

JUL 26

Broadcasting & Cable

The Newsweekly of Television and Radio

WASHINGTON



Clinton pushes 'infrastructure' agenda 10

TELEVISION



CBS says no series warnings for fall 20

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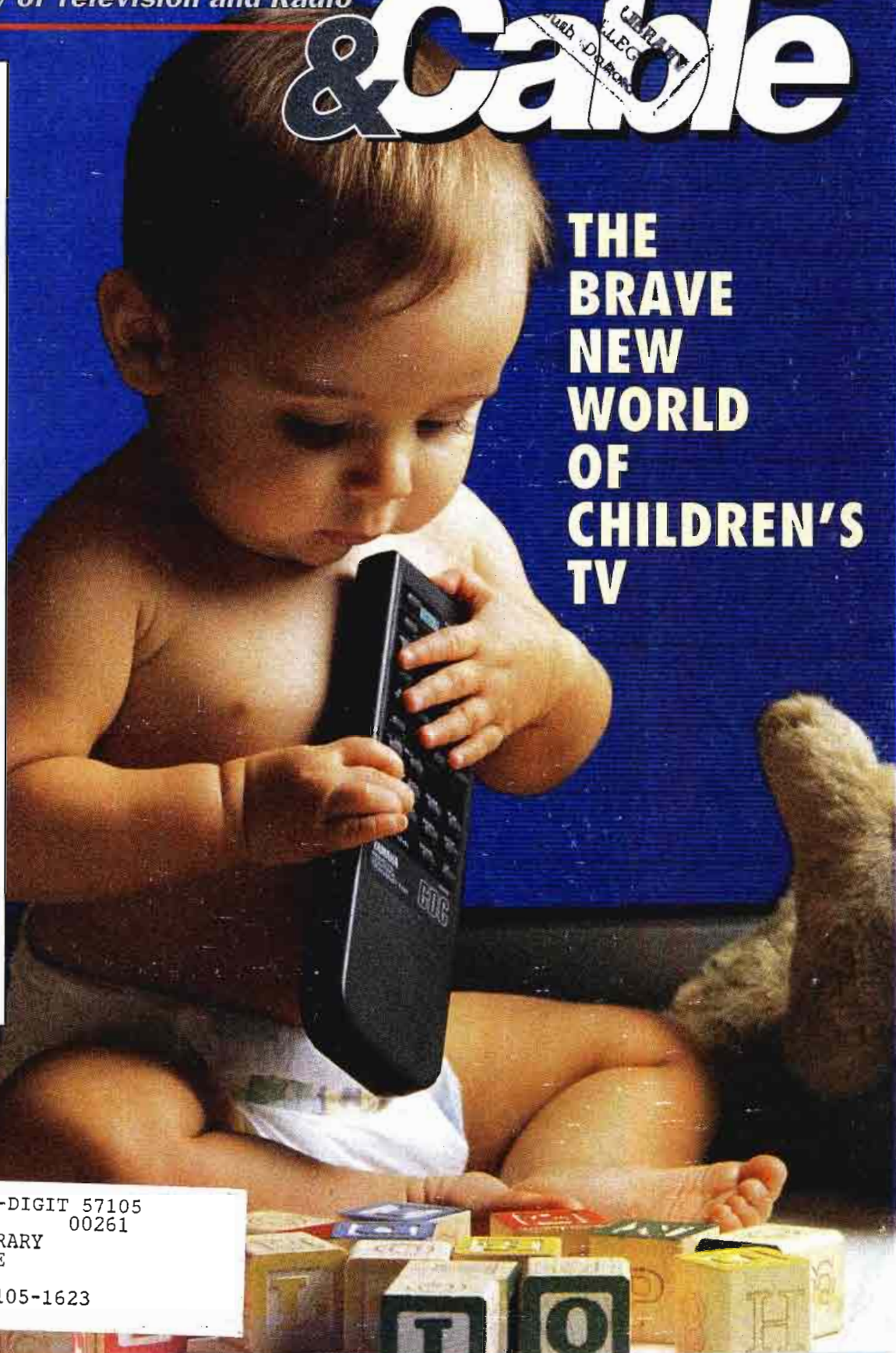


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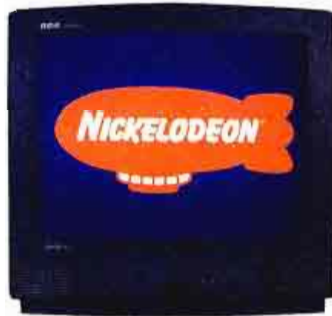
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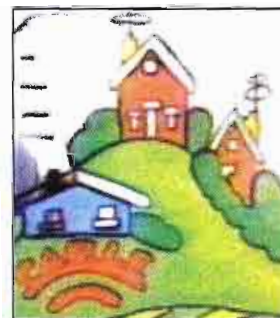
Top cable MSO's call the estimated 4%-8% revenue bite anticipated from rate regulation a major setback. Wall Street's reaction, though, is more sanguine: financial analysts believe such a reduction won't hurt the cable industry too badly. / 6

Cable and broadcasters are lining up for a high-stakes PR battle over retransmission consent that many say will confuse the public and hurt negotiations. / 6

GROWING THE INFORMATION SUPERHIGHWAY

President Clinton used a PCS demonstration at the White House last week to throw his weight behind the emerging technologies bill now making its way through Congress. He reaffirmed his administration's commitment to facilitate the growth of a nationwide information superhighway. / 10

Three stations in the Midwest and West have been hit with \$15,000 fines for violating the FCC's commercial time limits for children's programming. / 10



VALUE OF RETRANS: Spot produced for Falcon Cable extols cable's ability to extend broadcasters' signals to those hard-to-reach places. / 6



NBC's Littlefield announces deals with Streisand, Hope. / 16

NBC STILL HAS HOPE

NBC has signed Barbra Streisand to produce a major movie, starring Glenn Close, about the nation's highest-ranking female military officer who is kicked out of the service because she is a lesbian. The network also renewed its contract with Bob Hope, who will star in at least three specials during the next year. / 16

Cosmos Broadcasting of South Carolina has reached what may be the nation's first cash retransmission deal, but it's being close-mouthed about the terms of the agreement. / 17

NO VIOLENCE WARNINGS ON CBS

CBS Entertainment President Jeff Sagansky says none of his network's new shows fall under the parental warning standards set by broadcasters last month. He said that network television is getting a bad rap on violent content. / 20

NBC President Bob Wright called rumors that Bill Cosby is looking to buy the network "a story without any activity behind it." / 22

SHOWDOWN OVER LATE NIGHT

Both NBC and David Letterman are staking claim to skits and features of the old "Late Night with David Letterman" show. Letterman says he'll continue to use the features when he moves to CBS, and NBC says it may take the matter to court. / 26



On the Cover:

Congress and broadcasters are taking a hard look at educational programming for children, but the questions remain: What constitutes good children's programming and what effect can it have on young viewers? / 35
Photo: Nicholas Oliver (age 8 months) by Stephen R. Brown

"I hope this whole experience is going to embolden Congress to look at some of the other causes of violence that are maybe a little tougher to take on, like handgun control."—CBS's Jeff Sagansky / 60

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The Travel Channel has joined the flood of American cable networks seeking an audience in Europe. Meanwhile, Nickelodeon may be considering expansion into South America and Asia. / 26

SPECIAL REPORT: CHILDREN'S TV

The educational element has infused every corner of children's television, from network fare to syndicated offerings to original productions for cable, as programers respond to parental demands and anticipated regulatory sanctions from Washington. / 35

ROBERTSON EYES ZAPNEWS

U.S. Media, owned by televangelist Pat Robertson, has emerged as a possible buyer of Zapnews, a fax-based wire service for radio stations. Zapnews could complement Robertson's new audio news service. / 83

For the first time, broadcast revenue may grow faster than cable's during the next five years, according to an industry survey. The report also predicts that network viewership will rebound in the second half of the decade. / 85

The big three broadcast networks and Fox are preparing to dig a little deeper in their pockets for programing, turning around a three-year drop in programing budgets. / 91

A new deal with NASA may save independent satellite company Columbia Communications from bankruptcy. / 91

FCC MOVES UP RATE REGULATION

Under pressure from Capitol Hill, the FCC has agreed to move up the start of cable rate regulation from Oct. 1 to Sept. 1. The commission had delayed the action because, it said, it lacked the funds to pay staff to implement and enforce the rules. Both cable and consumer groups remain unhappy about the commission's new timetable. / 92

The FCC may be able to carry out planned spectrum lotterles even if Congress can work out its differences on the spectrum auction bill. / 93

REEBOK STRIKES WORLD CUP DEAL

Shoe manufacturer Reebok may be the only athletic footwear advertiser to target Spanish-speaking soccer fans, completing a multimillion-dollar deal with Univision to appear during the network's World Cup coverage next year. / 94

PRIMESTAR SILENT ON RUMORS

Direct-to-home satellite company Primestar Partners is refusing to discuss rumors that it may be ready to jump into the high-power DBS market or perhaps to attempt high-power transmissions from a fixed satellite position. Considerable legal and practical hurdles may confront the company no matter which path it takes. / 97

BUILDING A NEW OWNERSHIP GROUP

Ellis Communications founder Bert Ellis went on a \$140 million buying spree this month, buying six TV stations and an AM-FM combo. With \$20 million remaining at Ellis's fingertips, and with more investors lining up, a major group could be in the making. / 120



PBS's efforts to beef up its educational programing for kids with shows like "Barney" have paid off in audience share. / 70



FIFTH ESTATER: Fred Rogers and his journey to 'Mister Rogers' Neighborhood.' / 115

Top of the Week

Real numbers on rate regulation

Worst of times, say MSO's, best of times, say investors; revenue reduction of 4%-8% seen

By Geoffrey Foisie

The FCC's cable rate regulation, says State Street Research analyst Larry Haverty, will cost the industry \$1 billion in revenue, roughly what the agency predicted in April. And in a variety of recent statements, cable MSO's have portrayed that top-line hit, and a similar decrease in cash flow, as major setbacks. Spoiling that impression, however, has been the investment community, which has bid up MSO stocks to levels that existed before the extent of rate regulation became known.

A perfect example of the discordant

voices was provided last week when TCI said its revenues under rate regulation would fall between \$140 million and \$160 million. That reduction would be less than 4% of the company's projected 1993 revenues of \$4.1 billion. TCI said such a loss would lead to a \$152 million reduction in cash flow, around 8% of the nearly \$2 billion cash-flow total one analyst had projected for 1993.

"In a world where the race to wire America is setting up between entrepreneurial companies and large utilities that are well capitalized, that's a hit; that's a setback," TCI Chief Op-

erating Officer Brendan Clouston told reporters at a Washington press conference last Wednesday. The hit to TCI's cash flow, Clouston said, will, among other things, reduce its borrowing capacity up to \$1 billion.

But the company's statement, made in a filing with the Securities and Exchange Commission, caused a small celebration on Wall Street. The day after company executives informed security analysts of the estimate, Class A shares of TCI rose 7% on heavy volume to nearly all-time-high levels.

Not only were the numbers not as bad as analysts and investors had ex-

Broadcasters, cable arm for ad battle

Retrans war goes before public in spots produced by both sides; some fear ads will confuse and concern customers



Half a dozen cable companies are airing spots (left) promoting the value of cable. In spots sponsored by NAB (above), the value of cable without broadcast signals is questioned.

By Rich Brown and Joe Flint

While broadcast and cable chiefs argue over retransmission consent behind closed doors, their counterparts in marketing are taking the battle to the public in a series of TV spots that some fear will only confuse viewers and harm the negotiating process. So far,

Continues on page 18

pected, the TCI projection, like those of most other MSO's, were based on worst-case scenarios. Said Brown Brothers analyst Jay Nelson: "Their number doesn't allow for adaptive behavior such as retiring."

Barry Marshall, chief operating officer, TCI Cable Management Corp., said the MSO is already planning to recapture the lost revenue through more aggressive marketing. One plan is to offer subscribers "deeply discounted" pay services, he said.

Nelson said the TCI estimate is only what the same number of subscribers would have generated over the next 12 months; it apparently does not include revenue from new subscribers.

He added that even with the cash-flow reduction, TCI's 1994 cash flow should be just about \$2 billion, representing a roughly 10% annual increase from the 1992 level.

The 4% revenue reduction announced last week was at the low end of the range indicated by other MSO's. Said Robert Pepper, chief of the FCC Office of Plans and Policy, "They [TCI] have systems that are closer to the benchmarks than most." Harvey Boyd, vice president, Post Newsweek Cable, said TCI had already stopped charging subscribers extra for wiring homes for two or more televisions. Under the rate regulation provisions, which take place Sept. 1, operators will no longer be able to pass on the costs of additional installations.

Boyd said Post Newsweek Cable is projecting revenue losses totaling 8%, compared with TCI's roughly 4%. Other cable operators described a revenue reduction range of between 4% and 8%:

"The hit they [TCI] are taking is quite similar to the hit we're taking, in proportion," said Richard Roberts, president and CEO, TeleCable Corp.

