-TV Albuquerque, N.M. □ Ch.41 □ Uni. □ 51/28%

KFTV(TV) Hanford (Fresno-Visalia), Calif. □ Ch.21 □ Uni. □ 56/245%

9. GANNETT BROADCASTING (9)
(10 stations/10.335%)

WLVI-TV Cambridge (Boston), Mass. □ Ch.56 □ Ind. □ 6/1.145%
 WUSA(TV) Washington □ Ch.9 □ CBS □ 7/1.95%
 WXIA-TV Atlanta □ Ch.11 □ NBC □ 10/1.6%
 KARE(TV) Minneapolis □ Ch.11 □ NBC □ 13/1.51%
 KPNX-TV Mesa (Phoenix), Ariz. □ Ch.12 □ NBC □ 20/1.12%
 KUSA-TV Denver □ Ch.9 □ ABC □ 21/1.11%
 KOCO-TV Oklahoma City □ Ch.5 □ ABC □ 45/61%
 WFMY-TV Greensboro, N.C. □ Ch.2 □ CBS □ 48/57%
 WTLV(TV) Jacksonville, Fla. □ Ch.12 □ NBC □ 54/51%

KVUE-TV Austin, Tex. □ Ch. 24 □ ABC □ 66/21%

10. GROUP W (10)
(5 stations/9.85%)

KYW-TV Philadelphia □ Ch.3 □ NBC □ 4/2.87%
 KPIX(TV) San Francisco □ Ch.5 □ CBS □ 5/2.41%
 WBZ-TV Boston □ Ch.4 □ NBC □ 6/2.29%
 KDKA-TV Pittsburgh □ Ch.2 □ CBS □ 17/1.23%
 WJZ-TV Baltimore □ Ch.13 □ ABC □ 22/1.05%

11. TELEMUNDO GROUP (Spanish) (11)
(6 stations/9.355%)

WNJU(TV) Linden, N.J. (New York) □ Ch.47 □ Tel. □ 1/3.645%
 KVEA(TV) Carona (Los Angeles), Calif. □ Ch.52 □ Tel. □ 2/2.675%
 KSTS(TV) San Jose, Calif. □ Ch.48 □ Tel. □ 5/1.205%
 KTMD(TV) Galveston (Houston), Tex. □ Ch.48 □ Tel. □ 11/1.79%
 WSCV(TV) Fort Lauderdale-Miami, Fla. □ Ch.51 □ Tel. □ 15/1.7%
 KVDA(TV) San Antonio, Tex. □ Ch.60 □ Tel. □ 36/34%

12. SCI TELEVISION
(7 stations/8.815%)

WSBK-TV Boston □ Ch.38 □ Ind. □ 6/1.145%
 WJBK-TV Detroit □ Ch.2 □ CBS □ 9/1.86%
 WAGA-TV Atlanta □ Ch.5 □ CBS □ 10/1.6%
 WJW-TV Cleveland □ Ch.8 □ CBS □ 12/1.53%
 ‡WTVT(TV) Tampa □ Ch.13 □ CBS □ 16/1.36%
 KNSD(TV) San Diego □ Ch.39 □ NBC □ 25/49%
 WITI-TV Milwaukee □ Ch.6 □ CBS □ 28/83%

13. SCRIPPS HOWARD (13)
(10 stations/8.645%)

WXYZ-TV Detroit □ Ch.7 □ ABC □ 9/1.86%
 WEWS(TV) Cleveland □ Ch.5 □ ABC □ 12/1.53%
 WFTS(TV) Tampa □ Ch.28 □ Fox □ 16/68%
 KNXV-TV Phoenix □ Ch.15 □ Fox □ 20/56%
 WMAR-TV Baltimore □ Ch.2 □ NBC □ 22/1.05%
 KSHB-TV Kansas City, Mo. □ Ch.41 □ Fox □ 28/415%
 WCPO-TV Cincinnati □ Ch.9 □ CBS □ 31/82%
 WMC-TV Memphis □ Ch.5 □ NBC □ 42/64%
 WPTV(TV) West Palm Beach, Fla. □ Ch.5 □ NBC □ 45/61%
 KJRH(TV) Tulsa, Okla. □ Ch.2 □ NBC □ 59/48%

14. COX ENTERPRISES (14)
(7 stations/8.56%)

KTVU(TV) Oakland (San Francisco), Calif. □ Ch.2 □ Fox □ 5/2.41%
 WKBD(TV) Detroit □ Ch.50 □ Fox □ 9/93%
 WSB-TV Atlanta □ Ch.2 □ ABC □ 10/1.6%
 WPXI(TV) Pittsburgh □ Ch.11 □ NBC □ 17/1.23%
 WFTV(TV) Orlando, Fla. □ Ch.9 □ ABC □ 23/1.03%
 WSOC-TV Charlotte, N.C. □ Ch.9 □ ABC □ 30/82%
 WHIO-TV Dayton, Ohio □ Ch.7 □ CBS □ 53/54%

15. HEARST BROADCASTING (16)
(6 stations/6.77%)

WCVB-TV Boston □ Ch.5 □ ABC □ 6/2.29%
 WTAE-TV Pittsburgh □ Ch.4 □ ABC □ 17/1.23%
 WBAL-TV Baltimore □ Ch.11 □ CBS □ 22/1.05%
 KMBC-TV Kansas City, Mo. □ Ch.9 □ ABC □ 28/83%
 WISN-TV Milwaukee □ Ch.12 □ ABC □ 29/83%
 WDTN(TV) Dayton, Ohio □ Ch.2 □ ABC □ 53/54%

16. A.H. BELO (17)
(5 stations/5.83%)

WFAA-TV Dallas □ Ch.8 □ ABC □ 8/1.94%
 KHOU-TV Houston □ Ch.11 □ CBS □ 11/1.58%
 KXTV(TV) Sacramento, Calif. □ Ch.10 □ CBS □ 19/1.16%
 WVEC-TV Hampton-Norfolk, Va. □ Ch.13 □ ABC □ 39/66%

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KOTF(TV) Tulsa, Okla. □ Ch.6 □ CBS □ 58/49%

17. PULITZER BROADCASTING (10 stations/5.505%)

‡WESH(TV) Daytona Beach (Orlando), Fla. □ Ch.2 □ NBC □ 23/1.03%

WYFF-TV Greenville, S.C. □ Ch.4 □ NBC □ 35/72%

WDSU-TV New Orleans □ Ch.6 □ NBC □ 40/65%

WGAL(TV) Lancaster (Harrisburg), Pa. □ Ch.8 □ NBC □ 44/61%

WLKY-TV Louisville, Ky. □ Ch.32 □ CBS □ 47/295%

WXII(TV) Winston-Salem, N.C. □ Ch.12 □ NBC □ 48/57%

KOAT-TV Albuquerque, N.M. □ Ch.7 □ ABC □ 51/56%

‡KVIO-TV Carlsbad (Albuquerque), N.M. □ Ch.6 □ ABC □ 51/28%

‡KCC(TV) Des Moines, Iowa □ Ch.8 □ CBS □ 70/4%

KETV(TV) Omaha, Neb. □ Ch.7 □ ABC □ 73/39%

18. DISNEY (18) (1 station/5.35%)

KCAL(TV) Los Angeles □ Ch.9 □ Ind. □ 2/5.35%

19. PROVIDENCE JOURNAL (20) (9 stations/5.28%)

KING-TV Seattle □ Ch.5 □ NBC □ 14/1.51%

KGW-TV Portland, Ore. □ Ch.8 □ NBC □ 26/96%

WCNC-TV Charlotte, N.C. □ Ch.36 □ NBC □ 30/41%

WHAS-TV Louisville, Ky. □ Ch.11 □ CBS □ 47/59%

*KASA-TV Albuquerque, N.M. □ Ch.2 □ Fox □ 51/56%

**KHNL(TV) Honolulu □ Ch.13 □ Fox 70/39%

***KMSB(TV) Nogales (Tucson), Ariz. □ Ind. □ Ch.11 □ 79/35%

KREM-TV Spokane, Wash. □ Ch.2 □ CBS □ 80/34%

KTVB(TV) Boise, Idaho □ Ch.7 □ NBC □ 133/17%

*Currently operating as UHF station KGSW-TV; recently acquired VHF

station KKTO(TV) Santa Fe, N.M., currently dark, is scheduled to replace KGSW-TV at end of March as KASA-TV. **According to Nielsen, September 1992. ***KMSB programs KTTU-TV Tucson under LMA agreement; if counted, this would increase Providence Journal to 5.455% total coverage.

20. GREAT AMERICAN (19) (6 stations/5.26%)

WTSP(TV) St. Petersburg, Fla. □ Ch.10 □ ABC □ 16/1.36%

KTSP-TV Phoenix □ Ch.10 □ CBS □ 20/1.12%

WDAF-TV Kansas City, Mo. □ Ch.4 □ NBC □ 28/83%

WKRC-TV Cincinnati □ Ch. 12 □ ABC □ 31/82%

WGHP-TV High Point (Greensboro-Winston-Salem), N.C. □ Ch.8 □ ABC □ 48/57%

WBRC-TV Birmingham, Ala. □ Ch.6 □ ABC □ 49/56%

21. HUBBARD BROADCASTING (9 stations/5.09%)

KSTP-TV St. Paul (Minneapolis), Minn. □ Ch.5 □ ABC □ 13/1.51%

‡KSAX(TV) Alexandria (Minneapolis), Minn. □ Ch.42 □ ABC □ 13/7.55%

‡KRWF(TV) Redwood Falls (Minneapolis), Minn. □ Ch.43 □ ABC □ 13/7.55%

WTOG(TV) St. Petersburg, Fla. □ Ch.44 □ Ind. □ 16/68%

KDB-TV Albuquerque, N.M. □ Ch.4 □ NBC □ 51/56%

‡KOB(TV) Farmington (Albuquerque), N.M. □ Ch.12 □ NBC □ 51/28%

‡KOB(TV) Roswell (Albuquerque), N.M. □ Ch.8 □ NBC □ 51/28%

WDIO-TV Duluth, Minn. □ Ch.10 □ ABC □ 125/18%

‡WIRT(TV) Hibbing (Duluth), Minn. □ Ch.13 □ ABC □ 125/09%

22. PARAMOUNT (21) (6 stations/4.915%)

WTXF(TV) Philadelphia □ Ch.29 □ Fox □ 4/1.435%

WDCA-TV Washington □ Ch.20 □ Ind. □ 7/975%

KTXA(TV) Fort Worth (Dallas), Tex. □ Ch.21 □ Ind. □ 8/97%

KTXH(TV) Houston □ Ch.20 □ Ind. □ 11/79%

WFL-TV Raleigh-Durham, N.C. □ Ch.22 □ Fox □ 32/405%

KRRT(TV) Kerrville (San Antonio), Tex. □ Ch.35 □ Fox □ 36/34%

23. POST-NEWSWEEK (22) (4 stations/4.77%)

WDIV(TV) Detroit □ Ch.4 □ NBC □ 9/1.86%

WPLG(TV) Miami □ Ch.10 □ ABC □ 15/1.4%

WFSB(TV) Hartford, Conn. □ Ch.3 □ CBS □ 24/1%

WJXT(TV) Jacksonville, Fla. □ Ch.4 □ CBS □ 54/51%

24. LIN BROADCASTING (23) (7 stations/4.745%)

KXAS-TV Fort Worth-Dallas, Tex. □ Ch.5 □ NBC □ 8/1.94%

WISH-TV Indianapolis □ Ch.8 □ CBS □ 27/95%

WDDD(TV) Grand Rapids, Mich. □ Ch.8 □ NBC □ 37/67%

WAVY(TV) Portsmouth (Hampton-Norfolk), Va. □ Ch.10 □ NBC □ 39/66%

KXAN-TV Austin, Tex. □ Ch.36 □ NBC □ 66/21%

WAND(TV) Decatur, Ill. □ Ch.17 □ ABC □ 74/19%

WANE-TV Fort Wayne, Ind. □ Ch.15 □ CBS □ 101/125%

25. GAYLORD (24) (4 stations/4.655%)

KTV(TV) Fort Worth-Dallas, Tex. □ Ch.11 □ Ind. □ 8/1.94%

KHTV(TV) Houston □ Ch.39 □ Ind. □ 11/79%

KSTW(TV) Tacoma (Seattle), Wash. □ Ch.11 □ Ind. □ 14/1.51%

WYTV(TV) Milwaukee □ Ch.18 □ Ind. □ 29/415%

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ABC's ad time is money...literally

Advertising-for-stock swap in the works with several small companies; ABC TV network expected to receive most use by 'investees'

By Geoffrey Foisie

In the next few weeks, Capital Cities/ABC will probably announce an investment in one or more growing companies. The consideration paid for those securities will be advertising time on some or all of the company's various media properties, including the ABC Television Network, the owned stations, ESPN and ABC Radio. In a sense, Capcities/ABC will bet its own money on the idea that advertising benefits advertisers, by taking an equity stake in those advertisers.

The unit undertaking this project at Capcities/ABC is a one-person operation—George Cain, senior vice president of the ABC Television Network. Cain, as president of the relatively new unit, Capital Cities Capital, reports to Phillip J. Meek, senior vice president, Capital Cities/ABC, and president, publishing group. Potential "investee" advertisers are being scouted by William Sword & Co., an investment bank based in Princeton, N.J.

Capital Cities Capital has a two-stage negotiation process, with the first serving to establish how much of the investee's securities it will provide to Capcities/ABC. Cain said the typical deal would find Capital Cities obtaining a 15% to 25% stake, which would be worth \$5 million to \$20 million. An advertising source said Capital Cities has suggested its stake be in the form of a 5% preferred stock with warrants to buy common stock. The source said the investee would have to buy out Capital Cities no later than the 10th year, and offer it at least one seat on its board of directors. Cain said he expects the company's investments would likely range between two and

five years in duration, with an exit occurring through a public offering of stock, a refinancing or some other means.

The second stage of the negotiation would probably occur during the subsequent 12 months, as the investee company negotiates an equivalent value in advertising inventory from Capcities/ABC. Cain said he doubts there will be much dispute about the value of the inventory in that negotiation, although the agreement requires the investee to work with an advertising agency: "I think the agency is going to know pretty much where they should be.... There is some art to it, but it is not insurmountable." The investee, said Cain, could buy in either the upfront or scatter market and would be treated like other advertisers.

For the investee, a benefit of this relatively unusual deal is the ability to afford a large marketing budget.

Smaller companies, Cain pointed out, typically have difficulty raising capital for ongoing operating expenses such as marketing.

For Capital Cities, the unusual arrangement could help make good use of inventory that is less in demand. Cain said the advertising-for-securities swap might also help bring in advertisers that would not otherwise be using the media, especially network television, which is expected to be the cornerstone of the strategy.

A more recent predecessor began several months before the Capcities/ABC project when ABRY Communications began an advertising-for-stock swap at the local level (BROADCASTING, Jan. 11). Managing partner Andrew Banks said the company is close to several additional investments. He and partner Royce Yudkoff both former management consultants with Bain & Co., have been active advising the management of the investees. ■

CNBC yanks public offering show

At the 11th hour last week, CNBC pulled paid programming that was intended to showcase new public companies. Late Wednesday the cable network decided that the half-hour show, *Emerging Public Companies*, which was advertised in national media as beginning last Saturday, did not meet its standards. A spokesman for the network said there were several problems with the show, including the fact that a stock symbol of the companies being promoted appeared in the upper right hand of the screen: "That, we decided, was bordering on touting."

The spokesman added that CNBC was reviewing its entire relationship with the producer, The Hastings Group. The Fort Lauderdale, Fla.-based producer already has one show on the network, *The Franchise Showcase*, and has a third, *Today's Bride*, in the works. One of its founders, Jim Nesbitt, had been an NBC sports producer.

Ironically, one of the companies to be profiled on the first show was a media-related technology firm, First Pacific Networks, which has developed a digital switching technology allowing video, telephone and other signals to share the same wire.

—GF

Changing Hands

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

WYAY(FM) Gainesville, Ga. (Atlanta) □ Sold by NewCity Communications to Capital Cities/ABC for \$19 million (see p. 28). WYAY has country format on 106.7 mhz with 99 kw and antenna 1,400 feet. *Broker: Media Venture Partners.*

KKLQ-AM-FM San Diego □ Sold by Edens Broadcasting to Par Broadcasting for \$13 million (see box, p. 28). KKLQ(AM) is fulltimer with CHR format on 600 khz with 5 kw. KKLQ-FM has CHR format on 106.5 mhz with 7.4 kw and antenna 1.074 feet. *Broker: Kalil & Co.*

WWMG(FM) Charlotte, N.C. □ Sold by Voyager Communications Group to The Dalton Group for \$4.5 million. **Seller** is headed by Jack McCarthy and Carl Venters and owns three AM's and seven FM's in North and South Carolina. **Buyer** is headed by Bill Dalton who also owns WRRR(FM) Cincinnati. WWMG has Motown, beach music format on 96.1 mhz with 100 kw and antenna 1.738 feet. *Broker: Kalil & Co.*

WGCB-AM-FM Red Lion, Pa. □ Sold by Red Lion Broadcasting Co. Inc. to Thomas Harvey Moffit Sr. for \$2.825 million. **Seller** is headed by John H. Norris who also has interests in WGCB-TVFM Red Lion, Pa. **Buyer** owns 100% of stock of licensees of WTLN-AM-FM Apopka, Fla., and WVCH(AM) Chester, Pa. WGCB has religious format on 1440 khz with 1 kw day. WBCB-FM has religious format on 96.1 mhz with 50 kw and antenna 500 feet.

KJUL(FM) North Las Vegas, Nev. □ Sold by Carrigan Communications Inc. to Eight Chiefs Inc. for \$1.7 million. Sale of station last year for \$3.2 million did not close. **Seller** is headed by Debra Carrigan and has no other broadcast interests. **Buyer** is headed by Arthur A. Mobley who also has interests in KMKJ(FM) Buckeye, Ariz. Radio owner Ragan Henry plans to acquire 12.5% interest in station. KJUL has nostalgia format on 104.3 mhz with 100 kw and antenna 1.181 feet. **WJJO(FM) Madison, Wis.** □ Sold by

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$1,519,000 □ 4

FM's □ \$27,893,186 □ 12

AM-FM's □ \$18,100,000 □ 6

TV's □ \$75,000 □ 1

Total □ \$47,587,186 □ 23

So far in 1993:

AM's □ \$9,700,404 □ 42

FM's □ \$128,192,934 □ 67

AM-FM's □ \$220,050,200 □ 50

TV's □ \$257,114,866 □ 14

Total □ \$615,058,404 □ 173

For 1992 total see Feb. 1, 1993 BROADCASTING.

Joyner Radio to Mid-West Management Inc. for \$1.6 million. **Seller** is headed by David Weil and is also licensee of one AM and two FM's. **Buyer** is subsidiary of Mid-West Family Stations, headed by William Walker, and is licensee of eight AM's and nine FM's, including WTDY(AM)-WGMN(FM) Madison, Wis. WJJO has hot AC format on 94.1 mhz with 50 kw and antenna 492 feet. *Broker: Media Venture Partners.*

WOSO(AM) San Juan, P.R. □ Sold by MCO Industries Inc. to Sherman Broadcasting Corp. for \$1.2 million. **Seller** is headed by John M. McComas and has no other broadcast interests. **Buyer** is headed by Sherman C. Wildman and has no other broadcast interests. WOSO is fulltimer with news-talk format on 1030 khz with 10 kw.

KID-AM-FM Idaho Falls, Idaho. □ Sold by Simons Family Inc. to Fox Communications Corp. for \$700,000. **Seller** is headed by G. Craig Hanson and has interests in two AM's and two FM's. **Buyer** is headed by James W. Fox and Su Fox, who also own KWK(AM)-KPKY(FM) Pocatello, Idaho. KID(AM) has news-talk format on 590 khz with 5 kw day and 1 kw night. KID-FM has light AC format on 96.1

CLOSED!

KHFI-FM, Austin, Texas from the Rusk Corporation, John Jones II, President, to Clear Channel Communications, Inc., L. Lowry Mays, President and Chief Executive Officer.

