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Broadcasting & Cable

The Newsweekly of Television and Radio

ADVERTISING



NCAA big for CBS / 45

WASHINGTON



Markey hears about telco entry / 31

CABLE



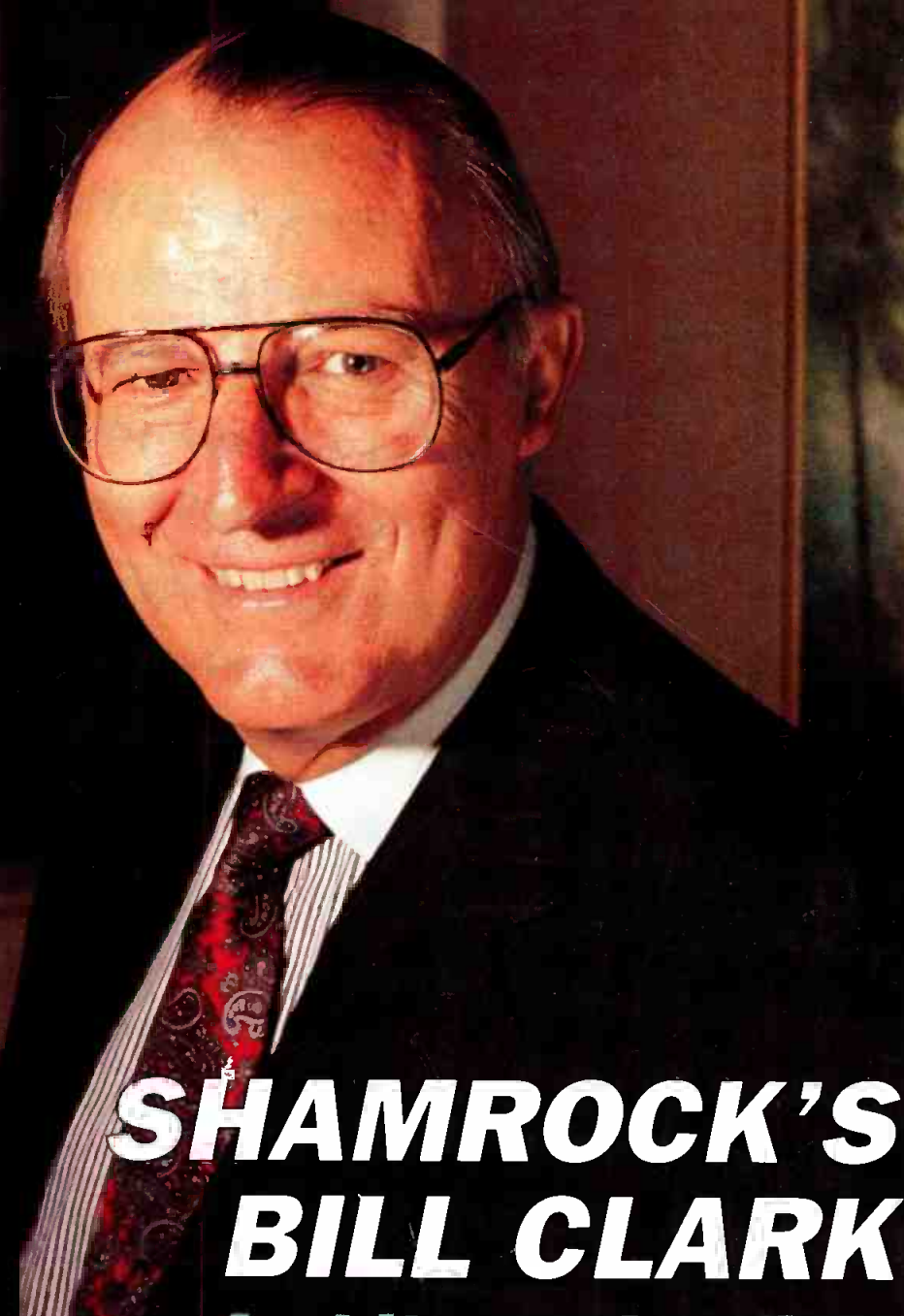
Discovery, TV stations forge partnerships / 16

PROGRAMING



Cox shuffles executives at TPE, TeleRep / 15

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Fast Track

MUST READING FROM BROADCASTING & CABLE

LATEST FIN-SYN TWIST: EQUITY NOW, SYNDICATION LATER

Acting FCC Chairman Quello and Commissioner Andrew Barrett are hoping Commissioner Ervin Duggan makes three for fin-but-no-syn rules that would allow networks to acquire equity in all programming, but continue to bar them from syndication for at least three years. / 10

NETWORKS PREVIEW DEVELOPMENT SLATES

Family-oriented shows dominate the development menus presented by the big-three networks and Fox to advertisers last week. No. 1 CBS will make a play for Wednesdays and hopes to steal once-“Cheers”-dominated Thursday from NBC. ABC has targeted Saturdays. / 6, 22

TRIBUNE

BROADCASTING

Tribune Broadcasting is close to an agreement to buy majority stakes in KPLR-TV St. Louis and KRBK-TV Sacramento from Koplair Communications for \$80 million-\$90 million. / 6



On NBC's slate: Brandon Tartikoff may return as producer. / 6

NETWORKS, BASEBALL TALK REVENUE SHARING

Baseball owners and the three networks, negotiating on the next rounds of rights fees, are said to be discussing a revenue-and-risk-sharing agreement for future contracts. A model is the sliding revenue-based percentage split between the Philadelphia Phillies and WHPL-TV. / 8

The FCC will announce new cable rate regulations this week. Heavy pressure on the commission from Congress to roll back rates may have hindered cable's lobbying efforts. Benchmark rates will likely be calculated between 48 cents and 65 cents per channel per month. / 10

QUELLO PRESENTS PLAN FOR CABLE USER FEES

Acting FCC Chairman James Quello last week unveiled before a House appropriations subcommittee the commission's plan to raise \$16.1 million in fees from cable operators next year to offset the cost of regulation. But even if Congress approves the plan, he warned, the FCC will still face a shortfall for fiscal 1994 and will have to look at other potential revenue sources, including fees on radio and TV stations. / 12

The USA Networks and Scandinavian media group Kinnevik are close to an agreement for launching a pan-European version of USA. / 12

ABC, BBC TEAM FOR NEWS EXCHANGE

ABC News and BBC News signed a partnership deal last week calling for worldwide exchange of their TV and radio news coverage. The deal includes exclusive sharing of correspondents and production teams and worldwide bureau facilities. / 13

CHANGE STARTS AT THE TOP AT TPE

Cox Enterprises named Rysher Entertainment president and founder Keith Samples to the post of president and general manager of Television Program Enterprises, its syndication division,



On the Cover

Bill Clark, chairman of Disney-owned Shamrock Broadcasting. When its merger with Malrite is complete, Shamrock will become radio's fifth-largest group, with 21 stations and \$110 million in annual billings. / 28

Photo: David Butow/Black Star

“If the First Amendment conflicts with outrageous programs that can be justifiably charged with violating the public interest, then the public interest must prevail.”—FCC Chairman James Quello on TV violence / 33

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paving the way for more top-level management moves at TPE and TeleRep. / 15

Bravo has acquired a line of theatricals from Fine Line Features, including "My Own Private Idaho" and "Glengarry Glen Ross." / 15

Calling local stations "an underexploited production base," the Discovery Channel has turned to two of them for programing. For each co-production—one by KUSA-TV Denver and another by KRON-TV San Francisco—the stations will make the programs and Discovery will oversee them. / 16

Responding to demands from cable operators, Comedy Central will invest \$40 million in programing this year to boost its share of original fare. / 18

AMERICA'S LATEST EXPORT: TALK

Multimedia Entertainment, best known for "Donahue," will attempt to replicate its talk show success abroad by licensing its formats to broadcasters in Spain, France and Germany. The shows will be tested with native hosts to determine how European audiences take to tabloid talk. / 19

A California appeals court last week found in favor of former KNX-AM Los Angeles general sales manager W. Dean LeGras in his \$2 million wrongful termination suit against the station and CBS. / 30

CONGRESS ENTREATED TO DELAY TELCO ENTRY

Comcast President Brian Roberts last week appealed to the House Telecommunications Subcommittee to hang onto the telco-cable prohibition until "real competition" comes to the market. The committee is looking into ways to spur development of advanced telecommunications networks, and its chairman, Ed Markey, has become more receptive recently to the idea of telcos providing programing. / 31

America's pie-in-the-sky superhighway for transporting high-speed digital to the home already reaches 61% of U.S. households—and is poised to connect 97%—in the form of cable lines, CableLabs President Richard Green told Congress last week. / 32

A national advisory committee has recommended that the federal government boost the rent it charges broadcasters who operate transmitters on U.S. lands. Rate hikes as high as 800% are necessary to bring prices up to fair market value, the committee said. / 33

MUSIC LICENSING HOW-TO'S

TV stations should begin "immediately" to clear the music in their local programs, says Willard Hoyt, chairman of the All-Industry Television Station Music License Committee, so that they can take advantage of the potential benefits of using the per-program method to assess music license fees. / 40

Rupert Murdoch, chairman of News Corp., which owns Fox station WNYW(TV) New York, will seek a temporary waiver of the TV-newspaper crossownership rules to help clear the way for his bid to reacquire the New York Post. IN BRIEF / 68

Microsoft Corp. stole the show at the Variety/Wertheim Schroder conference in New York last week with a Windows-type prototype of a computer-programed TV picture. Want the words to an MTV song? Click on the lyrics icon. Curious about the player at bat? Click on stats. The information-packed system would require the cooperation of programers, and that crowd was skeptical. / 44



Ratings for CBS's NCAA coverage were up 8% over last year for the first four nights. NBC hopes audiences return for the NBA playoffs in May. / 45

Top of the Week

PRIME TIME DEVELOPMENT 1993



Networks cast wide nets for fall

Hoping to recapture viewers, broadcasters line up big names and broaden their targets

By Steve Coe

Criticized in the past for failing to stem viewer erosion, the networks were looking to break that cycle last week with a slate of big-name stars and producers rolled out for perusal by advertising executives in Los Angeles.

"All four networks are spending a bundle of money on development—as opposed to taking a conservative approach—in order to better their position, even CBS," said Paul Schul-

man, president, Paul Schulman Co. "They have gone to people who can make hits, who have made hits, and with stars who will be welcomed into homes," he said.

The possible return of Brandon Tartikoff to NBC as a producer, and the network's 22-episode commitment to Steven Spielberg's big-budget *SeaQuest dsv* (Fox's largest development slate to date), new projects from James Brooks and Marcy Carsey at ABC and CBS's enlisting of Norman Lear and Lloyd and Beau Bridges in-

dicating the networks' intent to debut a stronger fall schedule this year. (A list of the development projects begins on page 20.)

One common thread running through much of the four networks' development was more family-oriented, broad-based shows. Even Fox, which has targeted the 18-34 audience, will look to broaden its appeal. And NBC, which attempted to reach a more demographic-specific audience

Continues on page 14

Tribune negotiating to buy two Koplars TV's

Tribune Broadcasting is in the final stages of negotiating an agreement to purchase stations in the 18th- and 19th-largest markets in the country. The acquisitions of KPLR-TV St. Louis and KRBK-TV Sacramento would give Tribune the third-largest coverage of any group owner, moving it ahead of NBC. The two stations, both independents, are currently owned by Koplars Communications, which has been having difficulties meeting obligations to debt holders and syndicators (see BROADCASTING & CABLE, Feb. 8).

It is believed that Tribune would structure the acquisition similar to its purchase last year of WPHL-TV Philadelphia, letting seller Ted Koplars keep a minority stake in the stations. Most of the consideration for the controlling interest, estimated by one source at \$80 million-\$90 million, would presumably be used by the stations to pay down debt.

For Tribune, the acquisition gives the group owner yet another market—St. Louis—where its station has baseball telecast rights. Tribune has already used its critical mass of baseball telecasts to set up a national sales network, providing advertisers with a baseball advertising vehicle in markets around the country.

Buying the two stations would also increase the group owner's already sizable clout with syndicators. Said one major independent TV group executive when informed of the deal: "That deal would make a 600-pound gorilla an 800-pound gorilla." Tribune has, so far, kept at bay any network ambitions but observers may wonder whether its ever-growing station group might embolden the company.

Jerry Agema, chief financial officer of Tribune Broadcasting, said it was company policy never to comment on any acquisition rumors. —GF

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Revenue sharing: baseball, networks consider teamwork

For first time, owners talk about sharing risk—and reward—in advertising marketplace; could replace fixed rights fee

By Geoffrey Foisie

Major League Baseball and the broadcast networks, in their negotiations over a new national TV package, have been talking about allowing baseball to share in the advertising revenues, according to baseball and industry sources.

Under previous deals, including its current one with CBS, baseball has received fixed rights payments. The revenue-sharing agreements being discussed would make baseball's take dependent in part on advertising sales, the sources said.

"The only thing I can say is that the negotiating committee has asked all three networks to consider numerous ideas, some traditional and some not so traditional," said David Alworth, MLB's executive director of broadcasting. "Any deal could happen, depending on approval of the owners."

One proponent of the revenue-sharing idea may be Philadelphia Phillies owner Bill Giles, a member of the owners' committee negotiating with the networks; other members are Chicago White Sox owner Eddie Einhorn and San Diego Padres owner Tom Werner, of the Carsey-Werner Co.

The Phillies are in the first year of what is said to be a successful reve-

nue-sharing arrangement with WPHL-TV Philadelphia. It is a complex deal with a sliding revenue-based percentage split between the team and a "floor" below which the team's revenue cannot go. The Phillies are an active participant in sales calls with the WPHL-TV sales staff.

Another impetus for revenue sharing is that baseball's owners are currently attempting to negotiate a revenue-sharing contract with the players. By making both revenue and their major cost variable, the owners could go a long way toward reducing the financial strain under which some find themselves.

Still, revenue sharing, or risk sharing, has its skeptics. "I don't think much of it," said Sean McManus, a former NBC sports executive who is now senior vice president, Trans World International, the television division of sports marketer and producer IMG. "In a revenue-sharing scenario, the network is keeping the pencil. If they were to package baseball with the Indy 500 or *Monday Night Football*, who would know how much revenue baseball would really be generating?" Bryan Burns, former MLB broadcast director and now president of Paragon Alliance Inc., a New York-based sports consulting firm, agreed: "How



Salaries for baseball players could also be affected by how well the television networks sell their advertising.

the parties define revenue and its allocation would be a critical determination of whether or not it could work for the rights seller."

Presumably, MLB could participate in the sales effort as the Phillies do, and there could be safeguards built in—if and when inventory was packaged. But that presumes a degree of cooperation that did not exist between MLB and CBS, whose contentious relationship was marked by MLB's refusal to grant CBS a refund and numerous disagreements. ■

Nielsen readies cable ratings

Nielsen Media Research is preparing to launch two new computer products designed to provide comprehensive ratings and demographic measurement for local and national cable.

The new national measurement service, called Personal National Audience Demographic Facility (Personal NAD), will be PC-based software that allows the user to look at broadcast, syndication and cable information all at once, and each based on the same coverage areas. Broadcasters have long complained that cable ratings are given as a percentage of each cable network's universe, rather than of the total TV universe.

The data will provide ratings, demographic and geographic information, household characteristics and product usage data, delivered via compact disc on a monthly basis. Personal NAD is now being made available to interested television and advertising buyers.

The cable industry represents the signups so far: Arts & Entertainment, Comedy Central, Discovery, Family, The Learning Channel, Lifetime, MTV, Nickelodeon and VH-1 have each bought the service.

The new local cable measurement product, to be unveiled at next month's Cabletelevision Advertising Bureau conference and available for use by the end of the year, is also a PC-based system. Called SAVIE, Nielsen is purchasing the software from AdExpress, which aims to provide satellite-delivered spot advertising. Like the new national service, the product will combine Nielsen ratings information in the same software with demographic, geographic, household and product usage information.

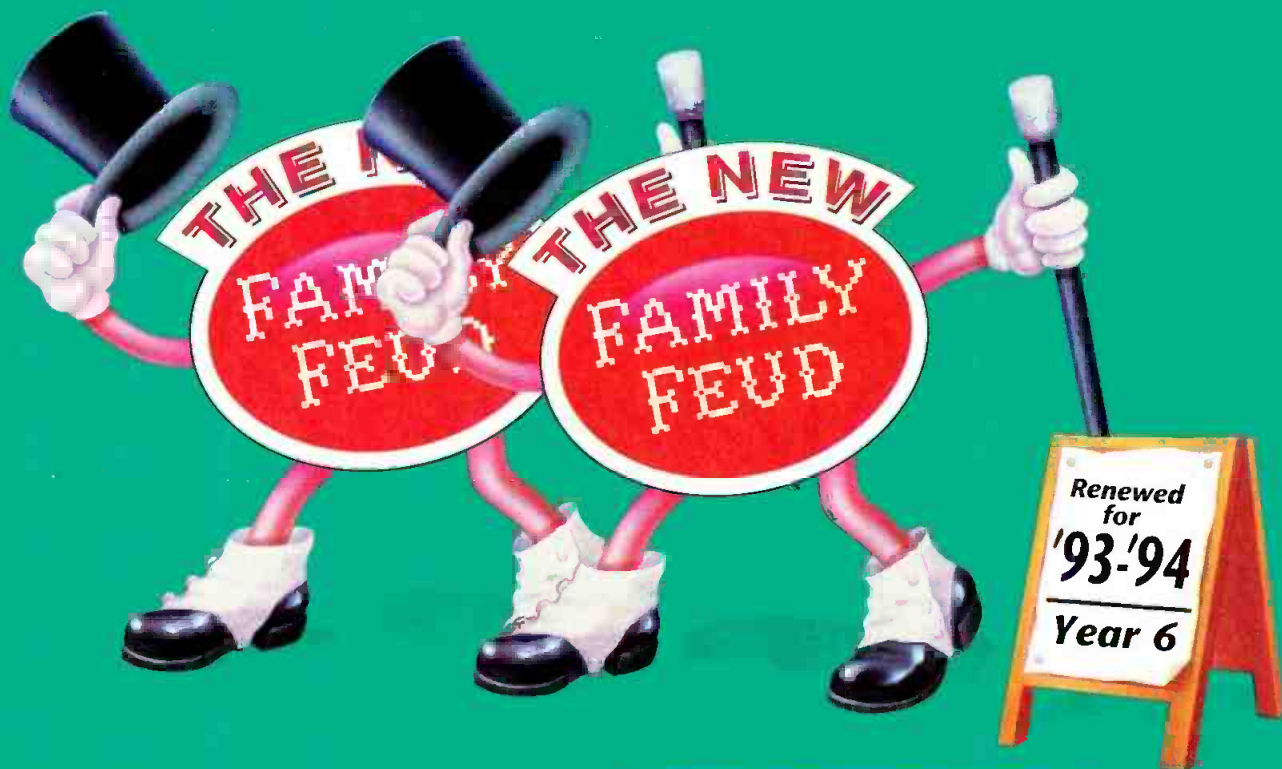
Competitor Arbitron is not going to let Nielsen have the field to itself. Arbitron says it will unveil a PC-based application for local cable systems at the CAB conference.

—SDM

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Fin-but-no-syn deal all but done

Commission close to compromise proposal letting networks have a piece of the profit but not of the action

By Harry A. Jessell

The three FCC commissioners working on a new set of financial interest and syndication rules were zeroing in last Friday on a compromise that would allow the broadcast networks to acquire interest in all their prime time programs, but continue to bar them from syndication for a number of years.

According to commission sources, the fin-but-no-syn compromise is growing out of Acting FCC Chairman James Quello's willingness to consider continued syndication restrictions on the networks and Commissioner Andrew Barrett's willingness to consider eliminating all financial interest restrictions.

Barrett was a member of the three-commissioner majority that adopted the 1991 fin-syn rules that maintained

financial interest and syndication restrictions. Quello, in the minority, advocated complete repeal of the rules.

Sources say Barrett was also pushing a three-year sunset of the remaining syndication restrictions. It was unclear, however, whether Quello had agreed to it.

The commissioners are essentially in agreement on a deal that would exempt Fox from the remaining rules, allowing Fox to continue as both syndicator and network. Without the exemption, Fox would become subject to the rules as soon as its weekly prime time schedule exceeded 15 hours.

Commissioner Barrett has been foreshadowing his readiness to compromise in a series of public statements and in asking interested parties to comment on the feasibility of a sunset in the current proceeding.

FCC Commissioner Ervin Duggan, another member of the 1991 majority, has been resistant to any relaxation of the 1991 rules. Sources say he is particularly opposed to a sunset of the syndication restrictions, especially one as brief as three years.

Quello aide Robert Corn-Revere refused to discuss the substance of the talks, but was optimistic they would bear fruit. "We have all been working together very well," he said. "But I don't know that every office will support every part of the compromise," Corn-Revere added.

The FCC's current fin-syn rewrite effort was triggered last November by the U.S. Court of Appeals in Chicago. It struck down the FCC rules as "unreasonable and unreasonable," but gave the FCC until April to rewrite the rules or their rationale in a way it might find acceptable. ■

Cable braces for possible rate rollback

The cable industry fears the worst this week as the FCC prepares to issue rules Thursday (April 1) on rate regulation and program access.

The commission will likely issue a benchmark figure on rates, with which operators will have to conform or face a rollback. Rates will be figured on a per-channel basis factoring in system size, channel capacity and penetration.

But last week, commission staffers were still struggling to set a reasonable per-channel rate. An FCC survey found that cable systems with competition charge 48 cents per channel each month while systems without competition charge 65 cents; many have speculated the commission will issue a cost-per-channel rate in that area.

"Fifty cents a channel sounds good in the abstract, but what is the real impact?" one high-level staffer wondered.

Another possibility on the table is to tell all systems to roll their rates back to October 1992 levels but there is concern those levels won't be low enough to satisfy Congress.

The Consumer Federation of America has been pushing for a 30% cut in basic cable rates, which would bring the per-channel average to between 34 cents and 40 cents, a major blow to the cable industry if adopted.

The commission will also have to define a reasonable rate for expanded basic tiers. Many operators, in

anticipation of rate regulation, have moved their broadcast and access channels to one tier and put all other cable channels on an extended tier.

"All I hear is confusion," one lobbyist said.

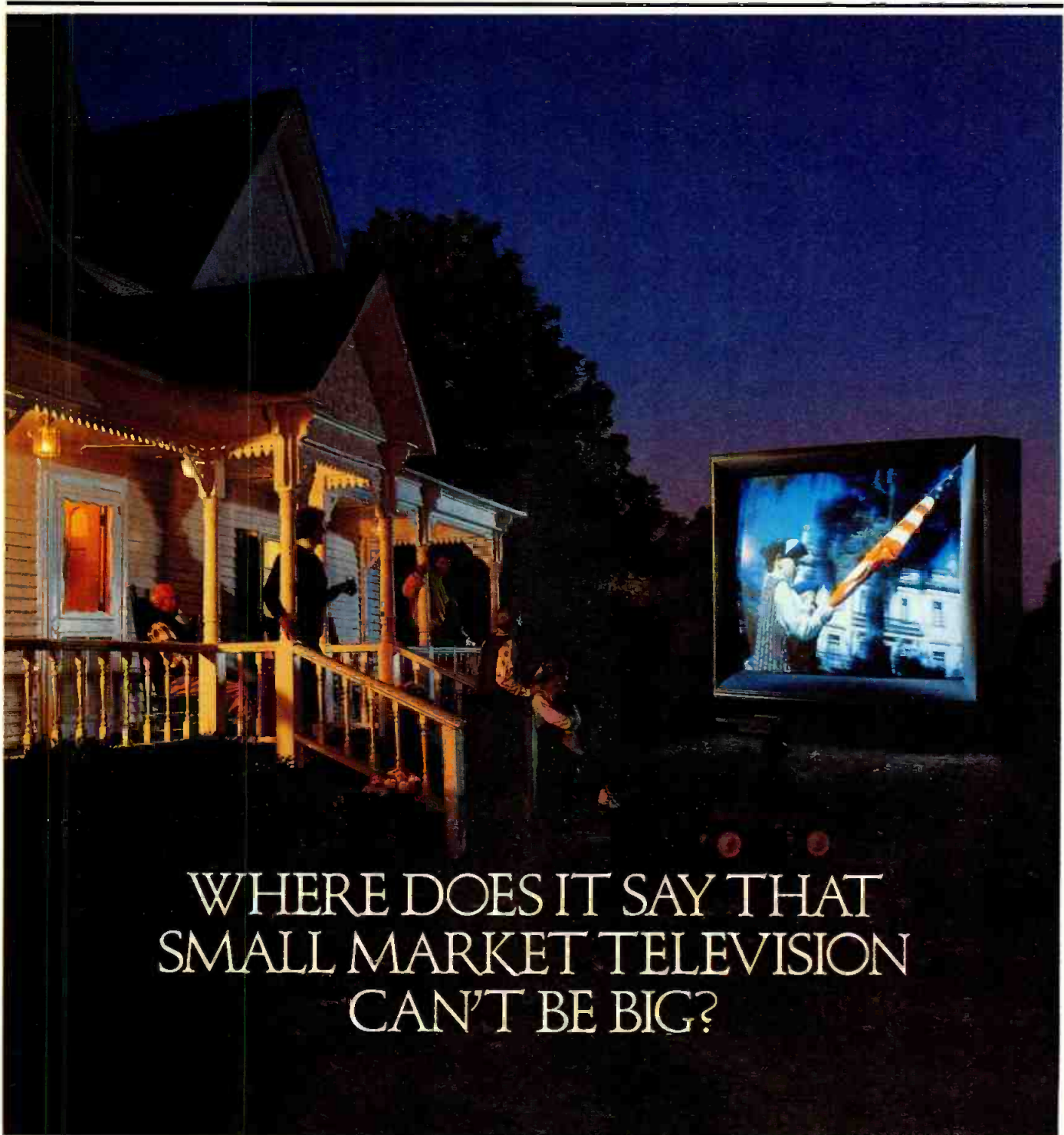
If the FCC's proceeding does not satisfy Capitol Hill, look for intervention. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) warned FCC Chairman James Quello that the Subcommittee "will closely review the regulations promulgated by the FCC to insure that such regulations are consistent with congressional intent."

Capitol Hill also criticized the commission's proposed rules for implementing the act's program access provision, which prohibits a cable operator affiliated with a cable programmer from exercising undue influence and preventing price discrimination between cable programming services and satellite programming vendors. The commission's proposals, Senate Communications Subcommittee members argue, could allow exclusive contracts (which the provision was supposed to remove) to continue.

"In fact, such a blanket waiver would undermine the act's fundamental goal of promoting greater availability of programming to multiple video distributors and are inconsistent with the intent of the act," members said.

Cable programmers pleased by the proposed rules are no longer as optimistic. "Movement since the notice has been in all other directions," said one cable programming executive.

—JF



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FCC Chairman Quello says FCC budget problems would not be solved by cable fee; it would still face \$14-million shortfall and may consider fee for radio, TV stations.

Cable fee plan in works at FCC

Acting chairman tells Hill that commission needs at least \$16 million to offset costs of regulating cable

By Harry A. Jessell

Acting FCC Chairman James Quello last week unveiled the commission's plan to raise \$16.1 million in fees from cable operators next year to offset the cost of regulating them.

But even if Congress approves the plan, Quello told members of a House appropriations subcommittee, the FCC will still face a \$14-million budget shortfall in fiscal 1994 and will have to look at other potential sources of revenue, including fees on radio and TV stations.

"It's a possibility, not a likelihood," he told reporters afterward. "It wouldn't be much, but it would be something."

Needing more immediate help with regulations mandated by the 1992 Cable Act, the FCC also asked for an additional \$12 million for the current fiscal 1993, which would supplement the already appropriated \$129 million.

"A continuing theme of the cable reregulation process seems to be to add to our costs while restricting our revenues," said National Cable Television Association President James Mooney, following the hearing. "We understand the pressures the FCC is under, but at some point, this will no longer compute."

Quello testified the cable fees would be collected in the form of an annual assessment of 31 cents per subscriber and "go directly and solely" toward cable regulation.

The fees would supplement the \$129.9 million the FCC is asking from the federal treasury for fiscal 1994, bringing the total requested budget for the year to \$146 million.

The proposal will be "insufficient" to adequately implement the cable law, Quello said. To do the job, he said, the FCC will need an additional \$30 million or a total of about \$160 million in 1994. And, he said, the FCC would prefer to have it all come from the treasury.

But the Office of Management and Budget set a cap of \$146 million and told the FCC to seek new sources for the additional \$14 million. FCC Managing Director Andy Fishel, one of several FCC officials who accompanied Quello, said the FCC came up with the cable fee idea.

"There is tremendous pressure [at OMB] not to allocate any money for any purpose," Quello said.

Subcommittee member Harold Rogers (R-Ky.) blasted the cable fee idea as a "tax" on cable subscribers. "The very reason we passed the cable bill was to hold down rates," he said. ■

USA plans Euro launch

By Meredith Amdur

Leading basic cable service USA Networks looks set to join the ranks of European satellite broadcasters in a joint venture with Scandinavian media group Kinnevik.

The two companies are in the final stages of negotiations to launch a pan-European edition of the entertainment network. Cable operators in Europe have already been contacted regarding the possible launch later this year, a Kinnevik source said.

The channel would be an advertising-supported basic cable service delivered via the Astra satellite. USA's Sci-Fi channel could be incorporated into the European service or possibly launched on its own.

Kinnevik, which already operates Scandinavian pay-TV service TV1000, as well as Scandinavian satellite network TV3 and cable movie service FilmMax, could provide USA with a strong operational partner having cable expertise in multiple European territories. Most important, Kinnevik has a long-standing relationship with the Astra satellite system (it was an original investor) and already controls four crucial transponders.

USA's foreign initiative comes in the midst of a busy launch season among the leading American basic cable service networks looking to expand their reach into new territories.

Newcomers Nickelodeon UK, Turner's Cartoon Network and TNT are slated for European debuts in the fall. The Family Channel, HBO and Disney are also known to be harboring new channel ambitions abroad.

With its catalogue of off-network series and movies, USA's general entertainment offering could encounter some competition from satellite network Super Channel, as well as TNT. "The base of programming would come from parent companies MCA and Paramount, but any service ultimately needs multiple sources," said one executive.

In addition to its holdings in TV3 and TV1000, Kinnevik has home shopping interests, which could allow the joint venture to exploit cable TV opportunities beyond basic programming. ■

ABC, BBC form world news team

In a major shift of two of the world's top newsgathering organizations, long-time rivals ABC News and BBC News signed a partnership deal last week for worldwide exchange of TV and radio news coverage.

The deal further strengthens ABC News, which already owns controlling interest in international newsgathering organization Worldwide Television News, and is the number-one news operation in the U.S. Several industry observers described the deal as yet another blow to the beleaguered NBC News, which has worked closely with BBC's news operation for decades.

BBC News executive Chris Cramer said he realizes the deal hurts NBC News because the two would not likely continue to share newsgathering operations. But the deal does not appear to have any immediate impact on the ability of news organizations such as NBC and CBS to continue to exchange footage with BBC.

Under terms of the agreement, ABC News and BBC News will exclusively share correspondents and production teams. The relationship also includes the exchange of worldwide news coverage; the joint use of technical and broadcast facilities, and collaboration on public affairs programming and development of new technologies. No cash is involved in the deal.

Together, the news organizations also will examine other joint editorial ventures, including the sharing of worldwide bureau facilities. Cramer said there were no plans on either side to close any bureaus or reduce staffing as a result of the partnership. ABC News and BBC News reporters were already working together last week on Bosnia coverage, according to Cramer.

The deal is likely to strengthen BBC's World Service Television, a satellite channel now airing in Asia, the Middle East, Canada and Africa. —RB

Three more depart in 'Dateline NBC' fiasco

By Peter Viles

NBC last week scrambled to get out from under the *Dateline NBC* fiasco, releasing a lengthy report detailing failures of journalistic judgment in a story on the safety of General Motors trucks, and announcing the departure of three producers from the program.

Further, NBC appointed David McCormick to a newly created position, senior producer of broadcast standards, to review all investigative stories and serve as an ombudsman to investigate complaints about fairness and accuracy of NBC News stories.

Still, at week's end, NBC News faced significant problems. The network was still seeking a replacement for NBC News President Michael Gartner, who resigned under pressure. The network's main newscast, *NBC Nightly News*, remained without a permanent executive producer. And the announcement last week that ABC News had formed a new partnership with the BBC, a longtime NBC ally, only added to NBC's troubles.