"Just following the benchmarks, we're talking 6% to 8% of our revenue," said Marc Nathanson, chairman and chief executive officer, Falcon Cable. Nathanson added that that figure—which translates to \$30 million—is not realistic because of other factors whose impact is still undetermined.

Unlike most MSO's, Houston-based KBLCOM included its likely business response when calculating the financial impact of rate regulation. In a Securities and Exchange Commission filing last Monday, the MSO's

parent company, Houston Industries, said its preliminary assessment of the financial impact included "restructuring of certain program offerings, a reduction in rates for services regulated according to the rate rule, an increase in rates for certain programming currently not subject to rate regulation

It appears "only a small percentage of TCI subscribers will get rollbacks. When Danforth and Markey find out that most rates aren't going to get cut, they may want to rework the legislation or put pressure on the FCC."

**Mark Greenberg,
Scudder, Stevens, Clark**

and offering certain programming services previously offered in the basic service or cable programming service tier on a per-channel basis which is not subject to rate regulation."

Assuming such management responses, said KBLCOM, there would still be a 5%-6% reduction in "annualized revenues" for the MSO.

A similar 6% revenue reduction—and 11%-13% cash-flow reduction—was calculated by Continental Cablevision with no operational changes factored in (BROADCASTING & CABLE, May 31). The projection made in a prospectus for a recent debt offering again left Wall Street unfazed. The offering, led by Morgan Stanley, was oversubscribed and increased as a result.

While some MSO's heavily leveraged with debt may be in a precarious position, there have yet been no rumors that any major MSO is in danger of bankruptcy due to rate reregulation.

What impact would revenue reduction have on the industry's capital spending plans? TCI Senior Vice President Barney Shotter said due to the revenue loss, "some adjustment may now be inevitable" to TCI's plan to spend \$2 billion over the next four years on system upgrades. TCI spokesman Bob Thomson declined to elaborate.

However, Continental recently said in a prospectus for yet another debt offering that despite its anticipated revenue reduction, the MSO would more than double its capital spending in 1994: "The anticipated increase... is due principally to the company's intention to further expand channel capacity and to deploy addressable technology more extensively, including the utilization of digital technology in some systems."

Even those MSO's whose debt leverage gives them little flexibility do not necessarily elicit sympathy. Said industry economist David Wilkofsky: "It was their choice to issue all that debt. A lot of them could have issued stock instead, but that would have diluted their personal wealth...so they chose not to."

And at least one Wall Street analyst is worried that the relatively good news from TCI might elicit a government reaction. Mark Greenberg, of Scudder, Stevens & Clark, said it appears that "only a small percentage of TCI subscribers will get rollbacks. When Danforth and Markey find out that most rates aren't going to get cut, they may want to rework the legislation or put pressure on the FCC." ■

Video dialtone request denied

The FCC last week temporarily denied New Jersey Bell permission to build video dialtone systems in Florham and Dover Township, both New Jersey, citing a lack of sufficient cost information and system capacity.

The Bell Atlantic subsidiary proposed a 64-channel VDT system in each of the New Jersey communities, allocating 60 of the channels in each case to one charter programmer. New Jersey Bell said it would eventually upgrade the systems to accommodate other customers. (The VDT rules prohibit the VDT operator from programming channels.)

"Providing one programmer-customer with a significant head start through existing technology, while offering other video programmers only a promise of additional capacity...did not appear to be consistent with the commission's video dialtone policies," the FCC said.

New Jersey Bell has 45 days to clarify its application.

—SS

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#2	Tiny Toon Adventures	3.6	6.0	4.3
#3	Goof Troop	3.4	6.3	3.7
#4	Darkwing Duck	2.8	4.9	2.9
#4	Tom & Jerry Kids	2.8	4.5	2.7
#6	Merrie Melodies	2.5	3.2	2.3
#7	Tale Spin	2.4	3.9	2.4
#8	Chip 'n Dale	2.1	3.2	1.8
#9	Teenage Mutant Turtles	1.9	3.1	1.9
#10	DuckTales	1.7	2.7	1.6

Source: NTL/NSS 1992-93 season thru 6/27/93



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FCC fines 3 TV's for exceeding kids ad limits

By Kim McAvoy

The FCC last week fined three TV stations \$15,000 each for exceeding the commercial limits in children's programming established by the 1990 Children's Television Act.

But despite the penalties, the FCC renewed the licenses of WKBD(TV) Detroit, KEVN-TV Rapid City, S.D., and KCTZ(TV) Bozeman, Mont.

The three stations were cited for repeatedly violating the FCC's rules in 1992 and have 30 days in which to appeal the decision.

An attorney for Cox-owned WKBD said that the station would likely pay the fine without an appeal. The other stations had no comment.

Under commission rules, broadcasters must limit the amount of advertising during children's programming to 12 minutes per hour on weekdays and 10½ minutes per hour on weekends.

The stations admitted the violations in their license renewal applications. The law requires stations to report violations or risk losing their licenses.

WKBD first told the commission that it had complied with the FCC's commercial limits, but later informed the FCC that it had discovered the station had indeed exceeded the limits 70 times.

WKBD said that some overages apparently were caused when commercials were mistakenly identified as promotions, and other overages were caused when Fox made last-minute changes in program formats and added commercials. The station also said that two programs it carried had commercial formats that differed from what the station's traffic personnel thought they were and that some overages were caused by shifting commercials from one hour to another.

In a letter to the station, however, the FCC said that the "high number of repeated instances of commercial overages and the length of these overages clearly indicate that you did not establish an effective program to monitor compliance with the commission's commercial limits." Furthermore, the commission said that just because the station had implemented a plan to eliminate further overages, "does not relieve you of liability for prior violations."

The FCC cited KEVN (and its satellite, KIVV-TV Lead, S.D.) for 27 sixty-second overages and 31 thirty-second overages. KEVN maintained it misunderstood the FCC's rules as applied to programs acquired through barter arrangements. The station also argued that on many occasions it did not exceed the commission's limits.

But the FCC was not sympathetic. It said that KEVN had not specifically explained its misunderstanding of the rule. "Moreover, apparently you did not review the station's programming for compliance with the commercial limits until your license period was

nearly over," the FCC said. "Your inattention to this important licensee obligation caused both stations to exceed the commercial limits throughout most of your license period after the limits became effective," wrote the FCC.

KCTZ, a satellite of KOUS-TV Hardin, Mont., said that it inadvertently exceeded the limits because its traffic department was unaware of the commercial limits.

The FCC said that the station's blaming the problem on a "weakness in communication and management" was not a legitimate excuse. ■



White House pushes for auctions

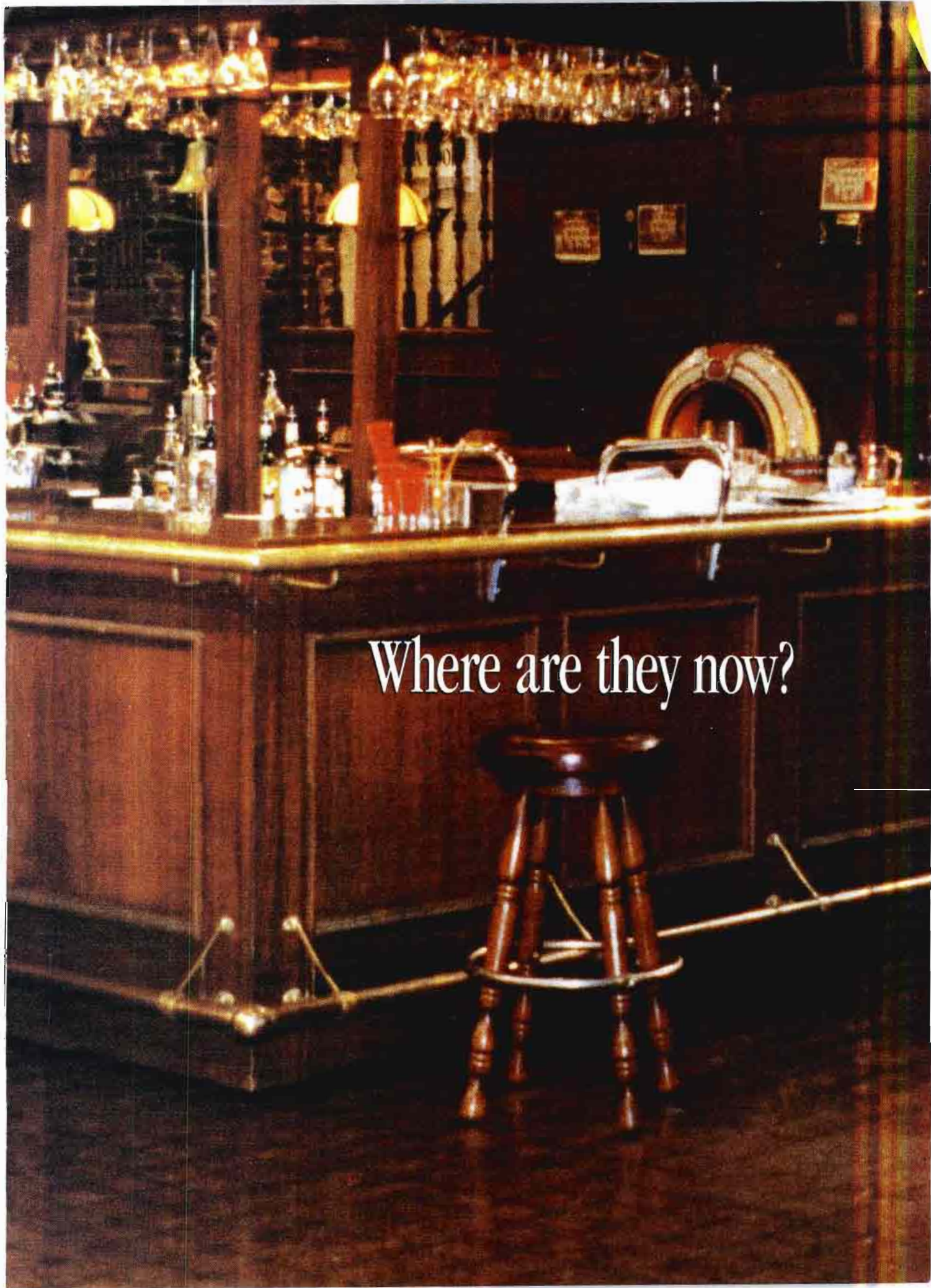
President Clinton and Vice President Gore, at a demonstration of advanced wireless communications and information services on the south lawn of The White House last Thursday, underscored the administration's commitment to improve the national telecommunications infrastructure and pushed for passage of legislation that permits auctioning of 200 mhz of government spectrum to commercial nonbroadcast users.

"This plan creates the infrastructure to develop the most advanced commercial wireless communications networks the world has ever known," the President said.

The auctioning of the spectrum would generate more than \$7 billion and help to cut the federal deficit. "It's a great deal for all of us," he said.

What's more, the President said, the spectrum will spawn new businesses and "hundreds of thousands of new high-skilled, high-wage jobs." The spectrum allocated to personal communications services alone, he said, will create 300,000 jobs over the next 10-15 years.

—HAJ



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A 18-49, 25-54

VICTORIA KAVU/A

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M 18-49, 25-54
A 18-49, 25-54

TYLER KLTVA

W 18-49, 25-54
M 18-49, 25-54
A 18-49, 25-54

SAN ANTONIO KENS/C

W 18-49, 25-54
M 18-49, 25-54
A 18-49, 25-54

ODESSA KMID/A

W 18-49, 25-54
M 18-49, 25-54
A 18-49, 25-54

DALLAS KTVT/I

M 18-49, 25-54

EL PASO KDBC/C

M 18-49

HOUSTON KHTV/I

W 18-49, A 18-49

WICHITA FALLS KAUZ/C

M 25-54

AMARILLO KVII/A

W 18-49, 25-54
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A 18-49, 25-54