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WLTP(AM)-WNUS(FM) Belpre, Ohio □ Sold by TR Broadcasting Inc. to WNUS Inc. for \$575,000. **Seller** is headed by John Reynolds and Joel Thrope and has no other broadcast interests. **Buyer** is headed by William E. Bennis III. Bennis is 66% shareholder of licensee of WDMX(FM) Vienna, W.Va. WLTP is fulltimer with country format on 1450 khz with 1 kw. WNUS

has country format on 107.1 mhz with 2.3 kw and antenna 370 feet.

WBEC-AM-FM Pittsfield, Mass. □ Sold by Robert J. Maccini, receiver for Citicom Radio of Pittsfield Inc., to Aritaur Communications Inc. for \$500,000. **Seller** is media broker with no other broadcast interests. **Buyer** is headed by Joseph Gallagher and William Collatos. Collatos has nonattributable interests in radio group Saga Communications. *Broker: Media Ser-*

vices Group Inc.

WIYQ(FM) Ebensburg, Pa. □ Sold by Cambria County Broadcasting Co. Inc. to Tele-Media Broadcasting Co. of Johnstown-Altoona for \$450,000. **Seller** is headed by Cary H. Simpson and has interests in five AM's and four FM's. **Buyer** is headed by Robert E. Tudek, and has no other broadcast interests. WIYQ has oldies format on 99.1 mhz with 50 kw and ant. 500 ft. *Broker: Satterfield & Perry.*

Cable's brave new world: a TV battlefield

New report says technology's two-edged sword will cost some MSO's their subscribers; predicts success for both direct-broadcast satellite and telco overbuilds

By Geoffrey Foisie

A new analysis of cable television's future argues that MSO's will not all benefit from digital compression and other new technology. Issued by three analysts at the investment banking firm of Wasserstein Parella Securities, the report predicts that the same technology will lead to successful overbuilding of cable systems by both the telephone companies and DBS, thereby lowering the value of some cable companies. The report concludes the MSO's debt and equity securities do not currently reflect the variation in fortunes among MSO's and that price volatility in those securities is a near-term likelihood.

The 120-page report, "The Cable Television Industry: New Technologies, New Opportunities and New Competition," was written by Richard Bilotti Jr., Drew Hanson and Richard J. MacDonald. They argue that the three competitors—cable, telco's and DBS—will end up offering similar

products and that their battle for customers will be fought primarily on pricing.

Why would the telephone companies be more likely to build new systems than to buy existing cable systems outside their service areas? MacDonald said the answer, in short, is that "it is cheaper." The Wasserstein Parella model predicts that telephone companies could achieve roughly 32% penetration of their available subscriber base within five years of operation, spending roughly \$1,100 per subscriber. For DBS the investment would be roughly \$900 per sub, assuming a customer base of five million.

"We believe that Hughes' DirecTV and early telephone company overbuilds will succeed and, therefore, become a beacon for other competitors to follow," said the report. The report assumes DBS would be "fully functional" by 1995, and that telephone video delivery systems, using fiber-to-the-curb technology, picking up steam at the end of the decade. "In our opin-

ion the cable television industry could face competition in areas comprising up to 60 million homes passed by the end of the decade," it said.

In areas where an MSO faced direct competition, its subscriber base would decline "by as much as 2%-7% per year," said the report. Cable's competitors could make inroads on its subscriber base because they would price a similar "standard service package" (basic service plus one premium service) at a discount of 20% initially.

Price wars a possibility

MacDonald acknowledged the discounting could become a pricing war: "There is a long history of predatory pricing in capital intensive industries such as currently exists in the airline industry. If you get into a situation like that it can be mutually suicidal." The competing video distributors would be tempted to build basic numbers, since "pay-per-view programming will be a potential bonanza which is linked to basic subscribers."

The Wasserstein Parella model said that for the cable industry as a whole, pay-per-view revenue will increase at a 36.6% average annual rate through the year 2000. That growth, said the report, will come almost entirely from movies, rather than events.

The report predicted that 71% of the cable universe will have digital converters by 2000 and that an average system with digital compression will be able to deliver 10-25 movies (typically two hours in length) on a staggered schedule of every 15 minutes, with selections changing every 4-5 weeks.

Cable and the two dwarfs:

A view of TV operations in the year 2000

	Telco	Cable	DBS
Homes passed	31,000,000	98,940,000	21,010,000*
Subscribers	10,089,312	59,050,000	5,622,191
Total revenue	\$4,840,000,000	\$38,474,000,000	\$3,098,200,000
Total cash flow	\$1,977,500,000	\$17,627,000,000	\$1,293,600,000

*DBS homes passed based on the assumption that DBS would be an actively marketed business only in limited areas. Estimates from Grantchester Securities and Wasserstein Parella Securities.

The expanded movie offerings will, said the three analysts, encourage the average addressable cable subscriber to go from a movie buy rate of roughly one movie per five months in 1992 to more than four films per month by the end of the decade.

Some of PPV's growth will come at the expense of pay services, said the report, which predicted a pay penetration decline from the current 76% to roughly 50% by 2000, despite a decline in average price from \$10 to \$9.

Competition as a regulator

The report said competition and cable legislation will keep basic rates increasing at an annual rate of just 3.7% for the rest of the decade, while expanded basic service revenue will increase at an average rate of 13.8%. Other categories include local advertising revenue, expected to increase at a 21.3% rate, and ancillary revenue (including set-top convertors and PCS), increasing at a 6.1% rate.

Those MSO's most vulnerable to the new competition, the report said, include the "highly leveraged" MSO "due to its inability to lower prices to the levels set by potential new entrants." Indebtedness would also affect its inability to invest in new technology. MacDonald said: "If you have a 45-channel system and seven times debt to cash flow, then you are really stuck if someone else comes in with a better system."

Asked to characterize TCI's ability to compete, MacDonald said the MSO could "install integrated broadband service to 90% of its customers in three to four years for less capital than will be generated from internal cash flow." Thus, he saw it as being a strong competitor.

Fixing a value for MSO's

The Wasserstein Parella report developed several hypothetical models to value cable MSO's, based mostly on the extent of competition. One, assuming that 50% of systems face competition, predicted a present value of \$2,100 per sub, or roughly equal to what systems are valued at today. By contrast, the present value of an MSO, 80% of whose subscriber base faced competition, would drop to \$1,850-\$1,900 per sub, and "deteriorate approximately another 10% by 1995." A third model, assuming only a 10% competition risk, produced a present value of \$2,500 in 1993 and appreciat-

ing "another 10% by 1995."

Related to the question of competition is the question of technological investment. Cable operators that provide digital compression were estimated to have added roughly \$300 per sub of value, those providing a PCS service roughly \$100 of present value.

Because different operators will face different competition, have dif-

"The cable industry could face competition in areas comprising up to 60 million homes passed by the end of the decade."

ferent resources to respond to that competition and make different decisions regarding technology, the securities representing those MSO's may begin to diverge further in price, said the report: "We believe that the conditions described above should dictate a much wider interest rate spread between high credit quality and low credit quality cable television compa-

nies.

"During the next 12 to 24 months, we expect that the market valuations of cable television fixed income securities and equities will go through several cycles. It is probable that investors will be buffeted by conflicting announcements of new strategies by the cable television companies and the new entrants.... We do not expect that the markets will be able to make stable determinations of winners and losers until the preliminary financial results of these initiatives have been reported."

MacDonald said the report's assumptions and conclusions are probable but not necessary. Among the unknowns: whether "widespread" cooperation between cable and telephone companies will eliminate competition and whether an "enhanced array" of new services would increase subscriber demand for cable or their competitors. Concluded MacDonald: "The principal thing the cable TV industry has right now is a common sense of purpose. They are trying to establish the technologies before the phone companies wake up." ■

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Washington

Inouye wants radio, TV exempt from auctions

While Commerce Secretary Brown says broadcasting should be included in Senate OK'ing spectrum auctions, Communications Subcommittee chairman says no

By Joe Flint

If the Clinton administration has its way, the next time broadcast spectrum is up for grabs, it may go to the highest bidder.

In a letter to Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), Commerce Secretary Ron Brown said commercial radio and television broadcast services should not be exempt from S. 335—which if passed would allow the FCC to auction available spectrum instead of issuing it through either a lottery or a comparative hearing between interested parties. The bill, in its current form, exempts broadcasters from spectrum auctions.

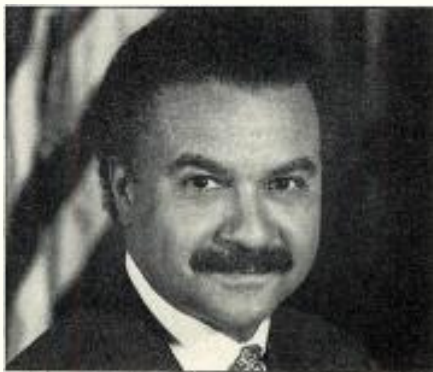
And the bill will stay that way, at least for now. Inouye said last week he has no intention of altering the bill to meet Brown's request, and other subcommittee members questioned whether the bill would get through the Senate without a broadcaster exemption.

S. 335 will be marked up in a month, Inouye said, and he anticipates getting it through the Senate with no problems.

One Commerce Department staffer said while the administration supports auctions there is no position on this bill yet.

Brown's suggestion was not a surprise. Three weeks ago, Vice President Al Gore's chief of staff, Roy Neel, told BROADCASTING & CABLE that all new spectrum allocations, including broadcast channels, would be made available to the highest bidder.

While broadcast industry executives don't anticipate any of that spectrum being put to use in the broadcasting industry, some are concerned that if an auction process is used here, it could



Ron Brown wants spectrum auctions.

also be used down the road when spectrum broadcasters want for high-definition television and digital audio broadcasting is made available.

If that happened, broadcasters could face the risk not only of bidding for new spectrum, but if the bid fails, of having to rebid for their old spectrum, as well.

"Applying competitive bidding to the assignment of broadcast spectrum would work against the public interest, rather than for it," National Association of Broadcasters President Eddie Fritts told the subcommittee last week.

"If broadcasters were subject to a competitive bidding or auction process, their ability to serve the local public interest as mandated by Congress would be reduced," Fritts said.

The FCC appears to agree. Chief Engineer Tom Stanley told the subcommittee that it is the commission's view that broadcasters, because of their public service obligations, should be exempt from auctions—at least for now.

The Clinton administration has estimated that it could gather up to \$4.1 billion in revenue from auctions over

four years.

The spectrum auction provision is part of the Emerging Telecommunications Technologies Act of 1993 and would transfer 200 mhz of spectrum from the federal government to be made available for new technologies—most likely for personal communications systems, described as the next generation of cellular. The bill will call for a trial auction of 30 mhz of spectrum as a test of the concept.

The push for spectrum auctions is the result of general frustration both on Capitol Hill and at the FCC with the lottery and comparative hearing process.

At last week's hearing, Stanley said the commission's experience with lotteries and hearings "demonstrates that improvements can be made to our licensing schemes.

"Comparative hearings are slow and are of limited utility in picking licenses for services where one qualified would-be service provider is not clearly better than another.... While lotteries would seem to provide a fair method of selecting from among qualified applicants, they have historically become vehicles for speculation," Stanley said.

Advantages to auctions, Stanley added, are that "the winning bidder is likely to be keenly interested in developing the most efficient and effective use of the spectrum. Second, in the long term, competitive bidding could involve fewer commission resources...."

Still, to change the spectrum allocation process, the commission will need more money, at least in the early stages. Senator Ted Stevens (R-Alaska) said he would try to find a way to earmark spectrum auction money back to the FCC. ■

Sikes heading Hearst's new media group

Former FCC chairman to study opportunities for new delivery systems, technologies

By Joe Flint

After almost four years of knocking down barriers in telecommunications and paving the way for new technologies as chairman of the FCC, Alfred Sikes is now going to practice what he preached—with group owner/publisher and cable programmer Hearst Corp.

Sikes has been tapped by Hearst to head the newly formed Hearst New Media and Technology Group, which will work with Hearst's TV, entertainment, newspaper and magazine groups to, Hearst said, "adapt present editorial and programming resources to new formats and delivery systems being created by advancing technologies." That means finding ways to combine Hearst's resources with computers, telephones and satellites.

"We will be looking at a broad range of areas including digital TV, high-powered satellite delivery, evolving phone networks and CD ROM," Sikes said.

Sikes, who stepped down as FCC chairman on Jan. 19—one day before the inauguration of President Clinton, had been in negotiations with Hearst for about three months. At Hearst, Sikes will work with the company's current assets, which include six radio stations, six TV stations, stakes in the Lifetime, Arts & Entertainment and



Al Sikes: From FCC to Hearst

ESPN cable networks, 13 magazines and 17 newspapers.

Hearst President/CEO Frank Bennack said Sikes's group will explore opportunities involving computer technology, fiber optics and over-the-air frequencies.

Those technologies, Bennack said, "promise new opportunities that can only be sensed, not predicted. "Al Sikes is the ideal executive to lead us in this endeavor.... In his nearly four years as chairman of the FCC, he dealt daily at the frontiers of technology,

harmonizing the nation's future needs with the often conflicting business requirements of today."

What Hearst won't be doing, Sikes said, is branching into new areas such as personal communications systems (PCS) or cable system ownership. While the former chairman said it was premature to speculate, he told *BROADCASTING & CABLE* he thought Hearst would be "staying out of [new forms] distribution."

Another thing Sikes won't be doing is lobbying. The Missouri native is relocating to New York and will work at Hearst's corporate headquarters. "This is a business job," Sikes said.

While at the FCC, Sikes championed high-definition television, telco entry into cable and vice versa, development of PCS—considered to be the next generation of cellular—and relaxation of the radio ownership rules.

Sikes joins two preceding FCC chairmen in taking his post-government life into the corporate sector. Dennis Patrick is now president of Time Warner Telecommunications, a company formed for him that seeks to merge new communications technology with Time Warner's cable assets, and Mark Fowler, who, though a partner at Latham & Watkins, is also president, CEO, Bell Atlantic Personal Communications Inc., a cellular company seeking entry into PCS. ■

Rakolta enlists ART against TV violence

Activist against indecency turns her attention to building a safe harbor for kids viewing

By Joe Flint

After four years of letter writing and advertising boycotts against what she describes as raunchy, indecent television, TV watchdog Terry Rakolta has turned her attention to violence.

But instead of Madison Avenue, Rakolta, president of Americans for Responsible Television (ART)—a nonprofit advocacy group that she says has almost 100,000 members—has turned her attention to Washington. Rakolta has been lobbying House

Energy and Commerce Committee Chairman John Dingell (D-Mich.) to pass legislation limiting violence from 4 p.m. to 9 p.m.—children's viewing hours by her definition.

Rakolta sees a direct link between television violence and real violence. "Society and our children are suffering due to the irresponsible use of our public airwaves by network moguls," Rakolta said in a letter to Dingell.

"We respectfully ask if you would consider sponsoring or co-sponsoring legislation to reduce violence during children's viewing hours. Congress

and the courts have set restrictions on indecent material on network TV. Should not gratuitous violence have the same restrictions as indecent material?" Rakolta asked Dingell.

Sources close to Dingell said that while the congressman supports Rakolta's efforts, he is unlikely to introduce legislation on the issue and may instead steer Rakolta to Senator Paul Simon (D-Ill.), who has already introduced legislation to curb violence on both over-the-air and cable television.

The Bloomfield Hills, Mich.-based Rakolta first gained national attention

four years ago when she tried to lead viewer and advertiser revolts against Fox's *Married...with Children*. ART, according to the group's IRS filings, had contributions of less than \$25,000, with Rakolta herself providing much of the funding for mailings. With increased membership, however, she plans to open an office in New York, presumably to be closer to the ad agencies and networks.

Rakolta told BROADCASTING & CABLE that she first became alarmed at the violence on television from watching promos for such reality shows as *A Current Affair*. She was also deeply alarmed by NBC's decision to show a tape of a murder in Florida.

"It is violence without a moral. Only 10% of TV violence is shown as criminal activity. You know when violence is there just to titillate," Rakolta said.

Besides tabloid shows, Rakolta also cited cartoons, including *Teenage Mutant Ninja Turtles*, as being excessively violent. The show, she said, "has 133 acts of violence an hour while [the turtles] eat name-brand pizzas.

"Are we going to have wide-open airwaves with sex and violence all day or limited restrictions with children's viewing? What kind of culture are we going to become?" she asked.

Rakolta appears to have a backer in Acting FCC Chairman James Quello, who is close to Dingell.

"I think she's on a good kick," he said. "If they can pass legislation to protect children from indecency and obscenity, it's possible to pass legislation to protect children from gratuitous and glamorous violence during certain hours.

"A lot of people complain about the violence," Quello said. "At what point do you say, 'Hey, let's do something about it'?"

"The public as a whole is upset," he said. "If you had a referendum, the majority would support action to curb violence and indecency on the air.... I think it's becoming more and more embarrassing for First Amendment absolutists to protect indecency and violence."

The networks question whether Rakolta's latest efforts will be any more successful than her previous ones. As one network executive pointed out, although she received much publicity in her efforts to get advertisers to pull out of *Married...with Children*, four years later the show is still on the air and its

style of humor has not changed.

Advertising boycotts, according to the networks and their trade association—the Network Television Association—also have not worked. Although one or two advertisers did drop out of *Married...with Children* briefly, others stepped in.

Rakolta stands by the boycott efforts. "Contacting advertisers has been effective. But large advertisers won't say they pulled off a show because of this group. They'll say, 'As a corporation we made a decision to pull off.'"

Those efforts won't end with this new legislation push, Rakolta added. "We'll stay on the advertisers. We



"Society and our children are suffering due to the irresponsible use of our public airwaves by network moguls."

ART's Terry Rakolta

have every right to be involved with what goes on the public airwaves."

Beth Bressan, head of CBS's programs and practices department, said the efforts of Rakolta and others such as the Rev. Donald Wildmon have had little success.

"The individual who writes his or her own letter to CBS holds a great deal more importance to us" than group mailings, Bressan said. "Organized campaigns come from people who have not seen the program. It is

not a valid judgment."

Roz Weinman, vice president, broadcast standards and practices, NBC, added that the three networks and Fox have standards and practices departments in place and that the level of violence on network television is on the decline. A show like *Hunter*, she said, would probably not be on the network today with the level of violence it contained.

One network executive added that shows airing in first-run syndication are more violent than today's network fare. "*The Untouchables* would not pass current network standards," the executive said. *The Untouchables* is syndicated by Paramount Communications.

While Rakolta said she still intends to go after raunchy programming, some network executives see this latest venture into TV violence and kids as an attempt to jump on Action for Children's Television founder Peggy Charren's bandwagon, which lately is getting much publicity because of FCC and congressional efforts to force broadcasters to adhere to the intentions of the Children's Television Act. The act, passed in 1991, ordered broadcasters to provide programming that meets the "educational and informational needs of children."

"She may have seen room on the children's issue," one network executive noted.

Unlike Charren, though, whose ACT is a champion of broadcasters' First Amendment rights, Rakolta wants to limit indecent and violent programming both on television and on the radio. She has recently turned her attention to radio personality Howard Stern.

"The \$600,000 fine has not slowed him down. Stern is hate radio. Why does he get away with saying 'niggers' and 'kikes'? Baseball fined [Cincinnati Reds owner Marge] Schott. Why doesn't the industry self-regulate?"

Rakolta also intends to take her cause to the White House.

"We're hoping that the Clinton administration will be more receptive [to the idea] that children need a healthier electronic environment."

She is not as optimistic about Senator Simon's efforts to get the cable and broadcast industries to come up with uniform codes regarding TV violence.

"Is this just smoke and mirrors to pacify Senator Simon? My gut feeling is it is." ■

RECENT ACTIONS:

Heavy lobbying on program access and rate regulation, the last two major provisions of the Cable Act, began in earnest last week with Ted Turner, the California Cable Association and others visiting the FCC. Two weeks ago, the commission laid out the rules for must carry and retransmission consent, which met with praise from broadcasters and concern from the cable industry (see below).