The investigation report on the GM truck story, sponsored by NBC and conducted by two outside attorneys, concluded that NBC journalists aired misleading video of a crash demonstration. The report added: "These misjudgments and professional lapses were not the result of either an intention to present false information or a lack of professional qualification."

Said Robert C. Wright, NBC President and chief executive officer, "These journalistic and administrative failures are indefensible. They should not have happened. They should never have been allowed to happen. And they must not happen again at NBC News."

In releasing the 71-page report, NBC said it had accepted the resignations of three producers: Jeff Diamond, executive producer of *Dateline*; David Rummel, a senior producer on the show, and Robert Read, a producer. A fourth staffer who worked on the GM story, correspondent Michele Gillen, was reassigned as a news anchor

at WTVJ-TV Miami, which is owned and operated by NBC.

The report, written by Robert S. Warren of the Los Angeles firm Gibson, Dunn & Crutcher, and Lewis B. Kaden of the New York firm David, Polk & Wardell, concludes NBC never settled the issue of what the crash would show. Would it test whether or not GM trucks were safe, or simply show a GM truck catching fire?

Further, the report says, NBC never seriously analyzed the use of "igniters" or "sparking devices" in the crash, a failure that contributed to another mistake: not telling viewers of the igniters. ■



The report called the crash 'amateurish and potentially unsafe.' The story aired Nov. 17.

Development

Continued from page 6

at the start of the season, has changed course and will again try to program to a broad audience.

CBS, which as the number one network has a limited number of holes, had the fewest projects with 26. A major target of development according to Jeff Sagansky, president, CBS Entertainment, was the post-*Dr. Quinn* time slot on Saturday at 9 p.m. One project that appears to address that need is *Harts of the West*, starring Beau and Lloyd Bridges, about a man who moves his family from the city to take over a dude ranch.

Other gaps for the network, said Sagansky, are Wednesday at 8 p.m. and Thursday and Friday at 9-11 p.m. He said that with the absence of *Cheers* on Thursday night next year "the night is up for grabs." CBS's Friday night lineup is "way ahead of where we were last year," said Sagansky, "but the four-pack of comedies [from 8-10 p.m.] is not performing well enough. And we also need a 10 p.m. show because we're moving *Picket Fences*."

ABC, which for years has empha-

sized demographic strength over the household race for number one, is looking to unseat CBS in both.

One night ABC has targeted for development is Saturday, where ABC, CBS and NBC each win one hour and Fox scores well with their reality programming. The network is looking at *It's a Big Country*, a two-hour variety show from HBO Independent Productions that would air at 8-10 p.m. leading into *The Commish*.

Other areas of concern, said Ted Harbert, president, ABC Entertainment, are Tuesday at 9:30 p.m. in the post-*Roseanne* slot now occupied by *The Jackie Thomas Show*—"if change is needed, we've got several projects in development"—and Wednesday and Thursday nights, 8-9 and 9-10, respectively.

As evidence of its desire to return to servicing a broad-based audience, Warren Littlefield, president, NBC Entertainment, said much of NBC's development was geared to "broad-based family entertainment—more comedy and action-adventures." Perhaps the best example of the action-adventure effort is *SeaQuest dsx* from Universal. He called the project a "strong 8 p.m. show" and cited *Against the Grain*, *Bermuda Inc.* and

Knightrider 2010 as 8 p.m. candidates in the family or action category. Looking at the fall schedule as a whole, Littlefield expects to add six to seven hours of new programming.

Fox, with 36 projects—more than any other network—"is reaching for a new level of activity and achievement," said Rupert Murdoch, chairman, Fox Inc. Murdoch acknowledged that Fox's development has not always had strong financial support, "but not now," he said, adding: "We're a full service network."

Sandy Grushow, president, Fox Entertainment, said the mandate for this year's development has been "keep your eyes on the prize, which is the series, not the pilot."

Although Fox has nearly double the dramatic projects this year compared to last, "comedy will remain the anchor of Fox," he said, particularly ones developed "around specific talent." An example of that is the comedy project starring comedian Sinbad.

Areas of need, according to Grushow, are Tuesday and Thursday from 9-10 p.m. and Friday and Saturday nights at 9:30. "But we're optimistic because we've heard from around town that this is Fox's strongest development slate ever." ■

Criticism of TV violence grows

While the networks were busy laying out their program development for the Fall, their current programming continued to be under attack by both government officials and public citizen groups.

FCC Acting Chairman James Quello was on the stump again last week, voicing his support for a safe harbor when programming with violence can be shown.

"There may be some merit in legislating time constraints to protect children from brutality, murder and rape similar to time constraints for indecency that have been upheld by court decisions," Quello said last week in a speech at the Wertheim Schroeder/*Variety* media conference.

Also last week, the Commerce Department's National Telecommunications and Information Administration (NTIA) issued a notice of inquiry requesting comments on the role of telecommunications in crimes of hate and violent acts against individuals based on ethnicity, religion, race and sexual preference.

NTIA was directed to provide such a report in the 1992 Telecommunications Authorization Act at the bequest of Congressman Ed Markey (D-Mass.), according to industry sources.

Markey last week issued a statement saying television can both reflect and encourage TV violence. "Violence is filling this vacuum, a process which all of us—

including the television industry—have a stake in reversing," he said.

On the citizen group front, the Foundation to Improve Television (FIT), a Boston-based non-profit group, filed a petition at the FCC last week with recommendations on curbing TV violence. Specifically, the FIT asked the FCC to withhold granting license renewals for stations who carry programs with "excessive violence" between the hours of 6 a.m. and 10 p.m. The FIT also asked that stations be required to put advisories on screen for programs with violence in that time period and for the FCC to forbid broadcasters from airing promotional spots with excessive violence.

There will likely also be some action in Congress later this spring when debate begins on Senator Paul Simon's (D-Ill.) legislation to curb TV violence.

Last December, at Simon's urging, ABC, CBS and NBC agreed on 15 broadly-worded standards to reduce programs of "gratuitous" or "excessive" violence and scenes that "depict violence as glamorous."

Coming out against the FIT and similar efforts by Terry Rakolta last week was Action for Children's Television founder Peggy Charren. These are not reasonable goals, Charren told BROADCASTING & CABLE. "It's time to worry about censorship." —JF

Programming

THE BUSINESS BEHIND THE SHOW IN BROADCASTING/CABLE

Samples tops at TPE in Cox shuffle

Flanagan moves into consultancy role, Masini forms own company

By Mike Freeman

Completing its acquisition of Los Angeles-based distributor Rysher Entertainment two weeks ago, Cox Enterprises drove in the proverbial "golden spike," installing Rysher's president and founder, Keith Samples, as president and general manager of its Television Program Enterprises syndication division. The move, a subject of speculation for some time *BROADCASTING & CABLE* (Dec. 7, 1992, et seq.), paved the way for Cox to make a series of top-level management moves at TPE and its TeleRep station rep firm.

Under the new management structure, Samples will oversee Rysher's and TPE's programing development, production and sales areas, while the man he replaces, Phil Flanagan, will make the transition to retirement and consultancy for the New York-based distributor by no later than February 1994. (Flanagan, who joined TPE in 1981 as general manager, is credited with leading the growth of TPE into the second-largest barter advertising sales firm in syndication today.)

Al Masini, who founded TeleRep 25 years ago and was the leading creative force behind TPE's long-running syndicated weeklies, *Lifestyles of the Rich & Famous*, *Star Search* and *Runaway with the Rich & Famous*, also formally submitted his resignation to form an independent production company bearing his name, where he will continue producing the above shows in a long-term deal with TPE. Mary Jane Hastings, former vice president/director of operations for TPE, will be joining Al Masini Productions as executive vice president.

Assuming the top spot at TeleRep will be President and General Manager Steve Herson, a 22-year veteran of the New York station rep firm. Her-



Al Masini, Keith Samples and Nick Trigony were all smiles at Cox's announcement of the Rysher purchase at the NATPE convention in San Francisco last January.

son's title remains the same, but he will join Samples in reporting directly to Cox Enterprises' broadcast division president, Nick Trigony.

Although Trigony declined to address the specific financial terms of Cox's buyout of Rysher, competing syndication sources estimated the val-

Bravo gets New Line on films

Bravo has signed a deal with New Line Television giving the cultural cable network access to several independent theatrical films never before seen on television. The deal involves titles from New Line Cinema's specialty division, Fine Line Features, including such features as "My Own Private Idaho," "An Angel at My Table," "Monster in a Box," "Night on Earth," "Waterland," "Hangin' with the Homeboys" and "Glen-garry Glen Ross." About 75% of the titles in the deal will be making their television premiere, according to Robert Friedman, president, New Line Television. The features will be presented as part of a monthly series, *Fine Line Theatre*, hosted by Fine Line President Ira Deutchman. The series, which debuts in September, will also feature interviews with directors and stars of independent films and will update viewers on current Fine Line and other specialty releases.

Bravo has a long tradition in American independent film and already has a weekly showcase, *The Independents*, which airs every Monday night. The network is distributed primarily as a basic cable service and is now available in more than 10 million homes nationally. —RB

ue of the Rysher acquisition at \$10 million. Instead, Trigony emphasized that the privately held Atlanta-based group owner ultimately viewed the negotiation for Samples' services as the "key component" in the deal.

"I have known Keith [Samples] for a number of years and, ultimately, it came down to our belief that he was the programing executive who would carry the torch for us into the next century," Trigony said. "Looking at what he has done at Warner Bros., and in the short amount of time since forming Rysher, Keith has been at the forefront of some of the most forward-thinking programing deals in the business today."

(Samples, one-time senior vice president of off-network sales for Warner Bros. Domestic Television Distribution, founded Rysher Entertainment in April 1991 by retaining off-network distribution rights to NBC Productions' *Saved by the Bell*. He parlayed that teen demographic ratings success into first-run weeklies *Highlander: The Series*, *Prime Suspect* and *Uptown Comedy Club* this season, and has slated young adult-skewing strip *Wavelength* and weekly drama *Okavango* for launch in 1993-94.)

In taking over TPE's station sales and national barter advertising sales departments, Samples confirmed that Rysher's sales staff will merge activi-

ties with TPE's sales force later this year. However, Samples said that neither he nor Trigony have set a specific mandate in terms of program development or acquisition.

"I want us to be like a little studio, where we'll be a player in first-run syndication with programs for [week-day] early fringe, prime access and late fringe," said Samples, who added that he will continue to be based in Los Angeles but will make regular commutes to TPE's New York offices. "Cox brings a diverse amount of resources to the table, not just financial, but in terms of its experience as a group broadcaster and multiple system cable operator." ■

Discovery, stations forge partnerships

Cable service says relationship is one it wants to 'continue and expand'

By Rich Brown

The Discovery Channel has discovered a new programing partner: TV stations. The cable service, which is working with local broadcasters to produce some of its programing, will present two such co-productions in the second quarter: a six-part miniseries with KUSA-TV Denver called *How the West Was Lost* and an ongoing series with KRON-TV San Francisco, *Next Step*.

"Local stations are an underexploited production base in this country," says Greg Moyer, senior vice president, programing group, for Discovery parent Discovery Communications.

"It's not part of a large strategy in and of itself, but it's a relationship we'd like to continue and expand," Moyer says.

How the West Was Lost, a look at the settling of the American West from the point of view of Native Americans, will debut on KUSA in April and on The Discovery Channel on May 16. The cost of the production is split roughly in half between Discovery and the Gannett-owned station. The miniseries, which was two years in the making, has also been offered to other Gannett stations around the country.

"When you have a 50-50 co-production partner, it takes a tremendous amount of weight off you," says Cindy Velasquez, vice president of broad-



Discovery, KUSA-TV Denver find synergy in miniseries 'How the West Was Lost.'

cast and station manager at KUSA. "There's also a tremendous amount of credibility when you can say your product is good enough for national play."

The other series, *Next Step*, a show about high technology hosted by KRON reporter Richard Hart, debuted last fall on Discovery and has been renewed for a second season on the cable network. The series will air on KRON at 10 p.m. on Sundays and on Discovery at 9:30 p.m. on Tuesdays.

On each co-production, the local stations essentially make the programs and Discovery has production oversight. "It's a stronger product because there are two sets of eyes on the proj-

ect," says Moyer, adding that the partners also benefit from joint promotion.

"In some sense we're giving away some small corner of our exclusivity," says Moyer. "But I can't say that that has hurt us, either. The impact on our national numbers is virtually indiscernible."

It is a strategy that has been applied by other cable networks. The Nashville Network, for example, has found value in teaming up with local stations to produce such shows as *Miller & Company*, a talk show from WSMV-TV Nashville and *The Texas Connection*, produced at non-commercial KLRU-TV Austin. ■

Dolan gets Islanders

Cablevision Systems Corp. Chairman Charles Dolan will own up to 99% of the New York Islanders NHL hockey team when it changes owners later this year, according to terms of the deal announced March 23. As part of the deal, an entity owned by current owner John O. Pickett will share in revenues from regional sports service SportsChannel for 20 years (SportsChannel is partly owned by Cablevision and carries Islanders games). The purchase price could slightly exceed \$50 million, according to Pickett.

CTAM customer awards

The Cable Television Administration and Marketing Society has issued its call for entries in the third annual Customer Is Key awards competition recognizing cable systems with superior customer service. The entry submission deadline is April 30, 1993, with winners to be announced at the annual CTAM conference in July.

Discovery in Japan

Beginning April 1, The Discovery Channel will present 15 hours a week of programming to more than 800,000 cable homes in Japan via Eisei Channel, a news and information network operated by Satellite Channels. The Discovery program hour will run from 10-11 p.m. weeknights, with an afternoon repeat from 1-2 p.m. the following weekday. Discovery programs will be presented at 10 p.m.-midnight on Saturdays and 2-5 p.m. on Sundays.

Command and control

Multisystem operator Tele-Communications Inc. has signed a deal with Boulder, Colo.-based software company Probita Inc. that will give the operator central command and control of a multiplex pay-per-view movie service, an important centerpiece of its compressed digital programming package. Probita's software controls the delivery of more than 60 events daily to 500 headends at about 300 cable systems.



A group of public access producers in New York City known as Media Access New York organized a protest last Monday afternoon (March 22) outside Time Warner headquarters to fight what they described as the company's attempt to invalidate the public, educational and governmental (PEG) provisions of the 1984 Cable Act. According to MANY literature, Time Warner filed suit in Federal Court for the District of Columbia last November seeking to have the provisions invalidated because they "unconstitutionally abridge the editorial discretion of cable operators...by forcing them to carry PEG programs, including government speech, that they would not otherwise carry."

GEMS launches April 1

Miami-based GEMS Television, a new cable network aimed at Hispanic women throughout Latin America and the U.S., is scheduled to launch April 1, according to parent companies International Television Inc. and Empresas I-BC (parent company of Venezuelan TV network Radio Caracas Television). Much of the product for the 16-hour-a-day service will come from Coral Pictures' catalog, which includes more than 10,000 hours of tele-novellas, 2,000 hours of musical specials and thousands of hours of miniseries.

CompuServ connection

Cable network Nickelodeon has gone on-line with 70 of its viewers via a private home computer forum provided by CompuServe Inc. The chosen kids will be a part of ongoing research by responding to tapes of upcoming programs, serving as an editorial board for *NICKELODEON* magazine, answering questionnaires and talking to each other via computers.

French cable

Multisystem operators Tele-Communications Inc. and Lenfest Communications Inc. have signed a

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

Second front

The Discovery Channel launched a second satellite feed for the West Coast on March 22. The new feed is on Galaxy V, Transponder 12, while the East Coast feed will continue on Satcom C-4, Transponder 21. The move enables Discovery to present a late-night schedule to the Pacific Time zone; previously they were forced to sign off at midnight.

SSN soccer

Regional sports program packager Satellite Sports Networks will be the exclusive distributor of the 1993 European Champions' Cup soccer event to the U.S. home and commercial TVRO market and Canada and Mexico.

Comedy channel unveils laughing matter

Service spends \$40 million to increase its original fare in coming months

By Rich Brown

As Comedy Central this week enters its third year of operation, the basic cable network is working on a slate of new programs to further expand the channel's original programming lineup in the months ahead.

Comedy Central is spending about \$40 million on programming this year and is making a big push to satisfy demands from operators for more original shows, according to Mitch Semel, senior vice president, programming. Upcoming shows about to enter production include *Comedy Central News*, regularly scheduled news programming designed as an outgrowth of the network's coverage of the 1992 presidential campaign; *Politically Incorrect*, a weekly *McLaughlin Report*-type show hosted by comedian Bill Maher, and *All Jokes Aside* (working title), an urban stand-up comedy show based in Chicago.

Comedy Central plans to kick off its news programming in July with a daily news roundup that will average about five minutes in length and be repeated during the day. During a month-long test, those round-ups could expand to



Bill Maher, host of new Comedy Central series 'Politically Incorrect.'

15 or 30 minutes each, said Semel.

"No one, to my knowledge, has done a daily newscast from a comedy perspective, so we'll first try a month's worth of short-form news programming," said Semel.

Comedy Central's original programming now accounts for close to 60% of its schedule. The network already has seven ongoing original series in production and plans to add *Politically Incorrect* and *All Jokes Aside* to the lineup by fall.

Interstitial programming is another area where the network is looking to build on its original output. The network earlier this month launched "Reality Checks," 15-second spots that lampoon the day's headlines and air six times a day. Semel said the network might expand the spots to 30 seconds each and plans to eventually run them on an hourly basis.

The network is also looking to produce other short-form programming, he said.

Gone from Comedy Central are many of the off-net sitcoms that were inherited from HA!, the Viacom-owned comedy network that merged with HBO's Comedy Channel to form Comedy Central. Most of the sitcoms purchased for HA! have already run their course, said Semel, and the only remaining shows are *Rhoda* on weekdays and a few others on weekends.

"As much as we like being original, I'd like to think we're always going to be presenting some classic stuff," said Semel.

Looking to the months ahead, Semel said the network plans to steer clear of the upcoming late-night talk wars. Comedy Central recently dropped its nightly talk show, *Night After Night with Allan Havey*, and has seen its ratings rise with a counterprogramming strategy featuring the improvisational series *Whose Line Is It Anyway?*

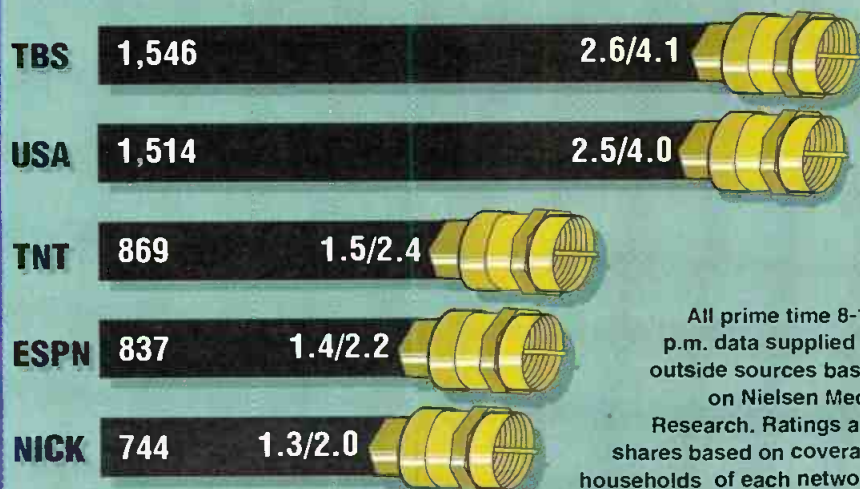
In the months ahead, Comedy Central also plans to build on its programming stunts. Upcoming events will include a weekend tribute to Monty Python alumnus Eric Idle in a promotion tied to his new theatrical feature, *Splitting Heirs*; a Father's Day stunt tied to Comedy Central series *Kids in the Hall* and a focus on stand-up and sketch comedy over the July 4 holiday weekend.

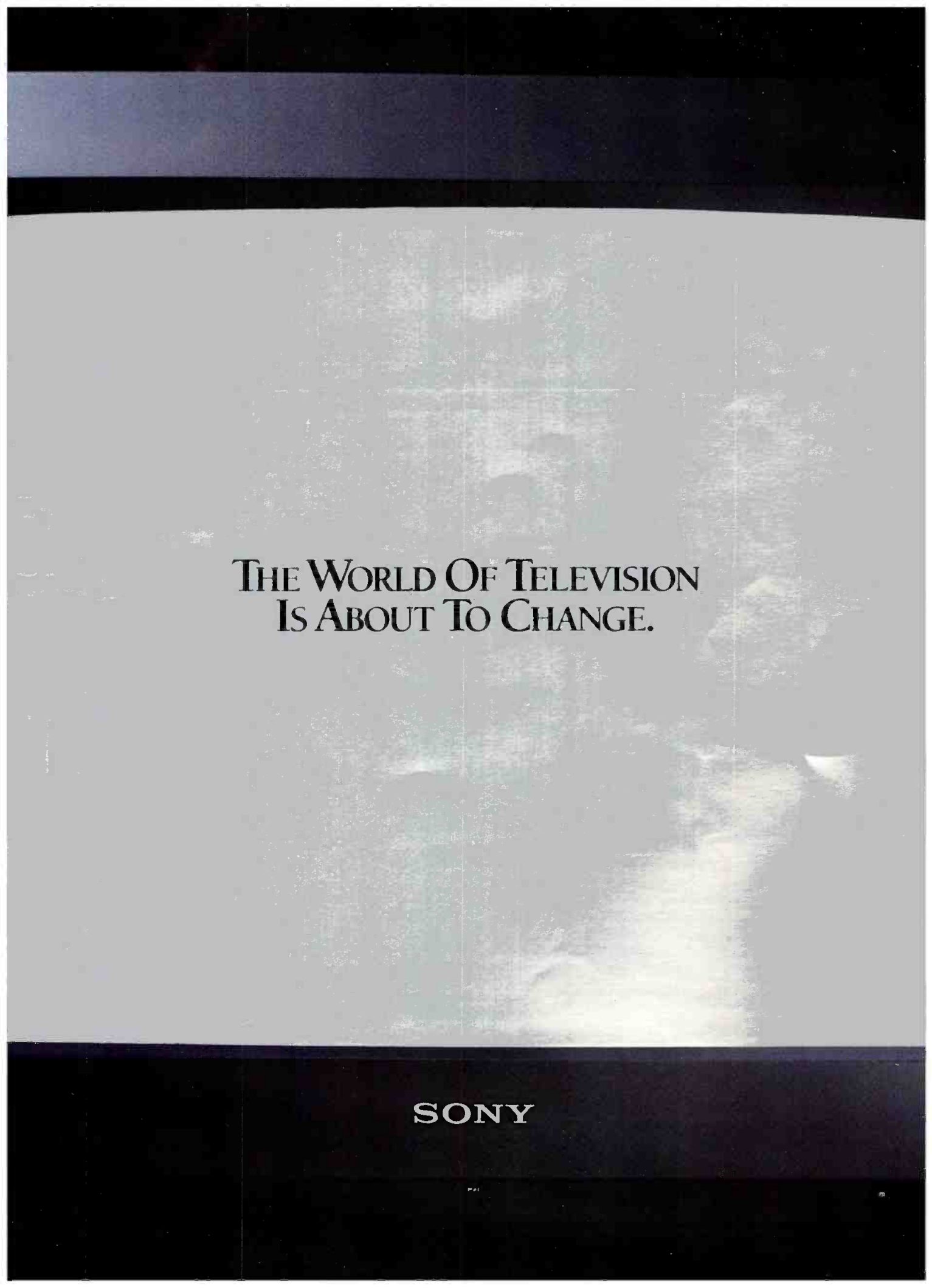
"We're at our best when the big guys zig and we zag," said Semel. ■

FREEZE FRAME

TOP 5 BASIC CABLE SERVICES MAR 15-21

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE





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Multimedia talks abroad

*Makes deal to take format
to Spain, France, Germany*

By Meredith Amdur

Leading talk show vendor Multimedia Entertainment will be exporting formats from some of its most successful tabloid interview shows to broadcasters in Spain, Germany and France.

Three 50-50 joint-venture partnerships have been set up with producers Tele Munchen in Germany and Telesauro in Spain (both groups are co-owned by Capital Cities/ABC) as well as Tele Images in France. The broadcast channels in each country have not been disclosed.

According to Ethan Podell, Multimedia's vice president of international development, the group made its first major international foray with a product it knows best: the talk show. "We analyzed what was on in Europe and saw an opportunity to export production expertise with local partners," Podell said. Multimedia has long considered extending its investment abroad and is still considering operational investments.

Best known for *Donahue*, *Sally Jessy Raphael* and the *Jerry Springer* shows, Multimedia plans to replicate the daily one-hour genre and share in the foreign revenue. Given the economics in Spain and the lower level of TV development there, Podell says Multimedia may need to come in with advertising support and sponsors.

Although the politics of Rush Limbaugh might not wash well everywhere in Europe, Multimedia expects to develop new TV personalities in each of the countries. "We act as investors and management consultants but, in the end, it's a French project," Podell says.

In France, Tele Images will test four pilot programs with different female hosts. The biggest risk, Podell admits, is whether or not audiences will respond to the often "extreme" content of such American-style talk shows. "Some topics might not float well; we will have to see how far we can push the audience," he says. ■



Top Cable Programs

March 15-21

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.	2,286	3.8	<i>Murder She Wrote</i>	Fri. 8-9p	USA
2.	2,275	3.9	<i>Ren & Stimpy</i>	Sat. 9-9:30p	Nick
3.	2,262	3.7	<i>Harley-Davidson</i>	Mon. 8-9p	TBS
4.	2,159	3.6	<i>Murder She Wrote</i>	Tue. 8-9p	USA
5.	2,081	3.4	<i>Bloodsport (movie)</i>	Wed. 8-10p	TBS
6.	2,069	3.4	<i>Father Goose (movie)</i>	Sun. 1-3:30p	TBS
7.	2,022	3.3	<i>Murder She Wrote</i>	Thu. 8-9p	USA
8.	2,014	3.4	<i>Ren & Stimpy</i>	Sun. 11-11:30a	Nick
9.	2,011	3.4	<i>Clarissa Explains It All</i>	Sat. 8-8:30p	Nick
10.	1,944	3.2	<i>Helter Skelter (movie)</i>	Tue. 10-12m	TBS
10.	1,944	3.3	<i>Salute Shorts</i>	Sat. 5:30-6p	Nick
12.	1,911	3.2	<i>Rugrats</i>	Sun. 10:30-11a	Nick
13.	1,895	3.1	<i>Operation Petticoat (movie)</i>	Sun 10:30a-1p	TBS
14.	1,890	3.2	<i>Rugrats</i>	Sat. 7:30-8p	Nick
15.	1,856	3.1	<i>Enter the Dragon (movie)</i>	Fri. 9-11p	USA
16.	1,855	3.1	<i>Helter Skelter (movie)</i>	Tue. 8-10p	TBS
17.	1,853	3.1	<i>Murder She Wrote</i>	Mon. 8-9p	USA
18.	1,806	3.1	<i>Family Double Dare</i>	Sat. 6-6:30p	Nick
19.	1,795	3.0	<i>Are You Afraid of the Dark?</i>	Sat. 9:30-10p	Nick
20.	1,786	3.0	<i>Pro Boxing</i>	Tue. 9-11p	USA
21.	1,779	2.9	<i>Lonesome Dove Pt. 4 (movie)</i>	Fri. 10-12m	TBS
22.	1,769	2.9	<i>Murder She Wrote</i>	Wed. 8-9p	USA
22.	1,769	2.9	<i>Monday Night Raw</i>	Mon. 9-10p	USA
24.	1,707	3.0	<i>Beauty & the Beach</i>	Sun. 3-4p	MTV
25.	1,705	2.8	<i>Jaws 2 (movie)</i>	Sat. 2-4:30p	USA
26.	1,703	2.8	<i>White Buffalo (movie)</i>	Sun. 7-9p	TBS
27.	1,688	2.9	<i>Roundhouse</i>	Sat. 8:30-9p	Nick
28.	1,676	2.8	<i>Saved by the Bell</i>	Mon. 5-5:30p	TBS
29.	1,652	2.7	<i>Blues Brothers (movie)</i>	Mon. 9-11:45p	TBS
30.	1,642	2.8	<i>Clarissa Explains It All</i>	Sun. 12-12:30p	Nick
31.	1,637	2.7	<i>Over the Hill Gang (movie)</i>	Sun. 3:30-5p	TBS
31.	1,637	2.9	<i>Beauty & the Beach</i>	Sat. 1-1:30p	MTV
33.	1,634	2.7	<i>Lonesome Dove Pt. 3 (movie)</i>	Fri. 8-10p	TBS
34.	1,630	2.7	<i>Saved by the Bell</i>	Tue. 5-5:30p	TBS
35.	1,627	2.7	<i>My Two Dads</i>	Sat. 4:30-5p	USA
36.	1,618	2.7	<i>Doug</i>	Sun. 10-10:30a	Nick
37.	1,617	2.7	<i>Foreign Affairs</i>	Wed. 8-10p	TNT
38.	1,600	2.7	<i>Salute Shorts</i>	Sun. 11:30-12n	Nick
39.	1,584	2.8	<i>Beauty & the Beach</i>	Sat. 2-3p	MTV
40.	1,556	2.6	<i>Happy Days</i>	Sun. 10-10:30a	TBS

Networks roll out best and brightest

The three networks and Fox gave advertisers a taste of their new season wares last week (see story, "Top of the Week"). Their respective development menus can be found on the pages that follow.

ABC

Comedies

Buddies—Comedians Ritch Shynder and Rick Ducommun star as two friends whose lives change when one gets married and becomes a father. Produced by TriStar; Lillah McCarthy, Sally Lapiduss and Pamela Eells executive producers.

Couples—Adult comedy about three couples who share a Manhattan apartment building, from creators of HBO's *Dream On*. Helen Slater and Jonathan Silverman star from a project produced by Lorimar; Kevin Bright, Marta Kauffman and David Crane executive producers.

George—Boxer George Foreman stars as a guidance counselor for problem students. From Katie Face Productions and Columbia Pictures Television; Tony Danza, Steve Sauer and Norma Vela executive producers.

Grace Under Fire—Divorced mother of three starts her life over again. Starring Brett Butler. From Carsey-Werner.

Little Niagara—Ensemble comedy starring comedian Richard Jeni as a former New York City detective who becomes a small-town sheriff. From HBO Independent Productions; Vic Kaplan executive producer.

The Long Game—Joanna Kerns stars in this ensemble show about a pro golfer late in her career. From ABC Productions; Peter Tolan and Kerns executive producers.

Phenom—From James Brooks, about a teenage tennis player, starring Judith Light and Angela Goethals. From Gracie Films and Columbia Pictures Television; Brooks executive producer.

Related by Birth—Starring Margaret Colin and Jamie Gertz, about the relationship between two sisters. From Gracie Films and Columbia; James Brooks and Heide Perlman executive producers.

Sister, Sister—Tia and Tamara Mowry star as identical twin sisters separated at birth and reunited at age 13. From Paramount Network Television; Suzanne DePasse executive producer.

Thea—Starring comedian Thea Vidale as an idiosyncratic widow with four children. From Castle Rock Entertainment; Andrew Susskind and Bernie Kukoff executive producers.

Ellen DeGeneres project—Comedian Ellen DeGeneres stars in this ensemble comedy about a group of friends in Los Angeles. From Marlens-Black in association with

Disney Television; Neal Marlens and Carol Black executive producers.

Untitled Janis Hirsch project—Physically challenged woman returns to work as a junior high school principal. From Twentieth Television; Hirsch executive producer and writer.

Untitled Bob Myer project—Starring Peter Onorati as an unemployed electrician who takes care of his children by day and bartends at night. From ABC Productions and Roseanne veteran executive producer Bob Myer.

Untitled Ben Savage project—Life through the eyes of an 11-year-old boy, starring Ben Savage. From Disney Television; Michael Jacobs executive producer.

Dramas

Birdland—Brian Dennehy stars as chief of psychiatry at a major metropolitan hospital. From Columbia Pictures Television; Walter Parkes and Scott Frank executive producers.

Bodyguards—Music and film stars Kid 'n' Play star in light action project about two bodyguards. From TriStar Television; Jim Parriott executive producer.

Divas—Efforts of four young black women to rise to stardom as a singing group. From Lorimar Television; Thomas Carter executive producer.

Doors—George Newbern and Anne Le Guernec star in a science-fiction project about a beautiful woman from a parallel world who is befriended on Earth by a young doctor. From Columbia; Jim Crocker executive producer.