AUSTIN KTBC/C

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A 18-49, 25-54

BEAUMONT KFDM/C

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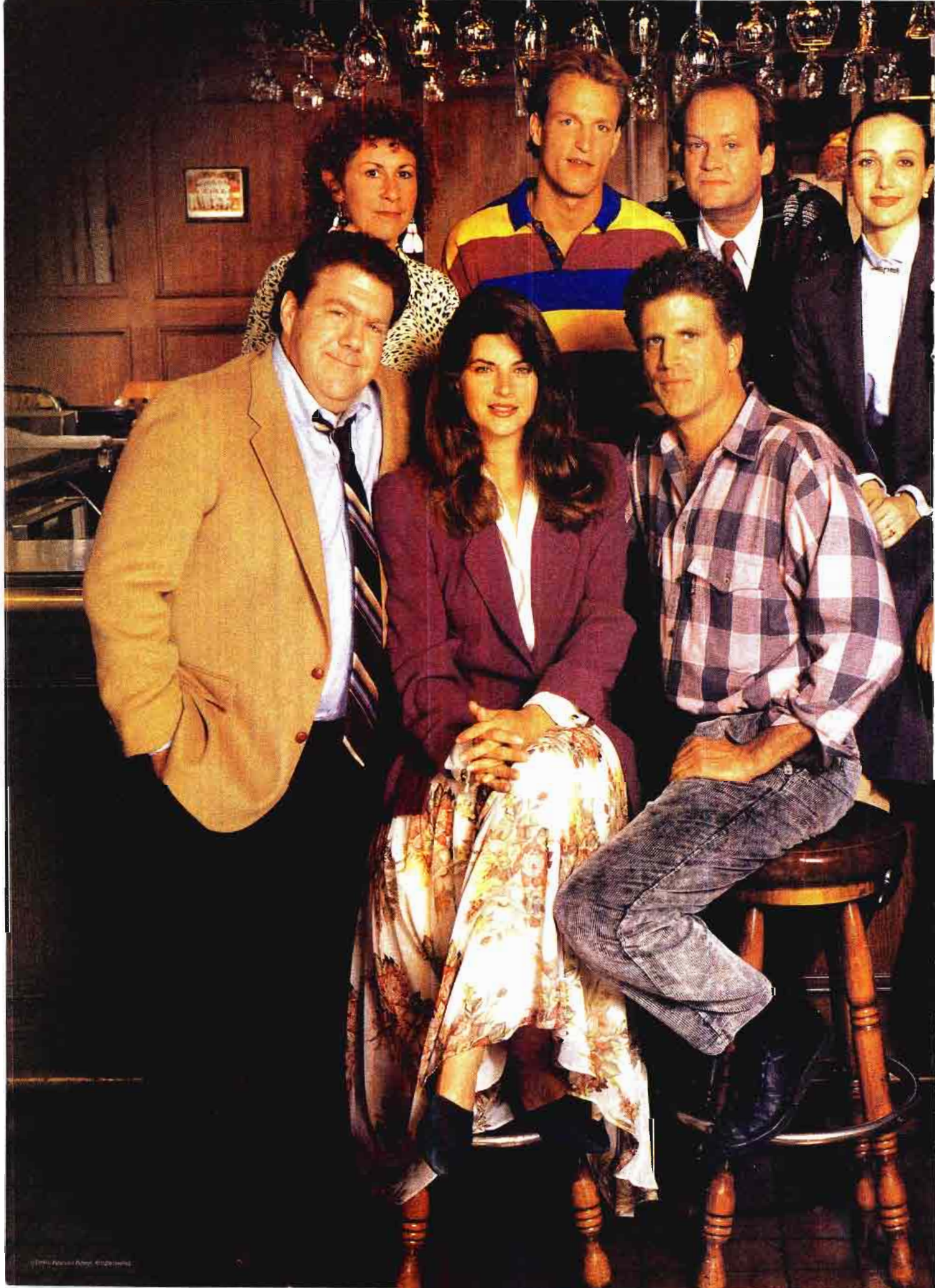
CORPUS CHRISTI KIII/A


W 18-49, 25-54
M 18-49, 25-54
A 18-49, 25-54



Source: NIS, May 1993. Based on ratings.

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A Paramount Pictures Production

NBC gets Streisand, retains Hope

On violence issue, Littlefield tells critics: 'our cops don't shoot guns'

By Steve Coe

NBC has signed Barbra Streisand to produce a fact-based movie titled *The Colonel Margarethe Cammermeyer Story*, which chronicles the military career of the highest-ranking female to be discharged because she is homosexual.

Glenn Close has been signed to star in the movie and will also co-executive produce the project, slated to air in fall 1994. The announcement was made last Wednesday during the NBC portion of the Television Critics Association press tour by Lindy DeKoven, vice president, movies and miniseries. Her brief presentation was sandwiched between appearances by Warren Littlefield, president, NBC Entertainment, and Don Ohlmeyer, president, West Coast, NBC.



Littlefield answered numerous questions about violence on TV at the press tour.

Before taking questions, Littlefield announced that the network has signed a new one-year deal with Bob Hope for a minimum of three specials for the upcoming season. Littlefield said the deal was worked out in the same way past deals have been signed. "Bob invites us over to his house on the hottest day of the year and laughs while we sweat," he joked.

In what has become the dominant theme of this summer's press tour, Littlefield answered numerous questions about violence on the networks and defended many of NBC's fact-based movies.

In response to a question about NBC's quickly produced movie based on the Waco standoff, Littlefield stood by the production and said that it was produced as a warning that "these people do exist out there." He also reminded critics that the violence in the movie was minimal and was limited to the shoot-out at the compound that began the two-month standoff.

As for the violence issue in general, Littlefield said that the networks are serious about viewers' concerns and "we're not going to wait for other people to do things about it." He pointed out that on NBC dramas "our cops don't shoot guns," citing the critically acclaimed series *Law & Order*. He added that most viewers who complain to the network about its programming don't "usually complain about violence or sexual content. They most often ask us for good shows."

Littlefield also was asked about his future with the network, rumored to be tenuous almost since he inherited the job from Brandon Tartikoff two years ago.

"I plan on staying at NBC," Littlefield said, "and Don has said he wants me to stay." ■

NBC considers buying stake in Super Channel

NBC, which wants to expand its international business, is said to be considering acquisition of a majority stake in the pan-European satellite programming service Super Channel, according to industry sources.

NBC President/CEO Bob Wright did not comment on the situation, although he did say that the network has "looked at a number of properties over there."

Another NBC source said that the latest talks with Super Channel are just getting under way.

Super Channel, which launched in 1987 as a joint venture between Virgin Communications and several British ITV stations, reaches about 29 European countries and 40 million-50 million homes via cable and terrestrial TV. In 1989, Grupo Marcucci acquired the majority stake in Super Channel, and French bank Credit Lyonnais also has an interest. Executives at Grupo Marcucci did not return calls on the status of the NBC talks by press time.

Although the channel's reach makes it appealing, industry observers point out that the channel is estimated to have had \$7 million (£4 million) in ad revenue last year, which may not be enough to sustain a pan-

European channel, and may have lost \$15 million-\$20 million dollars.

NBC currently provides CNBC programming to Super Channel and may hope to use the channel to establish a news channel, although there will be tough competition (CNN Europe and EuroNews, owned by the European Broadcast Union, are already battling).

This is not the first time that NBC has expressed interest in Super Channel. The network has had on-again, off-again negotiations for the last 18 months, but now NBC's interest in the international arena has increased, one source there said.

NBC is not the only U.S. company that has given Super Channel a look. USA Networks—jointly owned by MCA and Paramount—also considered acquiring an interest in it a few years ago. USA still handles all North American ad sales for Super Channel.

If successful, NBC will join ABC in having a European outlet (ABC owns one-third of Eurosport). For the near term, NBC programming would probably have to be limited to news and the handful of entertainment programming the network currently produces. —JF

Cosmos gets cash; KOLR-TV gets moved

Cosmos Broadcasting Corp. has signed a three-year cash retransmission deal for one of its seven stations, but says it cannot identify the cable system involved because of a confidentiality agreement.

Cosmos Broadcasting President Jim Keeler said the deal provides for escalating payments during the three-year contract. Keeler did say the system was not owned by an MSO.

"The local cable operator understands better than the MSO the emotional connection between the local station and the local community," Keeler said. He went on to say: "The major MSOs are basically colluding on the no-cash issue. They are all absentee landowners that do not understand the local connection, but they will find out," Keeler said.

Greenville, S.C.-based Cosmos is a subsidiary of Liberty Corp. Its seven network affiliates are: WSFA(TV), Montgomery, Ala.; KAIT-TV, Jonesboro, Ark.; WFIE-TV Evansville, Ind.; WAVE(TV) Louisville, Ky.; KPLC-TV Lake Charles, La.; WTOL-TV Toledo, Ohio; WIS(TV) Columbia, S.C.

Tele-Communications Inc. owns cable systems in four of the seven markets where Cosmos owns stations.

Several stations contacted referred all questions to Keeler and said that they could neither confirm nor deny the deal.

In Springfield, Mo., retransmission-consent negotiations are turning ugly between TeleCable Corp. and CBS affiliate KOLR-TV. Unable to find a compromise between the station's desire for cash and the system's desire for a "win-win" for both sides, TeleCable has moved KOLR-TV from channel 9 on its system to channel 32.

"They've turned us into a UHF," said Ellis Shook, vice president and general manager, KOLR-TV. Shook called the action "unethical," since talks between KOLR-TV's hired gun—Broadcast Cable Associates—and TeleCable are still ongoing. "Theoretically, we are still in negotiations. What kind of reckless, unethical thing is this?"

According to Shook, all the stations in Springfield opted for retransmission consent, but only their channel has changed. Shook thinks it is because they have hired outside consultants to handle negotiations.

TeleCable Executive Vice President Gordon Herring, said the operator is merely getting customers used to the idea of finding the station at a different location.

As for the status of the talks, Herring said the operator has "made progress with everyone else in the market, but they have indicated to us they only want cash. Our research of our subscribers shows they don't want us to pay cash."

Similar situations are said to be brewing in Cleveland with stations that have retained outside consultants.

Tele-Communications Inc. expects to announce by early September "another big group" of no-payment retransmission-consent deals with broadcasters, including at least two of the big-three networks, TCI spokesman Bob Thomson told reporters in Washington last week. "We have broadcasters lined up at the door in Denver," he said.

"We are talking with all the major networks," he said. "The talks with CBS are going much more slowly than the others," he added. None of the deals involve cash payments, he said, but some are "quite startling."

Despite the progress, said Thomson, TCI doesn't expect to have deals cut with all the stations in TCI markets that have opted for retrans in time to meet the Oct. 6 deadline. Right now, he said, the company has only six or seven deals. It will take between 100 and 200 deals before "we make a real dent," he said.

According to Madonna Guenther, stations opting for must carry have forced 250 TCI systems serving 2.7 million homes to drop at least one cable service to make room for broadcast signals. Guenther would not say which services were dumped, but said TCI held an interest in a quarter of them.

That the FCC has granted home shopping stations must-carry status will cause further dislocations, Guenther said. Some 300 systems serving 3.2 million subscribers could be affected, she said.

CBS was downplaying reports that the network was going for a second channel in retrans negotiations, possibly in lieu of cash. "We are still seeking cash," said



CBS's Marty Franks, but have always been open to deals that involve a channel. "If somebody offers us a channel idea that makes terrific sense, that makes us a whole lot of money and creates a whole lot of value, we would be crazy not to look at it," he said.

Hubbard Broadcasting's stations in three markets are offering "most favored nation" retrans deals to cable systems, according to an attorney for the group.

WDIO-TV Duluth and KSTP-TV Minneapolis-St. Paul, both Minnesota, and KOB-TV Albuquerque, are telling systems they will grant retransmission consent, conditioned on their receiving compensation equal to that of the best deal cut by any of the other stations in the markets. In other words, if another station gets 25 cents per subscriber, the Hubbard station gets 25 cents.

No word yet on how the offer has been received by cable operators.

During a gathering of small cable operators in Washington last week, one independent operator predicted that fewer than half of the independent operators will have completed retrans negotiations and effected changes by the Oct. 6 deadline. He cited as one example the postal tag, with stations declaring for retrans but not including any further info as to possible terms for carriage. In another case, he said, a station letter came postage-due twice, and was returned twice. The letter has yet to make a third appearance. ■

Chao, Carpenter said to be joining QVC

Adding to the speculation that Barry Diller has more in mind than expanding his shopping channel business when QVC's merger with the Home Shopping Network is closed were reports that former Fox executive Steven Chao and Candice Carpenter, president of Time-Life Television, would be brought on board to work on the second QVC channel—QVC2.

Although Diller was remaining silent, sources close to him confirmed that Chao and Carpenter would be working for him. Chao, who developed Twentieth Television's *Studs* and later rose to Fox News president, was fired by Fox Chairman Rupert Murdoch after hiring a stripper to perform while Chao delivered a speech on censorship at a company retreat. Chao also later resigned from an independent film distribution deal with Fox.

For now, QVC says it is most concerned with getting the deal approved by the HSN board and by government regulators, including the FCC, the Federal Trade Commission and the Justice Department.

Any other talk about a fifth network, a QVC executive said, is "rampant speculation."
—JF

Ad battle

Continued from page 6

at least a half-dozen multisystem operators around the country have started running customized retransmission spots produced by Sullivan Advertising, a Cincinnati-based firm that specializes in cable industry promotion.

On the other side of the coin, stations have started airing a National Association of Broadcasters spot questioning the value of cable without broadcast signals.

CBS Senior Vice President Jay Kriegel last week did not rule out the possibility that its owned stations might also consider airing spots explaining the situation to viewers.

Sullivan Advertising President Neal Sullivan said the company initially developed the campaign for Falcon Cable TV. The first spot was a straightforward public relations-type ad about the merits of cable. In addition to Falcon, MSO's that have picked up the spot include Colony Communications, Comcast, Crown Media and TeleCable.

Next up from the agency will be three harder-hitting spots that will be ready by July 30, in the event that "things start to get ugly," said Sullivan. One of them, "Money, Money, Money," will explain that broadcasters have been able to bring in additional advertising dollars by being on cable systems and yet they still want more money from cable systems. That spot will close with the lines: "We're not buying it. We don't think you should either."