1. Must carry/retransmission consent. The FCC's must-carry/retransmission-consent rules get implemented on a staggered schedule after publication in the *Federal Register*, probably in two to three weeks.

Must carry: Sixty days after publication (about June 1), cable systems must begin carriage of their must-carry complement of signals. Channel positioning requirements don't go into effect until retransmission consent does. Operators must begin telling stations whether they are entitled to must carry and inform subscribers of channels being deleted or repositioned. Systems with 12 or fewer

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

6. Anti-buythrough. Commission passed rules two weeks ago requiring systems with addressable capability to offer premium cable services without requiring purchase of extended basic tier. All systems must comply by Oct. 5, 2002.

7. Program access. Exclusive contracts between cable program suppliers and cable operators eliminated except when commission finds them in public interest. Contracts in effect before June 1, 1990, are grandfathered. Provision expires after 10 years. Wireless Cable Association and Consumer Federation of America, in comments filed Jan. 25, accused FCC of ignoring congressional intent by asking for public comment on aspects of program access that were not supposed to be open for interpretation. Cable industry commenters asked for as much

KEEPING UP WITH CABLE REREG

ON THE AGENDA OF THE FCC



channels must carry at least three local signals, while systems with more than 12 channels must reserve up to a third of capacity for broadcasters.

Retransmission consent: Seventy-five days after publication, local TV stations must make initial election of must carry or retransmission consent. FCC wants retrans consent negotiations completed by early August. Operators must notify subscribers of any changes in programming and channels by Sept. 6; agreements take effect Oct. 6. Subsequent election points come every three years on Oct. 1, starting in 1996. If a station fails to make an election between must carry and retransmission consent by deadline, the default election will be must carry. Copies of station election statements are to be kept in each station's public file. New stations must decide within 30 days of going on air.

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

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

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

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

flexibility as possible for vertically integrated companies to set prices for non-cable multichannel services and to enter into exclusive contracts, claiming that strict interpretation of Cable Act could lead to fewer new cable network launches. **Final approval target: April 1. Congressional deadline for completion: April 3.**

8. Customer service standards. FCC passed requirements for cable system office hours, telephone operator availability, acceptable response times for service calls, billing and refund rules.

9. Ownership limits and carriage agreements. Limits on number of subscribers reached by single MSO and limits on vertical integration of cable program networks and cable systems. FCC suggested 25% national cap for cable subscribers was possibility. Crossownership limits on wireless cable systems and satellite master antenna TV (SMATV) systems within cable system's franchise area. Cable operators or other multichannel services prohibited from requiring financial interest in program service as condition of carriage. **Reply comments due: May 12 (extended from March 3). Final approval target: Oct. 5. Congressional deadline for completion: Oct. 5.**

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

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

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

Affiliates of the big three networks told a congressional panel last week they support extension of the home satellite copyright license, but only if restrictions on "white areas" are toughened.

Speaking for the affiliates before the House Copyright Committee, attorney Wade Hargrove said satellite distributors of affiliate signals to backyard dish owners have failed to abide fully with the provisions restricting them to only areas not served by local affiliates—so-called white areas.

The restriction has "proved to be extremely difficult and excruciatingly expensive for affiliates to administer," and cooperation from the satellite distributors has been disappointing, Hargrove testified, promising specific suggestions to fix the provision would be forthcoming.

And what is now a "colossal nuisance" could become worse, he added. High-power DBS "looms like a dagger over the heart of the existing network/local affiliate distribution system."

Satellite Broadcasting and Communications Association President Chuck Hewitt, who represents the satellite carriers, simply urged extension of the license, which expires at the end of 1994. He noted that six carriers now offer 22 independents or affiliates to dish owners. And of all subscribing dish owners, he said, 96% take at least one of the signals.

More evidence of the goodwill between the National Cable Television Association and the Cable Television Administration and Marketing Society was apparent last week at a Washington Metropolitan Cable Club luncheon. NCTA's top two executives—President James Mooney and Executive Vice President Decker Anstrom—sat on the dais for CTAM President Char Beales's speech on the need for cable to adopt more sophisticated marketing and public relations techniques.

The first sign of growing cooperation between the two organizations came last month with the announcement that CTAM will help NCTA with its continuing advertising campaign to convince consumers of the value of cable TV. The third wave of ads is due this spring. CTAM's job will be to encourage and assist cable systems and local marketing co-ops to run the ads.

"Our product is more complex and competitors are on the attack," Beales told the cable operators assembled for the luncheon. "In order to maintain our customer base, cable operators must focus their attention on building customer satisfaction. Satisfied customers will stay with cable when offered the alternative of new, untested distribution media."

Customer satisfaction is a "perception—the sum total of consumers' experiences" with cable, Beales said. To improve that perception, she said, cable must not only improve customer service, it must also let subscribers know about it. "We must be aggressive," she said. "In the same way systems publicize the NCTA Seal of Customer Service, we can make use of the FCC Customer Service Standards."

Industry opponents of the fairness doctrine suffered a setback as the U.S. Court of Appeals in St. Louis has decided to rehear a split-panel (2-1) decision last December affirming the FCC's repeal of the doctrine's ballot-issue

corollary. The Arkansas AFL-CIO, with the help of the Washington-based Media Access Project, had challenged the FCC action.

Ironically, with the departure two months ago of Chairman Alfred Sikes and the recusal of Commissioner Sherrie Marshall, a majority of commissioners (Ervin Duggan and Andrew Barrett) now support the doctrine and its corollaries—rules involving specific applications of the doctrine. That majority had asked the court to remand the case so it could reconsider it, but the full court, in deciding to conduct the review itself, has made that request moot.



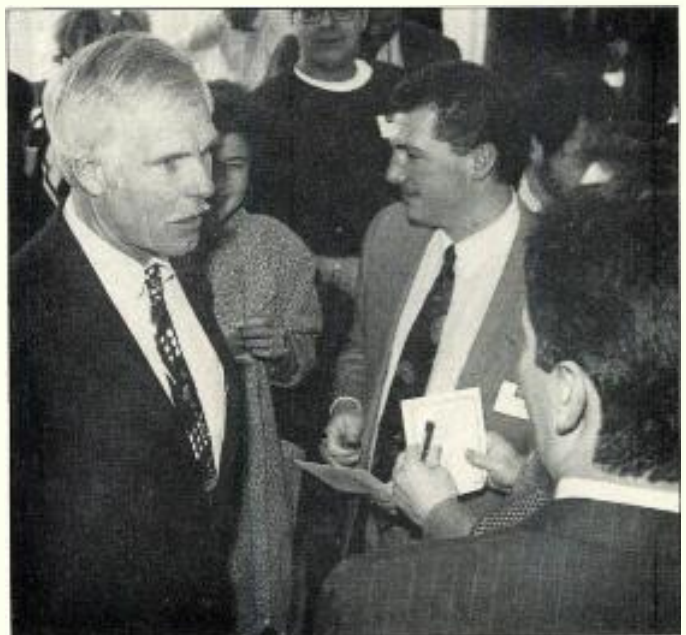
Washington Watch

Ted Turner made the rounds at the FCC last week visiting with Chairman Jim Quello and Commissioners Ervin Duggan

and Andrew Barrett to discuss rate regulation and program access, the last two major items of the Cable Act that the commission will implement at its April 1 meeting.

Edited By Harry A. Jessell Turner, sources there said, focused on the possible negative impact on cable networks unable to find a home because rate regulations will limit cable operators' ability to spend on programming. Talks, though, were informal, "without big pressure from Ted," said one source.

The FCC was but one stop on Turner's tour of the capital. On Tuesday, he went to the George Washington University to receive the School of Business and Public Management Alumni Association's CEO of the Year



award. (He's pictured above talking to reporters after the ceremony.) He also spoke at the Economics Club that evening and visited key members of Congress.

Asked about reports that Turner Broadcasting System was cooking up several new networks to fill the channel space being created by digital compression, Turner said he was aware only of the company's current five networks. But, he added, networks are pretty easy to come up with—it just costs "hundreds of millions of dollars." ■

Advertising & Marketing

Fox shows rank high in Hispanic survey

Viewing patterns vary between English-speaking and Spanish-dominant households

By Sharon D. Moshavi

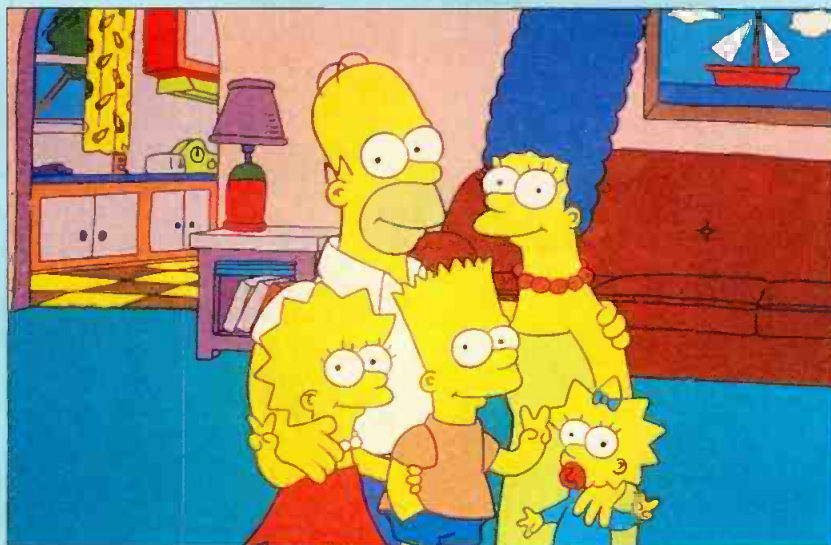
Fox Broadcasting comes out on top in Nielsen's first-ever survey of Hispanic households watching English-language television. The fourth network took four of the top five program spots—*The Simpsons* is number one—and attracts 20% of the 6.25 million Hispanic households.

The special report, based on the Nielsen Hispanic Television Index and obtained by BROADCASTING & CABLE, also reveals strength by ABC, which had seven shows in the top 15, and weakness by NBC, which had only two shows on the list (see chart). CBS, the oldest-skewing network, doesn't show up anywhere in the top 25, which includes mostly younger-skewing programs.

The high household rating and young demographic skew correspond to the makeup of Hispanic households. According to a study on Hispanic media conducted by ad agency DMB&B last summer, 51.4% of the U.S. Hispanic population is between the ages of 15 and 44, compared with 46.7% of the total U.S. population. Additionally, Hispanic households tend to be larger, and larger households tend to be younger. Five-plus person households account for 25% of U.S. Hispanic households, compared with 10.5% for the total population.

Hispanic viewers attracted to Fox and the other networks are for the most part English-speaking or bilingual Hispanics, who make up about 50% of Hispanic households. For *The Simpsons*, for example, the ratings for women 18-49 and men 18-49 are 8.8 and 7.4, respectively, among all Hispanic households, but 2.3 and 2.1 among Spanish-dominant households.

The Nielsen study is of use to ad-



Led by the 'Simpsons,' Fox's programming pulls in English-speaking Hispanics.

Top English-language prime time programs viewed by Hispanics

Program	Network	Hispanic Household Rating*
1. <i>Simpsons</i>	Fox	20.0
2. <i>Martin</i>	Fox	18.9
3. <i>Beverly Hills, 90210</i>	Fox	17.6
4. <i>ABC Sunday Night Movie</i>	ABC	16.3
5. <i>In Living Color</i>	Fox	16.1
6. <i>Roseanne</i>	ABC	15.7
7. <i>Fresh Prince of Bel Air</i>	NBC	14.5
8. <i>Monday Night Football</i>	ABC	14.2
9. <i>Married...With Children</i>	Fox	13.5
10. <i>Blossom</i>	NBC	13.4
11. <i>Full House</i>	ABC	13.3
12. <i>Step by Step</i>	ABC	12.8
13. <i>Dinosaurs</i>	ABC	12.7
14. <i>Hangin' w/Mr. Cooper</i>	ABC	12.4
15. <i>Melrose Place</i>	Fox	12.2

* Rating number based on Hispanic universe of 6.25 million households. Data based on November 1992 figures.

vertisers in planning their media buys, says Steve Goodman, vice president, media director, Uniworld Group, because English-language and bilingual Hispanics cannot be marketed to simply as part of the population at large. "We look at English-language Hispanics the way we look at African Americans. They speak English, but they are still a separate entity you want to try to reach in terms of where you buy the media and what kind of commercials you use," he says.

Uniworld, which creates and buys advertising for Hispanic media, would not pull money out of Spanish-language media to go to shows like *The Simpsons* that reach Hispanics. "That budget is totally separate," says Goodman. But Uniworld and others also produce English-language commercials targeted to Hispanics for mainstream advertisers, and knowing what English-language programs Hispanics watch provides a better means of making media buys.

The Spanish-language networks, which commissioned the report, do not appear concerned by the data. Their targets are Spanish-dominant viewers who are not well captured by the English-language networks, says Jon Marks, director of media and marketing research, Telemundo. According to a ratings analysis done by Telemundo, of the top 50 programs viewed by Spanish-dominant women ages 18-49, all are on either Telemundo or Univision. Of the top 50 programs watched by Spanish-dominant men ages 18-49, just two are from the English-language networks—both are football.

Univision thinks the Nielsen report will help Spanish-language networks because it proves there are many Hispanics that English-language networks do not reach. "The reality is that when advertisers talk about why they don't do Spanish-language media, they claim they are already being adequately covered [in reaching Hispanics] by their English-language campaigns," says Doug Darfield, vice president, director of research, Univision. "That simply is not true."

But the Spanish-dominant households that Univision and Telemundo reach skew older, which is not the demographic that advertisers are after, says Manny Ballester, senior vice president, national sales manager, Caballero Spanish Media, which owns radio stations. ■



'Your Baby and Child with Penelope Leach,' produced by P&G for Lifetime.

Lifetime finds niche in advertiser co-production

Network in program ventures with P&G, Bristol-Myers

By Sharon D. Moshavi

Lifetime Television, with a new programing venture with Bristol-Myers and a third Procter & Gamble parenting show on the way, is at the forefront of co-producing shows with advertisers. Often, Lifetime is essentially airing advertiser-produced programs—the advertiser's idea and the advertiser's producers—although Lifetime usually has some oversight on production. "There's no limit to how many of these we can do, although we do have to be careful of overkill," says Lifetime President/CEO Doug McCormick.

The Bristol-Myers show, *Amazing Love Stories*, currently being developed to air in prime time, was the advertiser's idea. It is somewhat of a departure for Lifetime, which has done much of its advertiser-produced programing in other genres, such as parenting and children. McCormick would not offer contractual details, but said Bristol-Myers has a "long-term production equity" in the program.

Lifetime's Bristol-Myers connection began with an earlier series, *The Days and Nights of Molly Dodd*. McCormick said Bristol-Myers had "major participation" in that series, and part of that relationship was product placement. Various episodes showed

Molly, in a drugstore or elsewhere, with Bristol-Myers product in a background shot. "It was only done when appropriate, and it was done with taste," says McCormick.

The benefits of this type of deal for Lifetime and its advertisers are not complex. For Lifetime, it helps keep down programing costs and allows the network to put more dollars into other programing. For the advertisers, it lets them "have editorial control of the environment" in which their ads run, says McCormick, as well as an ancillary revenue stream from such outlets as foreign distribution and home video sales.

Lifetime, however, has to be careful not to present programing that is skewed toward an advertiser and its products. Says McCormick: "You'd be gratified to know that advertisers are not keen on having the editorial skew to their product." And Lifetime is also careful, he says, to make sure the programing fits into the network's niche. For every idea that gets done, Lifetime says it rejects about six. "If we get one more beauty pageant idea....," bemoans McCormick. "That just isn't what we do."

Lifetime has been involved with Saatchi & Saatchi and its client Procter & Gamble for more than a decade. P&G produces two parenting shows for Lifetime's morning block:

Your Baby and Child with Penelope Leach and *What Every Baby Knows*. A third, *Your Child 6 to 12*, which Saatchi and P&G brought to Lifetime, begins on the network July 1.

Saatchi thinks the programs are a good value for its clients. The ad-produced programs it does with Lifetime "are designed to deliver value to the viewer and help our clients reach a defined target that is difficult to reach any other way in television—women with children," says Erica Gruen, senior vice president, associate media director, Saatchi & Saatchi.

Lifetime also recently aired a one-time special produced by Campbell's, called *Portrait of a Teacher*, and is interested in pursuing other production deals with the company. "The bottom line is that the more programming that gets produced—however it gets produced—the better off the viewers are," says McCormick.

As the Bristol-Myers deal indicates, Lifetime is interested in getting beyond just advertiser-produced specialty shows. "We're ready and willing to talk to advertisers about dramas, series, movies, what have you. There are no limits, no rules," says McCormick. ■

Time to update upfront say nets, agencies...but how?

Advertisers say changing schedule to calendar year would help; network executives say keep September premieres, but move buy schedules to January

By Sharon D. Moshavi

The networks and advertisers agree that the upfront process needs some revamping, but there is little agreement as to how.

That was the sentiment at the Network Television Association's upfront presentation last week. Advertisers and agency executives on the panel agreed that the upfront works as a key planning tool for them as they plot their media buys, and is also a plus because the networks offer ratings guarantees to upfront advertisers. But there was keen interest as well in changing the upfront season from September-to-September to the calendar year because the calendar year is what most companies use as their fiscal year.

That position was emphatically taken by Russell Elliot, vice president, advertising and marketing communications, Schering-Plough Healthcare Products. He predicts upfront will change to a calendar year in the next two to three years.

But Peter Lund, executive vice president, CBS/Broadcast Group, doesn't envision that change happening. "The upfront criteria are still valid," he said. Although CBS does have advertisers who buy on a calendar-year basis—and Lund also revealed that a survey of CBS's advertisers showed 70% of them have calendar-year fiscal years—the network does not want to have to move its season premieres from September to January. According to Lund, that would probably be necessary if upfront were

Help Your Viewers and Listeners Prevent A Frozen Pipe Mess



FREE PUBLIC SERVICE MATERIALS

What did a million homeowners have in common during the winters of 1987- 91? They all suffered from the mess and nuisance of frozen, broken pipes. The good news? You can help your listeners and viewers avoid this mess.

Non-commercial public service announcements stressing what people can do to prevent frozen pipes are available **FREE** to you—along with a prevention how-to brochure for use as a giveaway item.

To get these free materials, just mail in the form below.

Please send me your free "Prevent Frozen Pipes" public service materials.

Name

Station

Address

City State ZIP

- Materials Preferred: TV PSAs (3/4" tape)
 TV PSAs (1" tape)
 Radio PSAs (reel-to-reel tape)
 Brochures (Quantity needed:)
 News release/general information

Mail to: Frozen Pipes, Public Relations Dept.

State Farm Insurance

One State Farm Plaza

Bloomington, IL 61710-0001

For Information Call:

(309) 766-2063

State Farm Fire and Casualty Company Home Office: Bloomington, Illinois

moved to a calendar-year cycle.

There is value to the September premieres, said Lund, because it is the end of summer and HUT levels (homes using television) are high. Having a season premiere is still important, said Lund. "We are all [like Fox] introducing new shows all year long, but we still believe there is a value to having the country focused in [on us] at a particular time," he said.

But others feel the fall season premieres may not make much sense anymore. BBDO's Arnie Semsy, executive vice president, media and programing services, expressed concern "about the theory of jump-starting programing in the fall, and trying to inject 25-30 new shows in a three-week period."

ABC's Mark Mandala, president of the television network, agreed with Lund about the necessity for a premiere time and the wisdom of keeping it in September, but of the three network executives, he appeared most amenable to changing the start of upfront to January.

"You can leave the programing in place and change the way buys are scheduled," said Mandala, who noted that some changes were already taking place. He pointed to the increasing interest in pre-upfront deals, before all of the network schedules are announced.

One reason for that trend, said Bob Watson, AT&T's director of advertising services, is that the schedule changes so much between the initial announcement and the fall premiere. "It doesn't make sense to do it [an upfront buy] if only 10% to 15% of the new programs make it onto the schedule in the fall."