Do the Strand—Stars Bill Campbell as the owner of a successful security business in Miami. From Columbia Television; Harley Peyton executive producer.

Lois & Clark: The New Adventures of Superman—Contemporary look at the lives of the man of steel and his significant other. Starring Dean Cain and Teri Hatcher. From Lorimar; Bob Buanz co-stars in project from Steven Bochco Productions with Bochco and David Milch as executive producers.

On the Street—Jim Pirri stars as beat-cop on today's streets. From ABC Productions; Stephen Kronish executive producer.

Philly Heat—Adam Trese and Peter Boyle star in project about a colorful collection of firefighters. From Reeves Entertainment; Tom Fontana executive producer.

Profiles—Talk show dramatization that

uses flashbacks of panelists. From Lorimar; David Jacobs executive producer.

Variety

Big Time Saturday—Reluctant audience members perform in contests; off-beat novelty acts. One-hour project from Vin DiBona Productions; DiBona executive producer.

It's a Big Country—Two-hour project featuring best of television, radio, music, comedy, film, news and animation. From HBO Independent Productions; Mitchell Kriegman executive producer.

American Bandstand—One More Time—Half-hour weekly looks at 40 years of popular American music. From Dick Clark Productions; Dick Clark host and executive producer.

Reality

Kids Are Funny—Half-hour comedy-reality about children and their families. From Greengrass Productions and Launa Newman-Minson Productions; Newman-Minson executive producer.

Mondo Cane—Half-hour project travels to exotic locations looking at primitive life and rituals still practiced today. From ABC/Kane Productions; Dennis Kane and David Tabacoff executive producers.

CBS

Comedies

Dave Barry project—Harry Anderson (*Night Court*) stars as Pulitzer Prize-winning humorist Dave Barry. From CBS Entertainment Productions.

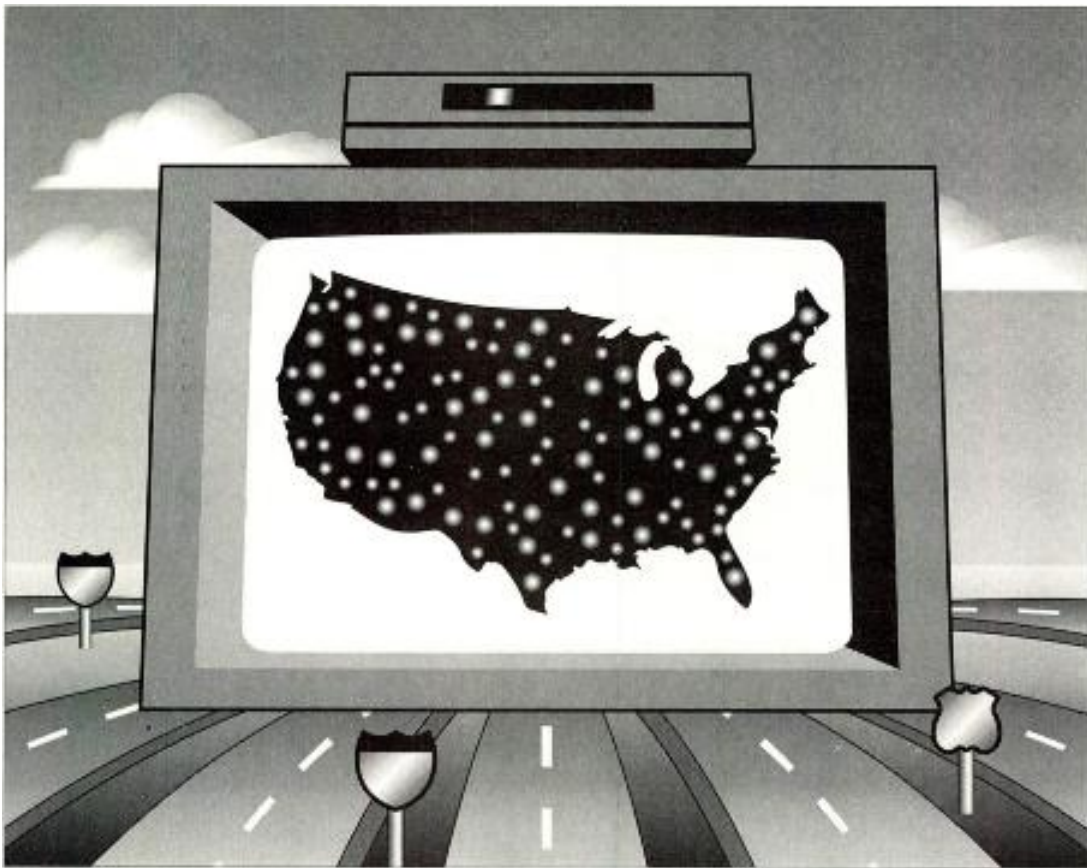
Banner Times—Comedian Jeff Foxworthy stars as a father who moves his wife and son from San Francisco to a small town in Georgia to work for the town's newspaper. From CBS Entertainment Productions.

It's Never Too Late—Spin-off from *Evening Shade* starring Charles Durning and Ann Wedgeworth. From Burt Reynolds Productions in association with CBS Entertainment Productions.

South Central—A single mother raises her three children in a tough Los Angeles neighborhood. From Twentieth Television; Ralph Farquhar and Michael Weithorn executive producers.

Family Album—Parents of three children move from California to Philadelphia to be

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closer to grandparents. From Lorimar Television; Marta Kauffman and David Krane executive producers.

The Boys—A writer and his girlfriend move into a dead man's house and inherits his three surviving friends. From CBS Entertainment Productions in association with Reeves Entertainment; Dan O'Shannon and Terry Hughes executive producers.

The Nanny—Fran Drescher and Charles Shaughnessy star in this comedy about a Queens, N.Y., woman who becomes a nanny for a rich, widowed Broadway producer. From TriStar Television; Robert Sternin and Prudence Fraser executive producers.

Tall Hopes—Comedian George Wallace stars as the father of a high school basketball star. From Warner Bros. Television; Rich Eustis and Michael Elias executive producers.

Island Guy—A young Pacific island boy canoes to America and winds up living with rich, yuppie family. Anthony Ruivivar, Ken Howard and Ellen Dolan star. From Universal TV; Earl Pomerantz executive producer and writer.

Big Wave Dave's—Three Chicago men leave their professional lives behind to pursue their dream of running a Hawaii surf shop. From Paramount Television; David Isaacs and Ken Levine executive producers.

The Building—Bonnie Hunt stars as a struggling actress who moves into an apartment building inhabited by odd characters. From CBS Entertainment Productions; Bonnie Hunt executive producer.

It Had to Be You—Stars Faye Dunaway and Robert Urich as a mismatched couple. From Lorimar Television; Anita Addison executive producer.

Those Two—Harvey Fierstein and Julie Halston star as two life-long friends who move in with each other. From CBS Entertainment Productions; Bob Randall executive producer and writer.

Muddling Through—Stephanie Hodge stars as a woman recently paroled for shooting her husband, who returns to her family and friends. From Columbia Pictures Television; Barton Dean executive producer and writer.

Trailer Park—Two disparate families become neighbors in a tacky Florida trailer park. David Keith and Linda Gehringer star. From Reeves Entertainment; Pam Norris and Paul Clay executive producers.

704 Hauser Street—John Amos stars as the head of a black family that moves into Archie Bunker's old house. From Act III Communications; Norman Lear executive producer.

Dramas

Harts of the West—Beau Bridges stars as a man who moves his wife and kids from New York to Nevada to run a dude ranch. Lloyd Bridges co-stars as a cantankerous old ranch hand. From Kushner-Locke Productions; Robert Moloney executive producer.

Due South—A Canadian Mountie leaves the wilderness of Canada to track down his father's killer in Chicago. From Alliance Entertainment; Paul Haggis executive producer.

South of Sunset—Stars Glenn Frey and Aris Spears as two unlikely private detective partners. From Paramount Pictures Television; Stan Rogow and John Byrum executive producers.

Arly Hanks—Former *Rookie* and *Angel* Kate Jackson returns to series TV as a divorcee from New York who moves back to her small Arkansas hometown as sheriff. From Hearst Entertainment in association with CBS Entertainment Productions.

Greyhounds (2-hour pilot for 1-hour series)—Dennis Weaver, Robert Guillaume, Pat Morita and James Coburn star as crime-fighters for assistant U.S. Attorney. From Stu Seagall Productions in association with Cannell Entertainment.

Summer—Ensemble drama about four couples and their single male friend. From TriStar Television; Stephen Metcalf executive producer and writer.

Shenandoah (2-hour pilot for 1-hour series)—Sweeping story of the lives and loves of two southern families during the Civil War. Daniel Markel, Tracy Griffith, Zack Galligan and Kate Mulgrew star. From CBS Entertainment Productions in association with David Gerber Company; David Gerber executive producer.

Theatricals

"Sleeping with the Enemy" starring Julia Roberts.

"The Godfather I, II, III" starring Al Pacino.

"The Naked Gun 2½" starring Leslie Nielsen.

"Awakenings" starring Robin Williams and Robert De Niro.

Original movies

Remake of "The Odd Couple" starring Jack Klugman and Tony Randall.

Jane's House starring James Woods and Anne Archer.

The Rodgers Sisters Story (working title) starring Marlo Thomas.

I Spy remake starring Robert Culp and Bill Cosby.

Scattered Dreams starring Tyne Daly.

There Was a Little Boy starring Cybill Shepherd and John Heard.

The Stolpa Family Story about a family stranded in a blizzard.

To Dance with the White Dog starring Hume Cronyn and Jessica Tandy.

Two Cops: The Long Beach Sexual Harassment Case starring Melissa Gilbert and Mel Harris.

Miniseries

Buffalo Girls from Larry McMurtry's book

about the waning years of the old West. Four hours.

The Menendez Murders about two brothers accused of murdering their parents.

Return to Lonesome Dove, six-hour sequel starring Jon Voight.

FOX

Comedies

Black Sheep—Two grown brothers with disparate personalities live together. From Walt Disney Television; Michael Jacobs executive producer.

Buddy Blues—About life on the Phoenix police force for black and white police partners. Starring Bob Roberts and Ron Eldard from Disney Television; Larry Levin executive producer.

The Coasters—Three best friends continue their college partying after graduation. From Twentieth Television; George Meyer executive producer.

Peter Scolari project—*Bosom Buddies* and *Newhart* veteran plays a psychologist who flees the nuttiness of Los Angeles to find even more in his Midwest hometown. From Paramount; Mort Nathan and Barry Fanano writers.

Daddy Dearest—Don Rickles and Richard Lewis star as a father and son who live together. From HBO Independent Productions; Billy Van Zandt and Jane Milmore executive producers.

Endangered Species—Politically incorrect local general store owner and the neighborhood around him. From Lorimar Television; Joe Fisch executive producer.

Edna Time—Dame Edna stars in comedy talk show. From Dame Edna Studios in association with Fox Square Productions; Barry Humphries executive producer.

First Family—Neanderthal family and their pre-historic problems. From Disney Television; Michael Jacobs executive producer.

Untitled George Carlin project—Carlin stars in multigenerational, multiethnic ensemble cast featuring his unique look at the world. *The Simpsons'* Sam Simon executive producer.

Untitled Hammer project—Rap star Hammer as a teacher at a tough inner-city junior high school. From TriStar Television; Rob Sternin and Prudence Fraser writers and executive producers.

Hollywood Boulevard—Ensemble comedy set in a Hollywood diner. From HBO Independent Productions; Stan Daniels executive producer.

Hot & Bothered—Sexy fashion model is forced to share her apartment with a macho mechanic. From Lorimar Television; Paula Roth executive producer.

Locals—*Cheers'* John Ratzenberger (Cliff Claven) stars as the barber in a small town. From Warner Bros. Television; Mert Rich and Brian Polloch executive producers.

**CELTICS
LAKERS**

**N/A
101**

**KNICKS
BULLS**

**96
N/A**

**HAWKS
SUNS**

**99
N/A**

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Mother Country—Judge Reinhold stars in this ensemble comedy about a doctor in a Los Angeles hospital emergency room. From Lorimar Television; Penny Marshall, William Blylock and Elliot Abbot executive producers.

My Girls—Rap artist Queen Latifah and comedian Kim Coles star about upwardly mobile black women who share a New York brownstone. From Lorimar Television; Yvette Denise Lee executive producer.

My Kind of Town—Comedian Jeff Garlin stars in project about a nice guy's take on the world. From Witt-Thomas Productions; David Landsberg executive producer.

Phi Slamma Jamma—Antics at an all-black fraternity at fictional Florida College. From Twentieth Television; Les Firestein executive producer.

Satellite News—A behind-the-scenes look at a fledgling 24-hour news network. From Columbia Television; Sheldon Bull executive producer.

Untitled Sinbad project—Comedian Sinbad stars as an avowed bachelor who adopts two children. From Disney Television; Gary Murphy and Larry Strawther executive producers.

Townsend Television—Robert Townsend project featuring sketch comedy bits performed by ensemble cast; Townsend and Loretha Jones executive producers.

Wreck Szabo—Chauvinistic construction worker tries to cope with pressures of 1990's male sensitivity. From Columbia Television; Barton Dean executive producer.

Dramas

The Adventures of Brisco County, Jr.—Bruce Campbell stars as a bounty hunter in the old West. From Warner Bros. Television; Jeffrey Boam and Carlton Cuse executive producers.

Aspen—Soap opera based on activities in Aspen, Colo. From Lorimar Television; Richard Dilello executive producer.

Crescent City—Romantic drama about a young cop in New Orleans. From Warner Bros. Television; Mark Rosner executive producer.

The Good Policeman—Ron Silver stars as a nontraditional police commissioner in New York City. From Columbia Television; Ron Silver, David Black and Jerome Charyn executive producers.

Green Dolphin Street—Ensemble cop show mixing drama and humor. From Aaron Spelling Productions; Robert Ward executive producer.

The Mantis—Superhero action-adventure project featuring a black bio-physicist who invents a secret alter-ego. From Universal Television; Sam Raimi and Sam Hamm executive producers.

The Messenger—Science-fiction look at "messenger" who lives 15 minutes in the future. From ABC Productions; Gordon

Greisman executive producer.

The Resurrector—An elite team devises elaborate sting operations at the behest of a mysterious character. From Universal Television; Sam Hamm executive producer.

Tropical Heat—Two mismatched cops in Hawaii, starring Keith Cooke. From ABC Productions; Bernard Sofronsky and Suzanne DePasse executive producers.

The Wyatts—1990's family show about the foibles of family life, starring William McNamara. From TriStar Television; Steven Kampmann and Will Aldis executive producers.

The X-Files—Two FBI agents with different points of view try to solve bizarre cases. From Twentieth Television; Chris Carter executive producer.

Reality/variety

Beyond the Call—Half-hour look at heroes who risk their lives to help others. From Nancy Jacoby Productions in association with Empty Chair Productions; Jacoby executive producer.

Cop Files—Richard Roundtree hosts half-hour look into the minds of men and women who police today's streets. From Barbour-Langley Productions; Malcolm Barbour and John Langley executive producers.

Great Detective Stories—Half-hour featuring real-life detectives telling how they solved crimes. From Fox Television Stations; Dan Kavanaugh and Margaret Roberts executive producers.

Strange World—Stranger-than-fiction real-life stories. From Barbour-Langley Productions; Malcolm Barbour and John Langley executive producers.

True Life—Half-hour project re-enacts traumatic events that have shocked families, communities and law authorities. From Fox Television Stations.

Fox Night at the Movies

Attack of the 50 Foot Woman—Daryl Hannah stars in this postmodern feminist sci-fi comedy.

Based on an Untrue Story—Morgan Fairchild, Dyan Cannon star in this TV movie send-up loosely about perfume mogul who's lost her sense of smell and identity.

Born to Run—Richard Grieca stars in look at big-city street racing.

Cadillac Dreams—Portrait of an inner-city family.

Contessa—About a streetwise girl and her eccentric Italian-American family.

Honor Bound—A romantic adventure about an Irish cop coming to terms with his heritage.

Lifepod—A sci-fi journey of survival starring Robert Loggia.

Model by Day—Costumed crime fighter by night.

Natural Selection—Sci-fi suspense thriller.

12:01—Romantic suspense thriller with a sci-fi twist.

NBC

Comedies

Alone Together—Four thirty-something singles who share a New Jersey house. From Witt-Thomas Productions; David Landsberg executive producer.

Boomtown—A self-proclaimed "idea man" buys a small-town inn and turns it into a mini-Las Vegas casino. From Aerial Productions in association with Columbia Pictures Television; Walter Parks executive producer.

Cafe Americain—Valerie Bertinelli as a divorcee who moves to Paris. From Lorimar Television; Peter Noah executive producer; James Burrows directs pilot.

Child Support—Stand-up comedian John Mendoza as a Chicago sportswriter/single-parent. From Castle Rock Entertainment; Leo Benvenuti and Steve Rudnik executive producers/writers.

Crossroads—*Night Court*'s John Larroquette as a reformed alcoholic who takes a job as night manager of a seedy St. Louis bus depot. From Witt-Thomas Productions; Paul Witt, Tony Thomas and Larroquette executive producers.

Death & Taxes—Teri Garr as divorcee who leaves Idaho to join the IRS in Washington. From Highest Denominator Productions and Lorimar; Andrew Nicholls and Darrell Vickers executive producers.

Dr. Frasier Crane—Kelsey Grammer reprises his psychiatrist role from *Cheers*. From Paramount; fellow *Cheers* alumni David Ansell, Peter Casey and David Lee executive producers and James Burrows director.

Eligible Dentist—Gene Wilder makes his network television debut as a middle-aged widower. From NBC Productions; David Seltzer executive producer.

The 50-Minute Man—About a neurotic private detective. From Lorimar. Robert Conte and Peter Wortmann producers/writers.

Gabby—An extroverted Staten Island housewife and legal secretary gets her own cable access talk show. From The Fred Silverman Co. and Warner Bros.

Henry Winkler project—Winkler plays a TV talk show host. From Touchstone Television; Mark Lawrence executive producer.

John Caponera project—Stand-up comedian John Caponera stars as a blue-collar loading dock supervisor and father. From Touchstone Television; Jeff Martin, Kevin Curran and Suzanne Martin executive producers.

Just Family—Sketch comedy about a wacky family. From NBC Productions; Leslie Lurie and Vicki Horwitz executive producers.

Laverne Todd Show—Park Overall from

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Empty Nest stars in this spin-off. From Witt-Thomas Productions.

The Mommies—A pair of quick-witted mothers who sound off on life, love and motherhood in the 1990's. From Paramount, Terry Grossman and Kathy Speer executive producers.

Morwenna Banks project—Banks, a stand-up comedian, stars as young British journalist who takes a job with an American magazine, but finds herself serving as a "temporary" nanny to the publisher's children. From Castle Rock Entertainment; Alan Zweibel executive producer.

Odd Man Out—Story of a 14-year-old boy who finds he is surrounded by women in his life. From Lorimar; Ed Decter and John J. Strauss executive producers

Saved by the Bell Goes to College—Post-prep school spin-off from *Saved by the Bell* follows collegiate adventures of popular series characters. Peter Engel Productions in association with NBC Productions.

Dramas

Adventure, Inc.—A former war hero-turned-mercenary marries a Canadian heiress, whose money helps them set up an "adventure travel company." From Prime-media Co Productions Ltd; Aaron Spelling, E. Duke Vincent, Gary Randall and W. Paterson Ferns executive producers.

Against the Grain—About a struggling small-town high school football team and its new coach. From the Lee Rich Co. and Lorimar Television.

Bermuda Grace—A cop show pairing a Philadelphia policeman and a British constable from Bermuda with an "Eddie Murphy attitude." From NBC Productions and London Weekend Television; William Osborne and William Davies executive producers.

Boy Meets Girl—Jasmine Guy and Reed Diamond star in this story about love and life in the 1990's. A Kevin R. Sullivan Production in association with TriStar Television; Sullivan executive producer.

Friends & Lovers—From executive producers Mary-Ellis Bunim and Jon Murray, producers of MTV's *The Real World*, comes a similar real-life exposé of five California couples. A Bunim-Murray Productions project.

Knight Rider 2010—A 21st-century update of the former NBC *Knight Rider* series. From BBK Productions in association with Universal Television; Rob Cohen and John Leekly executive producers.

Laurel Canyon—Motion picture horror producer Wes Craven teams with co-executive producer David Gerber in this tale of romance and intrigue. From NBC Productions in association with Wes Craven Films and The Gerber Co.

The Naked Eye—Filmmaker Michael Moore executive-produces this reality-based show in which Moore and his team of "guerilla" journalists will attempt to buy or

disarm the nuclear missile Russia allegedly still has pointed at Moore's hometown of Flint, Mich.; go house-hunting in contaminated Love Canal; and other efforts. From Dog Eat Dog Films and TriStar Television.

SeaQuest DSV—With a 22-episode commitment in-hand, executive producer Steven Spielberg is producing this futuristic submarine drama captained by star Roy Scheider (in his series debut). From Amblin Television in association with Universal Television.

Westside Medical—John Cryer stars as a doctor who leaves a lucrative private practice to help a struggling Los Angeles hospital. From Columbia Pictures Television; Dennis Cooper executive producer.

Winnetka Road—Story about a cop who helps working-class subculture deal with the day-to-day pressures of living in a posh suburb north of Chicago. Executive producer John Byrum, whose Byrum Power & Light is producing the series with Spelling Television Inc.

Theatricals

"Backdraft," starring Kurt Russell, William Baldwin and Robert De Niro; "Cape Fear," starring Robert De Niro, Nick Nolte and Jessica Lange; "Curly Sue," starring James Belushi and Kelly Lynch; "Dead Again," starring Emma Thompson, Kenneth Branagh and Andy Garcia; "Doc Hollywood," starring Michael J. Fox and Bridget Fonda; "Final Analysis," starring Richard Gere, Kim Basinger and Uma Thurman; "The Fisher King," starring Robin Williams and Jeff Bridges; "Home Alone," starring Macaulay Culkin and Joe Pesci; "JFK," starring Kevin Costner and Tommie Lee Jones; "Memoirs of an Invisible Man," starring Chevy Chase and Daryl Hannah; "My Girl," starring Dan Aykroyd and Jamie Lee Curtis; "One Good Cop," starring Michael Keaton; "Out for Justice," starring Steven Seagal; "Other People's Money," starring Danny DeVito and Gregory Peck; "The Prince of Tides," starring Barbra Streisand and Nick Nolte; "Quigley Down Under," starring Tom Selleck; "Regarding Henry," starring Harrison Ford and Annette Bening; "The Russia House," starring Sean Connery and Michelle Pfeiffer; "Star Trek VI"; "Thelma and Louise," starring Susan Sarandon and Geena Davis; "Wayne's World," starring Mike Meyers and Dana Carvey.

Original movies

Bill Cosby projects—Four "light mystery" telefilms will be showcased as possible series platforms. From NBC Productions.

Bonanza: The Return, starring Michael Landon Jr., Ben Johnson, Richard Roundtree and Jack Elam.

A Child Too Many, starring Michele Greene and Nancy Stafford.

Conspiracy of Silence: The Shari Karney Story, starring Melissa Gilbert.

Danielle Steel's Mixed Blessings.

Danielle Steel's Star.

The Flood.

Fugitive Nights, starring Teri Garr and Sam Elliott.

Hart to Hart, starring Robert Wagner and Stefanie Powers.

Jack Reed: An Honest Cop, starring Brian Dennehy and Susan Ruttan.

A Kiss to Die For, starring Mimi Rogers and Tim Matheson.

Marina's Story, starring Helena Bonham Carter and Frank Whaley.

Mercy Mission, starring Robert Loggia and Scott Bakula.

Month of Sundays.

Mothershed or Berndt?

Murder Between Friends, starring Timothy Busfield and Stephen Lang.

My Father's Son, starring Lloyd Bridges and Beau Bridges.

Perry Mason, starring Raymond Burr in six new telefilms.

Return of the Jackal.

Roommates, starring Randy Quaid and Eric Stoltz.

Single Dad.

Stalking Back, starring Shanna Reed.

Sudden Fury.

Troubleshooters: Trapped Beneath the Earth, starring Kris Kristofferson.

Under the Influence.

An *Unsolved Mysteries* movie.

The Wisdom Keeper, starring Fred Dryer.

Witness to the Execution.

Miniseries

The Black Summer—A two-part supernatural thriller based on Peter Straub's novel *The Floating Dragon*.

Countdown—A journey to Mars set in the year 2013. Four hours.

Danielle Steel's Message from Num—Four-hour, two-part tale about a Southern belle who becomes a war correspondent.

Den of Lions: The Terry Anderson Story—Four-hour mini chronicles the ordeal of the AP reporter held hostage.

Great Escapes—A wheel of five miniseries: *Blood Relations*, *Jewel*, *Lake Success*.

The Pretenders and *Trade Winds*—that follow an escapist theme.

Hawaii—Sequel to James A. Michener's novel. Four hours.

Jackie Collins' Hollywood Husbands.

The Last Brother: The Rise and Fall of Teddy Kennedy—four-hour miniseries.

The Rabbit Chronicles—Based on the Pulitzer Prize-winning novels by John Updike.

Remember—Four-hour adaptation of Barbara Taylor Bradford's mystery novel.

Summer of '54—A four-hour miniseries based on Dr. Jonas Salk's quest for a polio vaccine.

Ratings Week : Broadcast

The World According to Nielsen, Mar 15-21

	 ABC	 CBS	 NBC	 FOX
MONDAY	10.9/17	15.7/24	15.2/23	5.0/7
8:00	38. FBI: Untold Stor 11.7/18	18. Evening Shade 15.1/23	20. Fresh Prince 14.6/22	87. Fox Night at the Movies—Betrayed 5.0/7
8:30		20. Hearts Afire 14.6/22	23. Blossom 14.1/21	
9:00		7. Murphy Brown 17.8/26		
9:30	45. ABC Monday Night Movie—Stakeout 10.7/17	17. Love and War 15.3/23	14. NBC Monday Night Movies—Woman on the Ledge 15.6/24	
10:00		13. Northern Exposure 15.8/26		
10:30				
TUESDAY	14.0/23	15.7/25	8.3/13	4.0/7
8:00	11. Full House 16.6/26	12. Rescue: 911 16.4/26	78. Quantum Leap 7.1/11	94. Class of '96 3.6/6
8:30	18. Hangin w/Mr. C 15.1/23			
9:00	3. Roseanne 19.9/31		73. What Happened? 7.7/12	92. Key West 4.3/7
9:30	27. Jackie Thomas 13.6/32	16. CBS Tuesday Movie—Dying to Love You 15.4/25		
10:00	58. Homefront 9.4/16		50. Dateline NBC 10.1/18	
10:30				
WEDNESDAY	12.8/21	14.2/23	10.3/17	6.2/9
8:00	61. Wonder Years 9.0/15	34. How'd They Do That? 12.5/20	22. Unsolved Mysteries 14.5/23	74. Beverly Hills, 90210 7.5/12
8:30	61. Doogie Howser 9.0/14			
9:00	1. Home Improvmt 22.3/34	32. In the Heat of the Night 12.7/19	78. Homicide 7.1/11	91. Melrose Place 4.8/7
9:30	8. Coach 17.5/27			
10:00	57. Sirens 9.5/15	9. 48 Hours 17.4/30	60. Law & Order 9.2/16	
10:30				
THURSDAY	12.8/21	8.4/14	14.0/23	11.3/17
8:00	50. Peter Jennings Reports 10.1/16	63. NCAA Basketball Tournament 8.5/14	36. Cheers 11.9/19	25. Simpsons 13.9/22
8:30			29. Wings 13.3/21	29. Martin 13.3/21
9:00	31. Matlock 12.8/20		4. Cheers 19.0/29	53. ILC: 1st Season 10.0/15
9:30			6. Seinfeld 18.6/29	70. Down the Shore 7.9/12
10:00	14. Primetime Live 15.6/27	82. NCAA Basketball Tournament 6.7/14	46. Crime & Punishment 10.6/18	
10:30				
FRIDAY	13.1/23	7.9/14	10.3/18	6.8/12
8:00	24. Family Matters 14.0/25	70. NCAA Basketball Tournament 7.9/14	75. Secret Service 7.4/13	76. America's Most Wanted 7.3/13
8:30	27. Step By Step 13.6/24			
9:00	34. Getting By 12.5/21			84. Sightings 6.5/11
9:30	47. Where I Live 10.5/18		37. NBC Movie of the Week—Daddy 11.8/21	85. Sightings 2 6.0/10
10:00	25. 20/20 13.9/25	76. NCAA Basketball Tournament 7.3/14		
10:30				
SATURDAY	6.7/12	9.8/18	9.5/17	9.4/16
8:00	81. Young Indiana Jones Chronicles 6.8/12	47. NCAA Basketball Tournament 10.5/19	70. Almost Home 7.9/14	56. Cops 9.6/17
8:30			63. Nurses 8.5/15	40. Cops 2 11.2/20
9:00	87. Conquer Fort Boyard 5.0/9	48. Dr. Quinn, Medicine Woman 10.3/18	42. Empty Nest 11.1/20	63. Code 3 8.5/15
9:30			43. Mad About You 10.8/19	68. Code 3 2 8.1/14
10:00	66. The Commish 8.3/16	66. Raven 8.3/16	59. Reasonable Doubts 9.3/18	
10:30				
SUNDAY	10.3/17	18.9/30	11.0/18	7.3/12
7:00	38. Am Fun Home Vid 11.7/20	2. 60 Minutes 22.0/35	82. I Witness Video 6.7/11	90. Parker Lewis 4.9/8
7:30	43. Am Fun People 10.8/17			86. Shaky Ground 5.5/9
8:00	50. Day One 10.1/16	5. Murder, She Wrote 18.8/29	78. Ross Perot 7.1/11	40. In Living Color 11.2/17
8:30				55. Roc 9.7/15
9:00			32. NBC Sunday Night Movie—Bird on a Wire 12.7/20	49. Married w/Childn 10.2/15
9:30	53. ABC Sunday Night Movie—Family Pictures, Pt. 1 10.0/16	10. CBS Sunday Movie—Without a Kiss Goodbye 17.2/29		68. Herman's Head 8.1/13
10:00				87. Flying Blind 5.0/8
10:30				93. The Edge 3.8/7
WEEK'S AVGS	11.5/19	13.2/22	11.2/18	7.1/12
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

By Peter Vilcs

The newest powerhouse company in radio is a relatively low-profile group that began with Disney family money and has grown steadily by relying on a formula of patience, careful market research and loyalty to its employees.

It may not be the sexiest story in radio today, but remember, this is the Disney family's radio group—Shamrock Broadcasting.

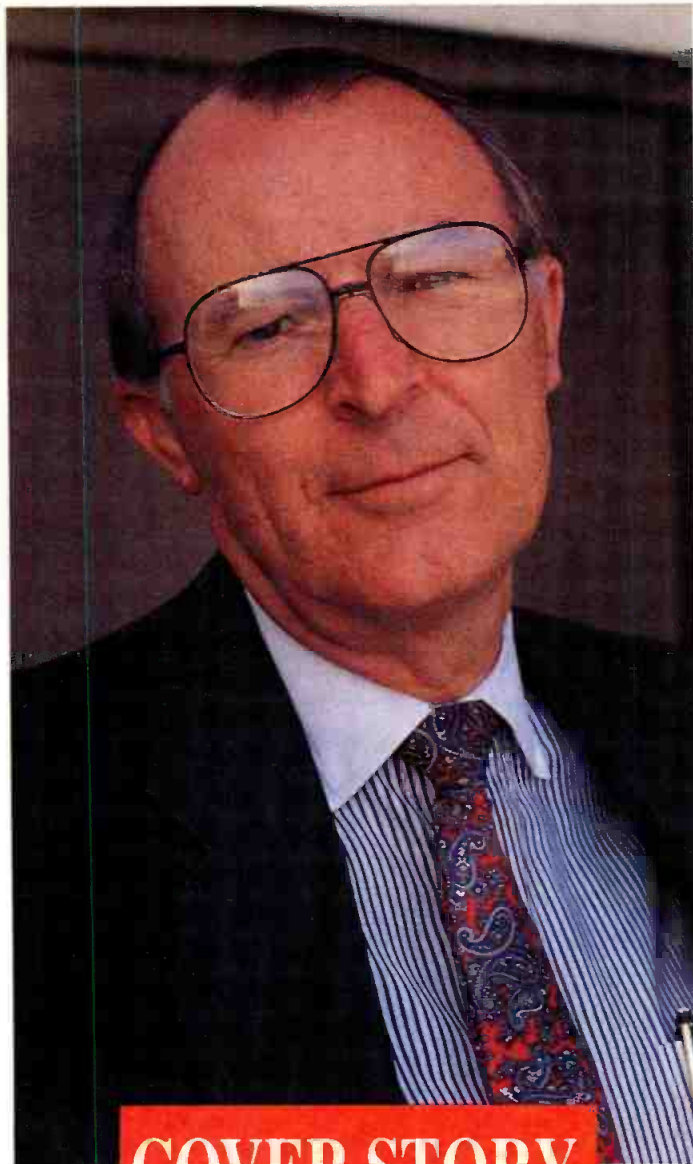
Through its recent merger with Malrite Communications, Shamrock has suddenly vaulted into the ranks of radio's biggest groups, with 21 stations and roughly \$110 million in annual billings, making it radio's fifth largest. The radio industry, meanwhile, is now taking a second look at a company that has built a reputation for strong corporate values and operating success.