Another of the new spots, with a white knight carrying an A/B switch, will describe how the device can be used to receive broadcast channels no longer carried on the cable system. The ad will feature a tag line that says, "We'd rather switch than fight."

"This is the kind of thing you have to have in your back pocket," Sullivan said of the knight spot.

Broadcasters have been firing back with messages of their own. One spot produced by NAB, and being custom-

"Running spots and taking out ads is not going to help the process. It will just confuse and concern customers."

Continental Cablevision

ized by stations, tells viewers to imagine watching cable without *Seinfeld*, *60 Minutes*, *Home Improvement*, soap operas, *Star Trek* and the Super Bowl, as logos for those shows are supplanted by patches of static. The narrator, peeking through a window of video in a screen otherwise filled with static, says: "Doesn't look much like television, does it?" The ad closes with: "Local TV. It makes cable worth watching."

Many MSO's are waiting to be fired on by the broadcasters, instead of firing the first shot. Tele-Communications Inc. has told its operators not to air any spots unless broadcasters start first. A Time Warner spokesperson

said only that the operator will "be prepared." Post Newsweek also has told its operators not to launch any pre-emptive strikes.

Continental Cablevision does not plan to air any spots—no matter what the broadcasters do—and sees the whole process as self-destructive.

"Running spots and taking out ads is not going to help the process. It will just confuse and concern customers. These efforts right now are probably injurious to getting deals done in a timely fashion," said a Continental senior executive.

But they are in the minority among operators. Cablevision Systems Corp. has produced a customized retransmission spot.

Using simple cartoon illustrations and text on screen, the ad says: "Important news. For people who watch television. New government regulations give your local TV stations the right to take their signals off of Cablevision. It's up to them. [The stations involved] have told us that, after October 6, we can no longer carry them on Cablevision. But Cablevision wants to continue to bring you all of your local stations. Under the law, all these stations have to do is give us permission to carry them after the October 6, deadline. And you'll continue to have all the cable TV options you have today. If they say no on October 6 the results could look like this."

The screen then turns to snow and a warning comes up: "For more information on how decisions by local broadcasters may affect you, call 1-800-944-0084." Live operators are available at that telephone number to answer questions customers might have regarding reregulation.

Liberty, N.Y.-based MSO Cablevision Industries has been running a self-produced on-air campaign for about two months designed to inform subscribers about reregulation. The spots started out in broad terms and have grown more specific in recent weeks, according to David Testa, vice president. Spots now running on the system tell viewers that broadcast stations are free to people with antennas and that cable systems and subscribers should not be expected to pay for those same stations. ■

For More Late-Breaking News, See "In Brief," Pages 120 and 121

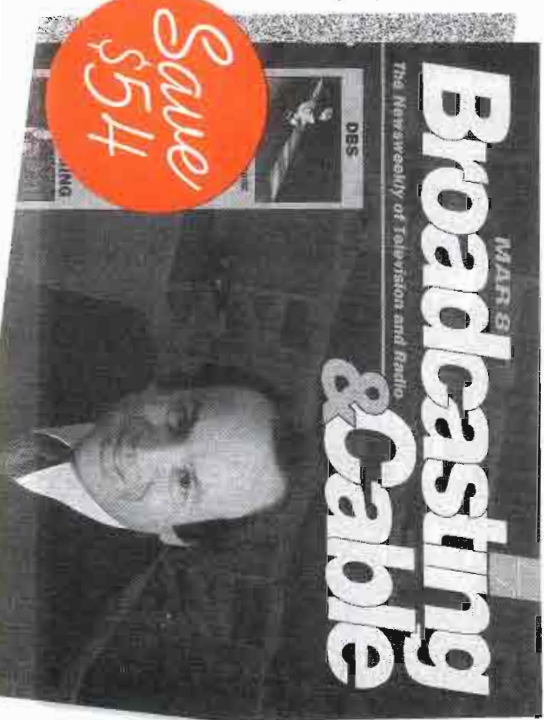
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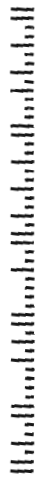


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Programming

No warnings for fall, says Sagansky

At press tour in Los Angeles, CBS Entertainment chief says no series will need advisory; believes network fare has been unfairly targeted



"I sort of got a sick kick out of seeing some of these Congressmen [criticizing the violence on television] during the congressional panel who are advocates of letting AK-47's be in society."

Jeff Sagansky

By Steve Coe

CBS Entertainment President Jeff Sagansky declared last week that none of that network's fall series will warrant the parental advisory. However, he added that specific episodes from time to time may carry the warning.

Sagansky also suggested that viewers railing against the networks for their portrayal of violence are actually unable to distinguish between a network show, a syndicated program and cable fare.

"I think people don't know what channel they're watching. They don't know if it's on CBS or if it's on ABC. They know there's a problem of violence in the media...and they don't differentiate between the networks and the local stations."

Sagansky made his comments on July 17 during the CBS portion of the Television Critics Association press tour. He acknowledged that there are shows on television that contain violence: "There are, and there always will be. But there are far more shows on cable and syndication and basic

cable and pay cable than there are on the networks. So everybody's got to be part of this. It can't be just the networks fighting the battle." He suggested that networks actually carry less violent content than do other media, including independent stations.

Asked where he sees a lot of the violence on television, he offered up syndication. "I'm saying I see it in shows like *The Untouchables*. We would never let *The Untouchables* air [as is] on our network. I see it in the independent stations that, for years, have been running eight to 10 uncut movies." He noted that he was shocked when he saw that *The Deer Hunter* "ran at 8 p.m. uncut."

While stopping short of deriding Congress for focusing on the violence portrayed on the broadcast networks, rather than attacking the societal roots of the problem, Sagansky said he hoped the action would be a first step in solving the overall problem. "I hope this whole experience is going to embolden Congress to look at some of the other causes of violence in this country that are maybe a little tougher

to take on, like handgun control."

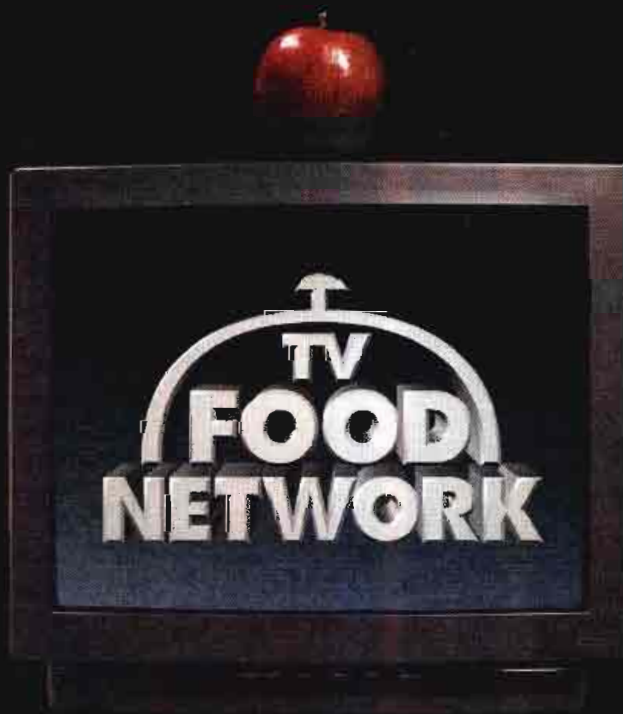
Sagansky did acknowledge that politicians probably consider the networks an easier political target than taking on the National Rifle Association. "Absolutely. I sort of got a sick kick out of seeing some of these Congressmen [criticizing the violence on television] during the congressional panel who are advocates of letting AK-47's be in society."

When asked why he didn't air the above sentiments during the hearings, he said that the agenda was clear. "They knew what they were doing. And I'm not saying what they were doing was wrong. But I think they've got to look into their conscience—and if this is the first shot they fire, there are a lot of other things that they've got to address that are a lot tougher than going after network television."

Howard Stringer, president, CBS Broadcast Group, addressed the critics last Monday and echoed many of Sagansky's thoughts on the issue, adding that he felt the networks were treated somewhat unfairly. "If I take responsibility for some of the violence on

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television, it doesn't mean I have to take total responsibility for all violence in society. I think the [sentiment that] 'guns don't kill people, television kills people' is faintly ludicrous."

Stringer did not absolve the networks of responsibility. "Even if our role in it is microscopic," he said, "it's worth dealing with it. It is important for the networks to take leadership on an issue that the audience truly cares about."

Although the violence issue dominated the CBS executive sessions, Stringer also defended the network's decision to short-order most of its new fall series (BROADCASTING & CABLE, June 14).

Stringer believes the strategy will "put everyone on notice that this is a very competitive environment, not to take it for granted. I think it makes sense both creatively and financially. The decision's a logical one. We have recognized that television is a year-round business. And if we put all our eggs in one fall basket, and commit all our resources to 13 and 20 episodes sight unseen, it's unrealistic. We'll give more opportunities to producers, more diversity. And the minute something is clearly a winner, we'll jump on it. We have done that. We did it with the Jane Seymour show, which initially had a six-episode order."

Despite grumblings among some studio executives and program suppliers who say the short-order practice could make them think twice before bringing a project to CBS, Stringer said, "I think the creative community has responded very appropriately to it," adding that he wasn't aware of any concerns raised by program suppliers about the strategy. ■

New for Goldwyn

The Samuel Goldwyn Co. has named Daniel Smith to the newly created position of director of television development for Samuel Goldwyn Television. One of Smith's first projects will be a remake of *Flipper* (NBC, 1964-67) for a possible first-run syndication entry. Smith, who will report to Julie Resh, vice president of television production and development, previously served as director of development for Edgar Sherick Associates.

NBC still 'not for sale'

At press tour, network president Bob Wright also says violence labels are 'no-brainer'

By Joe Flint

Repeating his assertion that 'NBC is not for sale,' Bob Wright said during last week's press critics tour that he has "no idea what Bob Wussler is doing or what Norman Brokaw [Bill Cosby's agent] is doing."

"There is nothing going on here. This is a story without any activity behind it," the NBC president and chief executive officer said of Cosby's and Wussler's reported desire to ac-

"There is nothing going on here. This is a story without any activity behind it."

NBC President Bob Wright

quire NBC from parent company General Electric. "It's a publicity generator," Wright said, adding that he "can't help Bill or Bob out on this one."

Wright also had some harsh words for members of Congress who think that the labels the networks have agreed to put on shows with violent content will have a major impact on violence in society. While he has nothing against labeling certain shows, Wright said that, in the end, this is a "no-brainer" for Congress.

Said Wright: "Yes, it is worthwhile to look at this. Yes, it is important, [but] they don't have to put any money into this. This is not like dealing with law enforcement. It has nothing to do with drugs or going the next step in drug enforcement. This is a no-brainer from a congressional standpoint. [Congress is saying,] 'If you guys do this, then we have done our part.' We are saying that this is not a government plan to reduce violence."

On the subject of retransmission consent, Wright, like CBS senior vice president Jay Kriegel, said there is a "distinct possibility" that the six NBC-owned stations will not be on cable systems if retransmission-consent agreements cannot be reached with the cable systems in the NBC markets.

Wright said the NBC-owned stations are worth 50 cents-\$1 per subscriber, although he added that talks NBC is having with cable operators about retransmission consent also involve NBC's cable networks.

"They are taking the position that if you provide us with additional value in the form of other programming, then we might consider enhancing the value of that in exchange for retransmission consent," Wright said, adding that "those of us—like ABC—who are in the [cable] programming business can have a broader array of discussions with cable operators."

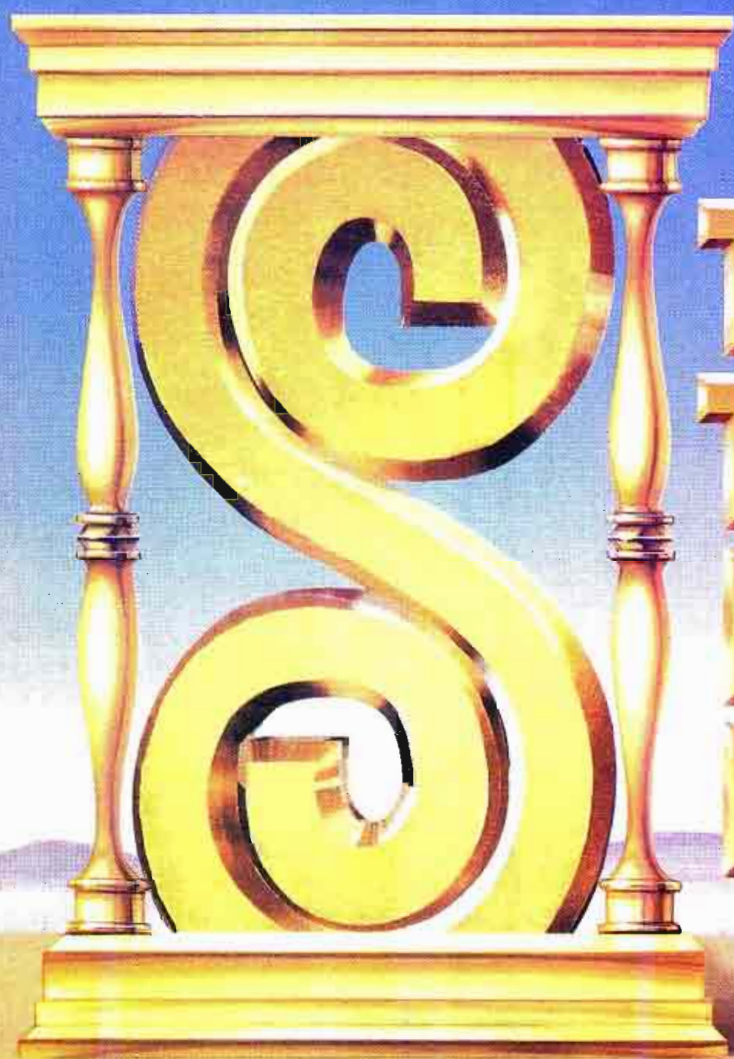
Those discussions will not include—at least for now—NBC affiliates. Wright said that, after talking with affiliates, both parties have decided it would be better to act "independently."