Doing a pre-upfront deal, Watson said, "you already know 70% to 85% of the returning programs."

Another change to the selling season discussed was making upfront options exercisable not just by the advertiser but by the network. One proponent, Pier Mapes, NBC Television Network president, said he would like to see options changed from a "one-way street" into a more flexible proposition. According to BBDO's Semsy, such a change would have to have some benefit to the advertisers as well.

"It's all open to negotiation," Semsy said, a premise that is sure to characterize the upcoming upfront season, as usual. ■

Bozell to advertisers: Get ready for interactive

Ad agency study advises advertisers to get ahead of curve in preparing for interactive TV, coming in next five years

By Sharon D. Moshavi

A call to arms for advertisers to prepare for interactivity is being sounded by ad agency Bozell Worldwide. According to an extensive report released by the firm, the burgeoning interactive technology—whether moments away or in the future—requires a proactive stance by advertisers that must be ready when it comes.

According to Judy Black, senior vice president, strategic media project manager at Bozell and author of the report: "If advertisers don't take a proactive stance in seeking ways to use interactive media, they will be shut out from reaching consumers during time they can now access. In other words, if the new interactive systems become subscription driven, services with advertising will have, by definition, less shelf space for themselves." The report anticipates interactive TV programing and consumer interest in it—particularly in games and sports—accelerating over the next five years. This is not to say interactive media will replace traditional media forms, such as broadcast and cable networks; it will simply be another marketing

vehicle, the report says.

Bozell's report accepts that fragmentation of television will challenge the concept of TV as a mass medium. It will require advertisers to create more personalized commercials and on-screen messages, which Coca-Cola is already doing with the 27 different commercials it has created for its "Always Coca-Cola" campaign.

Some advertisers are already starting to explore interactive TV. Pepsi and Procter & Gamble, for example, both have experimented with consumer response to their ads with Interactive Network, the San Francisco-based company whose owners include NBC, A.C. Nielsen and Cablevision Systems. Other advertisers involved with interactive TV companies:

- Domino's Pizza is doing a year-long test with TV Answer, which uses cellular phone technology to create a customer ordering option.

- R.J. Reynolds, Molson, Smirnoff, Miller, Wilson Sporting Goods and Chevrolet are working with NTN Communication Inc., which provides interactive games.

- Coca-Cola has used Videoway, Montreal's interactive cable system, to promote Diet Coke. ■

New York Interconnect debuts April 1

The New York Interconnect (WNYI) launches April 1 and has signed up more than a dozen advertisers for the second quarter, according to Eglon Simons, general manager.

Those advertisers include Midas, Meineke Muffler, Honda, WCBS(AM) and WLTW(FM) New York. Although NYI's main selling point is that it can split the New York ADI into four separate zones (New York City, New Jersey, Long Island and parts of New York State and Connecticut), all the advertisers have bought all four zones, said Simons. And none of them are varying their tonnage or their creative campaigns between the zones. Conversations are ongoing with McDonald's, said Simons, which has an interest in varying its creative campaigns in the four zones.

WNYI, which transmits the ads via satellite, was originally supposed to launch last fall, but had to wait until digital compression technology—whose use decreases the satellite costs—improved.

The interconnect is inserting spots on 10 cable networks: Arts & Entertainment, CNBC, CNN, ESPN, Lifetime, Madison Square Garden Network, MTV, Nickelodeon, TNT and USA Network. The interconnect is offering about 15% of each channel's available local ad inventory. —SDM

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

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/WZZQ, 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.

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/mrktg bkgrd. Computer/tech literacy. Outstanding long-term growth oppty. Send letter and resume to Box E-20. EOE.

GM opening in challenging mid-sized western market for under-performing AM/FM. We are seeking an energetic, results-oriented team leader. Attention to detail, focus on the big picture and integrity a must. Sales and programing savvy important. Group owner, excellent facility, high quality of life area. Send cover letter, resume, salary history and references to Box E-31. EOE.

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

Commercial Classical seeks "working" GM/SM. Must be proven manager with motivational skills, demonstrated sales and promotion experience. Responsibility for every aspect of tightly run operation. Tell us your requirements and reasons you are the right person. Commitment and success can lead to equity interest. Box E-29. M/F EOE.

Sales manager: We are a growing radio group who believes in training our people to be the best. As sales manager, you will recruit, train, and lead our successful stations to higher achievement. Looking for a sales manager who loves to work "in front of clients." Send resume to Box E-30. EOE.

West Coast group manager: Experienced innovator and leader for medium market stations. Confidential resume to BMA, Box 1233, Santa Maria, CA 93456. EOE.

Station manager for an established ministry oriented 50 KW FM Christian radio station with excellent growth potential. Must have a minimum of 5 years experience in all phases of Christian radio broadcasting with a vision for fulfillment of the Great Commission through radio ministry. Applicants will not be excluded on the basis of gender or race. Send resume to Maranatha Inc., 1710 Garden of Eden Rd., Cambridge, MD 21613. EOE.

Station manager for small market 6,000 watt station, beautiful area, Cadillac, MI. Good opportunity for aggressive sales oriented manager. Call evenings 517-321-1763. EOE.

PD/OPS manager: Ambitious, committed, organized, creative broadcaster with good people skills needed for PD/OPS manager at Maryland coastal small market AM/FM combo in growing area. Within 50 miles of DC. EOE. Tapes/resume to Ray Holbrook, GM, WWDM/WPTX, Box 600, Lexington Park, MD 20653.

Commercial projects manager sought by American Public Radio to develop new distribution opportunities and revenue sources complementary to the public radio market. Develops and implements activities to maximize use and revenue from programming distributed by APR, including sales and syndication to radio and television stations, cable, and other audio service providers. Researches and recommends cooperative ventures with other media, including ancillary product licensing. Develops and maintains relationships with commercial stations and networks. Five years experience in commercial broadcast and/or cable program marketing and sales; knowledge of the radio marketplace; ability to develop and implement business and marketing plans; awareness of new technologies; knowledge and understanding of public radio environment. Competitive compensation. Send letter, resume, salary requirements to Commercial Projects, APR, 100 North 6th St. #900A, Minneapolis, MN 55403 by April 9, 1993. EEO/AA.

GM for medium market northeast AM/FM. Stations are revenue and programing leaders. If you have extraordinary talent, wisdom, ambition, and the experience and work ethic to run two successful group owned stations, send resume in confidence to Box E-32. EOE.

One of America's foremost AOR stations is seeking an organized, progressive, results and people-oriented manager to hire and train salespeople, plan and organize department and coordinate sales promotions and co-op/vendor program. If you are a proven manager, send your resume and a page on how you could make a difference to: General Manager, WiZN Radio, PO Box 1067, Burlington, VT 05402. 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.

Affiliate relations sales account executive: Major northeast radio based marketing company is looking for an AE in affiliate relations. Candidate will have barter syndication experience in radio, and/or radio sales and know how radio stations think and work. Fax resume and salary requirements (no calls please) to 203-230-4202. Director of Affiliate Relations, CRN International, Inc., One Circular Ave., Hamden, CT 06514. EOE.

Opportunity to grow with an aggressive, focused small market, midwest radio station. Only team oriented, challenged individuals with honesty and energy need apply. Join a stable, professional team with a commitment to full service radio. Send resume & references to Box E-34. EOE.

Jumpstart your career! Wanted: High-energy, hungry and smart salespeople to join the highly-skilled WNIC Detroit sales team. Must be marketing-smart and client-needs-based, preferably with 2-3 years retail media sales experience in local radio, newspaper or magazines. Great concept sales and presentation skills a must. Agency-mice and list-heavies stay where you are. But if you want training, income and career growth with one of America's best-known and well-established stations and you are determined to make your mark in Detroit radio, send letter and resume to General Sales Manager, WNIC/WMTG, 15001 Michigan Ave., Dearborn, MI 48126. WNIC is an equal opportunity employer.

Midwest AM/FM combo seeking sales professional. Prior media sales experience preferred. No calls. Send resume to: WLBK/WDEK, 711 N. 1st St. DeKalb, IL 60115. M/F EOE.

Account executive with management potential to work in the Florida Panhandle selling Urban radio. Must be hard worker and team player. Reply to Box E-33. EOE.

HELP WANTED TECHNICAL

Wanted: Chief engineer for WBAB, Long Island's Rock N Roll leader. In depth understanding of transmitters, studio expertise and remote experience required. Rush introductory letter and detailed resume to Bob Buchmann, PO Box 1240, 555 Sunrise Highway, Long Island, NY 11704. EEO.

HELP WANTED NEWS

WINK AM/FM has an opening for a news anchor. Prefer BA in Journalism and some experience in the operation of a news department of a news/talk radio station. Tape and resume to: Brian Burns, News Director, WINK AM/FM, PO Box 331, Fort Myers, FL 33902-0331. EOE.

Immediate opening, news personality, entry level, good voice, writing skills, some sales required, females encouraged, near Phoenix. KQSS, 602-425-4378. EOE.

Director of news and public affairs: KBRW-AM, the public radio station serving Alaska's North Slope is seeking an aggressive, skilled news professional for the position of director of news and public affairs. Our current news director has accepted a position in municipal government. Our director of news and public affairs will be responsible for providing the only local news coverage for Barrow and the seven villages that comprise the North Slope of Alaska. The hours are long, of course, the pay is competitive but remember, we are, after all a public radio station. The opportunities to produce exciting stories, deliver news to a listening audience that appreciates your efforts, and have a significant, positive impact in one of Alaska's most unique cultures makes this job one the serious journalism professional should consider. The requirements include at least two years of broadcast journalism experience, Alaska experience is a major plus, a degree in broadcast journalism is another plus, solid professional references are a must as is a demo tape that will show us what you can do. The position is open immediately and will remain so until filled. Telephone inquiries are welcome and so are your faxes. General Manager, KBRW-AM, Barrow, Alaska, Post Office Box 109 Barrow, AK 99723. 908-852-6811, Fax 907-852-2274. EOE.

CLASSIFIEDS

Afternoon news anchor: 20 hour week, non-union Classical station seeks news pro only. No calls. Resume/non-returnable tape to Laura Carlo, WCRB, 750 South Street, Waltham, MA 02254. EOE.

Western radio station is looking for an experienced radio news host. Candidates should have proven record of on-air success. Apply through SPJ's Jobs-for-Journalists program. Call Peggy Tennis at 317-653-3333 for more information about joining. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program manager (radio): WGBH Radio seeks a program manager to work with the program director in supervising staff, production and programming. Candidate should have a minimum of 3 to 5 years radio management and/or production experience. Knowledge of a variety of musical genres (primarily classical and jazz); and news/public affairs programming a must. Full-time staff position with excellent benefits. No phone calls, please! Send cover letter with salary requirements, resume, 2 to 3 page business and production writing sample, and nonreturnable production tape sample by April 5th to: WGBH Educational Foundation, Human Resources Dept. (93-0028), 125 Western Avenue, Boston, MA 02134. WGBH is an equal opportunity employer. People of color encouraged to apply.

SITUATIONS WANTED MANAGEMENT

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

Controller/business manager. 12 year professional available immediately. Experience at station and group levels. Very strong hands-on manager of all financial, accounting, budgeting, control systems, banking relations, human resources and computer operations. Proven track record and solid references. Flexible about relocation. Call Ed 310-297-3068.

Radio professional available: Interim or long term management. Extensive success and excellent sales and promotion record from NYC to Honolulu and the Southwest. Resume and references on request 505-888-1921. Interview NAB possible.

In 1992 I increased sales by almost \$3 MM at KFRG-FM. 25 years experience in management, sales, and programming. Startup and turnaround specialist. Interested in sweat equity deals. Gerry Cunningham 714-281-5105.

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.

Experienced play-by-play sportscaster seeking new opportunities in small to medium market. Prefer Southeast, but all situations considered. Bill 502-339-8336.

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.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

A nonstop fountain of creativity, artistically blended with endless laughter, seeks nighttime network or powerful station position to release an avalanche of authentic sensationalism so positively positive, so dynamically captivating, it will destroy television! This triumphant endearing, clean, hilarious, superbly interesting, multifaceted, all encompassing, authoritatively American host will convincingly spin the wheel of misfortune into permanent jeopardy! This exclusive, top flight, second to none, entertainment explosion is "Radio Utopia"! 203-729-4668.

MISCELLANEOUS

Radiation hazard meters, General Microwave, model 3, RF range 300 MHz to 10 GHz \$1,195. 702-386-2844.

Ron Balonis' Broadcast Engineer's Computer Toolbox? Write: COMPUTER TOOLBOX, 118 Rice Street, Trucksville, PA 18708. Or, call it up: 1-717-696-1490 (300/1200.8.N.1).

TELEVISION

HELP WANTED MANAGEMENT

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.

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.

Business manager: CPA with 2-3 years experience needed to manage computerized accounting department for Fox affiliate. PC and spreadsheet experience required. Send resume and salary history to General Manager, WSYT-TV, 1000 James Street, Syracuse, NY 13203. EOE/M/F.

Network affiliate in small southern market is accepting applications for a general manager. If you have a proven track record in TV sales and administration, we'd like to hear from you. Include references and case history. Base salary and bonus program. EOE. Reply to Box E-42.

HELP WANTED SALES

Account executive: Dominant CBS affiliate in 65 market needs two self-motivated, aggressive individuals with outside sales experience. College degree preferred. Send cover letter, resume to Personnel Department, WDBJ Television, Inc. PO Box 7, Roanoke, VA 24022-0007. EOE.

Accounting: WJLA-TV seeks an acctg mgr to supervise the accounting operation, including budget preparation; cash disbursements; fixed asset system; and qtrly/annual reports. Must have a thorough knowledge of accounting principles, methods and practices and must be able to prepare complete and accurate reports and financial statements. Accounting degree and prior broadcast accounting experience preferred. No phone calls. Send resume to: WJLA-TV, 3007 Tilden St., NW, Washington, DC 20008 Attn: F&A-JS. EOE.

National/regional sales manager needed for medium size mid-west affiliate. Must have 3-4 years or more sales management experience in major market. College preferred. Reply in confidence. EEO/M-F, Box E-35.

Local account executive: WXII-TV, the NBC affiliate in the Triad, is in search of an experienced and sales oriented account exec. Must have a minimum of two years television sales experience plus a strong aptitude for new business development. College degree preferred. Qualified applicants send resume to: Personnel Director, PO Box 11847, Winston-Salem, NC, 27116. EOE. No phone calls.

Account executive: WCSC-TV Charleston, SC, previous television selling experience is required. Individual must have good oral and written presentation skills, have the ability to develop new accounts and be able to function as a member of a goal-oriented, successful selling team. Send resumes to Lovell Waugh, WCSC-TV, PO Box 186, Charleston, SC 29402. EOE.

HELP WANTED MARKETING

Marketing manager/television programs: We are seeking a seasoned program marketer to develop, prepare and execute funding plans for national programs including travel and presentations to distributors, corporations, foundations, governmental/quasi-governmental funders, etc. This position participates in the program development process and should bring special expertise to the marketability of concepts. Applicants should possess experience in financing/funding national television series with budgets in excess of one million dollars in addition to ancillary sales relating to programs. Based in Miami; send confidential resume to VP/Administration, WPBT/TV2, PO Box 2, Miami, FL 33261. EOE, M/F/H/V.

HELP WANTED TECHNICAL

Transmitter/studio maintenance: Looking for an individual experienced in UHF transmitters and studio systems. Responsibilities will also include building, grounds, and station maintenance. Please send resume in confidence to Box E-36. EOE.

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

TV assistant chief engineer or maintenance engineer. NE Ohio, UHF independent, seeks motivated hands-on individual to fill immediate opening. Should be familiar with all aspects of station and transmitter maintenance, 5-years broadcast, plus 2-year tech-school or equivalent component level experience required. FCC license or SBE Certification preferred. Computer experience a plus. Send resume and salary requirements to: Director of Engineering; PO Box 35367; Canton, OH 44718. EOE.

Odetics Inc., manufacturer of Broadcast Cart Machines, has an immediate opening for field service engineer. Responsibilities include installation and training of Odetics Cart Machine products at the customers' location. Position requires a strong background in digital and analog electronics, solid mechanical aptitude, experience with PC/AT type computer control systems and proven experience in the use and repair of broadcast quality video tape recorders. Position requires heavy travel, both domestic and international. We are looking for a hard working, results oriented individual who can work well with a minimum amount of supervision, has the ability to work well with a sophisticated customer base and enjoys a dynamic working environment. Odetics offers a competitive salary and a comprehensive benefits package. Equal employment opportunity employer. Send resume and salary history to: Linda Krumme, Odetics Inc., 1515 S. Manchester, Anaheim, CA 92802.

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: Elynne 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

Assistant news director/executive producer: WCNC-TV, the NBC affiliate in Charlotte, NC and home of the NBC News Channel, needs and experienced journalist to join our Emmy award winning team. Need recent management experience plus a background as an executive producer or producer of newscasts, series, specials and special events. We prefer a minimum of ten years experience and a college degree. Send resume, references, description of current duties and news philosophy and a non-returnable tape showing your creative capabilities to Ken Middleton, News Director, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901. EOE. M/F.

News director: WCPX-TV, CBS affiliate in Orlando, has a great opportunity for the right person! We're on the move, in a market that's on the move. If innovation, creativity, confidence, an ability to motivate and empower people are values that you succeed in, then consider this opportunity. We want the best! If you have a minimum of two years experience in a metered market, a proven track record in moving a news staff to higher ratings, and manage your responsibilities like a businessman, we should talk! We have an opportunity of a lifetime for the right person! Send resume and tape to Mike Schweitzer, President/GM, WCPX-TV, PO Box 606000, Orlando, FL 32860. EOE. Pre-employment drug test required.

TV news reporter: Immediate opening. Full-time, nightside. Minimum 2 years experience required. Applicant must be aggressive, adept at live reporting, an excellent writer, a self-starter, attentive to detail, and work well with others. Resume and non-returnable tape to news director Alan Little, WLEX-TV, PO Box 1457, Lexington, KY 40591. Minorities are encouraged. EOE.

Anchor/reporter: Medical news program seeks anchor for monthly productions. Must have some production experience. Send non-returnable VHS resume/tape to: 11 Cromwell Avenue, Staten Island, NY 10304. EOE.

Sports anchor: Looking for experienced veteran who can write, report, and communicate conversationally. Tapes, resumes, to Gail Neubert, KIRO-TV, 2807 Third Avenue, Seattle, WA 98072. No calls. EOE.

KTVN has an immediate opening for a news anchor. Reporting, live field skills and previous anchoring experience required. 3-5 years preferred. College education with emphasis on communications of journalism preferred. Send non-returnable tape and resume to Steve Kremer, News Director, PO Box 7220, Reno, NV 89510. No phone calls. KTVN-TV is an equal opportunity employer.

Environmental reporter position at western TV station. Should have 3-5 years TV experience covering the environment. Join SPJ's Jobs-for-Journalists program to apply. Call Peggy Tennis at 317-653-3333. EOE.

Reporter/anchor: KUMV-TV has an immediate opening for an anchor/reporter. Duties include producing and anchoring the 10pm newscast plus contributing daily news reports. The ideal candidate will have a strong on-air presence, good writing, reporting, editing and shooting skills. Some experience necessary. Interested applicants should send non-returnable tape and resume to Barb Meyer, News Director, KUMV-TV, PO Box 1287, Williston, ND 58802. EOE.

Correspondent/bureau chief: Based in Chicago, this fast paced position provides "Nightly Business Report" with daily and long-range news coverage of significant economic, business and financial developments for Midwest region, as well as overseeing bureau operations. Degree in journalism or mass communications. Three years of experience as TV news reporter with knowledge of business news. Send resume in confidence to: Human Resources, WPBT/TV2, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer. M/F/H/V.

Experienced, aggressive news director for small market in Midwest. Opportunity for producer or assignment editor in larger market to run the show. Resume to Box E-37. EOE M/F.

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.