Since its formation in 1979 as a subsidiary of Shamrock Holdings, the investment firm owned by the Roy E. Disney family, Shamrock has been heavily identified with its chairman and chief executive officer, Bill Clark. While an apparent successor is in place in the person of Shamrock President Marty Loughman, and while Clark takes pains to minimize his role in the company's development, most industry observers still view Shamrock as Bill Clark's company.

"Radio is such an entrepreneurial business that companies inevitably take on the character of the entrepreneur," says Paul Fiddick, president of Heritage Media's radio group. "In

Shamrock's formula for success: patience and good people

Disney-owned group takes on the character of its founder, Bill Clark; with Malrite merger, it joins the giants of radio



Shamrock's case, even though it's Disney-owned, Bill is the entrepreneur. He has been so important to that company that it has taken on his attributes."

Clark's management style is colored by a strong belief that a company's first responsibility is to its employees, whom he refers to as the company's "most important customer base." A recent trade ad taken by Shamrock reads: "Where belief in human potential and support of individual growth and development is a fundamental concern."

Not surprisingly, Shamrock is known as a company that promotes from within, has low turnover and loyal employees. The company's extensive use of research as a way of tracking customers' opinions extends to its employees, who are asked to evaluate how things are going at their stations.

"What it really boils down to is that there is a strong people orientation to the company," Clark says.

At the same time, the company is known for its adherence to a relatively sober style of decision-making that is based heavily on strategic planning and market research. The style stands out in an industry often marked by impulsive, ego-driven business decisions, and it may have helped Shamrock steer clear of heavy debt during the 1980s.

"Unlike many companies, they're calm, cool and collected," says Scott Ginsburg, president and chief executive officer of Evergreen Media. "They don't have the competitive gya-

COVER STORY

tions that create a big sensation, but they are very successful at producing broadcast cash flow and successful formats."

Shamrock came into being in 1979 with the purchase of Starr Broadcasting stations in San Francisco and Detroit, plus other properties that Shamrock eventually sold. Then, despite what must have been a tempting access to equity and bank debt, Shamrock resisted the high-dollar, high-risk deals that characterized the 1980's, choosing instead to concentrate on less sexy startups and turnarounds in top 25 markets.

"They were more conservative than most of the gung-ho buyers of the '80s," says Joe Sitrick, vice president, Blackburn & Co., which brokered deals for Shamrock. "They just didn't want to take on a lot of debt. And as a result, they didn't get into any trouble, either."

That lack of heavy debt put Shamrock in a perfect position to merge this year with Malrite, which was heavily leveraged after engineering a \$180 million management buyout in 1988.

Says Clark, "We never wanted to become highly leveraged, and we didn't. One of the reasons we bought startups and turnarounds was that we wanted to be in situations where we had good upside potential and not much risk."

The low-risk strategy may have re-

strained Shamrock's early growth, but it appeared to help the company hit its stride as an operator that is patient with both its stations and its employees. Says Sitrick, "They could afford to be patient."

"It's nice to hit home runs, and we've hit a few," explains Eddie Esserman, vice president and general manager, WFOX-FM Atlanta. "But our success hasn't been contingent on hitting a lot of home runs."

While broad management principles and policies pervade the company—each station, for example, is required to post a mission statement in its lobby—Shamrock stations still operate with considerable autonomy.

"I know how Shamrock expects me to operate this station," says Esserman, a nine-year Shamrock veteran. "But within those expectations, I feel that I have a tremendous amount of latitude."

Another Shamrock hallmark is the company's faith in market research as a tool for operating stations. According to Bill Moyes, chairman of the Research Group and a frequent adviser to Shamrock, the company was one of the first in radio to use research as a tool to strengthen market position.

"A lot of people will go by what worked somewhere else or what their gut tells them," says Moyes. "They're not like that.... Bill has always been, and Marty is, very strate-

gic in his thinking."

The same deliberate style holds true for other major decisions. "Bill Clark doesn't cut corners trying to make good decisions," says Gary Fries, president of the Radio Advertising Bureau. "He empowers people to give him input, and it's a team decision."

Shamrock's reliance on research and its deliberate decision-making style should not be taken as signs of caution, however. In Phoenix, for example, Shamrock researched the market several years ago and then embarked on what many would have considered a risky or even foolish gambit: it launched a second country station, KMLE-FM, to challenge the entrenched market leader, KNIX-AM-FM. Such a move wouldn't raise any eyebrows in today's world of country niches, but this was before the current "Hot Country" craze.

"At the time there were very few markets that had two country stations," says Moyes, "so it was a gutsy move. And it reaped extremely good benefits."

Some three years later, KMLE is a very successful station—among listeners aged 18-34 it beats KNIX in audience share and ranks second in the market, and in the key money demo, 25-54, it also ranks second, this time trailing only KNIX.

The Malrite merger poses some significant challenges for Shamrock, not

Shamrock Broadcasting: radio's new giant

City (Market Rank)	Station	Format	Share/Cume*	Est. '92 Billings	Date Acquired**
New York (1)	WHTZ(FM)	CHR	3.6/972,000	\$10.2 million	1993 (Malrite)
Los Angeles (2)	KLAC(AM)	Country	0.9/145,000	Total:	1993 (Malrite)
	KZLA-FM	Country	2.4/414,000	\$14.5 million	1993 (Malrite)
San Francisco (4)	KABL(AM)	AC	0.4/37,000	Total:	1979
	KABL-FM	AC	1.9/158,000	\$4.4 million	1979
San Francisco (4)	KNEW(AM)	Country	0.7/58,000	Total:	1993 (Malrite)
	KSAN-FM	Country	3.6/297,000	\$11.5 million	1993 (Malrite)
Detroit (6)	WWWW-AM-FM	Country	9.1/587,000	\$9.1 million	1986/1979
Houston (10)	KZFX(FM)	Classic Rock	3.3/164,000	\$6.2 million	1986
Atlanta (12)	WFOX(FM)	Oldies	3.5/148,000	\$7.2 million	1983
Seattle (13)	KXRX(FM)	Adult Rock	3.8/139,000	\$5.1 million	1986
Minneapolis (17)	KEEY-FM	Country	9.3/328,000	Total:	1993 (Malrite)
	KFAN(AM)	Sports	2.0/70,000	\$12.0 million	1993 (Malrite)
Pittsburgh (20)	WWSW-AM-FM	Oldies	7.3/241,000	\$8.9 million	1984
Phoenix (22)	KMLE(FM)	Country	6.7/206,000	\$6.0 million	1988
Cleveland (23)	WHK(AM)	News/Talk	2.0/61,000	Total:	1993 (Malrite)
	WMMS(FM)	AOR	7.6/233,000	\$7.6 million	1993 (Malrite)
Denver (24)	KXKL-AM-FM	Oldies	5.4/139,000	\$7.0 million	1987

Sources: * Arbitron fall '92 survey; average quarter hour, total week, persons 12-plus

** Revenue estimates from Duncan's Radio Market Guide

the least of which is merging two distinct corporate cultures. Malrite's WHTZ-FM New York, for example, programs a sex talk show at night that doesn't seem to fit with Shamrock's emphasis on clean programming. While Clark will not comment specifically on such issues, he says: "There will obviously be some challenges involved. But based on what we've seen of the Malrite properties, we don't think there's a gaping hole there."

Another issue that many in the radio industry are watching closely is what to do with WHTZ, the contemporary hit radio station that has seen billings drop from an estimated \$20 million per year when Scott Shannon dominated morning drive, to an estimated \$10 million in 1992. Because the station faces considerable competition within its format, there is the possibility of a format change.

While Clark will not comment about possible changes at any of the Malrite stations, it's no secret how he will approach the challenge.

"If we're not sure what format we want to be in, we'll do a format search," he says. "What it boils down to is that we just continue to do research as we go along."

At the same time, Clark says Shamrock Holdings, which is run by long-time Disney family attorney Stanley Gold, won't stop looking for new properties. The Malrite merger will give Shamrock 13 FM stations, which means the group can still acquire another seven FM's when ownership limits rise to 20 AM's and 20 FM's. And while Clark has not been particularly bullish on the concept of duopoly, he will soon operate a four-station duopoly in San Francisco, and says the company will evaluate duopoly opportunities in other markets.

"We will continue to look for opportunities to acquire stations in desirable markets," Clark says. "We also realize that there are some advantages in creating duopolies. Over the long haul, we don't see a limit on our growth except that imposed by government." ■

Last week's cover and inside photos of Tribune's James Dowdle were taken by Black Star's Arnold Zann.

Revenues strong in February

The radio industry reported a remarkably robust February: it posted a 14% increase over 1992 station revenue levels, the industry's biggest monthly revenue increase since October 1990. For the year-to-date, total station revenue in 1993 is outpacing 1992 levels by 9%, according to the Radio Advertising Bureau's monthly index.

The RAB report shows that local revenues exceeded February 1992 levels by 14%, and year-to-date 1993 local revenues are pacing ahead of 1992 by some 10%. Every region of the country saw double-digit increases in local sales in February.

National spot revenues performed almost as well, pacing 13% ahead of February 1992 and 6% ahead of 1992 in year-to-date revenues.

"Local revenue has been doing well for quite some time now, so it's especially heartening to see national spot putting in the same double-digit gains," said RAB President Gary Fries. "And from what we're seeing in the way of second-quarter sales, we can expect more growth like it in the coming months."

Fries said several factors appear to be driving the revenue growth, including a general advertising recovery but also an industrywide push by radio stations to improve sales and marketing efforts.

"Somewhere around the fourth quarter of last year I think the radio industry as a whole decided to do something about some of the problems the industry is facing," Fries said. "I really think we're starting to see a better sales effort. That alone won't turn things around, but it helps."

CBS loses in KNX suit

A California appeals court last week upheld a \$2 million wrongful termination verdict against KNX-AM and CBS in the dismissal of veteran sales manager W. Dean LeGras. The three-judge panel found in favor of LeGras, a 22-year KNX veteran who sued the company after being fired from his post as general sales manager in 1987.

"After 22 years of very dedicated work at that company, I was not going to take this without a fight," LeGras told BROADCASTING & CABLE last week. "So I'm very pleased to see the appeals court reconfirm the jury's decision, and I can now get on with my life in the brokerage business."

CBS Radio had no immediate comment on the ruling. LeGras's attorney, Roger Stern, said he doubted that CBS would appeal to the California Supreme Court. "There's nothing here to appeal," he said.

In the original jury trial, CBS had defended the firing by pointing out that KNX's market share of revenue had slipped under LeGras. But LeGras countered that market share had slipped only marginally while ratings had declined more steeply, and that the station nonetheless met budgeted sales goals. "A sales manager can only do so much," LeGras said last week. "I didn't have control over programming."

A jury found in LeGras's favor in 1991, and CBS appealed. In its unanimous ruling, the appeals court noted that LeGras got positive annual reviews and pay increases, and even received two bonuses in the year he was fired.

Liddy to Unistar

Unistar Radio Networks made it official last week: *The G. Gordon Liddy Show* will be available through the network beginning sometime next month (BROADCASTING & CABLE, March 22). The show will be available live via satellite from 10 a.m. to 2 p.m. ET as well as on a delayed basis. Network sources say WFAN-AM morning man Don Imus will probably be the next Infinity Broadcasting personality offered by Unistar. The Liddy show will be sold on a barter basis. —PV

Washington

Congress gets earful on telco entry

'Open up,' say phone companies; 'not so fast,' says cable

By Joe Flint

Prohibitions against local telephone companies providing cable within their service areas should be retained until there is "real competition, not just the possibility of competition," a top cable executive told Congress last week.

Comcast Corp. President Brian Roberts told the House Telecommunications Subcommittee a test of whether there is "real" or "effective competition" could be based on either market share or the availability of competitive services.

Also testifying on ways to modify laws and regulations to spur development of advanced telecommunications networks—one of the goals of the Clinton administration—were AT&T Chairman Robert Allen; Ameritech Vice Chairman Richard Brown, and McCaw Cellular Chairman Craig McCaw.

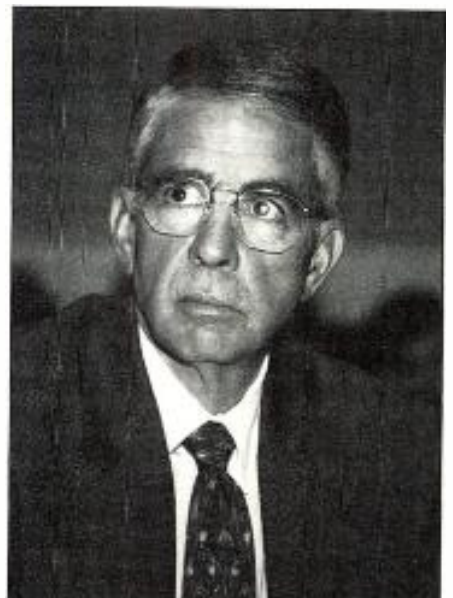
The subcommittee is planning a hearing specifically on telco entry into cable. An aide to Subcommittee Chairman Ed Markey (D-Mass.) said it may be set for late April, after the Easter recess.

Markey has seemed more receptive lately to the possibility of telco entry. As long as telcos "don't purchase systems in their existing service areas," he told a reporter after last week's hearing, "they can get in." He was not clear whether that meant allowing telcos to provide video in their service area.

If Markey moves to lower the telco entry barrier, he can count on Republican support. Speaking on Ameritech's plan filed at the FCC to revamp regulations that keep the telco out of the long-distance and cable business, ranking minority member Jack Fields (R-Tex.) said, "Ameritech's plan shows charge for a much needed re-



Comcast President Brian Roberts



Ameritech Vice Chairman Richard Brown

form of the statutory and regulatory landscapes."

Markey is planning to meet with FCC Acting Chairman Jim Quello to discuss telco entry within a few weeks.

Roberts, who is also a member of the National Cable Television Association's executive committee, suggested an "effective competition" test for telcos similar to the one for cable in the 1992 Cable Act, which determines whether systems will be subject to rate regulation. Under the test, "effective competition" is defined as one or more multichannel video competitors being available to 50% of homes in a service area and serving at least 15% of all homes subscribing to a multichannel video service.

Roberts does not feel now is the time to look at telco entry.

"If Congress so recently decided to reregulate cable television premised on its alleged 'monopoly' status, how could Congress possibly consider de-

regulating the entrenched local telephone monopoly? At the very least, comparable forms of competitive analysis should be applied to both the cable television and local telephone exchange markets so Congress can proceed on a rational and consistent basis to determine when deregulation is appropriate," Roberts said.

"The last thing we should do is embrace a 'one-wire-to-the-home' scenario, and I believe that would be the obvious result were you to eliminate prematurely the restrictions on local exchange companies that are based on their monopoly control of that market. The implications of the one-wire scenario for consumer choice, technological advancement and protection of privacy are terrible to contemplate."

Ameritech's Brown called the cable-telco crossownership prohibition "another artificial segmentation of the telecommunications marketplace." Said Brown: "The stated purpose of the restriction was to promote compe-

tion in cable television. Instead, the restriction has created a monopoly that has harmed consumers in the cable television market. In today's competitive telecommunications environment, restrictions on use of technology are senseless."

Roberts faced tough questioning from Congressman Rick Boucher (D-Va.) about how cable companies would raise revenue to expand into new areas of business such as local exchange, PCS, alternative access and other infrastructure-related ventures.

Boucher specifically wanted to know if cable rates would go up.

"Congress has seen to it that that can't happen," Roberts replied.

But Boucher pressed on, pointing out that only the most basic of services faces rate regulation.

Roberts said the company would likely raise money through the sale of stock or a debt offering and if the technology works, "the banks and investors will come."

All four witnesses expressed doubt about the possibility of every U.S. household being wired for fiber in their lifetime.

Instead, much of the discussion focused on the definition of competition

and what each player brings to the infrastructure highway.

Roberts let it be known that cable is a player in the infrastructure game. "Comcast is in the process of reinventing itself as a telecommunications company for the 21st century. We believe that by bringing together a variety of wireless and wireline technologies—including our current coaxial cable television plant, our ever-expanding fiber optic plant, cellular radio, PCS and alternative access facilities—we can greatly expand consumer choice in voice, video and data transmission." ■

Info highway already in place, Congress told

CableLabs's Green says planned upgrades to cable lines will meet nation's needs

By Sean Scully

The infrastructure to create America's "information superhighway" is already being put into place, according to a cable industry witness at a congressional hearing Tuesday, March 23.

CableLabs President Richard Green told the House Subcommittee on Technology, Environment and Aviation that the cable lines for the nationwide information network are now within easy reach of 97% of U.S. homes. More than 61% of the homes are already connected to the cable system.

Green pointed out to the committee that the cable industry is already planning and conducting system upgrades that will allow the lines to transmit a huge variety of digital audio, video, text and information signals.

"Many of the upgrades which cable companies are making today to provide better television services are exactly the same steps required to transform cable systems from television-only carriers to high-capacity, high-speed digital networks," he said.

Of particular importance, he added, are new digital compression and fiber optics systems.

Digital compression allows a computer on the transmitting end to remove unnecessary pieces of information in a digitally coded signal. A computer on the receiving end reconstructs the signal, restoring the missing information to create a whole signal or image. Removing unnecessary

information can allow the cable company to increase the carrying capacity of their lines four to 16 times.

Fiber optics allow signals to be sent long distances without losing strength or quality. This conduit will allow the cable companies to reduce the extensive network of booster stations that are used to maintain signal strength on metal wires, Green said. The boosters have proven expensive and are vulnerable to power outages from local electric companies.

The subcommittee members expressed support for Green's position, but Roscoe Bartlett (R-Md.) said he is worried that cable companies might see themselves exclusively as entertainment providers.

"I believe that most cable companies, certainly the majority, recognize that they are in the telecommunications business, not entertainment alone," Green assured him.

Green told the congressmen that cable companies are already engaged in projects that go well beyond entertainment. Cablevision Systems, for example, has used new fiber optic lines to offer high-speed data transmission between hospitals and researchers in New York City. Time Warner is planning to offer a fully interactive cable system to schools and homes in Orlando, Fla., in 1994. "With systems such as these," he concluded, "the cable industry is delivering the Information Age to Americans today.

Improvements to the cable system, Green said, should cost about \$20 billion—far less than the projected \$400

billion for other companies to install a comparable information network.

Tuesday's hearing was the third in a series of six by the subcommittee, which is seeking advice on how to implement the Clinton administration's project to create a universally available digital communications system. Other witnesses at the March 23 meeting were Edward Salmon, chairman of the New Jersey Board of Regulatory Commissioners; Robert Pepper, chief of the FCC's Office of Plans and Policy; Vinton Cerf, vice president of the Corporation for National Research Initiatives; Brian Kushner, vice president of corporate development for the Microelectronics and Computer Corporation, and Ellwood Kerkeslager, vice president of technology and infrastructure for AT&T. All the witnesses urged the subcommittee to exercise caution in regulating and directing the development of any new communications system.

The danger in regulating the new system is in being too specific, Salmon told the subcommittee. Because technology is evolving so quickly, it is impossible to predict what products and services will be available and how they will be used. The government needs to foster competition among existing companies and industries, set general guidelines to make sure future technology is interoperable and interoperable, and at the same time remain "technology neutral," allowing science and the marketplace to determine what goods and services develop. ■

Rent hike in works for transmitter sites

Senate considers raising rates for broadcasters who lease government-owned land, to bring fees closer to fair market value

By Sean Scully

Broadcasters in western states are almost sure to pay more money next year to lease transmitter sites on federally owned land.

At a hearing March 24, the Senate Subcommittee on Public Lands heard testimony on an advisory committee report that recommended boosting the rates to bring them closer to the fair market value of the land.

Presently, broadcasters pay low rates for land operated by the Bureau of Land Management and the Forest Service. Many of those rates have remained unchanged for decades, despite a 1976 law that requires the federal government to collect fair market rates for use of public land.

The advisory committee wrapped up its work last month, recommending rate hikes of up to 800%. The BLM and Forest Service maintain that the proposed rates are still far below fair market value, and they plan to draft a new, probably higher, rate schedule this spring.

Broadcasters, while accepting the idea that the current rates are too low, are alarmed at the prospect of having to pay radically higher prices in hard economic times, particularly given the high cost of building a transmitter on the site, said National Association of Broadcasters spokesman Doug Wills. "If it becomes prohibitive for a broadcaster to develop a site, then pay a prohibitive fee...I think many broadcasters will begin to look to use private sector sites," he said.

Unfortunately, many of the best transmitter sites in the West are government-owned, meaning broadcasters will either have to move to inferior sites or go out of business entirely if the rates go up, warned Jerry Danziger, vice chairman of KOB-TV Albuquerque, N.M. Danziger told the senators that rates higher than those proposed by the advisory committee are just too high for many broadcasters to bear.

"The Forest Service's assessment that communications site users could bring as much as \$25 million, a nearly 1500% projected overall increase over

existing rates, is unrealistically high and unfair to the industry," he wrote in testimony to the subcommittee.

Representatives of the Forest Service and the BLM pointed out to the senators that the agencies have no choice but to seek higher rates.

"Because of the [Federal Land Policy and Protection Act], we cannot accept a fee schedule for commercial radio and television use which is below fair market value, unless Congress makes an exception," said Forest Service Assistant Chief George Leonard.

Congress may be in a mood to grant such an exception. Subcommittee member Larry Craig (R-Idaho) harshly criticized the idea of raising the rates. "In most of the western states...most of the high points where we'd like to locate our communications equipment are owned by the federal government," he said. "You've really got a monopolistic environment out there that's very frustrating to those of us that are concerned

about this issue."

He pointed out that the advisory committee's appraisers assessed Deer Point, a high spot near Boise, Idaho, at \$13,000 per year to lease space for a television transmitter. "I don't call that fair market value," he said.

In the final report, the advisory committee recommended adjusting the appraisals by about 30% to account for, among other things, the size of the markets that broadcasters serve and the public service that radio and TV provides. Some of the appraisals were adjusted far more than 30%. For example, the committee recommended charging only \$2,625 for Deer Point.

Following the hearing, Leonard said the new rate schedule, which would be published by June, will probably not go to either the high or low extremes in the advisory committee report. "I think it's going to be between some of the numbers the [Senate] committee banded about today," he said. ■

Quello decries 'siphoning,' TV violence

Acting FCC Chairman James Quello sounded alarms about sports "siphoning" and TV violence last week at the Wertheim Schroder/Variety entertainment business conference.

"I don't believe Congress or its arm, the FCC, will tolerate pay-per-view's siphoning from free TV major sports or civic events that are imbedded in the fabric of American life," said Quello. "The profit potential would be tremendous [for the PPV producers], but we would develop into an audience of economic haves and lock out the have-nots—this is not the overall public interest at work in a democracy."

Quello also said it is about time the networks and Hollywood do something about violence on TV.

"Today I am worried and disturbed about the proven effect TV violence is having on our youth, and also in desensitizing all our society to brutality, rape and murder."

Quello said if programers don't take the lead in changing programing, Congress might. "It has bothersome First Amendment implications for me. But if the First Amendment conflicts with outrageous programs that can be justifiably charged with violating the public interest, then the public interest must prevail."

Quello kept fairly quiet about how the commission would act on the restructuring of the financial interest and syndication rules this week, as well as what it was planning with regard to cable rate regulation and program access requirements for vertically integrated cable companies.

On fin-syn, Quello did sound as though he favored an all-or-nothing approach in terms of relief for the networks: "The time will soon come when the networks can rightfully shout 'Free at last! Praise the Lord, we are free at last!' I believe the overall public interest will be well-served."

—JF

Add FCC Commissioner Ervin Duggan to those who believe retransmission consent may not produce the windfall many broadcasters anticipate. Duggan, in a speech last Monday before a group of local cable programers, said he was "skeptical" of TV stations' ability to negotiate much for cable systems in exchange for permission to carry their signals—"at least in terms of cash benefits."

"Only a handful of powerful stations, or perhaps the major networks, really appear to have the bargaining clout to take advantage of these new retransmission consent rights," Duggan said.

Duggan gave cable partisans in the room little hope the FCC might mitigate the rate-regulation and program-access provisions of the 1992 Cable Act in adopting implementing rules this Thursday (April 1), despite the best efforts of cable representatives who have been streaming through his office. "Make no mistake: We understand that Congress has instructed us to regulate most directly in three areas of greatest public concern—rates, customer service and access to programming."

Everyone expects fundraising letters to contain a little hyperbole, but the latest piece from Terry Rakolta's Americans for Responsible Television may have gone a tad too far in taking credit for the complaint that led to the FCC's fining Infinity Broadcasting \$600,000 for a Howard Stern broadcast.

In fact, the fine is a result of a complaint filed by Stern nemesis Al Westcott. He went to the trouble of taping the offending broadcast and supplying a copy and transcript to the FCC. Without substantiation, the FCC will not even consider a fine.

ART Vice President Terry Merritt defends the letter's claim, saying the ART sent a one-page complaint about Stern to Sikes and the other commissioners as the debate over what to do about the Westcott complaint raged at the FCC. She also says ART members have generated some 8,000 additional form complaints. And what exactly does ART think of Stern? "By his own admission he's vile—a real raunchmaster," the fundraising letter says. "He's bigoted, blasphemous, indecent and mean-spirited, especially toward women."

Back on the beat. Former FCC Commissioner Patricia Diaz Dennis has joined the Washington office of the old-line New York-based law firm Sullivan & Cromwell, where she hopes to build a telecommunications practice. Before Clinton beat Bush last November, Dennis had been assistant secretary of state for human rights and humanitarian affairs. Prior to that, she was a partner at Jones Day Reavis & Pogue and Washington vice president for Sprint. She served at the FCC from 1986 to 1989.



It wasn't too long ago that the Cable Television Public Affairs Association annual get-together consisted primarily of a few-score PR types exchanging war stories.

But next week's affair in Boston is a full-blown convention, with more than 450 expected during the three days (March 31-April 2). "PR is now big business," says Mary Pittelli, CTPAA executive director and president of P&P Inc. And the event is drawing some big industry names. Scheduled speakers include National Cable Television Association Chairman Joe Collins of Time Warner; Amos Hostetter, Continental Cablevision; J.C. Sparkman and Bob Thomson, Tele-Communications Inc.; Brian Lamb, C-SPAN; John Hendricks, The Discovery Channel, and Nickolas Davatzes, Arts & Entertainment Network.

Washington Watch

Edited By Harry A. Jessell

FCC Commissioner Ervin Duggan has filled the vacancy on his personal staff created by the move last fall of legal aide Michele Far-

quhar to the Cellular Telecommunications Industry Association. The newcomer is Randall Coleman, senior counsel-federal relations, U.S. West. Expected to join the staff this Thursday (April 1), Coleman will handle spectrum allocations, cellular and

other wireless services, private radio and satellite communications.

Peter Ross, meanwhile, is going whence he came. The senior adviser to FCC Commissioner Sherrie Marshall is rejoining the law firm of Wiley, Rein & Fielding, where he labored before joining Marshall's staff in 1989. Ross left the firm as an associate, but will return April 12 as a partner.

The National Association of Broadcasters 1993 Guide to HDTV Implementation is ready to go. Prepared for release at the association's convention next April, it can be ordered now at a cost of \$50 for members and \$100 for non-members.

New technology designed to be used for America's Telecommunications and Information infrastructure is on display at the Rayburn building today (March 29) and tomorrow. And, on Wednesday, the fourth of four hearings on improving that infrastructure will focus on how educational needs can be met through fiber optic technology.

Public Broadcasting President Richard Carlson apparently misses his old job as director of the Voice of America. At a hearing of a House foreign affairs subcommittee last Wednesday, Carlson recommended that VOA, Radio Free Europe, Radio Liberty, Radio Marti and Worldnet TV be consolidated into one entity under the auspices of CPB. "CPB could be the link between the federal government and international broadcasting," Carlson said, just as it serves as a heat shield between public broadcasting and the government. Carlson called the United States Information Agency (USIA), under VOA, Radio Marti and Worldnet operate, "a wonderful, energetic agency...but it adds nothing to the art and science of broadcasting."

Carlson's testimony comes one week after the U.S. Advisory Commission on Public Diplomacy recommended to the USIA, as it has before, shutting down Radio Free Europe, Radio Liberty and TV Marti. It also urged the Clinton administration to consolidate and centralize overseas broadcasting activities. ■



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MCA TV

RECENT ACTIONS:

This week the commission will implement the two most contested elements of the Cable Act—rate regulation and program access (see "Top of the Week"). Latest word on rate regulation was that some form of a per-channel price basis was in the works.

Meanwhile, members of Congress let the commission know that it can roll back rates and implied that the FCC should be tough on the issue. Members also bombarded the FCC with letters expressing concern that its proposed rules for program access were too lax. In particular, the Hill has problems with the FCC's proposals for safe harbor for exclusive contracts for new programming and a requirement that competitors prove anti-competitive behavior by a vertically integrated cable operator/programmer.

1. Must carry/retransmission consent. The FCC's must-carry/retransmission-consent rules get implemented on a staggered schedule

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 compute "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. **Report and order to be issued at this Thursday's (April 1) meeting.**

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.

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 Asso-

KEEPING UP WITH CABLE REREG

ON THE AGENDA OF THE FCC



after publication in the *Federal Register*.

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 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),

ciation and Consumer Federation of America, in comments filed Jan. 25, accused FCC of ignoring congressional intent by asking for public comment on aspects of program access that were not supposed to be open for interpretation. Cable industry commenters asked for as much flexibility as possible for vertically integrated companies to set prices for non-cable multichannel services and to enter into exclusive contracts. **Report and order to be issued at this Thursday's (April 1) meeting.**

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 possible. 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.** ■

Making sense of music licensing

By Geoffrey Foisie

In the aftermath of a major decision on music-licensing fees for broadcast TV stations (*BROADCASTING & CABLE*, March 8), questions remain. Should stations change their accounting because of new rates? When can they switch from a blanket fee to a per-program fee, or vice versa? Addressing these and other issues is Willard Hoyt, chairman of the All-Industry Television Station Music License Committee and vice president/treasurer, Nationwide Communications.

Is ASCAP going to appeal the decision?

I don't know. We do know we are not planning an appeal from this decision, but if they appeal, we can counter appeal.

How is the industry's total \$69 million blanket fee going to be allocated among the stations?

We have set up a separate subcommittee to study this issue and have until



Willard Hoyt, chairman, All-Industry Television Station Music License Committee

the beginning of May to submit the recommendations. That position then will be worked out with ASCAP, and what we can't agree on, the judge will decide. The judge also has the option of not accepting our compromise language and instead replacing it with his own. Once the final judgment is entered, ASCAP has 30 days to appeal.

To calculate the allocation of the blanket fee, we are looking at several variables including homes delivered, market size, affiliate versus independent, station coverage area, cable homes delivered and number of hours on the air. We have included representatives from as many different classes as we could on this committee and are looking for input from other financial contributors to the committee. This will be a difficult decision for the committee, because we won't be able to please all the stations.

What does the new per-program ruling allow stations to do that they couldn't do before?

The most meaningful thing about the per-program license to local stations is the inclusion of local programming in the formula. That means that local stations should *immediately* begin to clear the music in their local programs, especially news. The easiest way to clear this music is to purchase music libraries that have source-cleared compositions, and then make certain the news producers use them.

Stations should be keeping music cue sheets for each program, but we also know that ASCAP may want an audio- or videotape of each program. That's overkill, but my suggestion is that stations keep audiotapes and produce cue sheets for each program until we can settle this issue, hopefully soon. MRI, Media Reports Inc., a company partly owned by the committee, is prepared to counsel stations on cue-sheet makeup, and will have software available that can be used for this purpose.