While having cable channels may be the only sure way of getting some form of compensation from cable systems, Wright added that the future of cable television will make it difficult for new basic cable networks to survive.

"I don't think there will be a 500-channel universe," he said. Speculating that cable networks will be offered primarily on an à la carte basis in the future, Wright said new services will have to be very niche-oriented.

Television, he said, is going multimedia and pay per view and video on demand will be the future.

"We want to be one of the survivors of a broad-based video service where we have full programming 24 hours a day. You're not just buying *Seinfeld*; you're watching a whole series of programs. We hope we will have a place there and that news, entertainment and sports will always have a place there." ■



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NBC stakes claim on Letterman bits

Comedian says he will do them for CBS and 'either nothing will happen...or they'll sue'

By Steve Coe

With the late-night talk show battle about to get under way, hosts Letterman, Leno, Chase and O'Brien are shying away from the sniping and accusations that characterized the daypart competition just last year. In fact, the only controversy remaining—what skits and segments from *Late Night with David Letterman* belong to NBC—may be headed for a showdown in court.

At a press conference last Monday night in Los Angeles, Letterman, host of CBS's *The Late Show with David Letterman*, insisted his new show will "be the same show" as its predecessor on NBC. "Either we'll do what we want and nothing will happen or we'll do what we want and they'll sue us," he said.

He was referring to NBC's declaration that segments such as the stupid pet tricks and the top 10 lists were properties of NBC. Letterman said the stupid pet tricks was a routine that originated on his NBC morning show, and as for the top 10 lists, he quipped, "we stole that from *USA Today*."

Letterman was in town for a question-and-answer session in front of the country's television critics during CBS's portion of the Television Critics Association press tour. Letterman, who has been known to be reluctant to deal with the press, answered questions for about an hour.

Bob Wright, chairman, NBC, at a press conference on Tuesday, reiterated the network's intention to retain what he called "intellectual properties. I hope we don't look vindictive, but those properties don't travel with Dave."

Warren Littlefield, president, NBC Entertainment, suggested the skits may be sold by the network to another outlet. "There are a lot of cable channels out there, and we've received a lot of interest in them. When Paramount wanted to do a movie based on Wayne's World, they came to NBC to exploit that property. The same with The Coneheads. It's essential for a company to protect the properties it owns."

As for his former network, Letterman said he holds no rancor toward

NBC executives who tapped Jay Leno to succeed Johnny Carson, bringing about his defection to CBS. "I think things worked out for the best. I'm very happy that I have such a great job." He also doesn't foresee the beginnings of a booking war between his show, *The Tonight Show* and *The Arsenio Hall Show*. "As far as embargoes or suspensions or prison terms, I don't foresee any of that."

At a press conference on Wednesday, Leno defended Letterman's right to use the bits in question. "We don't have much intellectual property at NBC, and we need to hang on to all we can get," he joked. "I think it's a silly argument. I'm a comedian, Dave's a comedian. It's his bits. Go do them. I'm just glad I didn't meet my wife at NBC."

As for the upcoming competition

with Letterman, who used to have Leno on his show on a regular basis, Leno said he expects that "Dave will do terrific. I think there'll be a lot of sampling. Can we get some of those people over to our show? Well, we're certainly going to try. David is a gentleman and a fair fighter, and so am I. I think it'll be great."

The unknown element in the mix is Conan O'Brien, the new host of the post-*Tonight Show* program. O'Brien joked that he didn't have any intellectual properties of his own, saying, "I'm a guy who owns a Ford Taurus and a couple of suits. That's it." Asked how he will differentiate himself from the established hosts of late-night shows, he said: "I've gotten this far being Conan O'Brien, and so to the extent I'm a different person, this will be a different show." ■

Cable expands its horizons

Travel Channel and Nickelodeon are just two of programmers launching overseas versions of their services

By Rich Brown

The rush by cable programmers to expand their reach overseas continues to grow with newly announced plans for a European launch of The Travel Channel and rumored plans for the launch of several new Nickelodeon services abroad.

Landmark Communications, parent company of The Travel Channel, has established an office in central London and has slated a European launch for first-quarter 1994. Plans call for the network to expand into other markets, including the Benelux countries and Scandinavia.

Like the U.S. version of The Travel Channel, the planned European network will include broad lifestyle entertainment programming with a focus on travel. Landmark's Kevin Senie, executive vice president/CFO, said the network expects to succeed overseas because Europeans place great emphasis on travel and extended vacations.

The Travel Channel is currently carried by more than 700 cable affiliates in the U.S. reaching 17.5 million subscribers.

Meanwhile, Nickelodeon is said to be planning expansion abroad. The network apparently has its eye on launching a kids channel in Germany, and is already talking with a major network there about collaborating on such a project. Sources said that Nickelodeon is also looking at expanding into the booming Latin American market by 1995, and is exploring possibilities in Southeast Asia. "We're exploring options in Europe, Asia and Latin America, but we have no partnership arrangements at this time," said a Nickelodeon spokesperson.

Nickelodeon has already announced plans to launch a satellite-delivered children's programming service in the UK in September, and plans to launch a UK version of its companion classic TV service, Nick at Nite, in April

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WFLD 6:30PM
CHICAGO
+117% **+57%** **+43%**
A18-34 A18-49 A25-54

KXTV 7:30PM
SACRAMENTO
+140% **+71%** **+100%**
A18-34 A18-49 A25-54

WTHR 7:30PM
INDIANAPOLIS
+100% **+69%** **+50%**
A18-34 A18-49 A25-54

WKCF 7:30PM
ORLANDO
+67% **+60%** **+20%**
A18-34 A18-49 A25-54

KDAF 6:30PM
DALLAS
+27% **+44%** **+71%**
A18-34 A18-49 A25-54

KDNL 6:30PM
ST. LOUIS
+17% **+27%** **+10%**
A18-34 A18-49 A25-54

KSMO 6:30PM
KANSAS CITY
+375% **+275%** **+120%**
A18-34 A18-49 A25-54

WXMT 6:00PM
NASHVILLE
+300% **+150%** **+50%**
A18-34 A18-49 A25-54

KRRT 6:30PM
SAN ANTONIO
+157% **+129%** **+86%**
A18-34 A18-49 A25-54

WLNE 7:00PM
PROVIDENCE
+280% **+125%** **+111%**
A18-34 A18-49 A25-54

WOWK 7:00PM
CHARLESTON-HUNT.
+88% **+58%** **+46%**
A18-34 A18-49 A25-54

WFMJ 7:30PM
YOUNGSTOWN
+92% **+73%** **+25%**
A18-34 A18-49 A25-54

KXRM 6:00PM
COLORADO SPRINGS
+25% **+8%** **+20%**
A18-34 A18-49 A25-54

WTGS 7:30PM
SAVANNAH*
+46% **+13%** **+15%**
A18-34 A18-49 A25-54

WWTV+ 7:00PM
TRAVERSE CITY
+44% **+28%** **+28%**
A18-34 A18-49 A25-54

KVHP 6:30PM
LAKE CHARLES
+147% **+127%** **+267%**
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E A R L Y F R I N G E

WCAU 5:00PM
PHILADELPHIA*
+167% **+90%** **+90%**
A18-34 A18-49 A25-54

KCPQ 6:00PM
SEATTLE
+200% **+171%** **+113%**
A18-34 A18-49 A25-54

KFMB 4:00PM
SAN DIEGO*
+27% **+45%** **+50%**
A18-34 A18-49 A25-54

WXXA 6:30PM
ALBANY, NY
+243% **+220%** **+267%**
A18-34 A18-49 A25-54

WEYI 6:00PM
FLINT*
-22% **+14%** **+60%**
A18-34 A18-49 A25-54

WUHF 6:30PM
ROCHESTER, NY
+47% **+50%** **+50%**
A18-34 A18-49 A25-54

WOWT 4:00PM
OMAHA
+329% **+200%** **+186%**
A18-34 A18-49 A25-54

KAYU 6:00PM
SPOKANE
+200% **+125%** **+129%**
A18-34 A18-49 A25-54

WFTX 6:00PM
FT. MYERS*
+21% **+91%** **+58%**
A18-34 A18-49 A25-54

KTSM 4:00PM
EL PASO
+118% **+54%** **+14%**
A18-34 A18-49 A25-54

KCY+ 6:00PM
YAKIMA*
+122% **+88%** **+29%**
A18-34 A18-49 A25-54

KAUZ 5:00PM
WICHITA FALLS
+73% **+67%** **+33%**
A18-34 A18-49 A25-54

L A T E

KTTV 11:00PM
LOS ANGELES
+36% **+20%** **+11%**
A18-34 A18-49 A25-54

WRDC 11:00PM
RALEIGH*
+250% **+200%** **+100%**
A18-34 A18-49 A25-54

WKCH 11:00PM
KNOXVILLE
+50% **+40%** **+67%**
A18-34 A18-49 A25-54

WFXG 11:00PM
AUGUSTA
+163% **+100%** **+18%**
A18-34 A18-49 A25-54

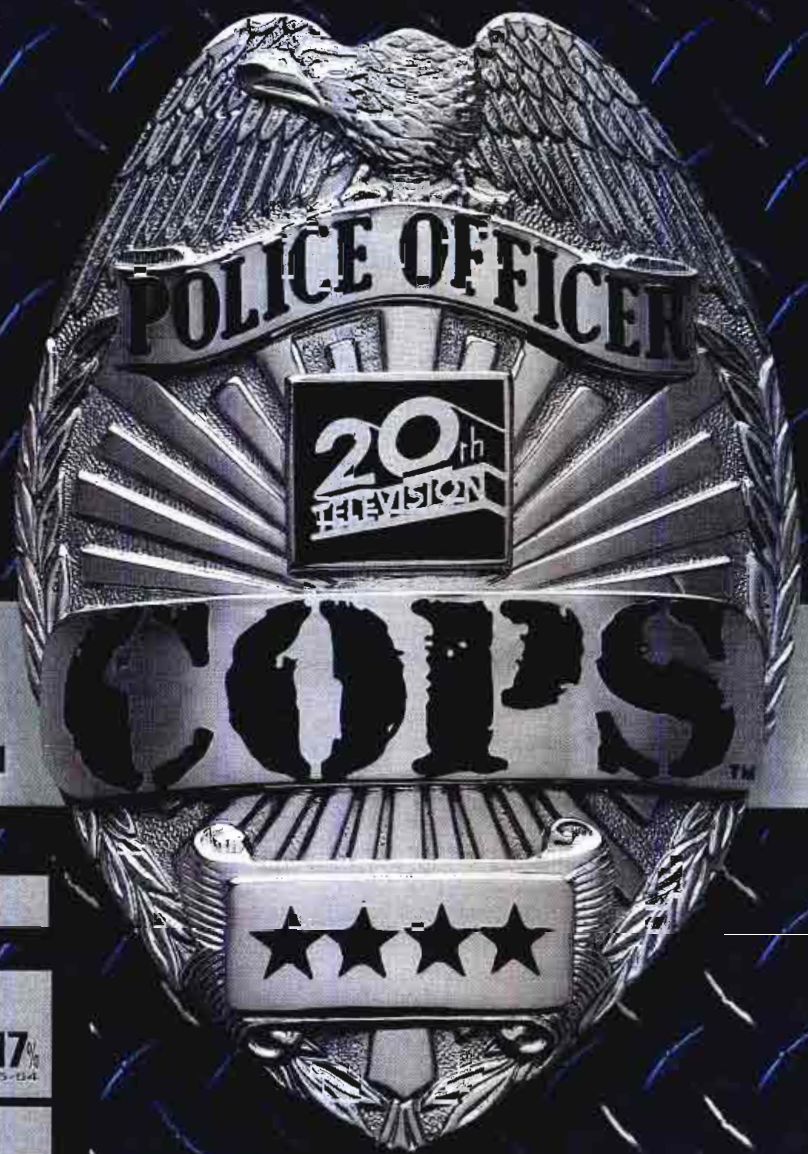
KAVU 10:30PM
VICTORIA
+15% **+14%** **+30%**
A18-34 A18-49 A25-54

WDZL 7:30PM
MIAMI
+22% **+43%** **+100%**
A18-34 A18-49 A25-54

WXIX 7:30PM
CINCINNATI
+72% **+56%** **+46%**
A18-34 A18-49 A25-54

WNWO 7:00PM
TOLEDO
+86% **+22%** **+11%**
A18-34 A18-49 A25-54

KDRV+ 7:30PM
MEDFORD
+100% **+118%** **+79%**
A18-34 A18-49 A25-54



JOR DEMO.