KTVN-TV has an immediate opening for an executive producer to assist managing Northern Nevada's most aggressive news team. 30 person award winning news department excelling in breaking news needs a creative producer with strong writing and management skills. At least 2-3 years producing and 5 years in TV news required. Journalism degree preferred. Send non-returnable tape and resume to Steve Kremer, News Director, PO Box 7220, Reno, NV 89510. KTVN-TV is an equal opportunity employer.

TV director: Experienced in directing/switching live newscasts and other programs. Must also know commercial production/editing and produce quality work under pressure and tight deadlines. Supervise evening production crew. Not an entry-level position. Only experienced applicants considered. Resume and reel to Margaret Sorrell, WLEX-TV, PO Box 1457, Lexington, KY 40591. Minorities encouraged. EOE.

TV director: Experienced at directing newscasts, master control switching, commercial production, camera operation, audio operations, lighting, other program production and other control room functions. Must be able to work in a high-pressure, fast-paced environment. Shifts will vary. Must be able to work nights, weekends, holidays. Must be reliable and punctual. Send resume to Bob Vaughan, Business Manager, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please. Resumes only. EEO/M/F. Include salary requirements.

Producer/writer: 3-5 years broadcast experience. Must be able to field produce stories, write and build programs Documentary or similar program producing experience a must. Stackers need not apply. B.A. in Journalism or related field. Travel both domestically and internationally. Should also be a team player with strong people skills. Tape, resume and references to: Feed The Children, 333 N. Meridian, Oklahoma City, OK 73107. EOE.

Graphic artist: KOMO-TV, ABC affiliate in Seattle, is offering a position for an artist to work with news department creating graphics for newscast and sports. Qualifications include strong Quantel Paintbox and Quantel Harriet experience or equivalent required. Ability to make rapid news graphic judgements; to operate still-store, Chyron and Quantel Picturebox; three to five years experience operating Paintbox for newscast; knowledge of current graphics technique and styles. Print experience a plus. Send resume and samples of work to KOMO-TV Human Resource Department, 100 Fourth Ave. North, Seattle, WA 98109. No phone calls, please. EEO.

Chief photographer: Must be an outstanding photographer who leads by example and has strong management skills. Must be an NPPA Award winner, experienced as chief photog, and possess a superior tape and a strong track record of motivating a photographer staff. **Special projects executive producer:** Must be an experienced producer and superior writer who is looking for the next big challenge. Requires experience producing long form material including documentaries, and a proven track record as a strong manager and team player. Please send resume, tape and salary requirements, indicating the position which interests you, to: Mark Pimentel, WXIA-TV, 1611 W. Peachtree Street, Atlanta, GA 30309. Please, no phone calls! EOE.

Creative services manager for network affiliate in Midwest. Must be good manager able to spark creativity in producers. Top producer with management ability considered. Send resume to Box E-38. EOE M/F.

Looking for top notch creative writer/producer with a great imagination and bi-lingual skills. (Spanish/English or Portuguese/English) to do on-air promotion for multi-language international network. Send tape and resume ASAP to: Latin America/Creative Services, 1050 Techwood Drive N.W., Atlanta, GA 30318 or fax resume 404-885-2489. (Job site: Atlanta, Georgia). EOE.

Looking for top notch, technically oriented, creative associate producers and production assistants, with great imagination, and bi-lingual skills (Spanish/English or Portuguese/English) to do on-air promotion for multi-language international network! Send tape and resume ASAP to: Latin America/Creative Services, 1050 Techwood Drive N.W., Atlanta, GA 30318 or fax resume 404-885-2489. (Job site: Atlanta, Georgia). EOE.

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 TECHNICAL

Director of engineering, chief engineer, systems engineer: 28 years experience in broadcasting, cable and satellite communications with major corporations. Strong background in project management involving systems design of radio and TV facilities, and RF transmission systems with emphasis on UHF, microwave and satellite communications. FCC 1st Class license. BSEE, member of SMPTE, SBE, and IEEE. Resume, professional references, salary requirements furnished upon request. Contact: Dan 516-798-1945.

25 years broadcast engineering: 14 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply to Box E-41.

SITUATIONS WANTED NEWS

Experienced, award winning reporter/anchor searching for a superior challenge in either a conventional newscast or magazine format. I have credentials, motivation and excellent leadership qualities. Do you want the best? Reply to Box E-40.

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.

Hungry—starving! Young sportscaster looking for on-air job. Five years TV/radio experience. Tired of the hypemaster "Chris Berman" clones? Contact me at Box E-39.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Development/production: Talented video writer/producer/director/troubleshooter seeks position with growing company. Experience: 3 years corporate video, 5 years TV commercial production. MBA and Communication Arts degrees. Hungry, will relocate. Call Ken 818-368-9735.

MISCELLANEOUS

Comprehensive TV job listing: 8 weeks/\$32 check/MO to News Joline. 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.

Entry-level opportunities nationwide! News, sports, production, sales, promotion, public relations. 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

Dean for college of mass communication: The dean is the chief academic officer of the college of mass communication and reports to the vice president for academic affairs. The ACEJMC accredited college consists of the departments of journalism, radio/television/photography, and recording industry management and a publicly licensed radio station. Sixty-nine faculty members serve 1,650 baccalaureate majors. A \$15.5 million mass communication building was completed in 1991. The College also houses the John Seigenthaler Chair of First Amendment Studies and offers the M.S. in Mass Communication. The candidate will possess a terminal degree in a related field and preferably have academic qualifications for the rank of full professor in one of the college's departments; documented administrative competence and leadership; the ability to communicate well with faculty, students, and administrators; a dedication to faculty and student concerns; and a commitment to equal opportunity and affirmative action in employment and promotion. Scholarship, research/creative activity, and professional involvement are required. Graduate program experience would be helpful. The salary will be commensurate with education and experience. Appointment will be effective Fall, 1993. Applicants for the position should file: (1) a cover letter indicating interest in the position (Specify the above job title and position #420010 in your letter); (2) a complete resume; and (3) the names, addresses and telephone numbers of three references. Review of applications will begin March 15, 1993, and continue until the position is filled. Submit application materials to: MTSU Personnel Office, Room 217 Cope Administration Building phone: 615-898-2929, Middle Tennessee State University, Murfreesboro, TN 37132. MTSU is an equal opportunity, non-racially identifiable, educational institution which does not discriminate against the handicapped.

Journalism and broadcasting: Florida International University's accredited School of Journalism and Mass Communication seeks department chair for journalism and broadcasting, preferably in broadcast journalism, and an assistant/associate professor for broadcast journalism by August 1993. Both positions are tenure-earning. The University, in the media-rich, rapidly-growing, multi-cultural environment of Miami, has been named one of "America's best colleges" by U.S. News & World Report for the past five years. The school, selected as a program of emphasis by the university, is fast-growing and ambitious with plans to become one of the nation's top journalism/mass communication schools within the decade. Supportive of its faculty and unafraid of innovation, it is a school perfectly suited for educators and administrators who want to establish national career reputations. SJMC has 850 majors in the current master's and undergraduate programs. It also houses the Institute for Public Opinion Research, which conducts the most comprehensive annual public opinion polls in Florida, and the \$12.4 million Central American Journalism Program, the largest international journalism program of its kind, to train Central American journalists. SJMC has a strong professional orientation and stresses teaching and writing excellence. The department of journalism and broadcasting has 450 undergraduate majors, 300 in print and broadcast journalism, areas for which a master's program is planned, and 150 in broadcast production/management. **Department chair:** Applicants must demonstrate an ability to formulate and implement a strong graduate program, and also must have strong academic and teaching credentials, university administrative experience or demonstrated potential, strong professional background in journalism, preferably broadcast journalism, evidence of creative and scholarly activity and service, and evidence of excellence in writing. The chair will be appointed as an associate professor on a 12-month basis. **Assistant/associate professor:** In this nine-month appointment, the broadcast journalism appointee will join a group of teaching journalists with distinguished professional achievements in the U.S. and abroad who place strong emphasis in the classroom on critical and creative thinking. For both positions, a Ph.D. is preferred, but exceptional professional and teaching credentials may substitute. Exceptional writing skills are a must. Knowledge of Spanish is a definite plus. Minorities and women are especially encouraged to apply. Salaries competitive. Send cover letter, resume, writing samples, evidence of professional/creative/scholarly work and three references to: Kevin Hall, Search Committee Chair, School of Journalism and Mass Communication, Florida International University, North Miami, Florida 33181. Fax: 305-956-5203. Deadline: April 9, 1993. FIU is an equal opportunity/equal access/affirmative action employer. A member of the State University System of Florida.

Graduate assistantships available in RTVF department for M.A. - communications students. Assignments include two public radio stations; television production; assisting announcing, production, filmmaking labs, etc. Tuition waiver plus \$4400/year. Contact Dr. William R. Rambin, Director, School of Communications, Northeast Louisiana University, Monroe, LA 71209. 318-342-1390. EOE/AA.

Director of Public Affairs reporting program: M.A. program at Sangamon State University. Associate professor, tenure track, eleven month appointment to administer the program and teach beginning August 16, 1993. For position description, required and preferred qualifications, contact Professor Ray Schroeder, Institute for Public Affairs, Sangamon State University, Springfield, IL 62794-9243. SSU is an affirmative action/equal opportunity employer. Persons with disabilities, women, and minorities are encouraged to apply. Search committee will begin reviewing files on April 16, 1993.

HELP WANTED FUNDRAISER

Director of communications: Greenpeace seeks experienced, dynamic leader w/solid understanding of media/communications market, minimum 8 yrs experience, willingness & ability to be part of a team, ability to manage diverse staff of 14 to develop public profile strategies and creative approaches to Greenpeace issues and oversee department and \$1.3 million budget. Salary: Low to mid 50s + benefits. Location: Washington, DC. Send resume & cover letter by 4/9 to Greenpeace, E. Martin, 1436 U Street, NW, Washington, DC 20009. No calls. People of color, differently abled people, gay and lesbian people and women are strongly encouraged to apply. 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.

Customer support rep: Broadcast automation firm looking for a customer support rep. Musts: Telephone and computer troubleshooting skills—UNIX, DOS, MS-Windows, network experience. Preferred: Background in digital audio or radio & TV news production. Send resume & salary requirements to: BASYS INC, 5 Odell Plaza, Yonkers, NY 10701. Attn: Barry Smith. No telephone calls, please. EOE.

daVinci Systems, the leader in color correction systems used in video post production, is seeking a motivated, self-starting software engineer familiar with video systems. Embedded design using "C" and assembly languages with 68XXX, RISC or DSP processors is required. Experience with Windows software design is a plus. Fax or send your resume to: Andy Sackheim, Software Manager, daVinci Systems, Inc., 5410 NW 33 Ave., Suite 100, Ft. Lauderdale, FL 33309. Phone: 305-484-8100; fax: 305-486-7936.

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.

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

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.

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.

Used 950' guyed tower, 8' face, with elevator, 70# tower; approximately 2000' 3 1/8" transmission line, 50 OHM, EIA IIange, 20' sections; 1 Harris 25 KW transmitter; 1 250 KW generator & 2000 gallon fuel tank. Call Hank Kelly 305-653-5800.

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.

For sale: 500 foot utility tower, 11 years old, in South Texas, call Chris 210-689-3333.

Used equipment: Ikegami 730 cameras, Hitachi FP21/22 cameras, Mini Q portable prompter, Sony VO4800 3/4" VCR & VO6800 3/4" VCR, portable JVC TM22U color monitors. Call 703-849-8430 or fax 703-207-9458.

Video switchers, 3M model 101, vertical switches, 10 in, 1 out. Large quantity 702-386-2844.

TV transmitter 60KW, channel 19, RCA-TTU-60C, pulsar, extra exciter. \$25,000. 702-386-2844.

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

MISCELLANEOUS

Nominations wanted for 1993 Distinguished Broadcast Journalism Educator Award. The Radio-Television Division of the Association for Education in Journalism and Mass Communications is accepting nominations for the 1993 Distinguished Broadcast Journalism Educator. The award, first presented in 1983, is judged using the following criteria: ● Teaching—Evidence of excellent teaching may come from a nominee's dean, director or department chair, current or former students, faculty colleagues or colleagues in the RTVJ Division. Letters should contain specific examples of teaching quality. ● Service to broadcast journalism—Evidence of outstanding service is important. Service may include major responsibilities for leadership in recognized professional or educational organizations (such as AEJMC, RTNDA, SPJ, state broadcast news organizations, etc.) or conduct of university-sponsored educational presentations for professional broadcast journalists. ● Research and writing—The nominee should exhibit enhancement of teaching and service through professional writing and research. Examples in this area may encompass broad responsibilities of broadcast journalism educators, including creative works for broadcast. Previous award recipients are: Jack Shelly, Iowa State (1983); Ed Bliss, American University (1984); Dick Yoakam, Indiana (1985); Henry Lippold, Wisconsin-Eau Claire (1986); Rod Gelatt, Missouri-Columbia (1987); Mitchell Charnley, Minnesota (1988); Don Brown, Arizona State (1989); Irving Fang, Minnesota (1990); Ernest F. Andrews, Syracuse (1991); Al Anderson, Texas-Austin, (1992). Nominating applications and further information are available by contacting Michael Crendas, S.I. Newhouse School of Public Communications, Syracuse University, 215 University Place, Syracuse, New York 13244-2100, tel.: 315-443-4004, fax: 315-443-3946. Deadline for nominations is April 1st, 1993.

CABLE

HELP WANTED SALES

Expanding again! National Cinema Network representing Loews, AMC, Mann and GCC theatres is seeking energetic, experienced advertising sales account executive to sell local and regional advertising for the exciting on-screen entertainment program in the Houston, Detroit, Minneapolis, Denver, Kansas City, San Francisco, North New Jersey & San Diego market(s). Base salary plus commission. Great benefits package. Comprehensive training program. EOE. Please send resume to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041. Attn: Stuart Hoffman.

RADIO

HELP WANTED PROGRAMING PROMOTION & 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.

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

CABLE

HELP WANTED SALES

Leadership in Action

Be a part of one of the top Advertising Sales teams in the country! We are looking for a leader in Sales Management with a proven record who can recruit, train and motivate people. Candidates must possess strong business, communication and people skills. If this is you, and you consistently meet or exceed your company's goals, we want to talk to you. Please forward your resume to:

Comcast Cable
1234 Market Street, 16th Fl
Philadelphia, PA 19107
ATTN: V.P. of Ad Sales
Equal Opportunity Employer

TELEVISION

HELP WANTED MARKETING



MARKET RESEARCH MANAGER

HBO, the nation's leading premium television company, is seeking a highly motivated individual for this manager opening.

This position manages analysis and reporting of data related to marketing planning, marketing campaign/tactic performance, in-market testing and modeling/forecasting.

Qualified candidates must possess a minimum of 5 years research or marketing analytical experience in cable or television industries with a minimum of 3 years in a managerial capacity. High pressure, high profile and high volume workload requires excellent analytical, statistical modeling and communication skills, as well as strength in FOCUS, SAS programming and skill with PC-based software. An MBA preferred.

For consideration, please send your resume, including salary history and cover letter, to: **Human Resources Dept., Room 3-36, Home Box Office, Inc., 1100 Avenue of the Americas, New York, NY 10036.** Equal Opportunity Employer M/F/H. **NO PHONE CALLS PLEASE**



HELP WANTED NEWS

REPORTER/PHOTOGRAPHER

POSITION IS PART OF A DEMANDING, FAST PACED HIGH STORY COUNT NEWS OPERATION IN A TOP TEN MARKET. RESPONSIBILITIES INCLUDE ALL PHASES OF STORY PRODUCTION INCLUDING ENTERPRISING, PHOTOGRAPHY, TAPE EDITING, AND SCRIPT WRITING. WILL OPERATE ALONE IN THE FIELD AS A "ONE PERSON" UNIT MUST EXERCISE GOOD NEWS JUDGEMENT IN COLLECTING STORY INFORMATION AND DEMONSTRATE CREATIVITY IN VISUAL STORY TELLING.

REQUIRES 5-7 YEARS EXPERIENCE IN PHOTOGRAPHY/EDITING AND/OR TELEVISION NEWS REPORTING.

ABSOLUTELY NO PHONE CALLS PLEASE RESUMES AND RESUME TAPES ONLY TO

DICK MOORE
NEWS DIRECTOR
WSB TELEVISION
1601 W. PEACHTREE STREET NE
ATLANTA, GEORGIA 30309

WE ARE AN AFFIRMATIVE ACTION, EQUAL OPPORTUNITY EMPLOYER M/F ADA

HELP WANTED NEWS CONTINUED

**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**

**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.

Creative Services Manager

Network affiliate in top 40 market seeks individual to head Creative Services/Commercial Production departments. Responsible for all on-air commercial production. Must be aggressive, have interpersonal skills, an ability to manage and sometimes juggle a fast paced environment, and a leadership role in a vital and growing area of station. Extensive experience required. EEO employer.

Please send resume to Box E-43.

**TRAFFIC
ASSOCIATE**

NBC Cable has opportunities for sharp and detail-oriented individuals for their fast paced Traffic Dept. in their NY office.

You will input sales orders, schedule commercial spots and copy, prepare program logs, and coordinate billboard production.

Successful candidates should have 1-2 years broadcast/cable or advertising agency traffic experience. JDS, BIAS or COLUMBINE experience preferred.

NBC Cable offers competitive salary and a comprehensive benefits package. Please mail your resume to Personnel Associate, NBC CABLE, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an equal opportunity employer.



HELP WANTED PROGRAMING, PROMOTION & OTHERS CONTINUED

ATTENTION**Air Talent, Producers,
Directors, & Writers...**

Before you sign a new contract, be sure you have a DBS exclusion. The exciting new world of national and international broadcasting through DBS is scheduled to begin March 1 of 1994. There will be many exciting opportunities for talented people. **DO NOT** sign a contract that could limit your opportunities.

USSB

United States Satellite Broadcasting, Inc.
3415 University Ave., St. Paul, MN 55114
612-642-4580

PLEASE — no resumes or tapes at this time.

SALES TRAINING**LEARN TO SELL
TV TIME**

Call for FREE Info Packet
**ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063**

SITUATIONS WANTED

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

All market sizes considered.

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

Your Yearbook is back!

The all new edition of
Broadcasting & Cable Yearbook,
coming

March 1993.

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

R.R. Bowker
A Reed Reference Publishing Company

HELP WANTED PROGRAMING, PROMOTION & OTHERS CONTINUED

PROMO PRODUCER

Tribune Creative Services Group has an opening for a promotion producer with at least two or more years experience creating on-air promos. We'd prefer someone who has concentrated on promoting movies and entertainment. But no matter what your background, superior writing and marketing skills are a necessity. You'll live in Atlanta, work at one of the top post and design houses in America, create spots seen nationwide, and even have your own office.

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TELEVISION NEWS, INC.

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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 202-299-3278. 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 All Media. Help Wanted or Situations Wanted 1st placement: 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, edit or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted \$1.00 per word, \$32 weekly minimum; Situations Wanted 80¢ per word, \$16 weekly minimum. All other classifications: \$1.00 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 \$, %, °, °C, °F, 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 \$1.35 per inch; Situations Wanted \$2.00 per inch. All other classifications: \$1.35 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 turning 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. N.W., 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.

Datebook

MARCH

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 *Werthelm Schroder and Variety*. The Pierre Hotel, New York. Information: (212) 492-6532.

March 23-26—Second annual *Infomercial Marketing* conference and trade show. Los Ange-

les. 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. Information: Eric Swanson, (202) 659-6510.

March 30—Advertising Hall of Fame induction luncheon sponsored by *American Advertising Federation*. Inductees: 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).

March 31-April 2—*Cable Television Public Affairs Association* Forum'93. Boston. Information: (301) 206-5393.

March 31-April 2—Forum '93 sponsored by *Cable Television Public Affairs Association*. Westin Copley Place, Boston. Information: (301) 206-5393.

APRIL

April 8—*The Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (818) 792-0441.

April 9-10—15th annual Black College Radio convention sponsored by *National Association of Black College Broadcasters*. Clarion Hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 14—*International Radio and Television Society* gala dinner. Honoree: Louis Weiss, chairman emeritus, William Morris Agency receiving the 1993 Gold Medal. Waldorf-Astoria, New York. Information: Maggie Davis, (212) 867-6650.