The per-program license will be based on revenue from each program. Therefore, it is important that the highest-revenue shows be source cleared. Take *Donahue*. The theme and background music in that program are source cleared. Therefore, each station using that show can receive a large credit under a per-program li-

Times Mirror confirms intention to exit TV station business

Times Mirror last week confirmed a story first reported in *BROADCASTING & CABLE* that it intends to sell its stations to an investment group including Argyle Communications. Argyle, headed by former LIN Broadcasting President Blake Byrne and former Harte Hanks CEO Robert Marbut, has lined up a significant portion of the transaction's financing from a billion-dollar merchant banking fund managed by New York-based investment banking firm Donaldson Lufkin & Jenrette (DLJ). It is believed that the DLJ financing may be in the form of debt with warrants attached. There is a still-to-be-disclosed partner among the buyers who will qualify the acquisition for a minority tax certificate. That and the fact that the station sale may actually close in two stages have rendered valuing the deal difficult. It is expected that, perhaps as early as next week, Times Mirror will first announce an agreement to sell KTVI(TV) St. Louis and WVTM-TV Birmingham, Ala. The sale of the other two stations, KDFW-TV Dallas and KTBC-TV Austin, both Texas, is still being discussed.

The company cautioned in its statement last Wednesday that "a transaction has not been agreed upon and it is not certain that a final agreement will be reached."

—GF

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and
THREE RIVERS CABLE ASSOC. L.P., 1985-2
affiliates of
BENT & ASSOCIATES, INC.
have obtained financing from
STATE STREET BANK AND TRUST COMPANY

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and
CLINTON CABLE L. P.
have obtained a
SENIOR CREDIT FACILITY
from
PHILIPS CREDIT CORPORATION

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MAXTEL ASSOCIATES LIMITED PARTNERSHIP
has obtained refinancing from
PHILIPS CREDIT CORPORATION

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BLUE RIDGE CABLE TELEVISION, INC.
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SENIOR NOTES
from
THE CONNECTICUT MUTUAL LIFE INSURANCE COMPANY

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PONCA/UNIVERSAL HOLDINGS, INC.
has acquired all of the outstanding shares of capital stock of
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FALCON VIDEO COMMUNICATIONS, L.P.
has acquired the assets of
OUTER BANKS CABLEVISION ASSOCIATES LIMITED PARTNERSHIP

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FALCON VIDEO COMMUNICATIONS, L.P.
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LOW COUNTRY CABLEVISION LIMITED PARTNERSHIP

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MARCUS CABLE OF DELAWARE AND MARYLAND, L.P.
has acquired the cable television assets of
SIMMONS COMMUNICATIONS COMPANY, L.P.

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FALCON VIDEO COMMUNICATIONS, L.P.
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SAGEBRUSH CABLE LIMITED PARTNERSHIP

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STATEN ISLAND CABLE
has been acquired by
COX CABLE NEW YORK
and
TIME WARNER CABLE

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FALCON VIDEO COMMUNICATIONS, L.P.
has acquired the stock of
OLYMPIC CABLEVISION, INC.

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UNITED TELESYSTEMS, INC.
has sold a majority of their outstanding capital stock to
GREAT SOUTHERN PRINTING AND MANUFACTURING COMPANY

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TIME WARNER CABLE
has acquired certain assets of
NORTH CENTRAL MISSISSIPPI CABLEVISION

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SCI-FI CHANNEL
We represented the Sci-Fi Channel in securing commitments for carriage from cable operators serving in excess of five million subscribers.

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USA NETWORK
has acquired the
SCI-FI CHANNEL
We initiated this transaction and assisted the Sci-Fi Channel in the negotiations.

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CLINTON CABLE L. P.
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from
MEDIA/COMMUNICATIONS PARTNERS II L.P.
formerly TA Communications

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MARCUS CABLE OF SAN ANGELO, L.P.
has acquired the cable television assets of
SCOTT CABLE COMMUNICATIONS, INC.

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CABLEVISION OF NEWARK
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GATEWAY CABLE
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cense, and Multimedia has a more valuable product.

What other issues besides the blanket-fee allocation are being negotiated with ASCAP?

We have to clarify a lot of per-program issues. I think the most important question is whether the per-program rate is 140% or 147.5% [that rate measures what a station's per-program rate would be compared with its blanket fee, assuming all the station's shows were licensed on a per-program basis].

Another question that needs to be decided is what is a program? Does the revenue go with the program on the way it is sold, or does it go by the clock? What we suggested to the court is that if they decide to allocate the per-program fee on the basis of a show's revenue, we would cut the revenue on the half-hour. So once 12:00 and one second arrived, that would mark a new show.

There is going to be an issue about trade and barter revenue, both as to valuation and whether barter revenue should be counted at all.

The other thing I am sure will come up is what is ambient music? It is our view that, in general, ambient music is not subject to a royalty fee. The difference might be that if the producer of a football game turned and looked at the half-time band, rather than the band just playing in the background. In his decision, the judge said he wasn't going to determine the specifics of that.

So until that decision is made, what should stations do?

One of the things they can do is keep an audiotape or keep a cue sheet. Then they know whether the music is part of the program. The other thing they can do, if the music is taped, is to exclude it. Some stations may say that is "fair use," period, but they are making an assumption about the outcome.

What about determining our new costs for accounting purposes?

For the time being, I would suggest stations continue to accrue in the manner they have been accruing unless they know those accruals would be short of what they would be under the new rules. Most companies begin new

fiscal years in January, by which time we will know a lot more.

The station accruals ultimately will depend on several factors including how we decide to handle the retroactive payments, how we decide to allocate the fees and how the retroactive per-program fees and ASCAP administrative costs are to be allocated. One possibility that we are seriously considering is to leave the fees through 1992 as is. That would mean that any accrual in excess of the amount paid or due to be paid could be taken into income. That's the simplest approach, but we need ASCAP and the committee to agree on that approach.

In general, if a station expensed music fees at Shenandoah rates [the rates prevailing before the lawsuit], they will be able to recognize some income. We just don't know how much right now.

As for per program, there are some committee members who want the opportunity to go back and recalculate under the new rules. Stations should wait until agreements are made with ASCAP before they determine the accrual required in their individual case.

What's the bottom line on how TV stations fared in the rate court decision?

One way to look at it is that our lowest request [for 1989, the first full year prior to the actual trial] was for \$17 million and our alternative request was for \$42 million. ASCAP's request was for a continued Shenandoah revenue-based rate, which would have resulted in \$95 million in fees for 1989. The court's decision sets the blanket fee at \$69 million for 1989 on a flat-fee base, subject to increase for inflation and the number of licensed stations nationwide.

I would view this as a trade-off. But we were also able to get off the revenue base.

In the per-program area, we asked the court for a per-program license fee based on a credit against the station's blanket flat-fee. We also asked for a separate fee to include logos, commercials, promos and PSA's. We also excluded network adjacencies from revenue.

In principle, he gave us everything we asked for in the per-program license. However, we asked for a 1-to-1 ratio against the blanket fee and he decided the ratio should be 1.4 to 1; ASCAP had wanted 4 to 1. ■

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Changing Hands

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

KCCI-TV Des Moines and WESH(TV) Daytona Beach (Orlando), Fla. □ Sold by H & C Communications Inc. to Pulitzer Broadcasting Co. for \$165 million (BROADCASTING, Feb. 22). KCCI-TV is CBS affiliate on channel 8 with 316 kw visual, 63.2 kw aural and antenna 1,953 feet. WESH is NBC affiliate on channel 2 with 100 kw visual, 10 kw aural and antenna 1,650 feet.

WBRQ(FM) Cidra, P.R. □ Sold by Radio Musical Inc. to American National Broadcasting Corp. for \$1.9 million. Seller is headed by Tomas C. Torres and has no other broadcast interests. Buyer is headed by Fernando Vigil Jr. and is licensee of WRPC(FM) San German and WPRA(AM) Mayaguez, both Puerto Rico. WBRQ has Spanish ballad format on 97.7 mhz with 3 kw and antenna 866 feet.

KTZN(FM) Green Valley (Tucson), Ariz. □ Sold by Nova Communications Ltd., debtor-in-possession, to Arizona Lotus Corp. for \$1.263 million. Seller is headed by William L. Yde III and has no other broadcast interests. Buyer is headed by Howard A. Kalmenson and is subsidiary of Lotus Communications, licensee of KWKW(AM) Los Angeles, KGST(AM) Fresno and KOXR(AM) Oxnard, all California; KENO(AM)-KOMP(FM) and KORK(AM)-KYRK-FM Las Vegas; KOZZ-AM-FM Reno; KTKT(AM)-KLPX(FM) Tucson; WTAQ(AM) La Grange, Ill., and KZEP-AM-FM San Antonio and KONE(FM) Lubbock, both Texas. KTZN has AC format on 92.1 mhz with 50 kw and antenna 600 feet. *Broker: Questcom Radio Brokerage Inc.*

WHNK(AM) Madison, Tenn. □ Sold by GMX Communications of Tennessee Inc. to Finbar Broadcasting Co. Inc. for \$475,000. Seller is headed by receiver Gary Stevens, media broker. Buyer is headed by William O. Barry and is licensee of WAMB(AM) Donelson and LPTV W11BF Murfreesboro, both Tennessee. WHNK has AOR format on 1430 khz with 5 kw day and 1 kw night.

KSNE(FM) Marshall, Ark. □ Sold by Marshall Broadcasting Corp. to Coun-

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$711,310 □ 6
 FM's □ \$3,940,734 □ 11
 AM-FM's □ \$2,600,000 □ 3
 TV's □ \$165,000,000 □ 2
 Total □ \$172,252,044 □ 22

So far in 1993:

AM's □ \$10,411,714 □ 48
 FM's □ \$132,133,668 □ 78
 AM-FM's □ \$222,650,200 □ 53
 TV's □ \$422,114,866 □ 16
 Total □ \$787,310,448 □ 195

For 1992 total see Feb. 1, 1993 BROADCASTING.

try Music Communications Inc. for \$450,000. Seller is headed by L.E. Willis, who has interests in 14 AM's and 13 FM's. Buyer is headed by May H. Pearson, licensee of WLEE(AM) Richmond, Va. KSNE has C&W format on 104.3 mhz with 100 kw and antenna 820 feet.

KZSA(FM) Placerville (Sacramento), Calif. □ Sold by KWWN Inc. to KZSA Broadcasting Inc. for \$400,000. Seller is headed by N. John Douglas, who has interests in licensees of four AM's and seven FM's. He will also retain interest in KZSA. Buyer is headed by Amador S. Bustos and has no other broadcast interests. KZSA has news/talk format on 92.1 mhz with 1.41 kw and antenna 446 feet.

KPCB(FM) Rockport, Tex. □ CP sold by Aransas Broadcasting Co. to Coastal Bend Radio Active Inc. for \$400,000. Seller is headed by Oliver Hensler and has no other broadcast interests. Buyer is headed by Fred Hoffmann and has no other broadcast interests. KPCB has oldies format on 102.3 mhz with 2.5 kw and antenna 328 feet.

WNHX(FM) Moultonborough, N.H. □ Sold by SFB Corp. to Northeast Communications Corp. for \$399,072. Seller is headed by G. Bradford Tiffany and has no other broadcast interests.

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Buyer is headed by Jeffrey E. Fisher and is licensee of WFTN-AM-FM Franklin, N.H., and WABK-AM-FM Gardiner, Maine, and permittee of WMLY(FM) Conway, N.H. WNHX is assigned to 106.9 mhz with 74 w and antenna 1,972 feet.

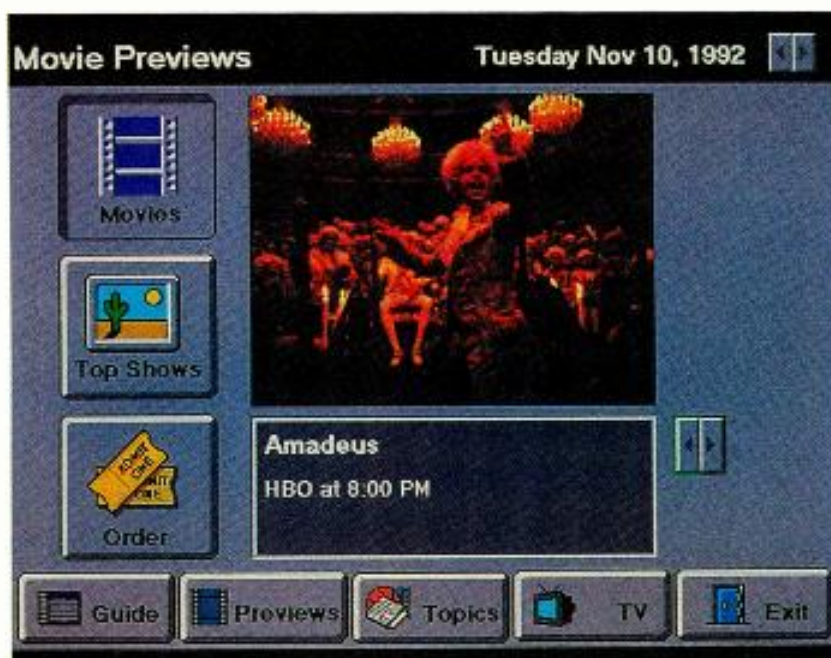
KKAQ(AM)-KKDQ(FM) Thief River Falls, Minn. □ Sold by Olmstead Broadcasting Inc. to Ault Marketing Inc. for \$375,000. Sale approved for \$441,000 did not close ("For the Record," Jan. 4). **Seller** is headed by Dale R. Olmstead and has no other broadcast interests. **Buyer** is headed by Everett L. Ault and has no other broadcast interests. KKAQ is fulltimer with country format on 1460 khz with 2.5 kw. KKDQ has AC format on 99.3 mhz with 6 kw and antenna 170 feet.

KZMK(FM) Sierra Vista, Ariz. □ Sold by Estate of Bankruptcy of Sierra Pacific Broadcasting Ltd. to G.C.S. Broadcasting Co. Inc. for \$350,000. **Seller** is headed by Alan R. Solot, trustee, and has no other broadcast interests. **Buyer** is headed by Samuel H. Young and is licensee of KTAN (AM)-KFFN(FM) Sierra Vista, Ariz. KZMK has AOR format on 92.1 mhz with 50 w and antenna 2,220 feet.

WXYU(AM)-WJJS(FM) Lynchburg, Va. □ Sold by CRS Communications to Lisa Broadcasting for \$325,000. **Seller** is headed by Douglas E. Caton and has no other broadcast interests. **Buyer** is headed by David Weil and also owns WROV-AM-FM Roanoke, Va.; WJJO(FM) Watertown, Wis., and WZFX(FM) Fayetteville, N.C. WXYU is fulltimer with country format on 1320 kw with 1 kw. WJJS has urban format on 101.7 mhz with 3.4 kw and antenna 300 feet. *Broker: Blackburn & Co.*

KZLS(FM) Billings, Mont. □ Sold by Land Development Inc. to Citadel Communications Corp. for \$300,000. **Seller** has no other broadcast interests. **Buyer** is headed by Lawrence R. Wilson and is licensee of six AM's and eight FM's. KZLS has top 40 format on 97.1 mhz with 35 kw and antenna 295 feet above average terrain.

KCHX(FM) Midland, Tex. □ Sold by Sonance Midland L.C. to William R. Hicks for \$250,000. **Seller** is headed by Thomas O. Hicks, who is transferring 70% of licensee to his brother; he has interests in three AM's and four FM's in Texas. **Buyer** has interests in one AM and two FM's. KCHX has CHR format on 106.7 mhz with 100 kw and antenna 613 feet.



Microsoft demonstrates Windows for TV

By Geoffrey Foisie

There were a lot of big names at a conference in New York last Tuesday, but perhaps the greatest applause was for a "user-interface."

That techno-term describes a computer-programed TV picture whose multiple windows and options seemed able to guide viewers through the complexity and transaction-oriented 500-channel world soon to be here. The demonstration took place at "The Big Picture" conference sponsored by *Variety* (co-owned with BROADCASTING & CABLE) and investment banking firm Wertheim Schroder & Co.

Two executives from the Redmond, Washington-based computer software giant, Microsoft, demonstrated what they described as a prototype user interface. Among the system's capabilities demonstrated by Nathan P. Myhrvold and Wink Thorne:

A viewer watching a music video and unable to understand the words can select an option to put the video on one portion of the screen while printing the lyrics in real time on another portion. If the viewer likes the song, he or she can then see a list of other songs on the same compact disc and, if desired, order the CD.

Similarly, while watching a baseball game, the viewer could put the TV picture on one part of the screen, a real-time scoreboard on another part and, said Thorne, view the lifetime stats of a player while that player was at bat. The viewer could also, he said, see what the next home game was, study a seating chart of the stadium and order tickets.

Another capability demonstrated by Microsoft was organization of a program guide in various ways, arranging listings by actor, program genre and storyline.

Many of the options demonstrated appeared to require the cooperation of the programing companies involved. And among those programers at the conference, some were skeptical, if not afraid, of Microsoft's brave new world.

One audience member also noted that in the demonstration, which included pay-per-view ordering, there was no advertising. Myhrvold, Microsoft vice president, advanced technology and business development, said technology could help certain types of advertising, either by targeting the ads more directly to those who would likely want to see them, or by linking them more directly with the transactional process. ■

Advertising & Marketing

Ratings up for CBS's NCAA coverage

Brisk ad sales in December leave network in good shape; high expectations for NBA

By Sharon D. Moshavi

Advertisers are reveling in high ratings numbers among young male viewers for CBS's NCAA basketball coverage, and expectations are that viewers will return when the NBA playoffs begin airing on NBC May 1.

CBS's NCAA ratings are looking good so far. Ratings for the first and second rounds of the tournament (Thursday, March 18, through Sunday, March 21) are averaging a 7.4/18, up 9% from the ratings for the same games last year. In prime time, for those first four nights, ratings averaged an 8.0/15, up 8% from the previous year.

The amount of available ad inventory in the tournament, though, means that selling was going on at the last minute. Inventory for some games this week was still available last week, due in part, sources say, to initial high prices. In December, unit pricing for the early-round games was averaging \$100,000 per 30-second unit, a hefty increase over last year. Units are going for about half that now, but because CBS did so well with its December sales, one advertiser says that "everything they're selling is gravy."

The Final Four games sold out in December for about \$300,000 per unit, up about 10% from last year.

The NBA playoffs are a slightly different demographic buy, with better reach in larger markets than the NCAA, according to agency executives. Prices have varied, from a low of \$75,000 to \$225,000 for the finals, but they're about 5% higher on average than last year. According to advertisers, the NBA playoffs are well sold



CBS's NCAA coverage is marked this year by a new computer-generated opener and promos from M², a New York production house.

but not sold out. As with the NCAA, there's too much inventory to invite an early sellout, although many key dates have closed.

The NCAA games have been a hot advertising property for a long time, but in the past few years, with professional baseball and football ratings sinking, the NBA has been increasingly attractive to advertisers as well. Turner Broadcasting reports a season-to-date average of 1.9/30 in its cable universe, up 5% over last year. NBC is down just slightly (minus 2%) from last year, averaging a 5.4 rating/13 share for 16 telecasts. "In the last couple of years, Madison Avenue finally took notice" of the NBA, says

one media buyer.

The reason the NBA is attractive is because the league has handled things right, according to Bill Sherman, vice president, network supervisor, McCann-Erickson. The "direction the commissioner's office is going will prolong the healthy life" of the NBA, he says, referring to the fact that professional basketball, unlike professional football and baseball, has not saturated the television marketplace with too many games and too many contracts.

The future of the NBA looks good, says Sherman. "Unless somebody gets greedy," he says, "the ratings should hold." ■

Premiere may expand into new dayparts

Change may take place in 1994-95 season; adopts name change for evening news show

By Sharon D. Moshavi

Group W's Premiere Announcement Network, which sells itself as an unwired news network for affiliate stations, has changed its name and is looking to expand its operations.

Its client stations and advertisers have asked Premiere to look at selling other dayparts, according to Joel Segall, senior vice president, sales and marketing. The change may take place in the 1994-95 season.

Premiere Announcement Network is the umbrella name of the consortium of stations, and the unwired news network is now operating as the Premiere News Network. The change provides some flexibility for naming

services for other dayparts, such as the Premiere Daytime Network.

The network is now getting ready for the upfront selling season, which starts this spring, and its main target is network news advertisers. Specifically, Premiere "competes against network early news with local early news, and network prime time with local late news.... We're selling ourselves as a niche to supplement network underdelivery" in the top 50 markets, says Segall. The demographic target is upscale adults, ages 25-54.

Premiere has one network affiliate client in each of the top 50 markets, plus an additional nine clients in smaller markets that have been with the unwired network from the beginning. Approximately 75% of the cli-

ents are the number-one or -two news station in their markets. Group owners with at least two stations in the consortium include the NBC O&O stations (which co-founded Premiere), Pulitzer, Post-Newsweek, Multimedia, LIN Communications, Scripps-Howard, United Television, Freedom Broadcasting and, of course, Group W. Premiere says it has no plans to expand its station base to additional markets, since the group's selling premise is its large market reach.

Premiere says it goes after national, not spot, dollars. "We never go near the spot floor of an agency. We negotiate with the client and with the [agency's] network department. We stay away from accounts that are predominantly spot," says Segall, adding

Public station launches commercial campaign

In a departure from most public television stations' ad campaigns, KTCA-TV St. Paul-Minneapolis is buying ad time on the market's broadcast stations as well as on cable TV networks.

It is not the norm for PBS affiliates to advertise on broadcast television, other than to promote themselves on their own airwaves, but the station has bought time and has been given free time as part of a four-month \$120,000 image campaign to try to reach younger viewers. The station says the free ad time means it gets about \$2.50 of advertising for every dollar it spends.

The station bought time, for a two-week flight running this month, on NBC affiliate KARE-TV, Fox affiliate KITN(TV) and ABC affiliate KSTP-TV. The latter, owned by Hubbard Broadcasting, also gave KTCA-TV some free inventory; Stanley S. Hubbard formerly sat on the board of KTCA. WCCO-TV, the CBS owned-and-operated station, refused to run the ads, as did independent station KMSP-TV.

KTCA-TV also bought local ad inventory on nine cable networks: ESPN, CNN, TNT, USA, MTV, Lifetime, Nickelodeon, Discovery and Midwest Sports Channel. All of the television spots are image, not tune-in, since none of the stations or networks will carry the latter.

The decision to advertise, and particularly to advertise on television, came out of a survey the station did in November. It showed that the station's viewers are largely older, and that younger viewers have misconceptions about the type of programming public television offers. Designed to attract viewers 25-44, the focus of the ad campaign is to "bring in a new generation of public television viewers and to reshape some atti-



KTCA-TV placed image spots on competing TV's.

tudes people have about public television," says Peter Myers, vice president, corporate communications, KTCA-TV. The station plans a follow up survey in June to gauge the campaign's success.

The rest of the ad campaign uses billboards, signs on buses and bus shelters, and magazine ads. Minneapolis-based Kauffman Stewart Advertising is providing creative services at a discounted rate, says Myers.

-SDM

that Premiere has in fact walked away from dollars that came from spot accounts.

That caution may be the result of what has been a contentious relationship with station rep firms. It has been a year since Group W settled out of court a lawsuit brought by Petry and HRP in which the rep firms charged Premiere with illegally inducing stations to join the consortium.

Since the suit was settled, Premiere has expanded its base of advertisers from 12 to 20, including Nabisco, AT&T, Kraft, General Foods and

Block Drug. Revenues have also doubled since last year, although Segall would not disclose any other specifics. The group's goal is to double revenues again by 1995.

Segall says he views the dollars Premiere tries to bring in as a third revenue stream for stations. "The whole idea was that TV stations had lost business to the networks. We're attempting to take some of those dollars and create a third revenue stream. We're bringing totally new dollars to the marketplace."

About 80% of the inventory Pre-

miere handles gets sold in the upfront, although its upfront does not quite parallel the network upfront. Most sales are concluded just before and just after the network upfront, says Segall. The rest of the inventory is sold during the year, but it still remains a very early buy. If inventory remains unsold for four weeks before air date, Premiere releases it back to the stations.

Premiere sells two minutes per day, Monday through Friday, in each station's early news, and one minute a night in a station's late news, seven days a week. ■

NTA, Fox criticize trade ads

Call for standard of ratings comparison across program sources

By Sharon D. Moshavi

The Network Television Association and Fox Broadcasting have banded together to try to stop what they say are misleading claims in trade advertising, the former citing specifically Paramount's trade ads for *Star Trek: The Next Generation*, *Star Trek: Deep Space Nine* and *The Untouchables*.

The NTA said it was calling for "rigorous adherence to standards in order to verify research used in trade ads." In a separate statement, Fox called on syndicators to change tactics and for Nielsen to "establish and publish a single standard audience estimate that would permit a fair comparison across all program sources, including network, syndication and cable."

Fox said it was refuting syndicators' claims that some syndicated series achieve higher audience levels than competing network prime time programs. According to Andy Fessel, senior vice president, research and marketing at Fox, syndicators' claims are "untrue" because they compare cumulative ratings for two airings of the same syndicated episode to a single airing of a network show.

The NTA named Paramount directly, and added that the Paramount ad compared fourth-quarter average ratings of network shows with syndicated ratings taken from just one week and, to boot, a week in the first quarter. The NTA also reported that "according to Nielsen, the Paramount ad was

never submitted for approval by the supplier, which is the requirement when using Nielsen data. Furthermore, Nielsen stated that the ad would not have been accepted in the form in which it appeared."

Contacted separately, Nielsen said the ad would have been all right had

Paramount stated in the ad that the ratings were for multiple airings of the same episode. Paramount could not be reached for comment.

The NTA also said that several cable trade ads, which it did not name, have in the past made "inappropriate comparisons" with network TV. ■

Search continues for NTA head

The search for a new Network Television Association president is still in its early stages, although the networks hope to pick a candidate within the next few weeks.

The executive committee, led by representatives of the three networks—ABC President Mark Mandala, CBS Executive Vice President Peter Lund and NBC President Pier Mapes—is dealing with a list of about 20 names, including some who have actively sought the job plus a few whom the networks would like to attract. The committee would most likely prefer a candidate from the agency or advertiser side.

The networks are looking to fill the president and chief executive officer position previously held by Peter Chrisanthopoulos, who left to become ABC executive vice president for research, marketing and promotion.

According to 1991 tax documents filed in May 1992, the networks contributed a combined \$1.5 million annually to the NTA. Chrisanthopoulos's salary for 1991 was \$315,000.

—SDM

New agreement for NCA, Bay Cable

National Cable Advertising (NCA), which has represented Bay Cable Advertising (BCA) for the past three years, has signed a new five-year agreement. As part of the agreement, the sales staff of BCA, the interconnect serving San Francisco, will also start representing NCA's national accounts placed out of San Francisco. As part of the announcement, BCA said the office would be under the direction of its new national sales manager, David Klein, who has been regional sales manager with Aurelius Sofia.

Technology

Sides skirmish over why cable-ready isn't

NCTA, electronics industry spread the blame over who's responsible for incompatibility

By Sean Scully

The cable and consumer electronics industries engaged in some finger-pointing last week in comments at the FCC on compatibility between cable systems and electronic equipment.

Cable groups placed the blame for consumer complaints about incompatible equipment squarely on the manufacturers.

"The first thing [the FCC should do] is remove the term 'cable-ready' from the language," suggested Media General Cable of Fairfax, Va. Media General and other cable providers argued that manufacturers have confused consumers by offering sets labeled "cable-ready" that are not truly standard.

"I believe the use of the term 'cable-ready' has prompted this concern [about compatibility] beyond its normal limits," wrote Chris Ciak, director of engineering for Booth American Co.

Ciak suggested that there should be some study of regulating compatibility between televisions and VCR's from different manufacturers.

The National Cable Television Association suggested that the FCC set tight limits on the use of the term "cable-ready" by television and VCR manufacturers. The FCC, it said, should require equipment manufacturers to present buyers with detailed lists of features that each TV or VCR really offers.

"The cable industry is willing to make available, at reasonable cost, optional set-top devices that can correct many of the compatibility problems highlighted in legislation," the NCTA promised.

Manufacturers, on the other hand, blamed cable operators for the compatibility problems. The Electronics Industry Association asked the FCC to

impose some standards on the many cable systems throughout the United States. Without some industrywide standard, the EIA wrote, manufacturers cannot create a uniform standard for cable-ready equipment.

Thomson Consumer Electronics said there are several devices that could insure compatibility, but it refused to endorse any one until there is a cable standard.

"Without a firm commitment from the cable industry that standards will

"The first thing [the FCC should do] is remove the term 'cable-ready' from the language."

Media General, Fairfax, Va.

be adopted," Thomson wrote, "[we] cannot support a costly hardware solution in its products."

Despite the disagreements, all 29 groups that submitted comments agreed that something should be done to insure compatibility between hardware and signals throughout the nation. Besides establishing standards for cable signals and cable-ready equipment, the suggestions fell into three broad categories.

■ Seven of the groups suggested setting a standard for set-back decoders and multiports on equipment. If the FCC mandates a standard jack of some kind, a consumer could obtain a small decoder from the local cable company and plug it directly into any television or VCR. The cable signal would enter the television or VCR first, before scrambled channels are decoded, rather than having scrambled channels first pass through an external decoder, such as the familiar cable converter box. If the decoding was

internal rather than external, consumers could easily watch one program while taping another, even if they subscribed to scrambled channels.

■ Several of the commenters recommended using "smart cards," a sort of electronic key into a local cable system. Consumers would contact their local cable company to obtain the smart card. The card could be slipped into a slot on a TV or VCR, giving the equipment the codes to access the local cable signal. That way, local cable systems could maintain individual security codes to prevent video pirates from obtaining illegal access to the signal. The company could also periodically change the codes to stay ahead of the pirates.

■ Another possibility, suggested by many of the commenters, was broadband descrambling. The cable signal would be transmitted by the company with all channels scrambled. Each subscriber would be provided with a decoder that would simultaneously decode all channels before the signal entered the VCR or TV. That way, all channels would enter the equipment unscrambled, allowing the consumer to use all available features of the machines. Unfortunately, broadband descrambling is still not ready for the consumer market.

The consumer electronic and cable industries might be able to create their own compatibility solutions, according to some of the commenters. Many groups suggested that the FCC help form working groups to foster communication between the industries. General Instrument recommended relying on a joint NCTA/EIA advisory committee to maintain compatibility.

Comments were submitted by 29 groups, ranging from industry giants Time Warner to the village of Schaumber, Ill., which simply urged the commission to set a useful standard for cable compatibility. ■

Classifieds

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

RADIO

HELP WANTED MANAGEMENT

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.

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, WWDW/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.

Are you ready to be a manager? Small market 100,000 watt rocker needs aggressive leader for five person sales staff. Growing company will give you the opportunity to move up. Resume, references, salary requirements and reasons I should hire you to: Jack Yeiser, Box 130, Poplar Bluff, MO 63901. EOE employer.

GSM for Park Communications, KEZX AM/FM. Seattle. Requires passion for selling, leadership, team-building, winning. Min. 5 yrs. successful media sales management. Park is one of the strongest, most stable companies in broadcasting today and is acquisition oriented. Resumes and references to: General Mgr., PO Box 61309, Seattle, WA 98121. EOE.

General sales manager: Central California medium market FM seeks experienced results-oriented radio professional. Working knowledge of basic sales systems and strong people skills preferred. Great opportunity with solid group. Send resume to Box E-45. EOE.

Sales manager: WFMK seeks experienced general sales manager to lead and inspire our sales team. Must have strong organizational and people skills. Training ability a must. Resume to: Rod Krol, PO Box 991, East Lansing, MI 48826. EOE.

President/CEO. Responsibilities: The President/CEO of Vermont Public Radio will manage its 3 radio stations, directing a staff of 14 full-time employees with an annual budget of \$1.5 million, and will work closely with the board of directors to implement short and long range strategic planning and policy. Overall supervisor of fund raising and public relations. Qualifications: Professional degree in management or communications. Salary: Competitive. Date listed: March 12, 1993. Deadline: April 15, 1993. Send resume to: CEO Search Committee, Vermont Public Radio, 1079 Ethan Allen Avenue, Colchester, VT 05446. Women, ethnic/racial minorities and persons with disabilities are encouraged to apply. Vermont Public Radio is an affirmative action/equal employment opportunity employer.

General sales manager: Top rated AM/FM combo in Midwest medium market is looking for the best GSM in the world to take stations to next level. Excellent company, market and stations. An equal opportunity employer. Send your information to Box E-44.