E F R I N G E

KRIV 10:00PM
HOUSTON
+157% **+75%** **+38%**
A18-34 A18-49 A25-54

WJZ 12:00MD
BALTIMORE*
-8% **+27%** **+17%**
A18-34 A18-49 A25-54

KSTU 11:30PM
SALT LAKE CITY
+41% **+37%** **+12%**
A18-34 A18-49 A25-54

KOKI 11:00PM
TULSA
+50% **+47%** **+45%**
A18-34 A18-49 A25-54

WTVC 12:30AM
CHATTANOOGA*
NC **+23%** **+50%**
A18-34 A18-49 A25-54

WAPT 10:30PM
JACKSON, MS
+29% **+33%** **NC**
A18-34 A18-49 A25-54

KTIV 10:00PM
BOISE
NC **+8%** **+20%**
A18-34 A18-49 A25-54

WJKA 11:00PM
WILMINGTON*
+100% **+200%** **+100%**
A18-34 A18-49 A25-54

A year ago, these stations were sitting with unproductive time periods. Problems in access. Early fringe. Late fringe. Then along came COPS and turned everything around, virtually overnight. Not just households, but key target demos. If you've got problems, don't wait to call COPS. Because your competition is looking at these very same numbers.



Source: NIS (ARB) May '93 vs. May '92 Spots.
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1994. Both are joint ventures with British Sky Broadcasting Ltd., an arrangement that enables Nickelodeon to defray some of its costs. Nickelodeon has been in the international marketplace about five years, selling product and formats abroad.

Viacom International, parent company of the MTV Networks division that includes Nickelodeon, has been among the more aggressive U.S. cable programmers abroad. The company's MTV network now reaches 75 countries.

MTV Networks Chairman Tom Freston said in an interview with BROADCASTING & CABLE earlier this month that the company sees all of its networks as "global brands" and is "very actively" looking at other opportunities abroad. ■

Twentieth to make 'Sparks'

Day-and-date strip will take 'high road' to breaking news

By Mike Freeman

Given what they say are veiled hints of advertiser "hit-listing" against the more sensational syndicated tabloid strips, Twentieth Television officials are going to take the "high road" with the fall 1994 launch of hybrid "talk/reality" strip *Sparks*, the prime access/late fringe development project.

It will be a well-traveled road as well. Officials at Twentieth are promising that anchor/executive producer Dave Forman will travel "where the

news happens" on breaking stories in the day-and-date "issues-oriented" strip.

In completing the development deal last week with Forman, who also co-anchors Group W Productions' syndicated *On Scene: Emergency Response* reality weekly, Twentieth was lining up what could be its third prime access entry, joining solidly entrenched incumbents *A Current Affair* and *Cops*.

The logistics involved in putting together an on-location, five-day-a-week strip, according to Forman,

HEAD ENDINGS

On the books

Author E.L. Doctorow has teamed with veteran TV producer Robert H. Precht and communications attorney Ronald Greenberg to form Booknet, a New York-based books-oriented cable channel scheduled to launch in mid-1994. Programing on the 24-hour service will include author profiles, call-in shows, roundtable discussions and movies based on famous books. Cable systems offering the channel on their basic tier service will pay no subscriber fees and will share in the proceeds of book sales made to their subscribers through the channel.

Puck stops here

The new Florida Panthers National Hockey League franchise has signed a three-year deal with Sunshine Network giving the regional cable sports service both cable and broadcast television rights to the team. The deal, which begins with the 1993-94 inaugural season, includes the rights to 35-45 regular season games per season, including 10 games on independent WBFS-TV Miami and a minimum of 25 games on Sunshine Network. Sunshine Network will produce all of the games in the package, which consists primarily of away games. Sunshine Network has more than 3.2 million cable households and currently has telecast agreements with the Florida

Marlins, Orlando Magic, Tampa Bay Lightning, Florida State University and the University of Miami.

E! in Canada

E! Entertainment Television and Cogeco Radio-Television Inc. have reached an agreement giving the latter exclusive distribution rights in Canada to E!-produced programing airing on the network.

Funny business

Minneapolis-St. Paul-based direct-broadcast satellite service United States Satellite Broadcasting has signed a deal with Comedy Central to offer the 24-hour comedy network when the DBS service launches in March 1994. Previously announced program services that will be offered by USSB include Showtime, The Movie Channel, Flix, MTV, VH-1, Nickelodeon/Nick at Nite, multiplexed HBO and Cinemax and All News Channel.

Home Discovery

Discovery Enterprises Group division Discovery Home Entertainment will launch a new line of home videos for preschoolers under the banner "Ready, Set, Learn!" Based on the "Ready, Set, Learn!" preschool block of programing on The Learning Channel, the line will initially offer three of a

projected 12 titles in the *Professor Iris* educational series. DHE is also releasing on home video a documentary co-produced by The Discovery Channel and KUSA-TV Denver, *How the West Was Lost*.

Aces showing

TNT will televise the 15th Annual CableACE Awards ceremony live on Jan. 16, 1994, from the Pantages Theatre in Hollywood.

Iron Maiden farewell

Pay-per-view production company Semaphore Entertainment Group has lined up its first international telecast, an Aug. 24 heavy metal music concert called "Raising Hell." The concert will be telecast live from London and will feature the farewell performance of rock group Iron Maiden.

A&E gets Glover

A&E has signed Danny Glover to host *H-TV Presents Civil War Journal*, a world premiere documentary series set to debut on the cable network during fall premiere week, Sept. 8 at 8 p.m. and 12 midnight ET/PT. In other moves, Elliott Forrester, host of A&E's *Breakfast with the Arts*, has been named as new host of A&E's *Stage*, which moves to Thursday nights beginning on Sept. 9.

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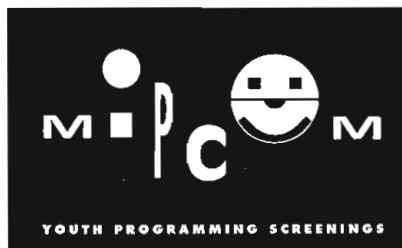
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24-HOUR SPORTS NEWS. WITH AN ATTITUDE.

Ka-Chung! CBS news drops to 3rd

After a fairly bullish start nine weeks ago, the *CBS Evening News with Dan Rather and Connie Chung* has dropped close to 1 point in the ratings from its debut. And for the last two weeks for which ratings are available (through July 16), the program has dropped from second place to third, overtaken by *NBC Nightly News with Tom Brokaw*. *ABC World News Tonight with Peter Jennings* remains the unchallenged leader. The Rather-Chung broadcast debuted the week of May 31 with a fairly strong 8.7/19. But for the eight-week period from May 31 to July 16, the show averaged a 7.9/18, down 2% from the comparable period a year ago. For the same period, *Nightly* averaged a 7.5/17, up 3% from a year ago, while *World News* is up 8% to a 9.5/21. Commenting on the situation, a CBS news spokeswoman said, "No one around here is reaching for the panic button. We're in this for the long haul." **—SM**

won't be as difficult and costly as industry watchers might think. Forman says he plans to travel to the site of a breaking news event at least three days a week. And on consecutive days in the same location, Forman said he will be able to "throw" segments to other correspondents in the field, where he plans to have up to 10 remote crews constantly in production worldwide.

"There will be a lot of cost efficiencies with me hosting and executive producing the show, in addition to keeping the production in-house," said Forman, whose Irvine, Calif.-based production house 4MN Productions will serve as the production hub for the show. "We'll be renting or

leasing remote trucks on-site for live production.

"I don't know what the budget is going to be," Forman added, "but my understanding is that we'll pretty much meet the costs traditionally related to that of other reality-based strips."

Most tabloid magazines—such as *Current Affair*, *Inside Edition* and *Hard Copy*—have average annual production budgets of \$20 million, or \$385,000 a week. However, according to a couple of New York reps, a year-round remote production, such as *Sparks*, would likely cost 20%-25% more to produce—in the neighborhood of \$26 million a year. ■

WNYW(TV) sets fall schedule

Will test talk show for possible syndication

By Steve McClellan

Fox flagship WNYW(TV) New York released its 1993-94 schedule last week. Among the new shows is an hour talk show hosted by comedienne Mo Gaffney that Fox stations are testing for a possible rollout in syndication next year (BROADCASTING & CABLE, June 28).

Gaffney hosts *Women Aloud*, a talk show of female comics on cable's Comedy Central.

The show is being produced by Fox Television Stations Productions in Los Angeles. If the test goes well, Twentieth Television will roll it out nationally. The syndicator hopes Gaffney's humor and feminist skew will prove a hit with female viewers.

WNYW will air the program at 11 a.m., the third leg of a three-hour talk block that will kick off at 9 a.m. with *Montel Williams*. The station has been airing *Montel* at 5 p.m., where it has been first or second in the key demographics. The show will now be double-run, with the day-and-date episode airing at 5 p.m. and an earlier episode airing at 9 a.m. In the morning, *Montel* will be followed by the new *Bertice Berry* at 10 a.m.

According to the station's vice president and general manager, Hilary Hendler, WNYW will air more original programming next season than at any time in recent memory. "We're truly emerging as a bona fide network affiliate," she said.

The three-hour talk block will be preceded by the three-hour locally produced morning news block with *Good Day New York: First Edition* and *Good Day New York*. At noon, the station will continue with the recently launched *Fox News at Noon*. At 12:30 p.m., *Street Talk* will continue, with the addition of former New York Mayor Ed Koch as a daily contributor.

Cartoons will take up most of the afternoon, including the Fox Children's Network from 2 p.m. to 5 p.m. From 6 p.m. to 8 p.m., the lineup will

Continues on page 100

Broadcasting & Cable

Jul 12-18

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

USA 1,521

2.5/4.5



TBS 1,386

2.3/4.2



ESPN 1,068

1.8/3.2



NICK 829

1.4/2.5



TNT 797

1.4/2.5

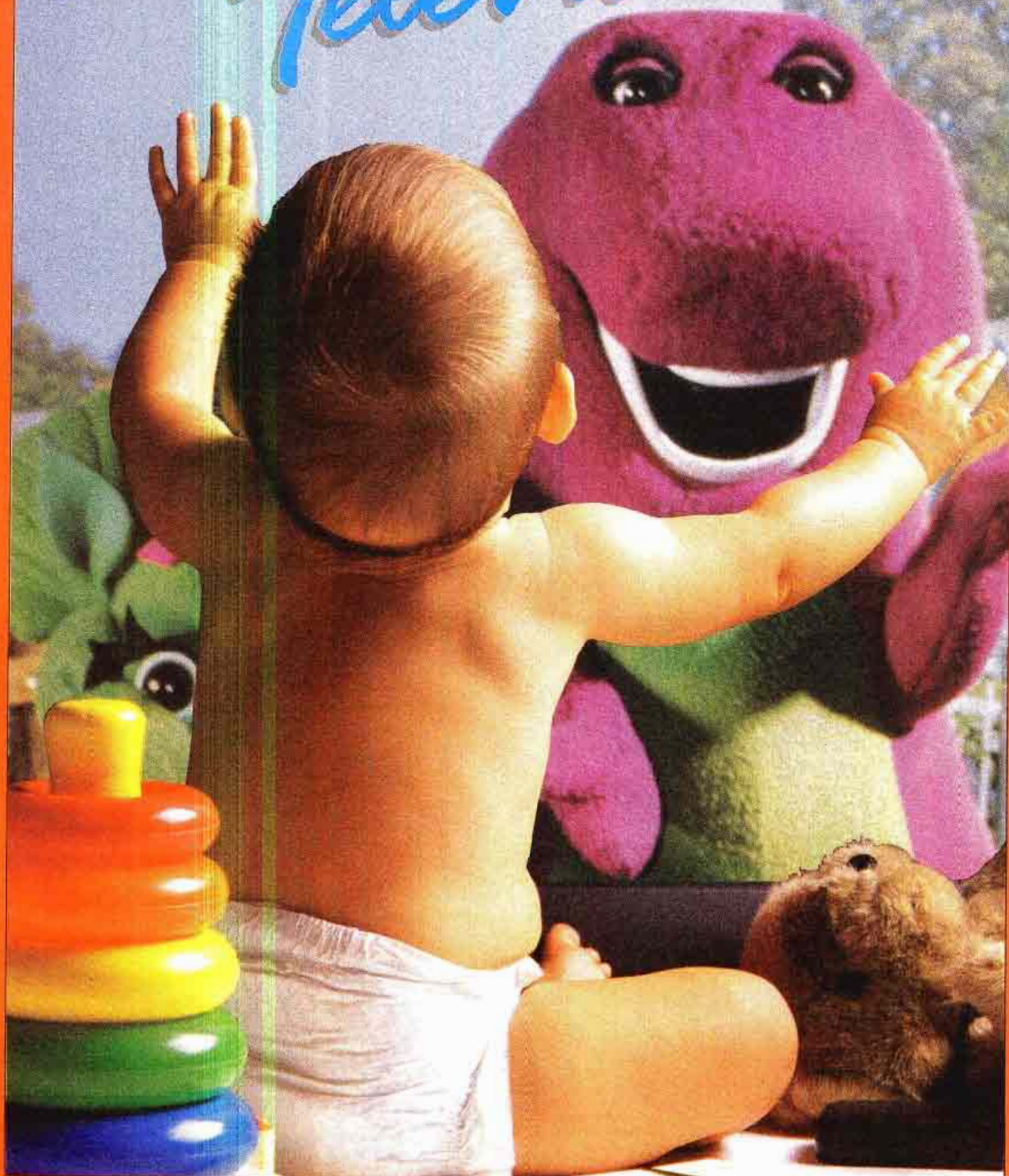


All prime time 8-11 p.m. data supplied by outside sources based on Nielsen

Media Research. Ratings and shares based on coverage households of each network.