April 15—1993 *Ohio State Awards* banquet and ceremonies. National Press Club, Washington. Information: Phyllis Madry, (614) 292-0185.

April 18—"Representing Your Local Broadcaster," legal seminar sponsored by the *National Association of Broadcasters and the American Bar Association Forum on Communications Law*. Las Vegas Hilton, Las Vegas. Information: Barbara Smith-Barnes, (312) 988-5500.

April 18—*Association for Maximum Service Television* spring board of directors meeting. Alexis Park Hotel, Las Vegas. Information: (202) 462-4351.

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) 761-1100.

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

■ **KRZB-TV** Hot Springs, AR (BALCT930217KK; ch. 26; 942 kw-V; 94.2 kw-A; ant. 827 ft.)—Seeks assignment of license from P.P.D. & G. Inc. to Agape Church Inc. for \$75,000. Seller is headed by Darlene Bell. Bell Equities Inc., which has interests in assignor, is licensee of KPAL(AM) Little Rock, AR. Buyer is headed by H.L. Caldwell II, and has no other broadcast interests. Filed Feb. 17.

■ **WDCF(AM)** Dade City, FL (BAL930301EA; 1350 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Fletcher Broadcasting Inc. to Collins Communications Group Inc. for \$85,000. Seller is headed by Sandra Fletcher, and has no other broadcast interests. Buyer is headed by Edward L. Collins, and has no other broadcast interests. Filed March 1.

■ **KID-AM-FM** Idaho Falls, ID (AM: BAL930223GF; 590 khz; 5 kw-D, 1 kw-N; FM: BALH930223GH; 96.1 mhz; 100 kw; ant. 1,500 ft.)—Seeks assignment of license from Simons Family Inc. to Fox Communications Corp. for \$700,000 (see "Changing Hands," p. 33). Filed Feb. 23.

■ **WKZI(AM)** Casey, IL (BAL930302EA; 800 khz; 250 w-U)—Seeks assignment of license from Donald Hoagland to Paul D. and Eleanor J. Ford; asset purchase agreement for bankruptcy sale is not yet submitted. Seller has no other broadcast interests. Buyers have no other broadcast interests. Filed March 2.

■ **KHBT(FM)** Humboldt, IA (BALH930225GK; 97.7 mhz; 3 kw; ant. 275 ft.)—Seeks assignment of license from Christensen Broadcasting Inc. to Signature Communications Inc. for \$148,000. Seller is headed by Robert H. Christensen, and has no other broadcast interests. Buyer is headed by Frank C. Hayer III, and has no other broadcast interests. Filed Feb. 25.

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

■ **WBEC-AM-FM** Pittsfield, MA (AM: BAL930305EE; 1420 khz; 1 kw-U; FM: BALH930305EF; 105.5 mhz; 975 w; ant. 590 ft.)—Seeks assignment of license from Citicom Radio of Pittsfield Inc. to Arिताur Communications Inc. for \$500,000 (see "Changing Hands," p. 33). Filed March 5.

■ **WCXI(AM)** Fenton, MI (BAL930202EK; 1160 khz; 1 kw-U)—Seeks assignment of license from Deano Day Enterprises, Ltd. to GWC Inc. for \$220,000. Seller is headed by Deano Day, and has no other broadcast interests. Buyer is headed by Larry Robinson, and has no other broadcast interests. Filed Feb. 2.

■ **WJIM-AM-FM** Lansing, MI (AM: BAL930302GH; 1240 khz; 1 kw-U; FM: BALH930302GI; 97.5 mhz; 28 kw; ant. 440 ft.)—Seeks assignment of license from Double L Broadcasting of Lansing Limited to Liggett Broadcast Inc. for \$3.5 million ("Changing Hands," March 15). Filed March 2.

■ **KQUA(FM)** Lutesville, MO (BTCH930222GK; 105.1 mhz; 1.75 kw; ant. 426 ft.)—Seeks transfer of control from Lutesville Broadcasting Co. Inc. to Harold L. Lawder for \$12,365. Seller is headed by Roth Stratton, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 22.

■ **KUUS(AM)** Billings, MT (BAL930224EB; 1240 khz; 1 kw-U)—Seeks assignment of license from

Richard and Carrie Frankovic to Michael May Enterprises Inc. for \$14,000. Sellers have no other broadcast interests. Buyer is headed by Michael W. May, and has no other broadcast interests. Filed Feb. 24.

■ **KJUL(FM)** North Las Vegas, NV (BALH930216GF; 104.3 mhz; 100 kw; ant. 1,181 ft.)—Seeks assignment of license from Carrigan Communications Inc. to Eight Chiefs Inc. for \$1.7 million. Sale of station last year for \$3.2 million did not close. Seller is headed by Debra Carrigan, and has no other broadcast interests. Buyer is headed by Arthur A. Mobley, who also has interests in KMJK(FM) Buckeye, AZ. Filed Feb. 16.

■ **WKFM(FM)** Fulton, NY (Syracuse) (BALH930226GI; 104.7 mhz; 50 kw; ant. 310 ft.)—Seeks assignment of license from Wilks-Schwartz Broadcasting to NewCity Communications Inc. for \$3.75 million ("Changing Hands," March 1). Filed Feb. 26.

■ **WLIR(AM)** Spring Valley, NY (BAL930223EA; 1300 khz; 500 w-D)—Seeks assignment of license from Tsooris Corp. to Talkline Broadcasting Corp.; purchase agreement will be submitted as amendment. Seller is headed by Gene Gugig, who also has interests in WYUT-AM-FM Herkimer, NY. Buyer is headed by Zev J. Brenner, and has no other broadcast interests. Filed Feb. 23.

■ **WLTP(AM)-WNUS(FM)** Belpre, OH (AM: BAL930218GF; 1450 khz; 1 kw-U; FM: BAPLH930218GG; 107.1 mhz; 2.3 kw; ant. 370 ft.)—Seeks assignment of license from TR Broadcasting Inc. to WNUS Inc. for \$575,000 (see "Changing Hands," p. 33). Filed Feb. 18.

■ **WIYQ(FM)** Ebensburg, PA (BTCH930225GL; 99.1 mhz; 50 kw; ant. 500 ft.)—Seeks transfer of control from Cambria County Broadcasting Co. Inc. to Tele-Media Broadcasting Co. of Johnstown Altoona for \$450,000 (see "Changing Hands," p. 33). Filed Feb. 25.

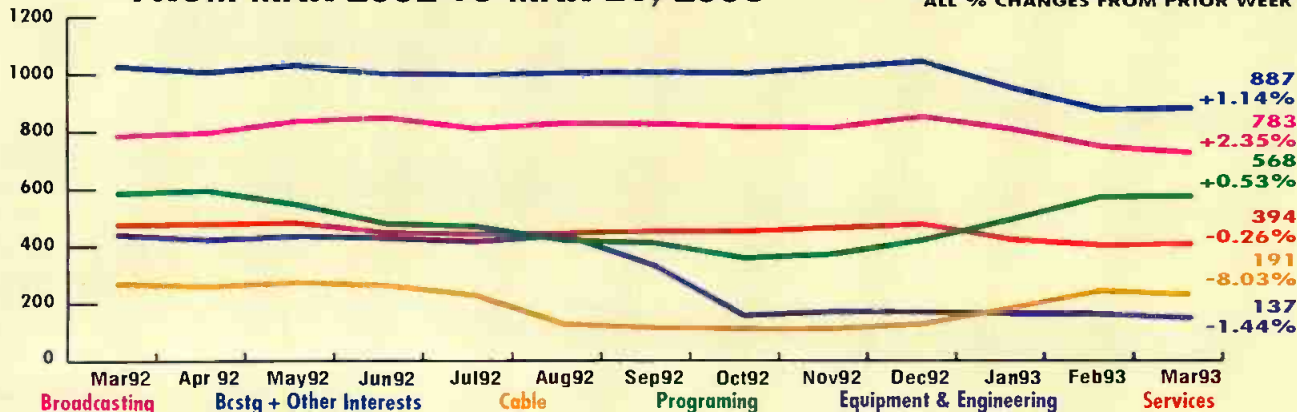
■ **WGCB-AM-FM** Red Lion, PA (AM: BAL930217HZ; 1440 khz; 1 kw-D; FM: BALH930217GE; 96.1 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Red Lion Broadcasting Co. Inc. to Thomas Harvey Moffit Sr. for \$2.825 million (see "Changing Hands," p. 33). Filed Feb. 17.

■ **WOSO(AM)** San Juan, PR (BTC930219EB; 1030 khz; 10 kw-U)—Seeks transfer of control from

STOCK MARKET PERFORMANCE AVERAGES FROM MAR 1992 TO MAR 16, 1993

NASDAQ: 695.47 (+0.94%)
S&P Ind.: 518.94 (-0.74%)

ALL % CHANGES FROM PRIOR WEEK



MCO Industries Inc. to Sherman Broadcasting Corp. for \$1.2 million (see "Changing Hands," p. 33). Filed Feb. 19.

■ **WVFB(FM) Celina, TN** (BAPH930224GG; 101.5 mhz; 6 kw; ant. 328 ft.)—Seeks assignment of CP from Regional Broadcasting Co. to Elizabeth Bernice Whittimore for \$14,000. Seller is headed by Stephen W. Staples Sr., who also has interests in WFLW(AM)-WKYM(FM) Monticello, KY. Buyer is headed by J.K. Whittimore, who also has interests in WTKY-AM-FM Tompkinsville, KY. Filed Feb. 24.

■ **KAIR(FM) Crane, TX** (BAPH930226GJ; 101.3 mhz; 100 kw; ant. 400 ft.)—Seeks assignment of CP from Albert L. Cralin to Don L. Cook for \$4,821. Seller has interests in one AM and one FM. Buyer has no other broadcast interests. Filed Feb. 26.

■ **KTKX(FM) New Boston, TX** (BALH930301GH; 103.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Radio New Boston Inc. to B & H Broadcasting System Inc. for \$90,000. Seller is headed by Lloyd V. Stone, and has no other broadcast interests. Buyer is headed by Ray C. Bursey Jr., and has no other broadcast interests. Filed March 1.

■ **WRNL(AM)-WRXL(FM) Richmond, VA** (AM: BAPL930226GE; 910 khz; 5 kw-U; FM: BALH930226GF; 102.1 mhz; 140 kw; ant. 320 ft.)—Seeks assignment of license from Capitol Broadcasting Co. to Clear Channel Communications for \$9.75 million ("Changing Hands," March 8). Filed Feb. 26.

■ **WPLC(FM) Spotsylvania, VA** (BALH930216HV; 99.3 mhz; 3 kw; ant. 291 ft.)—Seeks assignment of license from Paco-Jon Broadcasting Corp. to The Free Lance-Star Publishing Co. of Fredericksburg, VA, for \$200,000. Seller is headed by Charles Giddens, media broker and receiver for station. Buyer is headed by Charles S. Rowe, and is licensee of WFLS-AM-FM Fredericksburg, VA. Filed Feb. 16.

■ **WMGU(FM) Stevens Point, WI** (BAPLH930129GJ; 104.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Eagle of Wisconsin Inc. to Seehafer Broadcasting Corp. for \$174,000. Seller is headed by Tom Love, who also has interests in KAFX-AM-FM Lufkin, TX, WIGL(FM) Orangeburg, SC, and KDFX(FM) Duquque, IA. Buyer is headed by Donald W. Seehafer, and has no other broadcast interests. Filed Jan. 29.

Actions

■ **WEDG(FM) Ormond Beach, FL** (BAPH921203GG; 93.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from deHaro Radio Ltd. to Edge Broadcasting Inc. for \$132,000 ("For the Record," Jan. 11). Action March 3.

■ **WWJY(FM) Crown Point, IN** (BALH921223HR; 103.9 mhz; 3 kw; ant. 330 ft.)—Granted assignment of license from Meyer Broadcasting Corp. to M & M Broadcasters Inc. for \$600,000 ("Changing Hands," Feb. 8). Action March 2.

■ **KWMT(AM) Fort Dodge, IA** (BTC930108EG; 540 khz; 5 kw-D, 200 w-N)—Granted transfer of control of KWMT Radio Inc. for no cash consideration; John P. Jenkins is giving 40 shares each to his son and daughter-in-law Jon W. and Roma Jenkins ("For the Record," Feb. 8). Action March 22.

■ **WSEH(FM) Cumberland, KY** (BALH920828GW; 102.7 mhz; 80 w; ant. 1,820 ft.)—Granted assignment of license from Roger Noe to Cumberland City Broadcasting Inc. for \$20,790 ("For the Record," Sept. 21, 1992). Action Feb. 22.

■ **WELL-AM-FM Battle Creek-Marshall, MI** (AM: BAL921218EC; 1600 khz; 1 kw-U; FM: BALH921218ED; 104.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Donald R. Fox to Liggett Broadcast Inc. for \$127,500 ("For the Record," Jan. 25). Action Feb. 4.

■ **WMFG-AM-FM Hibbing, MN** (AM: BAL930113GO; 1240 khz; 1 kw-U; FM: BALH930113GN; 106.3 mhz; 3 kw; ant. 200 ft.)—Granted assignment of license from D.N.S. Broadcasting Inc. to Sounds Unlimited of Red Wing Inc.

for \$255,000 ("Changing Hands," Feb. 8). Action March 1.

■ **WWZQ-AM-FM Aberdeen, MS** (AM: BTC930111HU; 1240 khz; 1 kw-U; FM: BTCH930111HV; 105.3 mhz; 3 kw; ant. 299 ft.)—Granted transfer of control of Tenn-Tom Broadcasting Corp. for \$60,000. Donald W. Warnick is selling his 30% of licensee to J. D. Buffington, who currently owns 40% of stock ("For the Record," Feb. 8). Action Feb. 26.

■ **WXHT(FM) Meridian, MS** (BAPH921224HQ; 102.1 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Charisma Communications Co. to East Mississippi Broadcasters Inc. for \$243,500 ("For the Record," Feb. 8). Action Feb. 26.

■ **KYYA(FM) Billings, MT** (BALH921228GJ; 93.3 mhz; 100 kw; ant. 700 ft.)—Granted assignment of license from Meyer Broadcasting Co. to Sunbrook Communications Ltd. for \$415,000 ("Changing Hands," Jan. 25). Action March 3.

■ **KESY-AM-FM Omaha, NE** (AM: BAL930111EA; 1420 khz; 1 kw-D, 330 w-N; FM: BALH930111EB; 104.5 mhz; 100 kw; ant. 1,040 ft.)—Granted assignment of license from Sungroup Broadcasting of Nebraska Inc., debtor-in-possession, to OMA Inc. for assumption of debt ("For the Record," Feb. 8). Action March 2.

■ **KZAK(FM) Incline Village, NV** (BTCH930104HA; 100.1 mhz; 760 w; ant. 2,955 ft.)—Granted transfer of control of New World Enterprises Inc. to United Venture Capital Corp. for \$75,000 ("For the Record," Feb. 1). Action March 4.

■ **KOLT-FM Santa Fe, NM** (BALH930113GM; 105.9 mhz; 100 kw; ant. 1,936 ft.)—Granted assignment of license from Clairmor Broadcasting Inc. to

The Braiker Family Trust for approximately \$1.4 million in transfer of assets in lieu of foreclosure ("For the Record," Feb. 15). Action March 3.

■ **WGVA(AM)-WECO-FM Geneva, NY** (AM: BAL921229EF; 1240 khz; 1 kw-U; FM: BALH921229HT; 101.7 mhz; 3 kw; ant. 125 ft.)—Granted assignment of license from Eastern Radio Co. Inc. to M B Communications Inc. for \$350,000 ("Changing Hands," Jan. 25). Action Feb. 23.

■ **WXLE(FM) Mechanicville, NY** (BAPH930112GR; 104.5 mhz)—Granted assignment of CP from Twenty First Century Broadcasting Corp. to Foley Broadcasting Ltd. for no cash consideration; assignee is exercising option to acquire station through its loan to assignor for \$525,000 ("For the Record," Feb. 15). Action March 4.

■ **WPIE(AM) Trumansburg, NY** (BAPL930115ED; 1160 khz; 990 w-D, 220 w-N)—Granted assignment of CP from WPIE Broadcasting Inc. to Pembroke Pines Ithaca Ltd. for \$150,000, \$120,000 of which is assumption of debt ("For the Record," Feb. 15). Action March 3.

■ **WKOC(FM) Elizabeth City, NC** (BALH921223HM; 93.7 mhz; 100 kw; ant. 940 ft.)—Granted assignment of license from Edge Broadcasting Co. to Benchmark Radio Acquisition Fund IV Ltd. for \$2.6 million ("Changing Hands," Jan. 25). Action March 5.

■ **WYCM(AM)-WBCG(FM) Murfreesboro, NC** (AM: BAL921030ED; 1080 khz; 1 kw-D; FM: BALH921030EE; 98.3 mhz; 3 kw; ant. 302 ft.)—Granted assignment of license from Roanoke Chowan Broadcasting Corp. to C 'n' W Inc. for \$170,000 ("For the Record," Nov. 23, 1992). Action March 1.

■ **WAVJ(AM) Black Mountain, NC**

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

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

CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

¹ Includes off-air licenses.
[†] Construction permit.

† Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting & Cable's own research.

(BTC930107EF; 1350 khz; 1 kw-D)—Granted transfer of control from Master Media Inc. to Steve L. Bureson for \$1 and other consideration; real estate contract to be negotiated ("For the Record," Feb. 8). Action March 2.

■ **WXLX(AM) Albemarle, NC** (BAL930111EH; 1010 khz)—Granted assignment of license from Agape Faith Church to Norman Communications Inc. for \$20,000 ("For the Record," Feb. 8). Action March 3.

■ **KRPW(AM) Oklahoma City** (BAL930125EB; 1140 khz; 1 kw-D)—Granted assignment of license from Sun Broadcasting Co. to Perry Broadcasting Company Inc. for \$375,000 ("Changing Hands," Feb. 15). Action March 3.

■ **WCHE(AM) West Chester, PA** (BAL930115EC; 1520 khz; 250 w-D)—Granted assignment of license from WCHE Inc. to Tri-State Radio Inc. for \$198,000 ("For the Record," Feb. 15). Action March 3.

■ **WCXQ(AM) Moca, PR** (BAL921117EA; 1040 khz; 250 w-D)—Granted assignment of license from Victor J. Estrella Hernandez to Dominga Barreto Santiago for \$110,000 ("For the Record," Dec. 7, 1992). Action March 3.

■ **KIKN(FM) Salem, SD** (BAPH92112GH; 100.5 mhz; 50 kw; ant. 492 ft.)—Granted assignment of CP from Big Sioux Broadcasting Co. Inc. to Southern Minnesota Broadcasting Co. for \$150,000 ("For the Record," Nov. 30, 1992). Action Feb. 25.

■ **KQIP(FM) Odessa, TX** (BALH921221GH; 96.9 mhz; 100 kw; ant. 500 ft.)—Granted assignment of license from KQIP-FM to KWEL Inc. for \$450,000 ("Changing Hands," Jan. 25). Action March 1.

■ **KYSN(FM) East Wenatchee, WA** (BALH920916HL; 97.7 mhz; 3 kw; ant. -150 ft.)—Granted assignment of license from Stephenson Broadcasting Inc. to Sunbrook Wenatchee Ltd. for \$230,000 ("For the Record," Oct. 12, 1992). Action Feb. 26.

■ **WKKW-FM Clarksburg, WV** (BALH921221HH; 106.5 mhz; 50 kw; ant. 500 ft.)—Granted assign-

ment of license from Morton J. Victorson, bankruptcy trustee for estate of Thomas Communications, to West Virginia Radio Corp. of Clarksburg for \$1.2 million ("Changing Hands," Feb. 1). Action March 2.

NEW STATIONS

Application

■ **Templeton, CA** (BPED930302ME)—Good News Station Inc. seeks 88.5 mhz; 3 kw; ant. 425 m. Address: P.O. Box 4040, Paso Robles, CA 93447. Applicant is headed by Melvin Sage and has no other broadcast interests. Filed March 2.