HELP WANTED SALES

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-heavyies 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.

Radio sales: WHLI-AM/WKJY-FM, Long Island, NY, seeks experienced account executives with strong sales abilities. Must be aggressive, organized, and professional. Strong emphasis on new business. Rush resume to: Mark Turak, GSM, 1055 Franklin Avenue, Suite 306, Garden City, NY 11530. EOE.

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.

Radio sales position: Immediate opening, broadcasting's oldest media/merchandising-sales/promotion firm (40 years). Radio sales management experience required — full-time travel (Monday/Friday). Draw against generous commission. Six figure potential. Resume and recent picture to: John Gilmore, President, CCA, PO Box 151, Westport, CT 06881. EOE.

Surburban Milwaukee station seeking experienced sales professional to handle exclusive upscale market. Competitive compensation, growing market shares, continual support. Regional sales management available for the right person. Interested candidates should forward their confidential resume and salary history to Box E-46. Equal opportunity employer.

HELP WANTED NEWS

Newsperson to write and anchor Jewish news. Knowledge of Jewish community and issues a must. Garden State Radio News, Inc., Box 1326, Newark, NJ 07101. 201-736-4970. EOE.

SITUATIONS WANTED MANAGEMENT

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 programing. Startup and turnaround specialist. Interested in sweat equity deals. Gerry Cunningham 714-281-5105.

GM/GSM with sales formula for the 90's. 20 year major/medium markets includes program director and corporate with major group. Call 916-722-5500.

Successful major market CRMC seeks management opportunity. All markets considered. Reply to Box E-48.

SITUATIONS WANTED SALES

Successful CRMC in top 50 market, 18 years in all size markets. Seeks major market opportunity. Reply to Box E-47.

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.

"You are an excellent talk show host." That's what the MGR said. Mature, intelligent, definitely an audience getter. Why deprive your audience of something good, and yourself of ratings and revenue? Call 313-682-7798.

Looking for ratings? DJ/personality with major market voice and 5 yrs. experience. Tri-state/metro-politan area and Philadelphia preferred. Reply to Box E-49.

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, prools, emergency service, any market size. Supervisory experience, budget, bidding, subcontractors. Let me take over your headaches. Call Jim 301-540-2089 attending NAB.

TELEVISION

HELP WANTED MANAGEMENT

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.

Production manager: Nashville Fox affiliate seeks experienced, creative individual to manage production staff and possibly MCR staff. Managerial experience necessary. Send resume to Production Manager Search, WZTV, PO Box 1717, Nashville, TN 37202. EOE.

Director of marketing/GSM: A powerhouse Fox affiliate, is seeking to fill the position of director of marketing/GSM. The successful applicant should have a minimum of five years GSM experience, preferably with an independent or Fox affiliate. Thorough knowledge of local and national sales mandatory, with hands-on experience in research software (BMP, NAR, SCARBOROUGH). Must possess marketing skills and ability to create and implement station, value-added concepts with creative services director. To apply please contact Mr. Howard Lipson at 1900 Avenue of the Stars #2810, Los Angeles, CA 90067 or phone 310-277-4646. All resumes confidential. Applicants will be considered through 4/9/93. An EOE M/F/D.

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 sales manager: Career opportunity to become national sales manager for highly respected broadcast group in top 20 television market. Successful candidate must be a highly motivated/overachieving professional and will likely be a NSM ready to move up from current market or company. Essential to have proven track record of performance and ability to command respect of both national reps and buyers. Confidential replies to: Box E-50. EOE/M-F.

HELP WANTED SALES

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.

Energy Productions, the world leader in 35mm production for TV stations, is seeking a top-notch sales person to market it's Timescape Image Library package and other production services. This individual must possess excellent station contacts. Previous experience in servicing broadcast clients and developing promotional campaigns for station image and news preferred. Must be willing to spend a significant amount of time travelling. Fax resumes and salary requirements to 818-508-1293. EOE.

Television account executive: East Coast CBS affiliate in 22nd market seeks TV or radio reps with minimum 2 years experience. Established list to a motivated, disciplined, self-starter with vendor and promotional knowledge. Experience with TV Scan, Scarborough Research a plus. Must have excellent writing and presentation skills plus a proven track record of new business development. Send resume to John Kenealy, LSM, WBAL-TV, 3800 Hooper Avenue, Baltimore, MD 21211. No phone calls. Women and minorities are encouraged to apply. EOE.

TV spot sales rep, mature, to sell for NYC rep, handling Canadian TV, radio and newspapers. Salary. Call D. Brydson 212-586-7773 or fax resume 212-582-6353.

HELP WANTED TECHNICAL

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.

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.

Production/transmission facility seeks full-time engineer. Will be responsible for maintaining master control facility. Must have 4-5 years facility or broadcast experience, and knowledge of editing, Paintbox, microwave and satellite transmission. Good salary & benefits. Immediate opening. Send resume to: Independent Television News, 901 Battery St., Ste. 220, San Francisco, CA 94111. For more information, contact: Linda Hannan at 415-956-1703. EOE.

Technician: TV maintenance/operations engineer Brooklyn College, TV center. Maintain/repair Ampex, Sony, Ikegami & other professional video & audio equipment to component level. Read technical plans and schematics. Broadcast level operations experience required. Computer experience useful. Work evenings & weekends as needed. High school and at least eight (8) years experience. Resume to: Phil Messina, BCTV, 2900 Bedford, Brooklyn, NY 11210. Brooklyn College/CUNY is an AA/EO employer M/F/H/V.

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

HELP WANTED NEWS

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.

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.

Immediate job opening: Opportunity for a self starting, enterprising reporter in a great news market. Bilingual helpful. No beginners. Non-returnable tape and resume to Pahl Shipley, News Director, KTSM-TV, 801 N. Oregon, El Paso, TX 79902. EOE.

Assistant news director: Looking for person to join an aggressive news organization in top 50 market. Requires at least 7 years television news experience, with at least 3 years in management role. Will supervise day-to-day news operations, including producers, reporters and assignment desk. Resumes/tape to Melissa Klinzing, News Director, KFOR-TV, Box 14068, Oklahoma City, OK 73113. EOE. No phone calls.

Experienced anchor for 6 & 11 newscasts needed to complement female co-anchor at ABC affiliate. Great opportunity to move into the number one anchor position with a great company. Send non-returnable tape to Bob Williams, News Director, WCJB-TV, PO Box 147020 Gainesville, FL 32614-7020. EOE.

Chief meteorologist: Gulf coastal market with all seasons and weather patterns. Minimum 2 years experience. Meteorology degree required. AMS seal preferred. Resume and photo to Box E-51. EOE.

Number one anchor for #1 CBS affiliate. This is an opportunity to anchor a dominant newscast from a brand new state-of-the-art facility, and live in a community with a great lifestyle in the northeast. You need strong writing, people, and one-air skills plus want to be involved in the community. You need at least two years anchoring experience. Send tape and resume to: News Director, WBNG-TV, Columbia Drive, PO Box 12, Johnson City, NY 13790. EOE M/F.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

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.

Commercial production editor: Creative editor wanted for broadcast TV commercial production. Make miracles with producers & scripts with an Ampex Vista Switcher, ADO, Vista Tips Paint System, Ace Editor, ESS-5 Still Storer, Videotek Toaster, and 20K Dubner character generator. Send resume and tape to John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801 or call 410-742-4747. WMDT is an equal opportunity employer, M/F.

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.

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

SITUATIONS WANTED MANAGEMENT

GSM with independent television sales plan: Experienced major-market GSM with sales/marketing plan designed for second (or later) indie which, due to unusual circumstances, can't be implemented at present situation. This retail-intensive independent sales strategy can: Enlarge revenue opportunities well beyond existing television dollars by capturing other media budgets; sell directly against affiliates while leaving them no competitive response; capitalize on the growing trend of advertisers toward integrated marketing programs and away from advertising campaigns; coordinate your entire sales effort with comprehensive strategy rather than a patchwork of tactics. This sales plan will not only boost billing; it will significantly enhance the asset-value of your station with long-term client relationships and an impregnable market position. I've got a solid track record of superior performance that will satisfy the most demanding criteria, and can implement this sales plan at your station. Reply to Box E-53.

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

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.

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.

Freelance correspondent with 2 years reporting experience for major international network returning from South Pacific region seeking general reporter/weekend anchor position with small to medium market station; prefer Rockies or West Coast region, but will consider every response. Available immediately. Reply to Box E-52.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Doesn't anyone need good help? Master's degree, 4 years RTV production experience; will work long hours for low pay and relocate anywhere immediately. Call: Jason 1-402-773-5607.

MISCELLANEOUS

Job hunting? Sign up for THE HOT SHEET—broadcasting's most comprehensive employment-listings journal! From major-market to entry-level. We don't just do it better—we do it best! Media Marketing, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

ALLIED FIELDS

HELP WANTED INSTRUCTION

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. Rabin, Director, School of Communications, Northeast Louisiana University, Monroe, LA 71209. 318-342-1390. EOE/AA.

HELP WANTED SALES

Sales: Corporate and foundations relations assistant, WGVU/WGVK-TV, WGVU-AM/FM. Works to secure corporate, foundations, retail and special event underwriting. Successful cold call prospecting and closing required. Radio and/or TV broadcast sales experience preferred; college degree or equivalent sales experience; knowledge of Arbitron/Nielsen ratings, NPR and PBS guidelines helpful. Starting salary range \$22,300-\$25,000. Excellent salary and benefit package includes health/life/dental insurance, retirement and tuition reduction plan. Send resume and letter of application to: Jan McKinnon, Underwriting Manager, WGVU/WGVK-TV & WGVU-AM/FM, 301 W. Fulton, Grand Rapids, MI 49504-6492. Application deadline: April 16, 1993. EEO/AA/ADA.

HELP WANTED TECHNICAL

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. EOE.

FINANCIAL SERVICES

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

Lease purchase option. Refinance existing equipment. Lease purchase new equipment, no down payment. No financials up to \$70,000. Carpenter & Associates, Inc. Voice 501-868-5023, Fax 501-868-5401.

EMPLOYMENT SERVICES

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

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

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

WANTED TO BUY EQUIPMENT

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

Vintage: Microphones, "flags," on-air lights, Tube broadcast/recording equipment/literature, film/TV cameras/CCU's, RCA, W-E equipment. 16" transcripts. 516-728-9835.

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.

Harris MW50B, excellent condition, tuned and tested, lots of spares. 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.

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

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

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

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Deadline is Monday at noon Eastern Time for the following Monday's issue.

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**HELP WANTED PROGRAMING
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**WWFM TRAFFIC &
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Public Radio, WWFM, Trenton, NJ and WWNJ, Dover Twp., NJ seeks full time traffic and membership manager. Responsibilities include daily traffic operations of recorded programing, including satellite program acquisition, ongoing maintenance of computerized membership department, preparation of daily station logs, coordination of membership fund raising mailings, volunteer coordination for fund drives, occasional board work. WWFM-WWNJ is a professional staffed, CPB classical music station, licensed to Mercer County Community College. Must have strong computer and organizational skills. Associates degree required. Salary to low 20's. Excellent benefits package. Send letter and resume by April 12, 1993 to: **MERCER COUNTY COMMUNITY COLLEGE, Personnel Services Dept. AW, P.O. Box B, Trenton, NJ 08690. EEO/AA employer.**

TELEVISION

**HELP WANTED PROGRAMING
PROMOTION & OTHERS**

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CNBC seeks a highly creative individual to supervise network directing staff. Position also has responsibility for interfacing with the graphics and technical staffs as well as administrative duties including scheduling.

Strong candidates should have a thorough knowledge of studio operations and must have the ability to lead and motivate others.

Please fax your resume to: Personnel Associate at 201-585-6275. CNBC is an equal opportunity employer.



HELP WANTED PROGRAMING, PROMOTION & OTHERS CONTINUED

JOIN THE FUTURE

Johnson Broadcasting is building a team of experienced media professionals to launch the nation's first all news and information broadcast channel.

We are seeking on and off air journalists, artists, technical, business, sales people and more.

If you want to be part of the future, send resumes and non-returnable tapes to:

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KNWS-TV
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Houston, Texas 77063
(No phone calls, please)**

KNWS is an Equal Opportunity Employer and seeks men and women who reflect our communities' rich diversity.



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If you're an idea person with great writing skills, join our team.

Must have at least 2 years experience writing and producing breakthrough on-air promos for broadcast or cable with a heavy emphasis on news promotion, including series, image and daily topicals.

College degree preferred.

Take your best shot. Send resume and demo reel to:

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WCIX-TV-6
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CBS is an Equal Opportunity Employer and encourages women and minorities to apply.

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For information, call
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HELP WANTED PROGRAMING, PROMOTION & OTHERS CONTINUED

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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.

Send tape and resume, but don't even think of calling:

Attention Mike Cooper
500 Plasters Avenue
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Tribune is an equal opportunity employer.

NEWS PROMOTION PRODUCER

Chicago's new 24-hour local news channel, ChicagoLand, has an opening for a promotion producer. Previous experience producing on-air TV news promotion announcements is preferred. Applicants must have a college degree. Videotape editing experience is a plus, but proven writing and advertising skills are required. Send tape and resume, but please don't call:

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HELP WANTED MANAGEMENT

UNIVERSITY OF NEW MEXICO
Director,
Distance Education Center

The University of New Mexico invites applications and nominations for the position, Director, Distance Education Center.

Minimum Qualifications: Earned doctorate in distance education, instructional technology, educational communication or closely related field; a minimum of three (3) years aggregate experience in educational communications and/or distance education, with at least two (2) of those years in a University setting; and at least one (1) year's teaching experience at the college or university level.

The successful candidate will present evidence of scholarship and/or experience in broadcasting and/or new communication technologies, a history of research productivity and success in securing external funding for resource development, demonstrated management skills with a creative staff, business and marketing skills, interpersonal skills, and a command of educational uses of instructional technologies across a wide variety of academic programs and disciplines.

A complete application consists of a letter of interest, current vita, samples of scholarly and professional work, and the names, addresses and telephone numbers of at least five (5) references. Review of completed applications will begin April 1, 1993, and recruitment will continue until a qualified candidate is selected. Applications should be directed to:

Dr. Dianna Shomaker,
Chair Search Committee
c/o Asst. VP/AA David Stuart
Student Services Building, Room 262
University of New Mexico,
Albuquerque, New Mexico, 87131
Phone: (505) 277-5725

The University of New Mexico is an affirmative action/equal opportunity employer, strongly and actively committed to diversity within its community. Please indicate requisition number 0186-93A and the job title on the letter of interest.

ALLIED FIELDS

EMPLOYMENT SERVICES

California Broadcast Job Bank

For application information call
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California Broadcasters Association

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

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Turnaround Specialists

Absentee owner, ready to retire, tired of the rat race? Let this Sales, Management, and Engineering Team with over thirty years Local and Network Radio experience turn your station into a winner. Prefer East Coast but will consider all offers. Little or no down, you carry paper.

Reply to Box E-54

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w/ option to buy; suitable for Spanish format. If you will accept publicly traded stock and/or cash, the closing out of your operation could be rapid. Serious sellers only. All replies confidential. Box E-55.

FOR SALE STATIONS

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

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Blind Box Response???

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

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

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

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

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

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

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

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

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

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

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

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

Datebook

MARCH

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

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

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

March 31-April 3—*National Broadcasting Society-Alpha Epsilon Rho* annual convention. Marriott Pavillon, St. Louis. Information: Richard Gainey, (419) 772-2469.

APRIL

April 1—"Race to the Home—Cable, Telco and DBS Technology Coverage," seminar sponsored by *Society of Satellite Professionals International, New York Chapter*. Hill and Knowlton,

New York. Information: Michelle Wallace, (212) 682-8300.

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 13—*National Academy of Television Arts and Sciences* 1992 Sports Emmy Awards ceremony. Marriott Marquis Hotel, New York. Information: Robert Blake or Robert Christie, (212) 586-8424.

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 15—"An Evening with Siskel and Ebert," co-sponsored by *Museum of Broadcast Communications* and the *Central Michigan Av-*

enue Association. Museum, Chicago. Information: (312) 629-6026.

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

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 19—*National Association of Broadcasters* Crystal Radio Awards during the 71st annual NAB convention. Ballroom, Las Vegas Hilton, Las Vegas. Information: (202) 429-5422.

April 19—*Association for Maximum Service Television* annual membership meeting. Las Vegas Hilton, Las Vegas. Information: (202) 462-4351.

April 20—*Association for Maximum Service Television* engineering breakfast. Las Vegas Hilton, Las Vegas. Information: (202) 462-4351.

April 26—"Women and Power—New Images and Realities," seminar sponsored by *Women in Cable*. Four Seasons Hotel, Beverly Hills, Calif. Information: Barbara Bellafiore-Sanden, (203) 637-2466.

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.

Open Mike

Weather warning

EDITOR: Neil Frank and I have been colleagues and friends for many years, but I differ greatly with his Feb. 22 "Monday Memo."

I do not believe, as Frank apparently does, that the National Weather Service (the government) should have direct and immediate access to broadcast stations under the guise of "severe weather warnings."

My disagreement is partly meteorological and partly philosophical and has been molded by over 35 years as a broadcast meteorologist.

The U.S. has the finest broadcast system in the world, employing over 600 private meteorologists. We are the envy of the world in this regard. The weathercasting free-enterprise system has produced a high standard of excellence and accountability. Certainly there is room for improvement and it comes with hard work and constant vigilance, as does any free-market endeavor.

The specter of providing uncontrolled, immediate access to government officials is fraught with danger to basic American precepts, and it comes sugar-coated. The National Weather Service is an excellent government service, but it is not always correct and timely in its warnings. The private broadcast meteorologist must, in a free society, be the interpreter and filter for his personal viewers or listeners. The concept of replacing or supplementing this with some stale, bureaucratic "crawl" should be repugnant.

Soon the police, the Congress and the White House will find many valid reasons why they should utilize a similar technology.

Let the broadcast industry beware and be warned.—*Roy Leep, executive director, weather services, WTVT(TV) Tampa, Fla.*

Hidden agenda?

EDITOR: I read with more than just casual interest the Jan. 18 article and your editorial regarding the stations

that have been fined by the FCC for supposed infractions of the "Children's TV Act."

Our organization owns and operates KWHE(TV), ch. 14, in Honolulu, which was admonished and fined the highest fine of all the stations cited, a whopping \$20,000!

At this point we have to ask, what was the real infraction and the cure for this infraction? KWHE is owned and operated by a not-for-profit 501(c) (3) religious organization. The vast majority of our organization is involved with feeding hungry people all over the world. The broadcast division of our company is for the express purpose of Christian, family and educational programming. Our major "crime" was the honesty of admitting that after the alleged infraction was pointed out by the FCC we noted that we had broadcast the program 27 times.

This program, *Quigleys Village* (which is now no longer on our station), has no possible avenue for revenue except for a "fan club." It espouses only good values and is educational in content. A real threat to children. Isn't it funny that the largest organizations cited were let off with either an admonishment or no mention of an infraction?

We have had an uphill battle for the last six years with this station in Honolulu; we certainly don't need any more obstacles placed in our way by an unhelpful FCC or Congress. Yes, we contest the infraction and the fine—it was and is wrong and is a misguided effort to punish a company whose avowed purpose is to serve the public's interest.—*Peter Sumrall, vice president, Lesea Broadcasting, South Bend, Ind.*

Warning signs

EDITOR: I believe that the broadcasters in the United States should be very leery of both the Clinton administration and the new Congress. First, broadcasters should remember that, during the last session, Con-

gress passed legislation that would increase the bite political candidates could take out of broadcasters' pockets with an increase in lowest-unit-charge restrictions. It was only the veto by President Bush that prevented that policy from becoming law. If they are not careful, broadcasters will face the return of this legislation and will no longer have hope of a veto in the White House.

And broadcasters should not be fooled by the belief that a further increase is a trade-off for total non-payment of political spots, which has been mentioned in several trade publications. While our friends on the Hill may be arrogant, they are not stupid. No one should expect the incumbent will ever give his political challenger an even playing field.

The lowest unit charge is an unconstitutional taking of your property. One of these days, broadcasters are going to wake up to the fact and stand up for their rights.

With the Clinton administration looking at ways to increase taxes, broadcasters can expect a charge in the direction of limitations on write-offs on advertising. We have already seen the first attempts to revive the fairness doctrine.

Broadcasters should be the most powerful lobbying force in the United States. Unfortunately, for whatever reasons, they do not exercise that strength.—*Vincent J. Curtis Jr., Fletcher, Heald & Hildreth, Washington.*

More fans

EDITOR: The magazine looks—and is—smashing. You've added pizzazz—and new substance—and lost nothing. A great leap forward. Congratulations!—*Jerry Udwin, The Udwin Group, Washington.*

EDITOR: I like your new format.—*Herb Hobler, Princeton, N.J.*

EDITOR: Congratulations on the new "look."—*Chris J. Witting, president, Creative Broadcast Consulting Inc., Chicago.*

For the Record

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

OWNERSHIP CHANGES

Applications

- **KTZN(FM) Green Valley (Tucson), AZ** (BALH930224GL; 92.1 mhz; 50 kw; ant. 600 ft.)—Seeks assignment of license from Nova Communications Ltd., debtor-in-possession, to Arizona Lotus Corp. for \$1.263 million (see "Changing Hands," p. 42). Filed Feb. 24.
- **KZMK(FM) Sierra Vista, AZ** (BALH930225GJ; 92.1 mhz; 50 w; ant. 2,220 ft.)—Seeks assignment of license from Estate of Bankruptcy of Sierra Pacific Broadcasting Ltd. to G.C.S Broadcasting Co. Inc. for \$350,000 (see "Changing Hands," p. 42). Filed Feb. 25.
- **KSNE(FM) Marshall, AR** (BALH930305GG; 104.3 mhz; 100 kw; ant. 820 ft.)—Seeks assignment of license from Marshall Broadcasting Corp. to Country Music Communications Inc. for \$450,000 (see "Changing Hands," p. 42). Filed March 5.
- **KZSA(FM) Placerville (Sacramento), CA** (BALH930301GI; 92.1 mhz; 1.41 kw; ant. 446 ft.)—Seeks assignment of license from KWWN Inc. to KZSA Broadcasting Inc. for \$400,000 (see "Changing Hands," p. 42). Filed March 1.
- **WSGC(FM) Ringgold, GA** (BALH930224GJ; 101.9 mhz; 650 w; ant. 702 ft.)—Seeks assignment of license within license Battlefield Broadcasting Radio Inc. for \$250,000. Licensee is headed by Marshall M. Bandy, and has no other broadcast interests. Filed Feb. 24.
- **WNUY(FM) Bluffton, IN** (BTCH930210GE; 100.1 mhz; 3 kw; ant. 130 ft.)—Seeks transfer of control of Wells County Radio Corp. Mickey R. Cupp and Robert W. Troxell are each transferring 33% of their 50% shares of licensee to John J. Shanley and Jon M. Lamey; consideration will be assumption of ongoing operational expenses and provision of services in management of station. Lamey has inter-

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

ests in WHUT(AM)-WXXP(FM) Anderson, IN. Filed Feb. 10.

■ **KCCI-TV Des Moines, IA, and WESH(TV) Daytona Beach (Orlando), FL** (KCCI: BALCT930308KE; ch. 8; 316 kw-V; 63.2 kw-A; ant. 1,953 ft.; WESH: BALCT930308KF; ch. 2; 100 kw-V; 10 kw-A; ant. 1,650 ft.)—Seeks assignment of license from H & C Communications Inc. to Pulitzer Broadcasting Co. for \$165 million ("Broadcasting," Feb. 22). Filed March 8.

■ **KILS(FM) Minneapolis, KS** (BALH930308GH; 92.7 mhz; 50 kw; ant. 150 ft.)—Seeks assignment of license from Belinda S. Ohlemeier to Lesso Inc. for \$72,162. Seller has no other broadcast interests. Buyer is headed by Lawrence E. Steckline, and is licensee of KWLS(AM)-KGLS(FM) Pratt, KYUU(AM)-KSLs(FM) Colby, KEGS(FM) Emporia and KLLS(FM) Augusta, all Kansas, and KXLS(FM) Enid OK. Filed March 8.

■ **WYVA(FM) Olive Branch, KS** (BTCH930219GG; 95.7 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control from Olive Branch Broadcasting Corp. to Jerry L. Phillips for \$53,000. Seller is headed by Janet R. Johnson, transferring her 51% of licensee. Buyer is headed by Jerry L. Phillips and S. Knox Phillips, brothers, who also own licensees of WSBM(AM)-WQLT(FM) Florence, AL, and WLVS(AM) Lake Worth, FL. Filed Feb. 19.

■ **KKAQ(AM)-KKDQ(FM) Thief River Falls, MN**

(AM: BAL930310ED; 1460 khz; 2.5 kw-U; BALH930310EE; 99.3 mhz; 6 kw; ant. 170 ft.)—Seeks assignment of license from Olmstead Broadcasting Inc. to Ault Marketing Inc. for \$375,000 (see "Changing Hands," p. 42). Filed March 10.

■ **WAZF(AM) Yazoo City, MS** (BAL930309EA; 1230 khz; 1 kw-U)—Seeks assignment of license from Dri-Two Inc. to Sides, Robinson, Edwards Inc. for \$11,000. Seller is headed by Harold Lardinois, who also has interests in WISM-AM-FM Eau Claire and WKSH(AM) Sussex, both Wisconsin. Buyer is headed by John Sides Sr., who is also 50% owner of WGT(AM) Alabaster, AL. Filed March 9.

■ **KZLS(FM) Billings, MT** (BALH930225GE; 97.1 mhz; 35 kw; ant. 295 ft.)—Seeks assignment of license from Land Development Inc. to Citadel Communications Corp. for \$300,000 (see "Changing Hands," p. 42). Filed Feb. 25.

■ **WNHX(FM) Moultonborough, NH** (BALH930224GH; 106.9 mhz; 74 w; ant. 1,972 ft.)—Seeks assignment of license from SIB Corp. to Northeast Communications Corp. for \$399,072 (see "Changing Hands," p. 42). Filed Feb. 24.

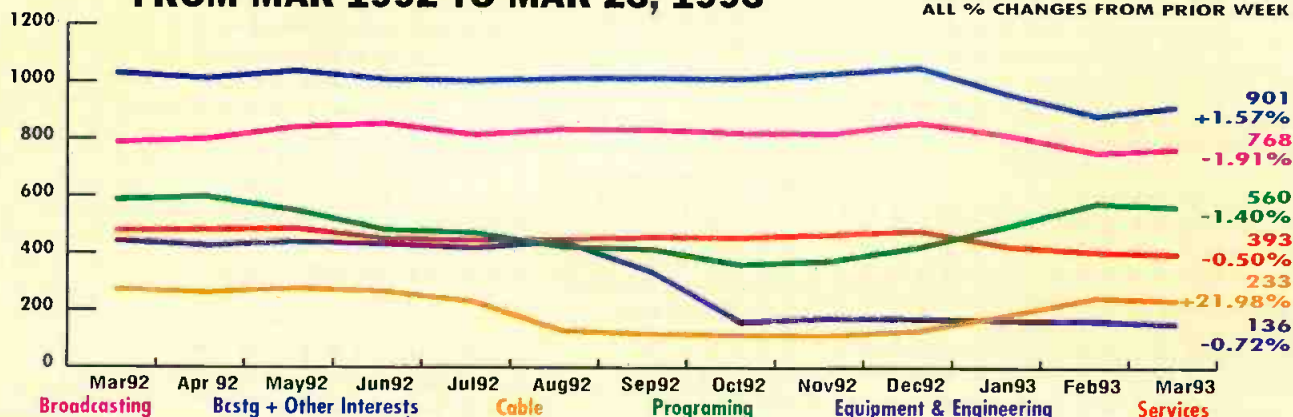
■ **KXKK(FM) Lordsburg, NM** (BALH930304GI; 97.7 mhz; 250 w; ant. -134 ft.)—Seeks assignment of license from Interstate Ten Broadcasting of New Mexico Inc. to William Konopnicki for \$3,500. Seller is headed by Charles H. and Robin L.J. Masland, husband and wife, and has no other broadcast interests. Buyer is licensee of KLVJ-AM-FM Mountain Home, ID, and KHIL(AM)-KWCC(FM) Wilcox, AZ, and proposed assignee of KTHQ(FM) Eager, AZ. Filed March 4.

■ **WBTB(AM) Beaufort, NC** (BAL930311EB; 1400 khz; 1 kw-U)—Seeks assignment of license from Recycled Radio Co. Inc. to Down East Radio Communications Inc. for \$45,310. Seller is headed by Bruce Naegelen, and recently sold WKQT(FM) Newport, NC ("For the Record," Dec. 21, 1992). Buyer is headed by Joseph M. McClure, and is licensee of WTKF(FM) Atlantic, NC, which is presently being provided programing pursuant to time brokerage agreement by WBTB. Filed March 11.

■ **WBRQ(FM) Cidra, PR** (BALH930310GF; 97.7 mhz; 3 kw; ant. 866 ft.)—Seeks assignment of license from Radio Musical Inc. to American National Broadcasting Corp. for \$1.9 million (see "Changing Hands," p. 42). Seller is headed by Tomas C. Torres, and has no other broadcast interests. Buy-

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

NASDAQ: 675.04 (-2.93%)
S&P Ind.: 448.76 (-13.52%)
ALL % CHANGES FROM PRIOR WEEK



er is headed by Frenando Vigil Jr., and is licensee of WRPC(FM) San German and WPRA(AM) Mayaguez, both Puerto Rico. Filed March 10.

■ **WHNK(AM) Madison, TN** (BAL930310EC; 1430 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from GMX Communications of Tennessee Inc. to Finbar Broadcasting Co. Inc. for \$475,000 (see "Changing Hands," p. 42). Filed March 10.

■ **KMOO(AM) Mineola, TX** (BAL930311EA; 1510 khz; 500 w-D)—Seeks assignment of license from KMOO Inc. to Canton Broadcasters Inc. for \$25,000. Seller is headed by Sam Curry, and has no other broadcast interests. Buyer is headed by William C. Bone, and has no other broadcast interests. Filed March 11.

■ **KCHX(FM) Midland, TX** (BTCH930304GJ; 106.7 mhz; 100 kw; ant. 613 ft.)—Seeks assignment of license from Sonance Midland L.C. to William R. Hicks for \$250,000 (see "Changing Hands," p. 42). Filed March 4.

■ **KMND(AM)-KNFM(FM) Midland, TX** (AM: BAL930304EA; 1510 khz; 500 w-D; FM: BAL930304EB; 92.3 mhz; 100 kw; ant. 985 ft.)—Seeks assignment of license from Dennis Elam, Chapter 7 trustee for Bakcor Broadcasting Incorporated and Bakke Communications Inc., to Midland Odessa Broadcasting L.C. for \$1.35 million ("Changing Hands," March 15). Filed March 4.

■ **KPCB(FM) Rockport, TX** (BAPLH930224GI; 102.3 mhz; 2.5 kw; ant. 328 ft.)—Seeks assignment of license from Aransas Broadcasting Co. to Coastal Bend Radio Active Inc. for \$400,000 (see "Changing Hands," p. 42). Filed Feb. 24.

■ **WKAV(AM) Charlottesville, VA** (BAL930312EA;

1400 khz; 1 kw-U)—Seeks assignment of license from Cavalier Country Broadcasting Inc. to Charlottesville Broadcasting Corp. for \$115,000. Seller is headed by Charles M. Wilson, and has no other broadcast interests. Buyer is headed by Laurence E. Richardson, and is also licensee WINA(AM)-WQMZ(FM) Charlottesville, VA. Filed March 12.

■ **WLOT(AM) Logan, WV** (BAL930308EA; 1230 khz; 1 kw-U)—Seeks assignment of license from Southern West Virginia Community College Foundation to CD Entertainment Incorporated for \$40,000. Buyer is headed by Albert R. Spencer II, and has no other broadcast interests. Filed March 8.

Actions

■ **KYAK(AM)-KGOT(FM) Anchorage, AK** (AM: BAL921229EC; 650 khz; 50 kw-U; FM: BALH921229ED; 101.3 mhz; 26 kw; ant. -66 ft.)—Dismissed app. of assignment of license from Louis C. DeArias, receiver for KGOT Corp., to Community Pacific Broadcasting Company Ltd. for \$700,000 ("Changing Hands," Feb. 1). Action March 8.