SPECIAL REPORT

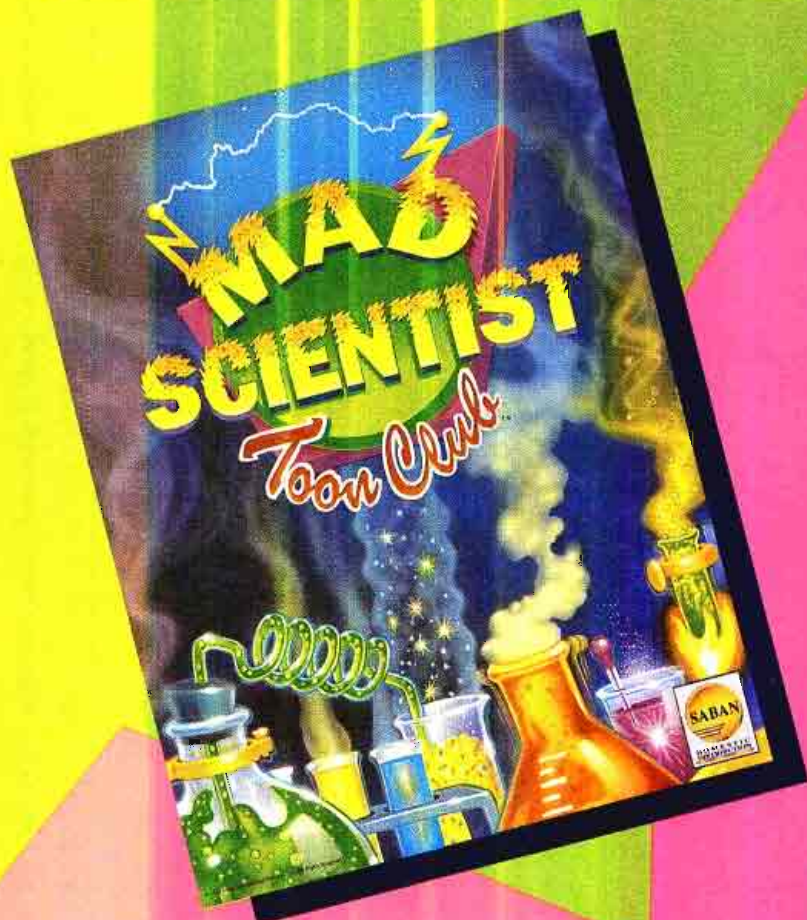
Children's Television



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STRIP!

Children's Television

IT'S NOT JUST FOR SATURDAY MORNINGS ANYMORE 38

By Steve McClellan

The power of the piggybank—kids spend or influence the spending of \$100 billion annually—draws advertisers to kids TV in droves, but stations are having to learn to share their allowance with outlets such as cable TV and video.

Washington

FCC GETS INTO THE CHILDREN'S ACT 42

By Kim McAvoy

Under pressure to come up with stringent guidelines to implement the 1990 Children's TV Act, the FCC is unlikely to act until Chairman-designate Reed Hundt comes on board. Current members are soft on the idea of program quotas that would require, say, an hour of educational programming a week.

Networks

MORE PLAYERS IN SATURDAY PLAYGROUND 46

By Steve Coe

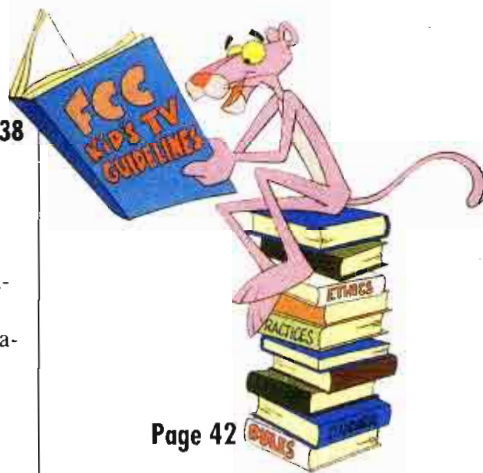
Fox, the puny kid in the children's TV game just a few years ago, is now pushing the big three networks around. All four boast a fall lineup of educational offerings.

Syndication

EDUCATING THE MASSES: CAN TELEVISION MAKE THE GRADE? 50

By Mike Freeman

Three dozen educational series will enter the syndication market next fall. Can they entertain, educate and still make a buck?



Page 42



Page 50



Page 66



Page 70

FOX, DISNEY POWER KIDS ENTERTAINMENT 56

By Mike Freeman

Program suppliers large and small are up against two titans—Fox Children's Network and Buena Vista's Disney Afternoon—in their quest to find program slots. The high cost of quality animation only helps the strong get stronger.

Cable

CABLE COURTS KIDS 66

Nearly two-thirds of the available ratings in the kids marketplace are now tied to cable, and both basic and pay networks have more on tap. Nickelodeon parent MTV Networks is even talking about spinning its Nick Jr. preschoolers' block into a separate channel.

PBS

CHILDREN'S INITIATIVE PAYING OFF FOR PBS 70

By Steve McClellan

Powered by *Barney* and *Lamb Chop's Play-Along*, viewership is up 30% for PBS's preschool slate, a sign that the network's efforts to stay ahead of the educational demand curve are paying off.

Roundtable

EXPERT WITNESSES: WHAT DO WE TELL (AND SHOW) THE KIDS? 74

The best minds in children's TV gathered around our editorial table, pooling their expertise on programming, advertising and television's responsibility.

INTRODUCTION

IT'S NOT JUST FOR SATURDAY MORNINGS ANYMORE

Under increasing pressure from Congress, broadcasters are looking anew at the programing they offer to kids; cable is also eager to fill the niche

By Steve McClellan



here are close to 40 million children in the U.S. today and the younger ones (ages 2-5) watch about 28 hours of television a week, or close to four hours a day. The older ones (6-11) watch close to 24 hours of television a week, or 3.4 hours a day. Estimates are that, together, they spend or influence the spending of \$100 billion annually.

With those kinds of dollars at stake, it's not difficult to understand why advertisers continue to pump record dollar amounts into the industry's growing slate of children's television programs.

At the same time, Congress and a growing number of special interest groups have forced the industry to re-examine the content of programs it offers to children.

In recent testimony before the Senate Judiciary Committee, Dr. William Dietz, a member of the communications committee for the American Academy of Pediatrics, asserted that "television in the United States constitutes a major health hazard for children." He said that the academy believes there are clear links between violence on television and aggressive behavior in children.

Dietz said, "there is no indication that broadcasters have acted responsibly to limit the violent programing" on the air today. He also said the academy believes that broadcasters ought to be required to air at least an hour a day of

educational programing for children.

That's a proposal that makes broadcasters cringe. James Quello's FCC has indicated it would not support forcing broadcasters to air a minimum daily amount of educational children's fare. But a new chairman, Reed Hundt, is due to be confirmed soon and so far he hasn't ruled out such a requirement.

The Children's Television Act of 1990 has already spurred producers and distributors of kid's programs to develop much more of what they term "FCC-friendly" programs. But analysts warn that buyers must beware and ultimately decide for themselves (with very vague federal guidelines) what programs qualify as educational and how much of it is enough.

A big question remains unanswered: Can the dozens of children's programs being sold for next season and beyond as FCC friendly, educate, entertain and make a buck at the same time? The new laws have clearly forced the issue.

Advertisers spent 10%-15% more in the most recent children's upfront advertising market, according to industry estimates. Advertisers will spend an estimated \$800 million on television advertising in children's programs in 1993. National television spending is expected to total between \$550 million and \$575 million. Another \$250 million is expected to go into the children's spot television market.

And advertisers are spending more to reach fewer children on the broadcast networks and in syndication, where gross rating points are declining

due to increased viewing of cable and home video.

Advertising executives estimate that more than 60% of the available ratings for children's programs now come from cable. Over the past two years, Turner Broadcasting System has been the most aggressive cable player expanding into kid's programing, with the debut of the Cartoon Network last year, and its acquisition of Hanna-Barbera the year before.

But others have raced to give Nickelodeon a run for the cable kid's dollars as well, including The Family Channel, USA Networks and the Learning Channel.

The growing home video medium has been cited as a key factor in the erosion of Saturday morning viewing to the networks. According to New York-based researcher Alexander & Associates, sales of children's videotapes in 1992 totaled \$2.4 billion, representing the biggest chunk of the sell-through home video market.

Some observers note that the children's segment of the home video market is less vulnerable to the new developing video-on-demand technologies because of its high repeatability quotient.

Viewing of children's programing on the Public Broadcasting Service is also on the upswing. The network showed viewing gains of 30% after adding two new popular shows, *Barney & Friends* and *Lamb Chop's Play-Along*, and has plans to expand its children's slate further next year. ■

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FALL 1993**



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Turner

PROGRAM SERVICES

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*Source: NTL 9/90-date; HH, K 2-11 OAA-rating

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WASHINGTON

FCC GETS INTO THE CHILDREN'S ACT

How the commission will enforce the 1991 law is unresolved

By Kim McAvoy

Since the passage of the 1990 Children's TV Act, the FCC is back in the business of regulating children's programming. Indeed, there is now immense pressure on the FCC to come up with a more stringent set of guidelines for implementing the act.

Under the act, broadcasters must provide programming that serves the educational and informational needs of children. And they must limit the amount of advertising for any programming aimed at children (see box, next page).

The original FCC implementing rules gave broadcasters wide latitude in determining what is educational and informational programming and how much is enough to meet their statutory obligation.

But criticism from the Hill and public interest groups about that policy has forced the agency to revisit those rules and raised the possibility of programming quotas to insure license renewal. The talk earlier last spring was of an hour a day of children's educational programming (BROADCASTING & CABLE, April 26).

If the FCC were to vote today on a proposal for mandatory children's programming quotas, it might not pass. Neither acting FCC Chairman James Quello nor FCC Commissioners Andrew Barrett and Ervin Duggan appear enamored with the idea.

However, most Washington insiders agree the fate of the FCC's children's TV proceeding won't be decided until Reed Hundt, the President's nominee for chairman, is on board, and it's doubtful Hundt will be sworn in before September. It will be up to Hundt to

signal the direction the FCC will take on the issue. Hundt's position on programming quotas is unknown and is likely to remain so until he appears before the Senate Commerce Committee, which is not expected to hold a confirmation hearing until Congress returns from its August recess.

There are those, however, who think Hundt will endorse programming quotas. Certainly both President Clinton and his wife Hillary have both expressed concern about the influence of television on society.

Neither Quello, Barrett nor Duggan would say specifically what they want stations to do, but no one endorsed the concept of programming quotas. They also indicated the FCC has its hands full with its new cable reregulation rules and is not planning to move ahead until Hundt is in place.

Quello, for example, told BROADCASTING & CABLE that he is afraid such a programming requirement will "open up a real First Amendment challenge to the FCC." Nor, said Quello, is he an "enthusiastic supporter" of an hour-a-day requirement. He believes more parents are worried about violence on TV than anything else.

Barrett said he has not made up his mind and preferred not to comment on any specifics. But he said he was supportive of anything that will "make TV better for children." Duggan also has not made up his mind. However, he thinks since the FCC began looking at what stations were doing that there's been "real progress." He considers CBS's decision to carry *Beakman's World* a "straw in the wind." And Duggan would like to find a way to "challenge the industry" to come up



with creative programming. Said Duggan, "I am not ready to concede that broadcasters are so empty of imagination."

Under the act, the FCC must review at renewal time whether stations have served the educational and informational needs of children. According to the FCC, programming that "furthers children's positive development in any way, including serving their cognitive/ intellectual or social/emotional needs," qualifies as part of a broadcaster's effort to meet its obligations under the act.

Last fall when the FCC began looking at what broadcasters were doing, the commission found that while stations identified "some regularly scheduled, standard-length children's programming aired during their license terms, the amount of such programming is, in some cases, very limited." And many of the licensees, the FCC noted, relied solely on short-segment vig-

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nettes and public service announcements. To make matters worse, some stations were using the *Flintstones* and *G.I. Joe* as examples of informational and educational programming.