■ **Camden, AR** (BPH930224MB)—JADE Communications Inc. seeks 104.5 mhz; 3 kw; ant. 100 m. Address: P.O. Box 44, Camden, AR 71701. Applicant is headed by Craig T. Dale, and has no other broadcast interests. Action Feb. 24.

■ **Dothan, AL** (BPED930301MA)—Montgomery Christian Educational Radio Inc. seeks 90.3 mhz; 25 kw; ant. 100 m. Address: P.O. Box 210789, Montgomery, AL 36121-0789. Applicant is headed by D.G. Markwell, and is licensee for WLBF(FM) Montgomery, AL. Filed March 1.

■ **St. Marys, OH** (BPH930219MG)—Lima Broadcasting Co. seeks 103.3 mhz; 6 kw; ant. 100 m. Address: 667 West Market Street, Lima, OH 45801. Applicant is headed by Les C. Rau and has interests in licensees of WIMA(AM)-WIMT(FM) Lima and WKBN-AM-FM-TV Youngstown, OH. Filed Feb. 19.

Actions

■ **Copperopolis, CA** (BPH890501ME)—Granted app. of Threshold Communications for 105.5 mhz; .096 kw; 536 m. Address: 1656 N. Calif. Blvd., Suite 100, Walnut Creek, CA 94596. Applicant is headed by general partners James T. Arata and Douglas A. Wulff, and has no other broadcast interests. Action Feb. 26.

■ **Rexburg, ID** (BPED911009MD)—Granted app. of Ricks College Corp. for 91.5 mhz; 1 kw-H; ant. -12 m. Address: Ricks College, Rexburg, ID 83460. Applicant is headed by Ezra T. Benson and is licensee of noncommercial educational KRIC(FM) Rexburg, ID. Action Feb. 25.

■ **Reno, NV** (BPED920224ME)—Granted app. of Board of Regents of the University of Nevada, acting on behalf of Truckee Meadows Community College, for 89.5 mhz; 5 kw; ant. -1 m. Address: 7000 Dandini Blvd., Reno, NV 89512. Applicant is headed by John Gwaltney, and is licensee of KNUR(FM) Reno and KUNV(FM) Las Vegas. Action March 5.

■ **Herkimer, NY** (BPED920731MA)—Granted app. of Herkimer County Community College for 91.5 mhz; .35 kw-V; ant. -35 m. Address: Reservoir Rd., Herkimer, NY 13350. Applicant is headed by David H. Champoux and has no other broadcast interests. Action Feb. 25.

■ **Northumberland, PA** (BPH870827MN)—Granted app. of William P. Zurick for 107.3 mhz; 2 kw; ant. 115 m. Address: Rd #2, Box 293, Sunbury, PA 17801. Applicant has no other broadcast interests. Action Feb. 11.

■ **Blackville, SC** (BPH900212MM)—Granted app. of Dallas M. Tarkenton for 97.9 mhz; 6 kw; ant. 100 m. Address: 100 Wexford Place, Athens, GA 30606. Applicant has no other broadcast interests. Action March 2.

■ **Temple, TX** (BPH820512AP)—Granted app. of Progressive Communications Inc. for 101.7 mhz; 3 kw; ant. 86 m. Address: P.O. Box 42; Temple, TX 76503. Applicant has no other broadcast interests. Action Feb. 8.

■ **Ephrata, WA** (BPH920728MC)—Returned app. of TRMR Inc. for 92.3 mhz; 50 kw; ant. -62.7 m. Address: P.O. Box 683, Spokane, WA 99210. Applicant is headed by Thomas W. Read and has interests in KTB(AM) Ephrata, KGDN(FM) Pasco and KSPO(AM) Spokane, all Washington. Action Feb. 25.

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Monday Memo

"To best program and market a station, conduct needs assessment panels."

Radio's changing landscape, brought on by duopoly and local marketing agreements, has made it *essential* for all of us in radio to develop new and innovative ways of managing our companies in programming and sales.

A mere adjustment of an old format will not bring additional listeners or advertisers to radio. Another "Mix" or "Hot" or "Star" AC in a market does not create a new audience or additional advertising revenue, but simply moves listeners and advertisers from one station to another. There is no real growth.

On the sales side, adding a second or third radio station to a salesperson's list through duopoly or LMA's does not modify the traditional selling process. Duopoly's short history proves that the industry's new structure requires new selling structures as well. If radio is to grow—in both audience size and total advertising dollars—we need a new generation of risk-takers. Current ventures into sports networks, financial news networks and children's radio networks must be expanded. Other format options waiting in the wings are jazz hybrids, all comedy, all traffic and all weather. Additionally, adaptations of National Public Radio's *Morning Edition*, *All Things Considered*, and Garrison Keillor's *American Radio Company* are commercially viable. The merchandising spin from Keillor's show (and his previous *A Prairie Home Companion*) makes millions of dollars each year (more than most stations gross), demonstrating that the marketing and promotion of a hot radio property may make more money than the sale of time.

The re-emergence of national radio networks with block programming is one significant "renovation" in radio programming as, once again, well-

known national personalities are available commercially in large and small cities across the country. While local programming will remain paramount, these national personalities create a unique listening and buying option.

This new national programming explodes the myth that a number-one morning team must be local. What other myths have we been telling ourselves for the last 25 years that soon will be proved false? How about the way we assign salespeople to agencies, structure our sales forces and generally run the business side of radio? Since the advent of duopoly and LMA's, broadcasters have been struggling with ways to adapt two local sales forces into one collaborative team. There have been few successes. Broadcasters are learning that innovative programming ideas that worked in one market can be expanded to



By Ralph Guild, The Interep Radio Store, New York

find success in many markets. Similarly, innovative selling techniques used in individual local or regional markets can also find success when "syndicated" nationally.

To learn how to best program and market your station, conduct your own needs assessment panels. Ask your advertising customers, as well as your listeners, what you can provide that is not currently available in your marketplace. Ask your listeners what kind of new programming they would like. And ask your advertisers what they need to increase the dollars they spend on your station.

Radio programming and radio sales have adapted to television, national newspapers and cable, and will adapt to our own new structure. We will do it by *always* listening to our buying as well as to our listening "audiences." But we must also listen to the silence of the non-listeners and non-customers forgoing radio for other media. ■

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Sol Taishoff (1904-1982)

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Fifth Estater

Ronald Lawrence Glazer

If Western International Syndication's program catalog appears skewed toward sports, there's a reason. President and CEO Ron Glazer is an athlete and avowed "sports fanatic."

Glazer, a former major-league baseball prospect and avid marathon runner, has also parlayed his sports background into a spot in the broadcast booth, as a freelance sports announcer for cable sports networks ESPN and Prime Ticket, as well as on local radio.

Not surprisingly, then, Western International Syndication's first major acquisition two years ago was for the back-end syndication rights to HBO's *1st & Ten* sports series. Then, last fall, WIS launched first-run distribution of *Knights & Warriors*, an athletic competition designed to capitalize on the success of Samuel Goldwyn Television's *American Gladiators* series in syndication.

Although Glazer was recruited by the Detroit Tigers for baseball, his father wanted him to be a doctor. He agreed to go to college and toyed with pursuing his first love—college football—but concluded he lacked the size for the gridiron. Armed with an economics degree from Wharton, Glazer embarked on a career in finance and business while maintaining a part-time announcing career on weekends.

In 1985, a friend, Randy Rosenbloom, was hosting a sports radio show on KWNK(AM) Simi Valley, Calif. (a suburb of Los Angeles), and asked Glazer if he would be interested in imparting some of his knowledge of prep, college and pro football. After a year of regular stints on the sports show, Rosenbloom and the station asked Glazer to provide color commentary for broadcasts of the L.A. Express of the now-defunct World Football League.

As he gained more announcing experience, Glazer found a succession of opportunities in television, with game analysis of college baseball and softball and basketball cablecasts on



ESPN, Prime Ticket and SportsChannel LA.

"My favorite sport is football, because, unlike baseball, there is far less dead time to fill," Glazer says. "The thing that excites me about football is the strategy—anticipating and explaining what a two-deep [defensive] zone is. It's the closest thing to war...exploit the opposition's weaknesses and capitalize on your strengths."

It's a philosophy well-suited to the rough-and-tumble business of television syndication.

During a three-year stint at the now-defunct Blair Entertainment syndication division, where he was chief financial officer, Glazer gained a reputation for maintaining the bottom line on first-run production costs for *Divorce Court* and other programs. During that time, Glazer had struck up an acquaintance with Western International

Media's chairman, Dennis Holt, who was then entertaining thoughts of branching out from exclusively transacting media buys to creating a stand-alone syndication division.

Originally hired to serve as chief financial officer in 1987, Glazer immediately put together a business plan to "acquire programming that the major studios were not interested in...programming that fit into late fringe and weekend dayparts that were not already taken by the Paramounts and King Worlds."

Shortly after the formation of WIS, Glazer's first move was to grab the distribution rights for *It's Showtime at the Apollo* from Bob Banner Productions, a weekly late fringe series that continues to attract strong urban demographics after four years in distribution. In keeping with the niche programming philosophy, WIS pulled a bit of a surprise by acquiring *The Ed Sullivan Show* library from his estate and splitting the series into half-hour episodes.

Next season, Western will try for a piece of the lucrative "'tween" audience with *Guess Television*, sold in 54% of the country for weekly distribution in fall 1993. And, under Glazer's direction, the company went into public affairs programming last season with its highly rated *Desperate Passages* series, aimed at helping troubled teens, and the launch of *What About Tomorrow: Battling Breast*

Cancer this season.

"A big part of our business is about hitting the double or single," Glazer says in appropriate baseball parlance, adding: "Another part is about giving something back to the community." ■

President and CEO, Western International Syndication, Los Angeles; b. Oct. 23, 1935, Cleveland; BS, economics, Wharton School of Finance, University of Pennsylvania, Philadelphia, 1960; sales executive, Lever Bros., Columbia, S.C., Miami and New York, 1960-63; VP, Bache & Co. Securities, Los Angeles, 1963-74; VP and chief financial officer, First Travel Corp., Los Angeles, 1974-76; president and CEO, A&R Inc., Los Angeles, 1976-81; formed Shelteron Events, Los Angeles, 1981-85; VP, finance, Blair Entertainment, Los Angeles, 1985-87; chief financial officer, Western International Media, 1987-88; present position since 1988; m. Jeanne Meyers, May 2, 1965; children—Robin, 31; Eric, 26.

Fates & Fortunes

TELEVISION

Greg Schaefer, VP/New York sales manager, Group W Television Sales, New York, named VP/GSM.



Greg Schaefer
Group W TV Sales



Bill Vrbanic
MCA TV



Joe Reilly
Warner Bros.



Jonathan Leess
ABC Sports



Lorna Bitensky
NBC Productions

Bill Vrbanic, VP, syndication distribution, MCA TV, Los Angeles, named senior VP, syndication distribution.

Joe Reilly, VP, business affairs, Warner Bros. Television, Burbank, Calif., named VP, business affairs, telepictures productions.

Jonathan Leess, director, remote operations, program control, ABC Sports, New York, named VP, production planning, ABC Sports, there.

Mitch Horwitz, VP, worldwide acquisitions, Warner Bros., Burbank, Calif., joins Spelling Entertainment Inc., Los Angeles, as senior VP, acquisitions, co-productions.

Lorna Bitensky, VP, production business affairs, NBC Productions, Burbank, Calif., named senior VP.

Peter van Roden, director, network, syndicated specials, Walt Disney Television, Burbank, Calif., joins Jim Henson Productions, New York, as VP, production.

Mary Ellen Holahan, account executive, ABC Television Network Sales, Detroit, named VP/Detroit sales manager.

Victor Lai, former executive

VP/CEO, Shop Television Network, Burbank, Calif., joins New World Entertainment, Los Angeles, in same capacity.

Charles Clark, account executive, western sales division, ABC Televi-

er, WKRN-TV Nashville, Tenn., joins KOVR-TV West Sacramento, Calif., in same capacity.

Kathy Vara, co-anchor, WRC-TV's *News4 Today*, Washington, D.C., named anchor.

sion Network, Los Angeles, named VP, sales, western division.

James Morgan, VP/director, J.P. Morgan Capital Corporation, New York, joins Young Broadcasting there as executive VP/CFO.

Francis Martin, president/CEO, Chronicle Broadcasting Co., San Francisco, joins U.S. Media Group there as principal.

Amy McCombs, president/GM, KRON-TV San Francisco, assumes additional responsibility of president/CEO, Chronicle Broadcasting, there.

Appointments at Clear Channel Communications, San Antonio, Tex.:

Randall Mays, associate, Goldman Sachs & Co., New York, joins as VP/treasurer; **Mark Mays**, VP/treasurer, named senior VP, operations.

Geraud (Rod) Prince, senior producer, weekend edition, *NBC Nightly News*, New York, named executive producer.

Meg Grant, anchor/general assignment reporter, WCAU-TV Philadelphia, joins King World's *American Journal* there as correspondent.

Randall White, production manag-

Lois Zingaretti, manager, program distribution, All American Communications, New York, named director, physical distribution.

Jim Stob, community, cable relations manager, WPBF-TV Tequesta, Fla., joins WPEC-TV West Palm Beach, Fla., as cable relations manager.

Michele Sacharow, packaging agent, Triad Artists, Inc., Los Angeles, joins New World Television there as VP, creative affairs.

Ron Reagan, documentary producer/host, E! Entertainment Television, Los Angeles, and **Andria Hall**, co-anchor/reporter/producer, WCVB-TV's *Chronicle*, Boston, join Fox Broadcasting Company, Beverly Hills, as correspondents for new Fox News magazine series currently in development.

Daniel Chinich, branch manager, Warner Bros. Domestic Distribution Division, Washington, D.C., named southern division manager, Atlanta.

David Cole, former senior VP, Broadcast Investment Analysts, Inc., Washington, leaves to form Cole Appraisal Services, Herndon, Va.

Jon Marks, associate media research director, J. Walter Thompson, New York, joins Telemundo Group there as director, media, marketing research.

Appointments at WGBH-TV, New York, Boston: **Johanna Baker**, senior publicist, New York office, named associate director, promotion, there; **Carniece Goode Pierce**, former administrative operations manager/CFO, IBM Greater Boston Customer Center, joins as director, business development, there.

Appointments at WWOR-TV Secau-



Peter van Roden
Jim Henson Prod.



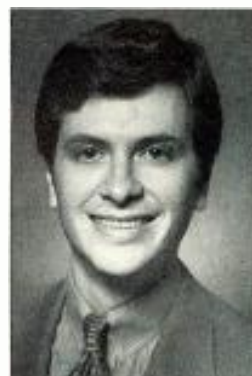
Mary Ellen Holahan
ABC



Steve Shaw
Christal Radio



Chad Brown
CBS Radio Rep.



Lindsay Gardner
Viewer's Choice

cus, N.J.: **Kathleen Bracken**, freelance broadcast producer, New York, joins as promotion manager; **Robert Qudeen**, VP/GM, KBHK-TV San Francisco, joins as VP/GM.

Terry Casey, anchor/reporter, WCBD-TV Charleston, S.C., joins WJKS-TV Jacksonville, Fla., as co-anchor.

Michael Naso, former agent, William Morris Agency, New York, joins Xylas and Landes there as partner.

Pat Baldwin, account executive, KATV-TV Little Rock, Ark., named local sales manager.

Barry Allentuck, national sales manager, WTVJ-TV Miami, named director, sales.

Roger Green, VP, corporate sales, Miami Heat basketball team, joins WPTV-TV West Palm Beach, Fla., as GSM.

Gina Richardson, sales executive, Katz Continental Television, St. Louis, named sales manager, Katz American Television, there.

Leslie Berra, associate director, CBS Television, New York, joins Broadcast Music Inc. there as di-

rector, performing rights research.

Karen Meister, local sales manager, Newschannel 8, Springfield, Va., joins Katz Independent Television, Washington, D.C., as manager.

Bill Harris, former producer, KYW-TV's *Evening Magazine*, Philadelphia, joins WSB-TV Atlanta as local programing producer.

RADIO

Appointments at Christal Radio, New York: **Steve Shaw**, New York

sales manager, named VP/GSM; **Tucker Flood**, account executive, Katz Radio, there, named New York sales manager.

Walt Tiburski, co-founder/president, WIN Communications, Cleveland, rejoins WHK(AM)-WMMS-FM there as GM.

Chad Brown, Atlanta sales manager, CBS Radio Representatives, Atlanta, named southern regional manager.

Kim Richmond, promotions director, KODZ-FM Dallas, joins ABC Radio Networks there as manager, communications.

Allan Chlowitz, GM, KTWV-FM Los Angeles, joins KRLA-KLSX there in same capacity.

Appointments at National Public Radio, Washington, D.C.: **Sharon Rattley**, director, program development, and head of NPR's Hothouse project, named acting VP, cultural programing, program services; **Sharon Green**, administrative manager, news, information division, named senior editor, cultural desk; **Elizabeth Becker**, reporter, *Washington Post*, joins as senior foreign desk editor; **Linda Killian**, reporter,

Forbes magazine, joins as senior editor, NPR's *All Things Considered*; **Rob Stein**, science editor, United Press International, Washington, D.C., joins as science desk editor, NPR News.

CABLE

Appointments at Viewer's Choice, New York: **Lindsay Gardner**, director, corporate planning, new business, named executive director, corporate planning, new business; **Melissa Montuori**, manager, market-

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The Person We Deliver'*

ing services, named assistant director, marketing services.

Appointments at Turner Broadcasting System, West Coast public relations department, Los Angeles: **Rosemary Amendola**, executive VP, Rachel McCallister & Associates, there, joins as director, publicity, Turner Network Television, Turner Pictures; **Joe Swaney**, manager, Hanna-Barbera, Inc., Turner Pictures Worldwide, Turner Home Entertainment and Turner Entertainment Co., named senior manager; **Melanie Wilson**, coordinator, Turner Network Television, named publicist; **Rod Riegel**, publicist, Cartoon Network, Atlanta, joins as network publicist, Hanna-Barbera.

Howard Polskin, reporter, *TV Guide*, New York, joins Turner Entertainment Group there as VP, public relations.

Chris Killebrew, account executive, Turner Cable Network Sales, Atlanta, joins SportSouth there as director, affiliate sales, marketing.

Appointments at Turner Entertainment Co., Los Angeles: **Richard May**, VP, film services, named VP, film preservation, distribution services; **Steven Anastasi**, manager, animation services, Hanna-Barbera, New York, named director, film, tape services, Los Angeles; **Cathy Manolis**, manager, script, still department, named director, multimedia/publicity library; **Mary Beth Verhunce**, associate director/picture editor, Turner Advertising & Marketing, Atlanta, named manager, multimedia/publicity department.

Laura Blake, marketing consultant, Media Management Strategies, Atlanta, joins Cable Networks Inc., Detroit, as national sales manager.

ADVERTISING

Appointments at Letven/Diccicco, Inc., Horsham, Pa.: **Robert McIntyre**, account supervisor, Buntin Agency, Nashville, joins as VP/account supervisor; **Lori Kirk-Rolley**, account executive, Ketchum Advertising, Philadelphia, joins as senior account executive; **Judy Reidy**, senior media planner/buyer, Stiegler, Wells, Brunswick, Pa., joins in same capacity.



Stripes for ABC's Iger and Westin

ABC TV Network Group President Robert Iger (l) and David Westin, VP, general counsel, Capcities/ABC, have been named corporate senior VP's. Iger is responsible for the ABC Television Network and the entertainment, news and sports divisions. Westin oversees legal affairs as well as the corporation's government and labor relations activities.

WASHINGTON

Richard Waysdorf, associate, Jones, Waldo, Holbrook & McDonough, Washington, D.C., and **Mark Van Bergh**, associate, Gardner, Carton & Douglas, form Waysdorf & Van Bergh.

Mike Sheinfeld, senior legislative assistant, Congressman Thomas Downey, D-NY, joins the Davidson Colling Group, Washington, D.C., as associate.