■ **KIAK-AM-FM Fairbanks, AK** (AM: BAL921229EA; 970 khz; 5 kw-U; FM: BALH921229EB; 102.5 mhz; 26.3 kw; ant. 1,626 ft.)—Dismissed app. of assignment of license from Louis C. DeArias, receiver, to Community Pacific Broadcasting Co. for \$500,000 ("Changing Hands," Jan. 25). Action March 8.

■ **KLTW(FM) El Dorado, AR** (BAPH921015HP; 93.3 mhz; 25 kw; ant. 492 ft.)—Granted assignment of CP from William J. Wynne to Noalmark Broadcasting Corporation for \$10,000 ("For the Record,"

Nov. 16, 1992). Action Jan. 8.

■ **KISI(FM) Malvern, AR** (BALH921119GJ; 101.5 mhz; 6 kw; ant. 318 ft.)—Granted assignment of license from Donald C. Harbour to Lyons Communications Inc. for \$125,000 ("For the Record," Dec. 14, 1992). Action March 5.

■ **KMST(TV) Monterey, CA** (BALCT930113KJ; ch. 46; 1,350 kw-V; 135 kw-A; ant. 2,530 ft.)—Granted assignment of license from Retlaw Enterprises Inc. to Harron-Smith Television Partnership for \$8.2 million ("Changing Hands," Jan. 11). Action March 11.

■ **WJZE(FM) Washington, DC** (BALH930111GL; 100.3 mhz; 40 kw-H; 38 kw-V; ant. 323 ft.)—Granted assignment of license from United Broadcasting Company Inc. to Radio 100 of Maryland Ltd. for \$19.5 million ("Changing Hands," Jan. 18). Action March 9.

■ **WGTX(AM)-WLGH(FM) DeFuniak Springs, FL** (AM: BAL921231GO; 1280 khz; 5 kw-D; FM: BAPLH921231GP; 103.1 mhz; 2.6 kw; ant. 350 ft.)—Granted assignment of license from Kudzu Broadcasting Partnership to Sonic Enterprises Inc. for \$450,000 ("Changing Hands," Feb. 1). Action March 8.

■ **WPGS(AM) Mims, FL** (BTC930126EC; 840 khz; 250 w-D)—Granted transfer of control from WPGS Inc. to Edward E. Shiflett and Joseph B. Bryan for \$65,000 ("For the Record," Feb. 22). Action March 9.

■ **KLCI(FM) Nampa, ID** (BALH921228GI; 96.9 mhz; 44 kw; ant. 2,520 ft.)—Granted app. of assignment of license from Idaho Broadcasting Inc. to Pacific Northwest Broadcasting Corp. for \$475,000. Seller is headed by John D. Mattus. Buyer is headed by Charles H. Wilson, and has no other broadcast interests. Action March 2.

■ **WMMC(FM) Marshall, IL** (BALH921231HJ; 105.9 mhz; 2.8 kw; ant. 338 ft.)—Granted assignment of license from Donald Hoagland, trustee for J & J Media Inc., to Illini Broadcasting Inc. for \$3,100. Station is being sold out of bankruptcy; it was acquired from proposed assignee in 1991 for \$125,000 ("For the Record," March 11, 1991, and Feb. 1). Action March 9.

■ **WLMK(FM) Horse Cave, KY** (BAPH930108HW; 100.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from James B. Myers III to Newberry Broadcasting Inc. for \$30,000 ("For the Record," Feb. 8). Action March 8.

■ **KRRQ(FM) Lafayette, LA** (BTCH920602GQ; 95.5 mhz; 3 kw; ant. 328 ft.)—Granted transfer of control from FM Lafayette Corp. to KRRQ-FM Corp. for no cash consideration; transfer of general partnership interest in FM Lafayette is forgiveness of outstanding debt incurred in proceeding. KRRQ-FM Corp. is headed by Rebecca A. Fulton and Ashton R. Hardy. Hardy owns 40% equity partnership interest in FM Lafayette Ltd., joint venture in permittee of KRRQ. Action March 5.

■ **WSSH-FM Lowell** (Boston), MA (BALH921218HF; 99.5 mhz; 32 kw; ant. 600 ft.)—Granted assignment of license from Noble Broadcast of Boston Inc. to GCI Lowell II Inc. for \$18.5 million ("Changing Hands," Jan. 11). Action March 5.

■ **WBBS(FM) Great Barrington, MA** (BALH921023HC; 105.1 mhz; 1.1 kw; ant. 1,708 ft.)—Granted assignment of license from Berkshire Broadcasting-South Inc. to WAMC for \$325,000 ("Changing Hands," Nov. 2, 1992). Action March 5.

■ **WMRR(FM) Muskegon Heights, MI** (BAPLH921203HY; 101.7 mhz; 3 kw; ant. 300 ft.)—Granted assignment of CP from Pathfinder Communications Corp. to Goodrich Broadcasting Inc. for \$625,000 ("Changing Hands," Jan. 11). Action March 10.

■ **KTGL(FM) Lincoln, NE** (BALH921221GK; 92.9 mhz; 100 kw; ant. 809 ft.)—Granted assignment of license from ERM Associates Ltd. to KTGL Corp. for \$2.2 million ("Changing Hands," Jan. 25). Action March 9.

■ **KPLY(AM)-KKMR(FM) Sparks, NV** (AM: BAL930107EC; 1270 khz; 5 kw-U; FM: BALH930107ED; 100.9 mhz; 2.9 kw; ant. 203 ft.)—

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

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

CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses.
† Construction permit.

† Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting&Cable's own research.

Granted assignment of license from Jonsson Communications Corp. to New World Enterprises Inc. for \$750,000 ("Changing Hands," Feb. 1). Action March 10.

■ **KDIX(AM) Dickinson, ND** (BAL930115EA; 1230 khz; 1 kw-U)—Granted assignment of license from Dickinson Broadcasting Corp. to Starrdak Inc. for \$250,000 ("For the Record," Feb. 15). Action March 9.

■ **KKRX-AM-FM Lawton, OK** (AM: BTC930128EA; 1050 khz; 250 w-D; FM: BTCH930128EB; 98.1 mhz; 100 kw; ant. 202 ft.)—Granted transfer of control from KKRX Inc. to Ella Louise Downing, trustee, for assumption of debt ("For the Record," Feb. 22). Action March 8.

■ **WBFD(AM)-WRAX(FM) Bedford, PA** (AM: BAL921223GF; 1310 khz; 5 kw-D, 85 w-N; FM: BALH921223GG; 100.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Kessner Broadcasting Corp. to Cessna Communications Inc. for \$350,000 ("Changing Hands," Jan. 25). Action March 9.

■ **WNK-AM-FM Harrisburg, PA** (AM: BAL921201HB; 1400 khz; 1 kw-U; FM: BALH921201HC; 104.1 mhz; 22.5 kw; ant. 725 ft.)—Granted assignment of license from Keymarket Communications of Pennsylvania Inc. to June Broadcasting Inc. for \$12 million ("Changing Hands," Dec. 14, 1992). Action March 9.

■ **WCHQ(FM) Camuy, PR** (BTCH921028GX; 1360 khz; 1 kw-U)—Seeks transfer of control of HQ103 Inc. for no cash consideration; station is being transferred between family members ("For the Record," Nov. 23, 1992). Action March 8.

■ **WPYR(FM) Millington (Memphis), TN** (BALH921217HJ; 98.1 mhz; 100 kw; ant. 700 ft.)—Granted assignment of license from Diamond Broadcasting Inc. to Barnstable Broadcasting for \$4.25 million ("Changing Hands," Jan. 4). Action March 9.

■ **KWCS(FM) Bridgeport, TX** (BALH930121GN; 96.7 mhz; 6 kw; ant. 320 ft.)—Granted assignment of license from Dan Halyburton, receiver, to Community Broadcast Network for \$92,000, assumption of debt ("For the Record," Feb. 22). Action March 11.

■ **KHFI-FM Georgetown (Austin), TX** (BALH921228HR; 100 kw; ant. 951 ft.)—Granted assignment of license from KHFI Venture Ltd. to Clear Channel Radio Licenses Inc. for \$3.5 million ("Changing Hands," Jan. 11). Action March 5.

■ **KSRR-FM San Antonio, TX** (BALH921231HI; 92.9 mhz; 100 kw; ant. 1,016 ft.)—Granted assignment of license from Genesis Broadcasting Inc. to Tichenor Media System Inc. for \$3.8 million ("Changing Hands," Jan. 11). Action March 9.

■ **KTOB(AM) Petaluma, CA** (BTC900924ED; 1490 khz; 1 kw-U)—Dismissed app. of assignment of license from North Bay Broadcasting Inc. to Petaluma Radio (KTOB) Partners for \$10,000. Seller is owned by Louis T. Holmes. Buyer is owned by Erin M. Grant, Gordon Smith, Rosie Casals, Sam Harrell, Ken Moore, Peter Thigpen and Ken Sleeman and has no other broadcast interests. Action March 10.

NEW STATIONS

Applications

■ **Smiths, AL** (BPH930301MF)—Cheryl Davis seeks 101.3 mhz; 6 kw; ant. 100 m. Address: 5185 Kendal Court, Columbus, GA 31907. Gregory A. Davis, husband of Cheryl Davis, is 75% stockholder in licensee of WOKS(AM)-WFXE(FM) Columbia and WTHB(AM)-WFXA(FM) Augusta, both Georgia. Filed March 1.

■ **Smiths, AL** (BPH930301MG)—Smiths Broadcasting Ltd. seeks 101.3 mhz; 6 kw; ant. 100 m. Address: 3333 Urban Ave., Columbus, GA 31907. Applicant is headed by general partners Albert Eugene Smith and Blane A. Woodfin, and has no other broadcast interests. Filed March 1.

■ **Smiths, AL** (BPH930301MI)—Dan D. Greene seeks 101.3 mhz; 6 kw; ant. 100 m. Address: 2003 St. Andrews Way, Phenix City, AL 36867. Applicant has no other broadcast interests. Filed March 1.

■ **Smiths, AL** (BPH930302MJ)—Arthur C. and Margaret R. Angell seek 101.3 mhz; 6 kw; ant. 100 m. Address: 3736 Winkfield Place, Columbus, GA 31909. Applicants have no other broadcast interests. Filed March 2.

■ **Smiths, AL** (BPH930303MH)—Smiths Station Broadcasting seeks 101.3 mhz; 6 kw; ant. 100 m. Address: 6670 Springlake Drive, Columbus, GA 31909. Applicant is headed by Leonard McGhee and Allen M. Woodall Jr., and has no other broadcast interests. Filed March 1.

■ **Canton, IL** (BPED930309MA)—Sabbath Inc. seeks 100.9 mhz; 6 kw; ant. 100 m. (see Clinton, IN, above). Filed March 9.

■ **Clinton, IN** (BPED930309MC)—Sabbath Inc. seeks 93.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Hill, and is applying for nine other FM's. Filed March 9.

■ **Clinton, IN** (BPED930308MA)—Word Power Inc. seeks 93.9 mhz; 2.3 kw; ant. 162 m. Address: 3775 West Dugger Ave., West Terre Haute, IN 47885. Applicant is headed by Paul D. Ford, and has no other broadcast interests. Filed March 8.

■ **Worthington, MN** (BPH930309ME)—Jeffrey D. Linder seeks 93.5 mhz; 2.5 kw; ant. 156 m. Address: Rural Route 1, Box 192, Madison Lake, MN 56063. Applicant has interests in KTOE(AM)-KDOG(FM) Mankato and is permittee for new KQXA(FM) Le Sueur, both Minnesota. Filed March 9.

■ **St. Marys, OH** (BPED930309MB)—H.I.S. Network Inc. seeks 103.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Applicant is headed by John W. Smith Sr. He and Mary L. Smith have interests in licensee of LPTV W05BE Jeffersonville, IN, and in permittee of new FM at New Washington, IN. Filed March 9.

■ **Plainview, TX** (BPH930224MA)—Rolling Plains Broadcasting Corp. seeks 106.9 mhz; 31.5 kw; ant. 144 m. Address: 1406 North First Street, P.O. Box 1118, Haskel, TX 79521-1118. Applicant is headed by Kenneth Lane, and is licensee of KVRP(FM) Haskel and KVRP(AM) Stamford, both Texas. Filed Feb. 24.

Actions

■ **Prescott, AZ** (BPED900416MH)—Granted app. of Grand Canyon Broadcasters Inc. for 90.9 mhz; 55 kw; ant. 758 m. Address: P.O. Box 11274, Phoenix, AZ 85061. Applicant is headed by John Ferree Jr., and is licensee of KHEP(AM) Phoenix, AZ. Action March 11.

■ **Crawfordville, FL** (BPH920507MD)—Granted app. of Dash Communications Inc. for 94.1 mhz; 6 kw; ant. 100 m. Address: P.O. Box 1181, Crawfordville, FL 32326. Applicant is headed by Beth Anne Posey, and has no other broadcast interests. Action March 8.

■ **Dade City, FL** (BPH920521MD)—Granted app. of Dade City Broadcasting Inc. for 96.1 mhz; 3.8 kw; ant. 126 m. Address: 304 Hillside Lane, Dade City, FL 33525. Applicant is headed by David M. Zeplowitz, who is 51% shareholder of licensee of WPAS(AM) Zephyrhills, FL. Action March 9.

■ **Dade City, FL** (BPH920521ME)—Dismissed app. of Robert E. York for 96.1 mhz; 6 kw; ant. 100 m. Address: 217 Holiday Rd., Columbia, SC 29223. Applicant has no other broadcast interests. Action March 9.

■ **Dade City, FL** (BPH920522MD)—Dismissed app. of Hall Communications Inc. for 96.1 mhz; 3 kw; ant. 100 m. Address: One Cuprak Rd., Norwich, CT 06360. Applicant is headed by Arthur J. Rowbotham, and has no other broadcast interests. Action March 9.

■ **Poiipu, HI** (BPED920820ME)—Granted app. of Lu Ann Uchida Lane and William A. Lane for 95.9 mhz; 1.13 kw; ant. 225 m. Address: 34001 Granada Drive, Dana Point, CA 92629. Applicants have no

other broadcast interests. Action March 8.

■ **Clinton, IN** (BPH921122MG)—Returned app. of Contemporary Media Inc. for 93.9 mhz; 2.2 kw; ant. 165 m. Address: 222 Indacom Drive, St. Peters, MO 63376. Applicant is headed by Michael S. Rice who has interests in licensees of KBMX(FM) Eldon and KFMZ(FM) Columbia, both Missouri; permittee of KTDI(FM) Huntsville, KFXE(AM) Camdenton and KXIY(FM) Cuba, all Missouri, and applicant for new FM at Bourbon, MO. Action March 8.

■ **Britt, IA** (BPH920427MB)—Granted app. of Robert W. Hawley for 99.5 mhz; 6 kw; ant. 37.8 m. Address: 3708 240th Tanglefoot, Clear Lake, IA 50428. Applicant has no other broadcast interests. Action March 5.

■ **Calvert City, KY** (BPED900307MG)—Dismissed app. of Heartland Ministries Inc. for 95.7 mhz; 6 kw; ant. 100 m. Address: P.O. Box 281, Hardin, KY 42048. Applicant is headed by Randy Shelton, and has no other broadcast interests. Action March 5.

■ **Calvert City, KY** (BPH900308MJ)—Granted app. of Stice Communications Inc. for 95.7 mhz; 3 kw; ant. 100 m. Address: 647 Main St., Calvert City, KY 42029. Applicant is headed by Dwayne L. Stice, and has no other broadcast interests. Action March 5.

■ **Calvert City, KY** (BPH900308MI)—Dismissed app. of Kean R. and Linda S. McKinney for 95.7 mhz; 3 kw; ant. 100 m. Address: Rte. 3, Box 228, Calvert City, KY 42029. Applicants have no other broadcast interests. Action March 5.

■ **L'Anse, MI** (BPH921218MA)—Returned app. of WSHN Inc. for 106.1 mhz; 50 kw; ant. 16 m. Address: 517 North Beebe Street, Fremont, MI 49412. Applicant is headed by Stuart P. Noordyk and is also licensee of WSHN-AM-FM Fremont and WTIQ(AM)-WCMM(FM) Gulliver, both Michigan. Action March 8.

■ **Hackettstown, NJ** (BP921027AB)—Returned app. of Radio New Jersey for 1580 khz; 2 kw-D, .17 kw-N. Address: Box 1000, Hackettstown, NJ 07840. Applicant is headed by Lawrence J. Tighe Jr., and is licensee of WRNJ-AM-FM Hackettstown-Belvidere and permittee of LPTV W23AZ Hackettstown, both New Jersey. Action March 11.

FACILITIES CHANGES

Applications

■ **Dover, NH** WOKQ(FM) 97.5 mhz—Dec. 9, 1992 application of Fuller-Jeffrey Broadcasting Corp. of New England for CP to make changes; change directional antenna pattern.

Actions

FM's

■ **Carlinville, IL** WCNL(FM) 95.9 mhz—Granted app. of Carlinville Broadcasting Corp. (BPH-920902ID) for CP to make changes: ant.: 99 m., TL: east half of NE quarter of section 7, T.9N, R.7W, Brushy Mount Township, Macoupin County, IL. Action Dec. 30, 1992.

■ **Osage, IA** KCZY(FM) 92.7 mhz—Granted app. of Mega Media Ltd. (BPH-900723IA) for CP to make changes: change ERP: 6 kw H&V; ant.: 47 m. Action Jan. 4.

■ **Morehead, KY** WWDQ(FM) 96.3 mhz—Granted app. of Gateway Radio Works Inc. (BMPH-920420IF) for mod. of CP (BPH-901115MG) to make changes: change to nondirectional antenna. Action Dec. 31, 1992.

■ **Philadelphia, MS** WWSL(FM) 102.3 mhz—Granted app. of H & G C Inc. (BPH-920615IF) for CP to make changes; change ant.: 140.25 (V); change ERP: 5.2 kw TL: 1016 West Beacon Street, Philadelphia; 39350 amended 11-9-92; ant.: 40 m., ERP: 5.2 kw, correct tower and antenna heights. Action Dec. 29, 1992.

■ **Erath, LA** KPFL-FM 107.7 mhz—Granted app. of Solo Music Company Inc. (BPH-920601ID) for CP

to make changes: ERP: 10 kw (H&V), ant.: 143 m., MSL: Erath; change to class C3 (per MM docket #90-127). Action Jan. 6, 1993

■ **Fairbury, NE KUTT(FM)** 99.3 mhz—Granted app. of Siebert Communications Inc. (BPH-9004271C) for CP to make changes: change ERP: 100 kw H&V; ant.: 195 m.; TL: 1.1 mi. NW of Powell, NE; class: C1 (per MM docket #88-99). Action Dec. 28, 1992.

■ **Armijo, NM KUCU(FM)** 107.1 mhz—Granted app. of A.C. Smith and O. Dale Smith Trust, et al. (BPH-920908IG) for CP to make changes: ERP: 60 kw (H&V); ant.: 721 m.; TL: Capilla Peak, Torrance County, approx. 50 km SE of Albuquerque, NM; upgrade from C2 to C (per MM docket #91-233). Action Jan. 4.

■ **Corrales, NM KSWA(FM)** 95.1 mhz—Granted app. of LV Broadcasting Educational Foundation (BMPED-9109231B) for mod. of CP (BPE-871029MN) to make changes; change ant.: -162 m.; TL: campus, Sandia View Academy, N. Corrales. Action Jan. 4.

■ **Kannapolis, NC WRFK(FM)** 99.7 mhz—Granted app. of Kiss Ltd. (BPH-9209031L) for CP to make changes: ERP: 84 kw (H&V), ant.: 322 m., TL: .8 km NNW of intersection of county 2801 and 2827 near Newell, IN, Mecklenburg County, NC, change class to C1, change directional antenna pattern. Action Jan. 6.

■ **Erie, PA WVZB(FM)** 94.7 mhz—Granted app. of Peninsula Broadcasting Corp. (BMPH-9205291B) for mod. of CP (BPH-880310MX) to make changes; change: ERP: 1.1 kw (H&V); ant.: 164 m.; TL: 8700 Waterford Pike Road, 9 km south of Erie, PA. Action Sept. 24, 1992.

■ **Philadelphia WDAS-FM** 105.3 mhz—Granted app. of Unity Broadcasting Network-Penna Inc. (BPH-8701291E) for CP to change ERP: 16.3 kw (H&V); petition for reconsideration denied 12-30-91; petition for reconsideration filed 2-6-92. Action Sept. 24, 1992.

■ **Newport, TN WNPC-FM** 92.9 mhz—Granted app. of WNPC Inc. (BMPH-920810IH) for mod. of CP (BPH-900222MQ) to make changes; change

ERP: 3.13 kw (H&V) ant.: 140 m.; TL: .36 km due east of intersection of U.S. Rte. 25 (Dixie Hwy) ant Rays Chapel Rd.; Cocke County; proposed site is located 4.63 km on bearing N 316° E true from Newport, Tennessee City Hall. Action Jan. 4.

■ **Breckenridge, TX KROO(FM)** 93.5 mhz—Granted app. of Buckaroo Broadcasting (BPH-9205271C) for CP to make changes; change: ERP: 12.5 kw (H&V); ant.: 136 m.; TL: 2.4 km west of center Breckenridge, Stephens Co., TX, .7 km north of U.S. 180; change class to C3 (per MM docket #89-166). Action Sept. 22, 1992.

■ **Georgetown, TX KNNC(FM)** 107.7 mhz—Granted app. of Rees-Slaymaker Radio Ltd. (BMPH-901221IA) for mod. of CP (BPH-870701NA) to make changes; ERP: 25 kw H&V, ant.: 100 m., TL: 6 km west of Granger, TX, on north side of county road 326, east of county road 320 and to change class: C3. Action Dec. 30, 1992.

■ **Tyler, TX KVNE(FM)** 89.5 mhz—Granted app. of Educ. Radio Found. of E. Texas Inc. (BPE-9208181D) for CP to change ERP: 96 kw H&V. Action Dec. 28, 1992.

■ **Rupert, VT WMNV(FM)** 104.1 mhz—Granted app. of Family Broadcasting Inc. (BPH-9208061E) for CP to make changes: ERP: 2.8 kw (H&V); ant.: 68 m. TL: 2.9 km east of Rupert, VT, at 287 true in Hebron, NY; change main studio location. Action Sept. 25, 1992.

■ **Luray, VA WLCC(FM)** 105.7 mhz—Granted app. of Commonwealth Audio Visual Enterprises Inc. (BMLH-910314KD) for mod. of license to increase ERP: .44 kw H&V (per docket #88-375); change frequency to 105.7 (per docket #89-85). Action Sept. 24, 1992.

■ **Point Pleasant, WV WBYG(FM)** 99.5 mhz—Granted app. of Big River Radio Inc. (BMPH-9203191C) for mod. of CP (BPH-880114MP) to make changes; change: ERP 4.7 kw (H&V) TL: 670 m. northeast of intersection of SR2 and SR 62, Point Pleasant. Action Sept. 18, 1992.

■ **Algoma, WI WBDK(FM)** 96.7 mhz—Granted app. of Nicolet Broadcasting Inc. (BPH-9206241C) for CP to make changes; ant.: 86.3 m., ERP: 25 kw

H&V, frequency from 96.5 mhz to 96.7 mhz; change class from A to C3; and correct coordinates to 44 38 52 - 87 33 54 (per docket #89-282). Action Dec. 24, 1992.

TV's

■ **Rogers, AR KFAA(TV)** ch. 51—Granted app. of J.D.G. Television Inc. (BPCT-920625KE) for CP to change ant.: 143 m.; ERP (vis): 104 kw; antenna: Andrew ALP12M2-HSOC-51 P12M2-HSOC-51. Action Sept. 21, 1992.

■ **Broomfield, CO KBDI-TV** ch. 12—Dismissed app. of Front Range Educ. Media Corp. (BPET-900302KE) for CP to change ERP (vis): 316 kw; ant.: 376 m.; TL: adjacent to 950 N. Lookout Mountain Road, Golden, CO; antenna: ADCT12H2.SMS35S (DA)(BT); 39-43-54 - 105-14-10. Action Sept. 22, 1992.

■ **Worcester, MA WYDN(TV)** ch. 48—Granted app. of Educational Public Tv Corp. (BMPET-920220KF) for mod. of CP (BPET-860725KN) to change ERP (vis): 5 kw; antenna: BognerBU(O)32. Action July 29, 1992.

■ **Bryan, TX KYLE(TV)** ch. 28—Granted app. of Silent Minority Group Inc. (BMPCT-920113KG) for mod. of CP (BPCT-870529KL) to change ERP (vis): 3,000 kw; ant.: 237 m.; antenna: Dielectric Communications - TFU-25JDAS(DA)(BT). Action Sept. 22, 1992.

■ **Danville, VA WPAJ(TV)** ch. 24—Granted app. of Danville Communications (BMPCT-920401LI) for MP (BPCT-8703318K) to change ERP (vis): 2027 kw; ant.: 168 m.; TL: intersection of highway 86 and Berrnell Road, Caswell County, NC (36-17-40 - 79-12-43); antenna: Bogner B24UH (DA)(BT); amended 10-6-92 to change ERP (vis): 5000 kw; ant.: 159 M; antenna: BU(H)32 (BT). Action Jan. 6.

■ **Huntington, WV WPHY-TV** ch. 33—Granted app. of West Va. Educational Broadcasting Authority (BMPET-920305KE) for mod. of CP (BPET-881130KE and BPET-841228KH) to change ERP (vis): 2371 kw; ant.: 379 m.; TL: 4.9 mi. north 325 east of Milton, WV; antenna: Dielectric TFU-30-JDAS(DA)(BT); 38-29-41 - 82-12-03. Action Sept. 21, 1992.

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Monday Memo

"These new series deliver informative messages in entertaining formats."

When the Children's Television Act of 1990 (H.R. 1677) was ratified back in October of 1990, "Chicken Little" syndrome struck the television industry. Broadcasters, wanting to protect their licenses, scurried to find programs that met FCC guidelines, whatever that meant. Producers and distributors were running around convincing station managers that their existing programming met FCC guidelines. Advertisers felt that the sky had fallen due to the restrictions on commercial inventory. The perception among the television community was that educational children's programming wouldn't attract children, but would decrease ratings and, in turn, advertising revenue.

Today, however, the sky hasn't fallen. The Children's Television Act has not instigated the programming/ratings dilemma many predicted. What it has initiated instead are numerous opportunities for broadcasters, program producers, distributors and advertisers—if they are willing to work a bit harder and be a bit more creative.

Prior to the Children's Television Act of 1990, local commercial broadcasters had little incentive to produce or to carry educational or instructive programming for children due to high production costs, low ratings and even lower advertising revenues. Local commercial broadcasters had difficulty recouping the costs of producing children's programming.

"While television can," according to the FCC, "assist children in learning important information, skills, values and behavior while entertaining them and exciting their curiosity to learn about the world around them," it should also make a profit in doing so. Educational and informative children's programming can often generate greater revenue for stations and attract

young viewers while fulfilling the public service guidelines mandated by the FCC.

Distributors began rethinking the storylines of their traditional animated programs in their efforts to deliver attractive FCC-friendly children's programming to stations. They also began to develop new programs in a variety of formats that would assist stations in meeting the guidelines set forth in the Children's Television Act of 1990, yet still contain the action and fun that attract the younger audience.



By David Goodman, Saban Domestic Distribution.

But putting a half-hour weekly educational series on the air at 6:30 a.m. doesn't entirely fulfill the broadcasters' obligation in meeting the FCC directive. The FCC's 1984 report, "TV Programming for Children," stressed the "public service obligation of broadcasters" and concluded that "each licensee has a duty to examine the program needs of the unique child audience and to be ready to demonstrate at renewal time its attention to those needs."

As the program distributor, we provide stations with the tools they need to meet their public service obligations—in a turnkey package that includes in-school curriculum guides that are distributed to over 10,000 elementary schools in the U.S. and direct-mail newsletters.

These educational elements not only benefit the stations as promotion extensions, they can also generate additional revenue by tapping into local and national clients' promotional budgets.

When stations become involved in working with the distributor, making effective use of the tools they offer to reach the community and public service and educational organizations, they will realize that FCC-friendly programming can and does generate revenue as well as good ratings. ■

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Fifth Estater

Donald Lee Kidwell

Friday morning a week ago, Donald Kidwell, president and CEO of radio station group owner Ragan Henry Group, was in a hotel room outside Kansas City, Mo., listening to the radio.

Specifically, he was monitoring KISF(FM) Kansas City, a CHR station and one of five stations the group leases. The company went into the venture last year expecting a battle to unseat rival KBEQ(FM). But with top 40 on the wane, KBEQ changed to the country format, making one of Kidwell's responsibilities—increasing audience share—that much easier.

As for the "death" of top 40, Kidwell maintains it is not the format but the execution that is the problem. "I think what happened to CHR is that [owners] put all their effort into these big morning shows with four or five people...who talk to each other, ignore the audience—and if they did take a call, nine times out of 10 after they hung up they'd say 'boy, was that guy a jerk.' I think if we get back to good old top 40 as it was originally planned, where if you play the current hits and keep it brief, it will succeed."

He noted on this particular morning at KISF: "They just need to pick up the pace a little bit."

"Tuning in and listening" is probably the best way to describe Kidwell's management philosophy. With responsibility for 26 owned or leased radio stations and 500 employees, he monitors each one, keeping out of the way of station managers as much as possible. Station managers, in turn, use the same approach with their management team.

Those efforts have recently paid off: Ragan Henry Communications Ltd., one of several privately held partnerships, posted a 44% increase in earnings for 1992 at \$1.5 million on gross revenues of \$5.3 million, an 11% increase.

Weathering the recent economic storm can be attributed partly to cost control—including the elimination of seven corporate positions in late 1990 and early 1991. "We were one of



those companies that had layers and layers of corporate management," Kidwell says. "Actually, the fewer people you have, the better job you can do with even larger numbers of radio stations."

It is just one of the lessons Kidwell has learned after 36 years in the business, starting with the realization in the 1950's that pounding rivets in an airplane factory was not what he wanted to do for the rest of his life. While serving in Korea, it seemed to him that reporters on Armed Forces Radio "had it pretty good," so he majored in radio and television programming in college and, during his last quarter, commuted 70 miles each way for 16 hours of weekend work at WTNS(AM) Coshocton, Ohio.

A series of on-air positions led him to WONE(AM)-WTUE (FM) Dayton, Ohio, where in 23 years he held almost every position. In 10 years as vice president and general manager he directed WTUE from an unrated station

to one of the 10 highest-rated AOR's in the country (1975-83).

Increasing by \$800,000 the revenue at Cox station WHIO-AM-FM Dayton during his first year as manager there got him noticed at the head office in Atlanta, and after nine months as executive VP for the radio division he left for the challenge of starting from scratch at WWMG(FM) Charlotte, N.C.

In 1988, Ragan Henry, who allows his management team to be equity partners, was looking for an expert in building and improving stations to run newly acquired WMBX(FM) Richmond, Va. Kidwell's long-term goal had been radio ownership. Profits from the sales of WMBX—bought for \$11 million, sold 18 months later for \$23.5 million—and WXTR(FM) Washington in 1990 for \$33 million, provided the seed money for

the U.S. Radio division, which Kidwell ran until 1991. So far, the arrangement has been successful, with Henry putting the deals together and Kidwell in charge of improving station performance.

Kidwell and Henry have identified 29 opportunities in markets 20 through 70 for possible radio acquisitions. For now, the company must be content to buy only after selling something off, since it is at the FCC ownership limit of 18 FM's for minority-owned stations. But with the commission planning to raise those limits to 20 in a year and a half, the limits will

rise for the Ragan Henry Group as well.

"And I can assure you," Kidwell says, "whatever the limit, we'll be there." ■

President and COO, US Radio Group, Ragan Henry Cos., Philadelphia; b. Dec. 14, 1932, Columbus, Ohio; BA, radio and television programming, Ohio State University, Columbus, 1957; film editor, WTVN(TV) Columbus, 1955-57; disc jockey, WTNS(AM) Coshocton, Ohio, 1957-58; program director, WCSI(AM) Columbus, Ind., 1958-59; disc jockey, WCOL-AM-FM Columbus, Ohio, 1959-60; disc jockey, general sales manager, vice president and general manager, WONE(AM)-WTUE(FM) Dayton, Ohio, 1960-83; president, WGH-AM-FM Newport News, Va., 1983-84; VP and general manager, WHIO-AM-FM Dayton, Ohio, 1984-85; executive vice president, radio, Cox Broadcasting, 1985-86; vice president and general manager, Voyager Communications, 1986-88; divisional Vice president, US Radio Ltd., 1989; present position since February 1991; m. P.J. Hardesty, Feb. 14, 1977; children: Matt, 14; Molly, 13.

Fates & Fortunes

TELEVISION

Robert Buenting, VP/controller, Group W Television, Philadelphia, named VP/controller, Westinghouse Broadcasting Co., New York.

Dennis Farrell, VP/controller, Group W Satellite Communications,

manager, Western International Syndication, Los Angeles, named executive VP/national sales manager.

George Cain, senior VP, ABC Television Network group, New York, named president, Capital Cities Capital, newly formed subsidiary of Capital Cities/ABC Inc., there.

KXTV-TV Sacramento, Calif., as news director.

Denise Bishop, assistant news director, KRIV-TV Houston, named news director.

Wendy Walsh, co-anchor, HBO's *World Entertainment Report*, Hollywood, assumes additional responsibility as Hollywood correspondent,



Robert Buenting
Westinghouse Bdcst.



Dennis Farrell
Group W TV



Clifford Lachman
Paramount Dom. TV



Lindy DeKoven
NBC Entertainment



Maureen Noonan
Tribune Entertainment

Stamford, Conn., named VP/controller, Group W Television, Philadelphia.

Clifford Lachman, VP, production, Paramount Domestic Television, Hollywood, named senior VP, programming, production.

Mark Mitchell, senior account executive, ABC Television Network, New York, named VP, eastern sales.

Lindy DeKoven, VP, movies, miniseries, Lorimar Television, Burbank, Calif., joins NBC Entertainment there as VP, miniseries, motion pictures for television.

Maureen Noonan, manager, promotion, public relations, Television Program Enterprises, New York, joins Tribune Entertainment there as director, creative services, *The Joan Rivers Show*.

Bonnie Kaplan, executive producer, Tribune Entertainment's *The Joan Rivers Show*, New York, joins Twentieth Television's *The Bertice Berry Show*, Chicago, as executive consultant.

Chris Lancey, VP/national sales

Mike Clancy, co-producer, weekend editions, NBC News's *Today*, New York, named executive producer.

Kevin Burns, manager, creative services, Twentieth Television, Beverly Hills, Calif., named director, special productions.

Stephanie Graziano, director, programming, production, Fox Children's Network, Beverly Hills, Calif., joins Graz Entertainment, Inc., North Hollywood, as president.

Rob Allman, assistant news director, WLS-TV Chicago, joins WLWT-TV Cincinnati as news director.

Appointments at KOIN-TV Portland, Ore., and its subsidiary, Mira Film and Video: **Peter Maroney**, news director, KOIN-TV, named director, news, programming; **Frank Taylor**, GM, Mira Film and Video, assumes additional responsibilities as director, production services; **Lee Wood**, director, engineering, KOIN-TV, assumes additional responsibilities for computer systems and networking.

Henry Chu, executive producer, news, KGO-TV San Francisco, joins

NBC News's *Today*, weekend edition.

David Pleger, senior VP/director, operations, Group W Television Sales, New York, joins MMT Sales Inc. there as senior VP/director, sales.

Dawn Fratangelo, co-anchor, WNBC-TV New York, joins NBC News there as correspondent.

James Blueweiss, eastern division manager, Group W Productions, New York, named eastern regional manager, syndication sales.

Carol Ross Joynt, producer/director, National Gallery of Art, Washington, joins PBS's *Charlie Rose Show* there as producer.

Appointments at KCAL-TV Hollywood: **Stacy Okonowsky**, sales promotion director, named director, media, sales promotion; **Suzanne Lowe**, public relations/sales promotion coordinator, named public relations manager.

Ray Depa, news director, KGUN-TV Tucson, Ariz., joins KZIA-TV Las Cruces, N.M., as station manager.

Peter Bannister, VP/GM, WSYM-

TV Lansing, Mich., joins KTNV-TV Las Vegas in same capacity.

Joe Curlette, regional sales manager, WPMT-TV Mobile, Ala., named local sales manager.

Cindy Hauser, senior VP/GM, Seiniger Advertising, Inc., Los Angeles, joins Fox Broadcasting Co. as VP, print advertising, special projects.

Emily Appelson, East Coast story editor, Hearst Entertainment, New York, joins Reeves Entertainment there as director, literary acquisitions.

Daphne Gronich, VP, business affairs, Twentieth Century Fox, Beverly Hills, Calif., named VP, business,

Network, Saratoga Springs, N.Y.: **Steve Mendes**, producer, named senior producer/editor; **Christopher Wagner**, duplication/syndication services manager, Classic Video, Inc., Cleveland, joins as business manager/editor.

Thomas Michelotti, research analyst, Katz Continental Television, New York, named research manager.

Susan Ebert, sales executive, Katz Independent Television, Atlanta, joins Katz Continental Television, St. Louis, in same capacity.

Edward Grebow, senior VP, oper-

gional coach, Interep Radio Store, New York, named account executive.

Debby Lang, president, Top Flight Marketing, Denver, joins Interep Radio Store there as director, sales.

Abbie Korman, director, marketing/promotion, Interep Radio Store, Los Angeles, and account executive, McGovern Guild Radio, there, named VP/director, business development, Interep Radio Store, West Coast, Los Angeles.

Vince Raimondo, national sales manager, WMGK-WPEN Philadelphia, joins WYSP-FM Philadelphia as di-



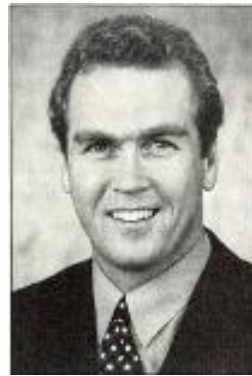
Bonnie Kaplan
Twentieth Television



George Kenyon
WLTJ-FM



Abbie Korman
Interep



John Storer
Comedy Central



Susan Danaher
MTV Networks

legal affairs, Fox Television Stations, there.

William Wanger, manager, affiliate research, special projects, Fox Broadcasting Co., Beverly Hills, Calif., named director, special projects, research, marketing.

Appointments at Jim Henson Productions, New York: **Helen Prial**, account manager, home furnishings, packaged goods, named senior account manager; **Judy Guarino**, apparel product/international licensing manager, named director, international licensing.

Patrick Gambuti, senior editor, Time Warner Cable Group, New York, joins National Video Center there as editor.

Kimberly Godwin Webb, senior news producer, WCAU-TV Philadelphia, joins WNBC-TV New York as news producer.

Francis Gilliam, medical director, clinical electrophysiology, Chippenham Medical Center, Richmond, Va., joins WTVR-TV there as health correspondent.

Appointments at Broadcast News

ations, administration, CBS Inc., New York, elected to board of trustees, George Washington University, Washington.

Jonathan Thackeray, head, Baker & Hostetler, Cleveland, joins The Hearst Corporation, New York, as general counsel.

Jim Thomas, advertising/promotion manager, WOOD-TV Grand Rapids, Mich., joins WTMJ-TV Milwaukee in same capacity.

RADIO

George Kenyon, GSM, WLLZ-FM Detroit, joins WLTJ-FM there as GM.

Frank Montesano, GSM, WYSY-FM Aurora, Ill., joins National Satellite Entertainment Radio Network, New York, as VP/GSM.

Steve Candullo, VP, marketing, Broadcasting Partners Inc., New York, named VP/GM, WYNY-FM, there.

Kathleen Cahill, local sales manager, WLIT-FM Chicago, named GSM.

Jill Rosenthal, sales associate/re-

director, sports marketing.

Tim Sabeau, program director, WYSP-FM Philadelphia, joins WXRK-FM New York in same capacity.

Jim Sharpe, director, operations, Metro Traffic Control, Chicago, assumes additional responsibilities as news director.

Steve Allen, program director, WODS-FM Boston, joins Colfax Communications, Minneapolis, as corporate program director.

Appointments at WOR(AM) New York: **John Capuano**, local sales manager, WDRC(AM)-FM Hartford, Conn., joins as sales manager; **Rob Weinstock**, account executive, named Long Island sales manager.

Appointments at KMOX(AM) St. Louis: **Renee Laflam**, account executive, The Puckett Group, St. Louis, joins as promotion director; **J.C. Corcoran**, entertainment editor, KMOV-TV St. Louis, joins as afternoon drive host.

Rick White, GSM, KKLZ-FM Las Vegas, joins KWNR-FM there in same capacity.



Gibson wins NABOB award

Jack (Jack the Rapper) Gibson (l), pioneer black radio disc jockey, was presented with the National Association of Black Owned Broadcasters' Pioneer in Broadcasting award during the organization's annual dinner in Washington. Jackson, whose career spans 48 years, is the founder and publisher of *Jack the Rapper*, a black trade publication, and the founder of Jack the Rapper's Family Affair, the largest annual black radio and music convention. Presenting the award is Hal Jackson, co-chair, Inner City Broadcasting Corporation.

CABLE

Hal Willis, senior counsel, Gaylord Entertainment Co., Nashville, named VP/GM, worldwide, Country Music Television, there.

Howard Zaremba, staff VP, network operations, engineering, Arts & Entertainment Network, New York, named staff VP, special markets.

Patrice Mawhinney, programing representative, International Channel Network, Taiwan, named director, development, syndication, Los Angeles.

Jack Norman, director, creative services, The Family Channel, Virginia Beach, Va., named VP, advertising, promotion, International Family Entertainment, there.

John Storer, director, advertising sales, western region, Comedy Central, Los Angeles, named VP, advertising sales, western region.

Susan Danaher, VP, western region sales, entertainment division, Turner Broadcasting, Los Angeles, joins MTV Networks there as VP,

western region advertising sales.

Joe Baston, VP/GM, Prevue Networks Inc., Tulsa, Okla., named president.

Lawrence Epstein, director, finance, planning, CBS Television Stations, New York, joins Primestar Partners, Bala Cynwyd, Pa., as VP, finance, administration/CFO.

Robin Yates, manager, public relations, WTBS-TV Atlanta, named director.

Mary Tillotson, Washington correspondent, CNN, Washington, named host, *CNN & Co.*

WASHINGTON

Julius Cohen, former president, Cohen, Dippell and Everist, P.C., becomes chairman emeritus.

Pamela Cooper, associate, Gardner, Carton & Douglas, joins Roberts & Eckard, P.C., in same capacity.

Gina Pierelli, account manager/assistant marketing manager, United Artists Cable, Annapolis, Md., joins Cable Television Administration

and Marketing Society, Alexandria, Va., as manager, new business development.

TECHNOLOGY

Brian Klosterman, VP, Sony Consumer Television Products, Co., Parkridge, N.J., joins Insight Telecast, Fremont, Calif., as senior VP, consumer electronics marketing.

Alfred O.P. Leubert, president/COO, Chyron Corp., Melville, N.Y., resigns.

DEATHS

Manuel (Manolo) Vidal, 67, television distribution executive, died March 1 after a long illness, at Baptist Hospital, Miami. Vidal started his television career as an executive VP with Television Interamericana, Miami. He later joined Viacom Latinoamericana, also in Miami, as VP. Vidal joined Coral Pictures Corp. in 1986 as director of Latin American sales and was later named executive VP of sales. He had been a consultant for the company since 1990. Survivors include his wife, Macu, and seven children.

Sandra Kennedy, 42, director of research, ABC Radio Networks, Dallas, died March 2 of cancer, in a hospital in Clearwater, Fla. Kennedy had been with ABC for 16 years. She also held research positions with Buckley Radio Sales, Avco Radio Sales, RKO Representatives and CBS Radio Spot Sales. Survivors include her husband and one daughter.

Burdette Bullock, 39, weather anchor and entertainment reporter, WFTV-TV Orlando, Fla., died March 15 of cancer, at his home there. Bullock joined WFTV in 1977 as a general assignment reporter and weekend anchor. Bullock was previously an anchor at WTVF-TV Nashville, where he worked with Oprah Winfrey. Survivors include his parents and three sisters.

Skip Young, 63, actor who portrayed Wally Plumstead in the ABC series *Ozzie and Harriet*, died March 17, at his home. Cause of death was undetermined pending a medical report. Young, who was born Ronald Plumstead, played the character of Wally Plumstead from 1957-66 on the series.

Closed Circuit

LOS ANGELES

Program powwow

Broadcasters and programmers may be looking to head off government intervention on the subject of TV violence. Later this year, according to the National Association of Broadcasters, the networks, broadcasters and Hollywood executives will meet on the West Coast to discuss violence in programming. "The industry is responding and showing sensitivity," NAB president and CEO Eddie Fritts said.

NEW YORK

NTA still has room at top

Network Television Association is still looking for someone to replace departing President and CEO Peter Chrisanthopoulos, but hopes to have a candidate within a few weeks, most likely from the agency or advertiser ranks (it has a list of about 20 candidates, including several applicants, and the balance is a wish list). Chrisanthopoulos, who left the post to join ABC as executive vice president, research, marketing and promotion, earned \$315,000 in the NTA post in 1991.

WASHINGTON

HDTV Get-together

The three American high-definition-television groups met in Washington at the end of last week to hold talks aimed at creating a technical alliance among the systems competing to be the new national broadcast standard. "We had some very open and constructive discussions on a variety of issues, but there's no resolution on anything yet," said Joseph Donahue, senior vice president for technology and business development at Thomson Consumer Electronics, part of the Advanced Television Research Consortium.

Games afoot

The number of baseball games

Room for 'Improvement'

Buena Vista Television has begun testing affiliate and independent station group interest in syndicated *Home Improvement*. There had been speculation BVT was going to put a hold on the highly anticipated ABC sitcom until the FCC made a decision on the prime time access rules (Disney filed a petition to abolish the rules over a year ago). Given the show's track record with female and male adults demographic, it is speculated stations—particularly affiliates in the PTAR-impacted top-50 markets—would have a strong interest in airing the sitcom as a 6-8 p.m. news adjacency. Bob Jacquemin, president of BVT's domestic sales, confirmed that the company will likely launch *Home Improvement* for fall 1995 or 1996, but is looking at fall 1994 as an "outside possibility," which seemingly indicates that BVT is confident that the FCC may decide PTAR's fate by this September or October. Jacquemin says he is "toying" with 20-25 different marketing plans, but one New York station rep source suggested it is likely *HP* would have to "follow precedent" by tagging one minute of national barter time (for the initial two years of its syndication run) in addition to the cash license fee.

available over broadcast TV has risen steadily since 1980, Major League Baseball will assert today (March 29) in the FCC's inquiry into the migration of sports from free to pay TV. Looking just at the 24 U.S. teams, MLB found the broadcast games grew from 1,392 in 1980 to 1,552 in 1992, a 13% increase. The count is expected to go to 1,584 this year—1,705, if games of expansion teams Colorado Rockies and Florida Marlins are included. Games on regional sports networks have jumped from 659 to 1,206 over the past 10 years, MLB's research shows.

BOSTON

Not pushing their luck?

With Rupert Murdoch's News Corp. looking to acquire the *New York Post*, long-standing rumors that Fox is looking to acquire WHDH-TV Boston may start to fade. Murdoch will need a waiver of the FCC's rule prohibiting ownership of a paper and a TV or radio station in the same market. Although he will likely get a waiver for the *Post* acquisition, the company may not want to push the envelope for two waivers since News Corp. also owns the *Boston Herald*.

NEW YORK

Comedy preview

Comedy Central, which last September featured a sneak preview of NBC's new fall comedy series, is talking with the broadcast network about doing it again this fall. The 24-hour comedy cable network is ironing out details with NBC that could also lead to sneak previews of NBC's sweeps programming and possibly even a contest tied to the broadcast network's shows.

CHICAGO

Entertaining the talkers

The next time a radio talk show host blasts politicians for hanging around with lobbyists, the complaint should be accompanied by a grain of salt. Some prominent business lobbies are trying to make sure their side is heard by talk show hosts. Among the groups sponsoring receptions at the upcoming National Association of Radio Talk Show Hosts' 5th Annual Convention: the Tobacco Institute, the Coors Brewing Company, the American Petroleum Institute and the Beef Industry Council. The convention is scheduled for Chicago this June.

In Brief

ABC confirmed it has renewed *Coach* through the 1994-95 season. The renewal is for a total of 50 episodes. In another extension at the network, ABC will continue to have exclusive broadcast rights to the Academy Awards presentation through the year 2000 due to a contract extension signed by the network and the Academy of Motion Picture Arts & Sciences. As part of the agreement, ABC Video Enterprises will continue to license the program overseas.

News Corp. chairman Rupert Murdoch will seek a waiver of the FCC's television-newspaper crossownership rules after offering to reacquire the *New York Post* last week. Murdoch, who also owns Fox Broadcasting, licensee of WNYW(TV) New York, was forced to divest of the paper in 1988 when a temporary waiver expired. In a letter to House Energy and Commerce Committee chairman John Dingell (D-Mich.), New York governor Mario Cuomo urged him "to defer to the commission's judgment with regard to its consideration of a waiver" for Murdoch. A Dingell aide said the congressman was sympathetic and described Cuomo's letter as "good and compelling." Until a request is filed though, the aide declined to speculate on how Dingell would react. FCC chairman James Quello said he "would have no objections" to a waiver request; commissioner Andrew Barrett withheld judgment, but asked, "if he's so interested in the newspaper, why not sell the television property?"

A feud that erupted last week between competing syndicated tabloid strips *A Current Affair* and *Inside Edition*, over the latter's alleged use of "exclusive" footage originally airing on *ACA*, had been resolved as of late Friday. The footage, which King World Productions' *Inside Edition* used in on-air promos, was part of a package of raw news footage the show purchased from client

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 14. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.7/220/98
2. Star Trek	13.4/244/98
3. Jeopardy!	13.0/212/98
4. M*A*S*H* (Final episode).....	12.9/216/98
5. Oprah Winfrey Show	10.3/232/99
6. Babylon	5.9/169/94
7. Wheel (wknd)	9.2/178/79
8. Star Trek:Deep Space	9.1/230/98
9. Entertainment Tonight	9.0/183/96
10. Inside Edition	8.2/169/91
11. Magic II	8.2/171/93
12. Married...W/Children	8.1/192/95
13. Current Affair	7.5/179/95
14. Roseanne	7.0/133/83
15. Kung Fu	6.7/157/91

station WTOV-TV Steubenville, Ohio-Wheeling, W. Va., an NBC affiliate that also carries *A Current Affair*. As it turns out, WTOV General Manager Art Daube confirmed the station had duplicated *ACA*'s footage for its local newscasts, which he said properly "courtesied" the syndicated show, but then inadvertently sold the raw map footage as part of the overall package of video it had produced on the case for *Inside Edition*. He added that the station is reviewing the process in which "notations" are made to properly identify outside source material.

FCC last week approved Bell Atlantic's plan to test video-on-demand service in suburban Wash-

ington this summer. The service would be delivered to homes of company employees over conventional telephone lines with the help of digital compression.

Buena Vista Television has proclaimed its weekly investigative magazine, *Crusaders*, a firm go for fall 1993 with 98 market clearances and 80% of the country.

Cluster Television will discontinue serving as domestic distributor of the first-run drama *Catwalk* as of the end of this season. The hour-long weekly had been averaging a season-to-date 2.7 household rating (NSS, period ending Feb. 21). However, sources indicate that the show's producer, Franklin-Waterman Productions, is pursuing a cable network clearance for next season.

In a decision bolstering First Amendment protections for commercial speech, **the Supreme Court last week struck down a Cincinnati ordinance banning distribution of advertising-only publications through sidewalk newsracks.** By a 6-3 vote, the high court said the city may not ban the advertisers from the streets, while permitting newspapers. The Association of National Advertisers, in lauding the decision, said a court majority specifically rejected the notion that commercial speech has "lower value" than noncommercial speech.

Disney adds to kids contingent

Buena Vista Television has announced plans for two new half-hour weekend program offerings for kids for fall 1993: *Adventures in Wonderland*, an off-cable series from The Disney Channel, and a live-action educational series, possibly in the same scientific/general topic vein as Columbia's *Beakman's World*.

Walt Disney Studios President Rich Frank said each 26-episode (52-week) series will be offered in two-and-three-quarter-minute local and two-and-a-half-minute national barter advertising splits, in addition to stations paying a cash fee based on ADI market coverage area. Each series, which can run separately or in an hour-long block, is in compliance with the ten-and-a-half-minute per hour commercial running time limit spelled out in the Children's Television Act.

Picking up where they left off last year, House Telecommunications Subcommittee members **Rick Boucher (D-Va.)** and **Mike Oxley (R-Ohio)** have scheduled a press conference today (March 29) on Capitol Hill to reintroduce a bill that would permit telcos to operate cable systems in their telephone-service areas.

Avoiding a potential conflict over the title of its newest first-run action-adventure drama, *Viper*, Stephen J. Cannell Productions has changed the name to *Cobra*, its former moniker that Paramount Television Group is using for another drama series in pre-production for CBS's prime time lineup. Also, as a result of the agreement, Cannell Distribution has turned over the national barter sales of *Cobra* to Premier Advertiser Sales, the New York-based ad sales arm of Paramount Communications. To date, Cannell has sold *Cobra* in 71% of the U.S. for its fall 1993 debut.

Acting FCC Chairman Jim Quello and Mass Media Bureau Chief Roy Stewart last week warned that broadcasters who continue to violate anti-indecency statutes have more to worry about than just fines. "The next step is revocation," Stewart said in response to questions at a House appropriations subcommittee hearing. Added Quello: "There is no doubt we would go the final step."

The House Judiciary Committee takes up Major League Baseball's antitrust exemption at a hearing scheduled for this Wednesday (March 31). Legislation has already been introduced in the House and Senate to eliminate the exemption, which, among other things, permits MLB teams to sell national TV rights as a group.

Thomas E. Harvey, director of personnel for the Bush-Quayle '92 presidential campaign and, before that, director of special projects for Business Executives for National Security, has joined the Corporation for Public Broadcasting in Washington as senior vice president and general counsel. Harvey was general counsel at the United States Information Agency from 1983 to 1986.



Walter Cronkite congratulates NBC News's John Chancellor as he receives the Radio and Television News Directors Foundation's Leonard Zeidenberg Award at a Washington dinner last Wednesday. Presenting the First Amendment award are RTNDA President David Bartlett and Beverly Zeidenberg, wife of the late BROADCASTING & CABLE chief correspondent for whom the award is named. Also honored at the dinner was CBS President Emeritus Frank Stanton, who received the foundation's First Amendment Leadership Award.

Discovery Communications Inc. has formed a new subsidiary, Your Choice TV, to develop and operate a system of satellite-delivered menus of programs-on-demand to be displayed via digital compression beginning in 1994. The technology, unveiled three months ago, has the backing of DCI shareholders Tele-Communications Inc., Cox Cable Communications and Newhouse Broadcasting.

General Dynamics suffered a blow to its Atlas Rocket program March 24 when the launch of a Navy communications satellite failed. The rocket delivered the satellite to the wrong orbit. This was the first Atlas launch since August 22, 1992, when a rocket failed while attempting to launch the Galaxy IR satellite. General Dynamics said there are two more military and two commercial launches scheduled for this year, but there was no word on the payload or the status of those launches.

Two former reporters for CBS affiliate KCCO-TV Alexandria, Minn. (Minneapolis), were sentenced to 10 days of community service and fined \$500 dollars each for supplying alcohol to minors for a local report on teenage drinking that aired last November, according to the prosecutor for the case. Reporter Kelly Nelson and cameraman

Jim Talley purchased beer for a high school party in order to stage part of the piece.

KNFO(FM) Waco, Tex., has been sold by a subsidiary of First Gibraltar Savings of Dallas to Broadcasters Unlimited Inc., headed by Don Chaney, for \$610,000. The buyer has interests in KNUE(FM) Tyler and KKYR-AM-FM Texarkana, both Texas. Broker: Whitley Media.

Fear of what cable reregulation will bring on April 1 sent major cable system stocks down last week. TCI and Comcast both dropped by about 10% over the course of the week, although by Friday the stocks were starting to rebound slightly. Right before the market closed on Friday, TCI was at 22, and Comcast at 22³/₈.

The premiere of *The Wild West*, a five-part, 10-hour miniseries documentary Warner Bros. Domestic Television Distribution is producing and distributing for the Prime Time Entertainment Network, turned in a 5.9 rating/9 share two-day overnight average (NSI, March 22-23) last Monday and Tuesday. The two installments helped the ad hoc consortium of 25 metered-market independent stations post a 50% share improvement over February 1992 time period programming (3.8/6).

Editorials

Back on track

There's very little good that can be said of the NBC *Dateline* episode, except: (a) it appears to be over, and (b) the network acted so straightforwardly in cleaning up the mess. The thorough, elaborate and unblinking report issued last week did nothing to expunge the error but it will help, to an extent, in restoring focus to a badly damaged news organization and, indeed, to the further-diminished reputation of television journalism, which also was tarred by the *Dateline* brush.

We were struck by the coincidence of the *Dateline* report and a Radio and Television News Directors Foundation dinner in Washington honoring Frank Stanton, the president emeritus of CBS, and John Chancellor, the long-time NBC commentator. On the dais were Bill Leonard and Walter Cronkite of CBS News, along with veteran producer/news executive Ed Fouhy. The memory of Dick Salant, the late news president of CBS, was thick in the air. In the room were such stalwarts as Jim Snyder, the godfather of news directors, and David Brinkley, our Hall of Famer who has become the virtual dean of the field. It was hard, in that crowd, to imagine such a journalistic faux pas occurring. Lord knows they were no strangers to controversy, nor outrage, but the problems they generated were more likely to have been of substance than artifice. (Granted, theirs was the generation that produced the quiz scandals on the entertainment side.)

Dateline was the epitome of the "live in fame, go down in flames" school of television journalism; its lesson must not be forgotten. As NBC President Robert Wright said in his valedictory to this bad seed:

"On the night of Nov. 17, 1992, a piece of bad journalism went out over our air. It reflected neither our character nor our intent. Indeed, it was the opposite. It was a distortion of our values as an institution.... This crisis has forced us to a deep examination of our core values. Nothing less would suffice."

The value of that deep examination will reach farther than 30 Rockefeller Plaza. One need not have been caught up in the problem to profit from the example.

In harm's way

The Committee to Protect Journalists has released its annual report detailing attacks on members of the press. According to the study, the past year saw 1,625 attacks on more than 1,300 journalists, the greatest number since the committee began keeping records. Those attacks included "executions, physical assaults, jailings, threats, raids and other acts of abuse usually intended to silence coverage or commentary."

The report is a sobering reminder of the dangers inherent in covering an inherently dangerous world. Each one

of those statistics has a face and a name: David Kaplan, for one, the producer for ABC's *PrimeTime Live* was shot and killed on assignment in Sarajevo (see postscript below).

The journalism profession has received its share of criticism following NBC's recent troubles (see above). The report comes just in time to remind us all of the corps of dedicated professionals risking their lives every day.

□

P.S. We were gratified to learn of the response to ABC's creation of a David Kaplan Fellowship in journalism at the University of Missouri's Columbia School of Journalism which offers a TV producer "track." A goal of \$100,000 was set when the fellowship was proposed last year. By last week, \$113,824 had been collected, not including matching employee grants still to be contributed by Capcities, which also created a summer internship for the fellowship recipient. The donations came so quickly, according to ABC, that a fellow will be funded beginning in the fall. We join ABC in thanking all who contributed.

Rack one up for commercial speech

The high court struck down a restriction on commercial speech last week, and although the case dealt with a ban on advertising material in newsracks in Cincinnati, it served to strengthen the protection afforded commercial speech. The court held that the city had not justified its ban on a "whole class of constitutionally protected speech." Although the case was narrowly tailored, Justice Harry Blackmun provided encouraging words when he added that he hoped the court would eventually "afford full protection for truthful, noncoercive commercial speech about lawful activities."

We hope so, too.



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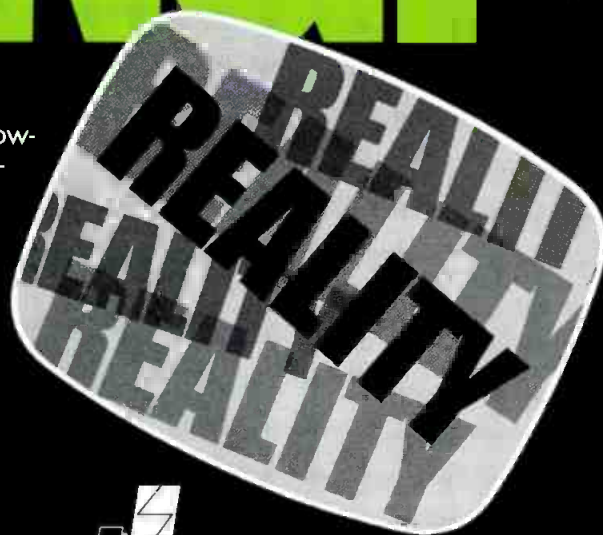
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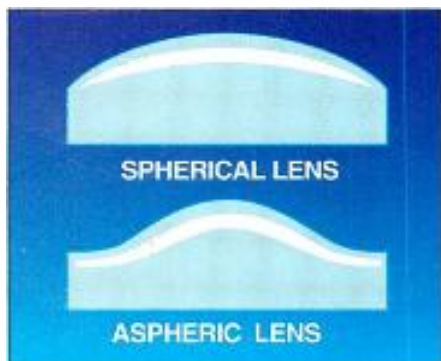
We've Just Reshaped the Future of Television Optics.

Imagine a lens technology so advanced it can reshape your thinking about how well a lens can perform. So advanced it allows higher magnification, shorter MOD, and wider angles. So efficient it slashes lens size and weight. And so optically superb it extends the television zoom lens state of the art.

Imagine no longer. It's all been realized in Aspheric Technology (AT). Our new lenses with AT push out the leading edge of lens performance, and they're better in every way you can measure.

It's All in the Curve

An aspheric lens doesn't have the spherical shape of conventional lenses. In fact, aspheric lenses come in many shapes, because they're customized to the needs of the overall optical design. These shapes produce stunning advantages when used in combination with conventional spherical elements. Advantages like reduced distortion at wide angles, improved corner resolution, and chromatic aberration that can be managed throughout the zoom range, rather than optimized at specific points. And aspheric optics allow zoom lenses to be made with higher magnification, wider angles, and a shorter Minimum Object Distance (MOD) too.

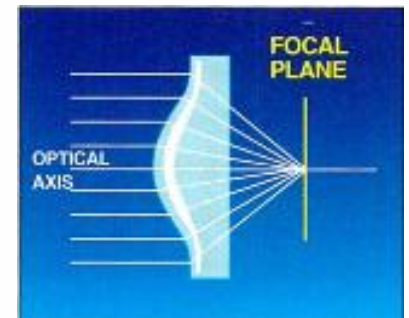
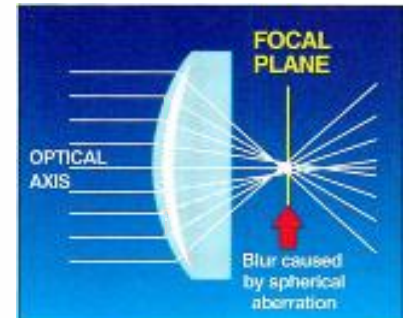


Zoom lenses can be designed with fewer elements when aspheric optics are used, so they are lighter and can be made smaller. For example, Fujinon's new A16X9 handheld lens, with one aspheric element, reduces the total number of elements by 20 percent compared to an A16X9 lens with only spherical elements. It weighs 2.64 lb. instead of 3 lb., and its MOD is 5 cm closer as well. All this in a lens that is totally compatible with existing Fujinon accessories. The A16X9 is just one example of how Fujinon's AT will transform television zoom lens design.

We Rewrote the Book

Although aspheric optics are used in other applications, large lens elements—greater than 30 mm in diameter—have been exceptionally difficult to build. The manufacturing techniques of lens grinding—cutting, polishing, and centering—have never been able to produce large optics with the highest levels of performance in quantities necessary for commercial production.

To break through this seemingly insurmountable barrier, Fujinon took a different route. The new aspheric optics are molded, not ground, so all of the critical processes in grinding are eliminated. They start out as a preformed glass shape. Then the glass is softened by heating, pressed, and cooled in a precision system designed by Fujinon. The result is a lens element that can be made in commercial quantities and delivers all of the benefits of aspheric design.



They're Available Today

The first AT Fujinon zoom lenses are the new A16X9 and A16X9 with 2X extender. They both deliver all the benefits of AT as well as Fujinon's legendary durability and commitment to customer support. Fujinon's new AT lenses. Reshaping the definition of television lens performance... forever. Call us for more information at 1-800-553-6611.



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