TECHNOLOGY

Brett Moyer, manager, profit planning, Zenith Electronics Corp., Glenview, Ill., named VP, Zenith Sales Company division, there.

Jim Woods, manager, ATV development, broadcast division, Harris Allied, Richmond, Ind., named director/distribution product line manager, there.

DEATHS

Ellen Abrams, 33, reporter for WTNH-TV New Haven, Conn., died March 16, after being hit by a car while jogging near her home in Ellington, Conn. Abrams began her

broadcasting career at WCNX(AM) Middletown, Conn., and was a correspondent for the Connecticut Radio Network. After a stint as a weekend reporter for WVIT-TV New Britain, Conn., in 1985, she joined WTNH-TV as a general assignment reporter in 1986. Survivors include her husband, Peter Darby, and her mother.

Otis Tell (Tony) Gaston, 74, past president of the Michigan Broadcasters Association and the Michigan chapter of the Broadcast Pioneers, died March 9 of cancer, in Kalamazoo, Mich. Gaston joined Fetzer Broadcasting Co. in 1946. He served as VP of Fetzer Broadcasting Inc. and GM of its WZKO(AM) Kalamazoo, Mich., until his retirement in December 1984. Survivors include his wife, Harriet, and two daughters.

Charles Parker, 68, retired VP of programing, WDRC-AM-FM Bloomfield, Conn., died March 14 after a long illness, at Hartford Hospital, Hartford, Conn. Parker was *Billboard Magazine's* Top 40 program director of the year in 1975. During the 1960's he wrote a eulogy to President Kennedy that was broadcast on WDRC, reprinted in *The Hartford Courant* and read into the Congressional Record. He was program director the last 25 of his 39 years at the station. He retired in 1983. Survivors include a son and a daughter.

June Valli, 64, singer who was best known as the voice in the Chiquita Banana commercials, died March 12 of cancer, at her home in Fort Lee, N.J. She co-starred in NBC's *Lucky Strike Hit Parade* during the 1950's and released the song "Crying in the Chapel" in 1954. She is survived by her husband, Jimmy.

Helen Hayes, 92, first lady of American theater and Emmy-winning actress who graced the small screen in numerous theatrical adaptations, died March 17 of congestive heart failure, at a hospital in Nyack, N.Y. Hayes made her TV debut in 1950 on ABC's *Pulitzer Prize Playhouse*. Among her TV credits were "The Barretts of Wimpole Street" for *Prudential Family Theater* (CBS, 1950), "The Royal Family" on *The Best of Broadway* (CBS, 1954) and "Not a Chance" for the *Schlitz Playhouse of Stars* (CBS, 1951). She also had a continuing role in NBC's *The Snoop Sisters* in 1973-74.

Closed Circuit

NEW YORK

NOW here this

E! Entertainment Television on May 16 will present a 30-minute special hosted by Valerie Harper, *Women on the Verge: Breaking Media Myths*, an outgrowth of the cable network's ongoing dialogue with the Los Angeles chapter of the National Organization for Women. The network last November began talking to the women's group when it announced a possible boycott in response to E!'s hiring of controversial radio personality Howard Stern. NOW's L.A. chapter served as adviser on the special, which could lead to a possible E! series.

LOS ANGELES

Bart bidders

The news out of Twentieth Television at press time last week was that it had just completed the sale of *The Simpsons* to NBC affiliate KCRA-TV Sacramento and three other non-Fox affiliates. The news may help quiet criticism that Fox might be playing favorites with its owned and affiliated stations (see story, page 22). The acquisition of *The Simpsons* by KCRA, which is owned by Kelly Broadcasting, is particularly intriguing given the station's heavy local news emphasis and its reluctance to bid on syndicated programming. According to Ken Solomon, Twentieth's executive vice president and general sales manager, KCRA has committed a 7-8 p.m. prime access slot.

IRVING

Green for Evergreen

Radio industry observers are predicting that several station groups will soon be tapping the public markets to raise cash through public offerings. The group most often mentioned is Irving, Tex.-based Evergreen Media, which has rapidly expanded its ma-

jor-market holdings recently, purchasing stations in San Francisco, Washington and Houston.

PROVIDENCE

Unswitched switch

Conversations heading toward affiliation switch (BROADCASTING, Feb. 22) in Providence, R.I., have apparently ended. As of last week, Freedom Broadcasting's WLNE(TV) was again talking with CBS about renewing its affiliation agreement, finalization of which could occur soon.

NEW YORK

Friedman courted

Well placed sources at ABC said that Paul Friedman, recently appointed executive vice president, ABC News, was approached last December about taking the helm of NBC News. That was six weeks before the *Dateline* scandal blew and two months before former NBC News president Michael Gartner resigned. Last week, NBC executives denied a formal offer was made to Friedman, but did note that Gartner was planning to leave the network

A majority of one

Howard Stern watchdog Al Westcott shows no signs of letting up. In the last three weeks he has filed two more lengthy indecency complaints regarding Stern with the FCC and is going after Stern's advertisers in the Las Vegas market where Westcott resides. He already has three complaints pending commission action.

Westcott is pursuing Stern's advertisers both directly and indirectly. Besides contacting advertisers, Westcott also writes up what he considers to be the most offensive of Stern's dialogue on any given day and faxes it to the National Organization for Women, the NAACP, the Nevada Coalition of Conservative Citizens and any other group he feels would be offended by Stern. He also lists the advertisers whose spots ran in the particular segment. Advertisers in Las Vegas that say they will no longer air spots on the Stern show include T.G.I. Friday's restaurants, H&R Block and Maxim Hotel. While advertisers may pull spots, that does not mean they like Westcott's methods. One bank CEO told Westcott that he did not appreciate his methods.

by the end of the summer to return full time to Iowa.

Not dead yet

Comedy Central President Bob Kreek may have been expressing a bit too much pessimism when he briefly mentioned, at a panel at the Center for Communication last week, that the cable network had lost Pepsi as an advertiser. True, negotiations for a 52-week ad buy on the network fell apart last week, with Comedy Central and Pepsi—which has never advertised much on the network—unable to agree on a price. But the two are still trying to work something out: Comedy Central is pitching Pepsi a title sponsorship of *The A List*, a stand-up comedy show hosted by Sandra Bernhard.

Sci-Fi buys

USA Networks' Sci-Fi Channel next month plans to offer a number of special programs about the British series *Dr. Who*, one in a number of programming stunts in the months ahead that will include special tributes to *Star Trek* (May), international science fiction (June) and *Star Wars* (July).

In Brief

NBC will continue its all-live-action, older-kids-skewing Saturday morning programming next year.

Three of this year's shows return: *Name Your Adventure*, 10-10:30; *California Dreams*, 10:30-11, and *Saved by the Bell: The New Class* at 11-11:30 (featuring a new cast). In addition, the network will air *Saturday Today* at 8-10 and *NBA Inside Stuff* at noon-12:30 p.m. New to the schedule are *Homer Reed Academy* at 11:30 and *Brains and Brawn*. At the conclusion of basketball season in July, *Brains and Brawn* will join the current schedule and replace *NBC Inside Stuff* at noon. The new schedule will debut in its entirety on Sept. 11.

In a letter to Acting FCC Chairman James Quello, **Senator Howard Metzenbaum urged the FCC to roll back cable rates** when it releases its new rate regulation rules on April 1. "I am writing to underscore my view that the Cable Act gives the FCC the authority to lower cable rates to competitive, market levels. In addition, I want to urge you to take ac-

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending March 8. Numbers represent aggregate rating average/stations % coverage)	
1. Wheel Of Fortune	14.8/221/97
2. Star Trek	13.2/245/99
3. Jeopardy!	12.9/213/98
4. Oprah Winfrey Show	10.6/231/99
5. Entertainment Tonight	9.3/181/95
6. Star Trek: Deep Space Nine ..	8.8/231/99
7. Inside Edition	8.4/168/92
8. Current Affair	8.3/179/96
8. Married...With Children	8.3/192/97
10. Wheel Of Fortune-wknd	8.2/180/83
11. TV Net Movie	7.8/135/96
12. Roseanne	7.5/135/86
13. Hard Copy	6.8/156/93
14. Baywatch	6.4/174/94
14. Designing Women	6.4/207/98

tion to counteract efforts by some in the cable industry who are trying to circumvent the new law even before the commission's implementing regulations are in place," Metzenbaum wrote. The senator also warned the commission to be careful in writing its rules for program access and to avoid adopting rules too burdensome to cable competitors and too tolerant of exclusive contracts

between program suppliers and cable operators.

A New York state appellate court on March 16 decided unanimously without opinion to **affirm a lower court decision awarding CBS about \$26.6 million in copyright royalty payments** including interest for programs spun off to Viacom (including *Hawaii 5-0*, *Rawhide* and *Love Lucy*).

Cablevision Systems Corp. has agreed to suspend for 45 days its plans to possibly drop some TV stations from its Connecticut systems, according to a ruling issued last Wednesday (March 17) by the state's Department of Public Utility Control. The DPUC said the time period through May 2 is sufficient to allow the broadcasters and cable systems to review the applicable regulations and prepare requests to the FCC, whose interpretation of the Cable Act of 1992 is expected to be implemented in early April.

Low interest rates and related refinancings helped boost several

NAB expects record attendance in Las Vegas

Perhaps no better indication of how times are changing in the broadcasting industry can be found than in the National Association of Broadcasters' choice for a keynote speaker at its annual convention next month in Las Vegas (April 18-22).

John Sculley, chairman and chief executive officer, Apple Computer Inc., will offer his vision for the information age, which, Sculley says, will be driven by the melding of computers, TV and audio technologies.

Sculley's speech will also, according to the NAB, highlight the introduction of NAB MultiMedia World, a sister conference on multimedia technologies and applications.

Other major addresses will be delivered by Fox Broadcasting Chairman Lucie Salhany and CBS/Broadcast Group President Howard Stringer.

Attendance is expected to set a record. Last year's convention drew 52,704, and the association is expecting an additional 1,000-2,000 this year.

Back again at this year's show will be the NAB

HDTV World Symposium. If, before the convention, HDTV proponents should form an alliance to build a single high-definition system, companies not part of the group could reduce the size of their exhibits.

Unlike last year, syndicators going to the convention will not have special rooms but will do business out of their suites and at the Television Bureau of Advertising's annual meeting, held concurrently with the NAB.

The Radio Advertising Bureau and the International Association of Broadcasters will also hold a meeting at the NAB this year.

On the legislative front, NAB hopes to have between 15 and 20 members of Congress in attendance.

President Clinton has yet to respond to the association's invitation to attend, and at this late date it seems unlikely—given the security precautions required—that he will.

Radio and TV entertainer/producer Dick Clark will receive the association's distinguished service award at this year's convention.

—JF

media stocks last week, including Capital Cities/ABC, which announced a major share repurchase authorization, and News Corp., which filed a \$1 billion debt shelf registration. Capcities shares were up 3.8% for the week, while News Corp. shares gained 4.8%. A share offering from General Instrument Corp. resulted in 10 million shares sold at 30³/₄, down 9.5%. The shares sold had been held by the controlling shareholder, Forstmann Little & Co., and by current and former executives.

Former Fox News President **Stephen Chao has resurfaced at Fox Inc.**, this time with a two-year independent theatrical production deal with 20th Century Fox. Chao, who was fired by Fox Inc. Chairman Rupert Murdoch after hiring a male stripper to illustrate a point on censorship at a Fox executives meeting last June, was rehired by 20th Century Fox film Chairman Peter Chernin after he apparently received Murdoch's blessing to bring Chao back to the Fox fold.

Paramount Domestic Television's **Entertainment Tonight** named **Barry Berk** as senior producer of the 12-year-old first-run access strip. He has been the show's supervising producer since 1987.

All American Television's upcoming fall 1993 action-adventure series, **Acapulco H.E.A.T.**, has been sold to **112 stations representing 81% of the country.**

In the first launch of a staggered national rollout, Genesis Entertainment's **Real Stories of the Highway Patrol** scored a 7.0 rating/11 share (NSI, March 15-17) for the three days it aired on KCBS-TV Los Angeles at 7 p.m. The reality-based cop series improved the time period by 83% in share from what *You Bet Your Life*, which has moved to 7:30 p.m., averaged in the February sweeps (3.9/6). Starting this week, *Real Stories* will broaden its rollout in another 29 markets.

Progress toward HDTV merger

The proposed "grand alliance" between developers of high-definition television may not be dead after all.

The competing HDTV proponents were publicly feuding two weeks ago over Labor Secretary Robert Reich's suggestion that the FCC consider what impact its selection of an HDTV standard would have on U.S. jobs.

But last Friday, Joseph Donahue, senior vice president of Thomson Consumer Electronics, said behind-the-scenes progress to merge the systems continues. "It may not look like we were moving, but we were moving.... I think the potential to get something done is a great driving force," he said.

Thomson Consumer Electronics, along with Philips, David Sarnoff Research Center, CLI and NBC, belongs to the Advanced Television Research Consortium, one of three system proponents. The others are General Instrument and Zenith.

Quincy Rodgers, Washington representative for General Instrument, also said talks were continuing, but struck a more cautious note. "We are always trying," he said. "I guess what puzzles us is if you are for an alliance, why are you trying to politicize it?"

"I've been somewhat disturbed at how much wheel spinning there has been, how much has been tied up in rhetoric and side shows," said advisory committee chairman Richard Wiley. "But there have been some real good-faith efforts to produce something substantial."

Wiley said the the committee is prepared to go forward with another round of testing of the individual systems in late April or early May should the merger talks fail.

—SS

ABC Radio Networks last week announced the appointment of CBS television sales veteran **Lyn Andrews** as senior VP of advertising sales and marketing, arguably the biggest sales job in network radio. Andrews replaces Lou Severine, who resigned. The selection was something of a surprise—almost all of Andrews's sales experience was at CBS-TV. Since 1992, she has been senior partner at the New York consulting firm Veritas Ltd.

Turner International has named John Angoli its new president. Angoli joins Turner from Citibank USA, New York, where he was VP, marketing and strategic planning for the U.S. card group. He reports to William Grumbles, TBS corporate VP, Worldwide Distribution.

With Columbia's decision to move *Beakman's World* to CBS Saturday morning (see story, page 21), **Clas-**

ter Television is hoping to grab the 160-plus stations losing *Beakman* with a new weekly live-action educational series, *Kids of Courage*, for next fall. Because of the production costs associated with launching educational kids programming, Claster Television President John Claster is looking to set up a "station consortium" arrangement, with stations asked to pay a "small" weekly cash license fee (which will vary according to market size) to help cover the estimated \$40,000-\$50,000 per-episode production cost.

Tribune Entertainment Co. named **Maureen Noonan** director of creative services for *The Joan Rivers Show* in New York. Noonan joins the syndicated daytime talk show from Television Program Enterprises, where she has been manager of promotion and public relations since 1987.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate, *Broadcasting-Teletesting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office. *Broadcasting & Cable* (ISSN 0007-2028) (GST # 1233974571) is printed in the U.S.A. and published weekly, except at year's end when two issues are combined by The Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Terrence M. McDermott, President/Chief Operating Officer; Frank J. Sibley, Executive Vice President/Business Publishing; Jerry D. Neib, Executive Vice President/Publishing Operations; John J. Benl, Senior Vice President/General Manager, Consumer/Entertainment Division; Neil Perlman, Senior Vice President/Group Publisher; J.J. Walsh, Senior Vice President/Finance; Thomas J. Dellamaria, Senior Vice President/Production & Manufacturing; Ralph Knupp, Senior Vice President/Human Resources; Neal Vitale, Vice President/Consumer Publishing; Steve Thompson, Vice President/Corporate Marketing; Daryl Otte, Vice President/Planning. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1993 by Reed Publishing USA; Robert L. Krakoff, Chairman/Chief Executive Officer. Annual subscription rates: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Single copies are \$2.95, special issues, \$4.50. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

Editorials

Cursing the mirror

Frankly, if we were censors in search of a target, violence would top our list, certainly ahead of nudity, which is essentially natural and nonthreatening, and before offensive language, whose offensiveness is best left to the ear of the beholder (or should that be "behearer"). But choosing between the noose and the knife is a distinction without a difference; our choice as Americans must be to avoid censorship in any guise.

And so, while we understand the distaste for violence that has mobilized Terry Rakolta's Americans for Responsible Television into a full-court lobbying press in Washington (see story, page 37), we must oppose their initiative to touch up the picture that television presents of an all-too-violent world. It is both wrong in principle and unworkable in practice.

There is nothing television could show to approach the horror humans have been inflicting upon each other for centuries without Hollywood as a scapegoat. TV undeniably reflects the violence of our society, magnifying as it magnifies other aspects, as must any entertainment programming. TV is funnier, more dramatic and more violent because it distills experience. There is enough blood and gore in Shakespeare to keep most of his dramas off the air in the kind of watered-down world where every act of violence has to pass through a committee. We don't doubt that Rakolta's Elizabethan equivalent was down at the Globe trying to close *Titus Andronicus*, with its murder, dismemberment and cannibalism.

Deep down, most of us want to see the bad guy caught and punished. The old Hayes office mandated that villains in motion pictures had to get their comeuppance in the final reel. We ought to have outgrown such artifice in service of a moralizing majority.

Regrettably, it is easier for our elected (or appointed) officials to jump on the "banned" wagon than choose the hard road of tackling—or taking some responsibility for—the social ills that are at the root of the problem.

One from column Z

The world of 500 channels may not be quite upon us, but you couldn't tell it by the news out of the cable programming ranks last week, where the tally of targeted networks continued to climb. Percy Sutton and company's World African Network is in the works for a 1994 rollout, while Glenn Jones hopes to extend some minds with a cable channel for the computer set (a niche that includes just about all of us). That news comes on the

heels of the Golf Channel announcement last month; the Ovation channel plans announced two weeks ago; the Television Food Network being planned by the Providence Journal Co. and ex-CNN chief Reese Schonfeld; Z Music, the 24-hour Christian music network that finally launched earlier this month; the Military Channel, which gets its marching orders next January; Americana TV, a new "down home" country cable channel debuting in April, and who knows what next (the Left-handed Channel, perhaps).

Our initial reaction: Can there possibly be an audience for so many new channels? But we can remember when variety at McDonald's meant taking your burger with or without cheese. Now the menu is a mile long, with brisk business in burritos and side salads. As consumers we have come to expect—to demand—choice. And cable, with apologies to the old Council for Cable Information, is about more choice. In the coming compressed era, finding an increasingly narrow niche to scratch means we may well see champagne flow for a 1 rating. The challenge will be in convincing advertisers to join the party.

Courting supporters

Court TV is planting the seed for a citizen lobby group to complete the work, well started, of getting cameras into all the courts. Currently, 45 of 50 states allow cameras, but about half of them still impose cumbersome restrictions on that coverage. And the federal courts remain closed, including the high court, where so many crucial decisions are made. We support the Court TV effort, which strikes us as the height of enlightened self-interest, and urge the remaining holdout states to join the 20th century.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"I must ask you to stop humming—that's an ASCAP song."

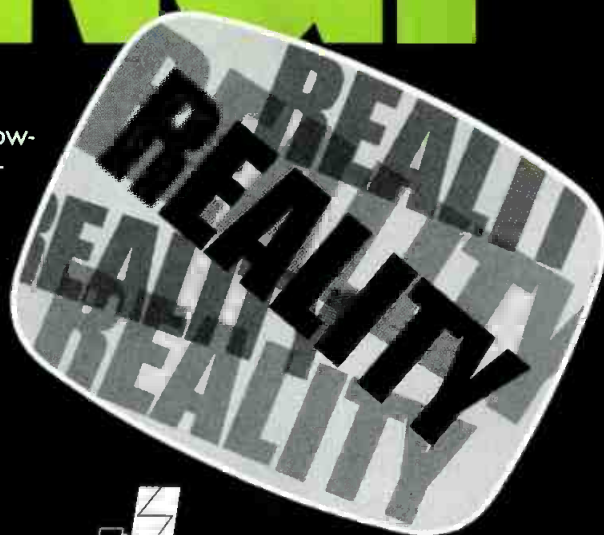
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