As a result, public interest groups blasted the commission's enforcement of the act and Congress held hearings on the subject. And last March, the FCC decided to revisit the act and come up with a clearer set of rules.

In its Notice of Inquiry, the FCC said it wanted to determine how it "might better guide broadcasters in discharging their children's programming obligations."

Broadcast lawyers fear the commission will adopt some type of numerical processing guidelines. "There's a lot of pressure from the Hill and administration to have stations do more," said one lawyer.

Furthermore, the FCC's notice of inquiry does ask whether or not the commission should consider guidelines. "If so, what should such guidelines be (e.g., one hour per week or one hour during the week and one hour during the weekend of standard-length, informational and educational programming)," wrote the FCC.

During the National Association of Broadcasters convention in April, rumors were strong that the FCC was considering requiring stations to air at least one hour a day of children's programming. And FCC sources indicated that the commission's goal was to come up with some kind of processing guidelines.

Children's TV activist Peggy Charren is hopeful that the commission will at a "minimum" require stations to air an hour a day of children's programming. She argues that such a requirement does not dictate program content but merely carries out the intent of the law. "Congress did not pass this to preserve the status quo," she added. Charren was also critical of broadcasters who say they don't know what the FCC means by "educational" programming. "If they can't figure what is educational, then they shouldn't have a license," she said.

The idea that the FCC might mandate programming quotas does not sit well with the NAB. NAB's executive vice president and general counsel, Jeff Baumann, said processing guidelines



Shari Lewis and Lamb Chop told Congress last March that many kids shows are violent, sexist, xenophobic and ageist. The House held a hearing to investigate children's TV after a highly publicized study by the Center for Media Education said broadcasters take the Children's TV Act lightly and at license renewal time, submit reruns and cartoons as examples of educational programming.

would be a "return to the 1960's. It never guarantees quality—only quantity. We're convinced the marketplace

will produce quality children's programming."

In its notice, the FCC says it believes broadcasters "should place their primary reliance in establishing compliance with the act on standard-length programming specifically designed to serve the educational and informational needs of children, and should accord short-segment programming secondary importance in this regard."

The commission's notice also makes clear that broadcasters cannot insert a "pro-social message" at the beginning and end of an "entertainment" program and expect that will satisfy the "core" standard-length programming requirements under the law.

The notice also gives some indication of how the FCC might define educational programming. "To avoid definitional problems, we believe it may be appropriate to specify that the primary objective of qualifying 'core' children's programming should be educational and informational, with entertainment as a secondary goal. In other words, we believe broadcasters should focus on programming that has as its explicit purpose service to the educational and informational needs of children, with the implicit purpose of entertainment, rather than the converse."

KEEPING IN LINE WITH AD GUIDELINES

In addition to imposing the educational programming requirement on broadcasters, the Children's Television Act limits the amount of advertising in children's programming and, in effect, outlaws so-called program-length commercials aimed at children.

So far, broadcasters seem to be doing a good job complying with the limits—12 minutes per hour on weekdays and 10½ minutes per hour on weekends. In January and again in November 1992, the FCC "audited" the programming of scores of TV stations and cable systems and found well over 90% to be in compliance. The story has been the same in the FCC's review of renewal applications, in which stations must confess overstepping the limits or expose themselves to license-threatening action for misrepresentation.

All told, only seven stations have been fined for exceeding the limits, although a few others have been admonished and two cases are still pending. The fines total \$92,500.

Because of the "high level" of compliance, said Chuck Kelley, chief of the FCC Mass Media Bureau enforcement division, there is no urgency to conduct additional commercial-limit audits. However, Kelley said, another audit is not out of the question.

Auditing for compliance does not require any "extraordinary personnel or expenditures," Kelley said. "All you have to do is turn on the VCR at a certain time and then go back and measure the commercial time." —HAJ

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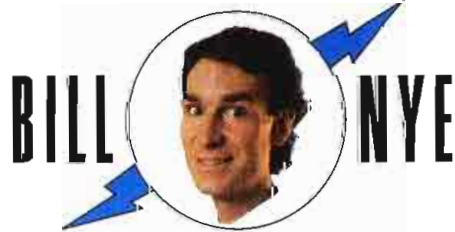
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NETWORKS

MORE PLAYERS IN SATURDAY PLAYGROUND

Addition of Fox and number of cable services have challenged traditional three broadcast networks' hold during prime kids television time

By Steve Coe



changing of the guard on Saturday morning and the specter of intrusion by the FCC into the content of children's programming are two of the evolutionary changes that have occurred on Saturday morning during the past year.

Just a scant few years ago, the only distraction faced by the big three networks on Saturday morning was a fledgling network's effort in that day-part and early grumblings about the need for more educational programming on the Saturday morning lineups. Today, that fledgling network has become something of an 800-pound gorilla, and the grumblings have grown into a similar-sized animal on the backs of the networks. Additionally, new and growing players on the cable side have forced their way into the Saturday playground.

No longer satisfied with programs that contain a pro-social message in the



Fox's 'Carmen Sandiego' debuts in '94

content, the FCC has mandated that stations now provide some programming with a built-in curriculum. To that end, each of the networks have added at least one educational series to their Saturday morning schedule—which still consists primarily of entertainment fare.

The ABC fall lineup features three educational offerings—first-year shows *Cro* and *CityKids*, and the *ABC Weekend Specials* now entering its 17th season—according to Jenny Trias, president, children's programming, ABC Entertainment. Despite the new legislated guidelines, Trias says "the programming is not foreign to ABC. At ABC we've been doing this kind of programming for awhile," citing the *ABC Afterschool Specials*—now in its 22nd year—and the weekend specials. "They've both been cited by the FCC."

CBS acquired *Beakman's World* out of syndication and slotted the series in the noon-12:30 p.m. slot. Judy Price, VP, children's programs and daytime specials, CBS Entertainment, calls the show "the single best kids educational show on television." The show is executive produced by Mark Waxman, a

former executive in the CBS children's programming department. "I admired the show from afar and finally decided why," says Price, adding "especially since its future was in jeopardy [in syndication]." The show, which aired concurrently on The Learning Channel during its syndication run, will continue to be carried on the cable channel.

CBS also will offer *CBS Storybreak*, which returns for its second full season, as a second educational series. The show, which introduces animated adaptations of children's books, encourages viewers to read.

Name Your Adventure, NBC's educational offering (now in its second season) was created specifically to meet the FCC's guidelines under the Children's Television Act. The show is scheduled in the 10-10:30 a.m. slot and, like the rest of the NBC schedule, is live-action. Linda Mancuso, VP, children's and family programs, NBC Entertainment, says the networks are still unclear as to what the FCC is looking for—specifically in educational programming. "We're waiting for the guidelines. [In the meantime] we used our best judgement in trying to do something that entertains and educates."

Mancuso says she looked at more than 150 concepts before deciding on *Name Your Adventure*. "It's a good blend of both entertainment and education. I'm glad that attention is being paid to children's programming, and I also hope the FCC recognizes the importance of entertainment in shows. We're very unclear about what they're going to say."

Fox's *Where On Earth is Carmen Sandiego?*, although on the announced fall schedule, won't debut until Janu-



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SATURDAY MORNING NETWORK KIDS RATINGS — SEASON-TO-DATE

Program (Network)	HH Rtg/Share	Kids 2-11 Rtg/Share	Program (Network)	HH Rtg/Share	Kids 2-11 Rtg/Share
Garfield & Friends II (CBS)	4.5/16	7.6/26	Bobby's World (Fox)	2.8/12	5.4/24
X-Men (Fox)	4.4/15	6.7/24	Land of the Lost (ABC)	2.7/11	4.4/18
Bugs Bunny/Tweety Show II (ABC)	4.0/13	5.9/22	C.O.W.-BOYS Of Moo Mesa (ABC)	2.6/11	4.6/19
Saved By The Bell II (NBC)	4.0/13	3.9/14	Super Dave (Fox)	2.6/9	4.4/17
Garfield & Friends I (CBS)	3.8/15	6.4/24	ABC Weekend Specials (ABC)	2.3/8	3.7/19
Mutant Ninja Turtles II (CBS)	3.8/13	7.0/24	Disney's Raw Toonage (CBS)	2.2/7	3.5/14
Mutant Ninja Turtles I (CBS)	3.8/13	6.9/23	Pup Named Scooby Doo (ABC)	2.2/10	3.6/19
Bugs Bunny/Tweety Show I (ABC)	3.5/12	5.4/19	New Adv. of Winnie The Pooh (ABC)	2.1/9	3.5/19
Tiny Toons (Fox)	3.5/12	6.4/22	Back To The Future (CBS)	2.1/7	3.6/15
Taz-Mania (Fox)	3.3/13	5.7/20	George Of The Jungle (Fox)	2.1/7	3.1/14
Saved By The Bell I (NBC)	3.2/11	3.1/10	Name Your Adventure (NBC)	2.1/7	1.6/8
Disney's Little Mermaid (CBS)	3.1/14	5.4/26	Dog City (Fox)	1.9/10	3.2/21
Tom & Jerry Kids (Fox)	3.1/12	6.2/23	Fievel's American Tails (CBS)	1.9/10	3.0/19
Addams Family (ABC)	3.1/11	5.7/19	Cyber Cops (CBS)	1.8/6	2.9/12
Eek The Cat (Fox)	3.0/11	5.8/20	Double Up (NBC)	1.6/6	1.4/7
Goof Troop (ABC)	3.0/11	5.4/19	Grimmy (CBS)	1.6/5	2.3/11
California Dreams (NBC)	3.0/10	2.6/9	Amazing Live Sea Monkeys (CBS)	1.4/5	2.3/11
Darkwing Duck (ABC)	2.9/10	4.9/19			
Mighty Mouse (Fox)	2.9/9	4.7/16			

Source: Nielsen Television Index (NTI) averages through July 3, 1993

ary, says Margaret Loesch, president, Fox Children's Network. Loesch says the delayed launch stems from the difficulty of incorporating both the educational and the entertainment elements into the series. "It's been very difficult to produce: to find a way to put the curriculum in and still attract our core audience and not slow down the action. We didn't want to slap something together just to qualify," she says.

Bobby's World, which debuted on Fox nearly four years ago, qualified under the old guidelines of promoting positive social values. "*Bobby's World* was created to deal with a lot of family values and issues," says Loesch.

Carmen Sandiego isn't an animated version of the popular PBS series, says Andy Heyward, president, DIC Enterprises, which produces the project. "It's based on the computer game that teaches geography and history." He says CBS expressed interest in the show, but "they had already committed to *Beakman's World*." DIC has hired educational experts to examine the scripts and the subject matter to "make sure it satisfies the guidelines. We've also been working with Fox in-house people, so all of this has been carefully hammered out."

According to Heyward, *Carmen Sandiego* is "one of those rare properties that satisfies the educational [criteria] but can also be competitive." Like Loesch, Heyward says the difficulty has been in integrating the two components of the program. "There are a lot

of computer graphics and special effects, but what's tough has been putting the educational elements into the storyline organically so kids don't feel like they're being forced-fed.

Loesch, however, isn't convinced that kids need programming on Saturday morning that has education as its emphasis. "Kids, like adults, want to be entertained on the weekends. After a week in school I don't think we should have to be doing more teaching to children. Interstitial programming is a good way to teach and provide information on Saturday morning," she said.

That sentiment aside, the demand for educational programming is growing, and Heyward's company has formed a division to feed that appetite. The DIC Educational Unit, headed by Robby London, "was created to produce programming that is sensitive to the Children's Act but is also competitive. There are a lot of shows out there that are educational but not competitive," says Heyward. The latest project the division is developing is *Smurfopedia*, which will tell stories from history using the *Smurf* characters.

Loesch hasn't decided what will take *Carmen Sandiego's* 11:30 a.m.-noon slot until January. "We have several projects including a short-order series. We could expand *X-Men* to an hour, and we have also ordered six episodes of *The Tick*, an animated adaptation of the comic book." She says the comic and the series poke fun at superheroes. "He's a bumbling 400-pound tick

who's sincere but doesn't always know what he's doing. From the company with all these superheroes, it seemed right to have a show that makes fun of that type of character."

Loesch may be hesitant to describe the Fox Children's Network as the 800-pound gorilla, but she acknowledges that the network is heading into the fall "with momentum." The network has held the top spot on Saturday mornings for 21 of the past 26 weeks. Fox's *Tiny Toon Adventures* is currently the number-one-rated show among children 2-11, and *X-Men* is number one among kids 6-17. ABC and CBS are close behind, flip-flopping between second and third place, and NBC, which skews older, is fourth among children 2-11. Fox's domination is similar on Monday through Friday, and its Fox Kids Club boasts more than 5 million members.

In the upfront advertising sales completed in April, Fox also demonstrated a strong performance. The network showed the most ratings growth and an increase over last year of about 35%—totaling approximately \$130 million—according to an advertising source. The source says ABC remained flat in upfront from last year, CBS showed a decline of about 15% and NBC, with its targeted teen audience, finished up about 20%. The source notes that cable had the biggest jump over last year—about 88%—while syndication dropped about 13%. Overall, the networks were up about 9%. ■

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ALL AMERICAN TO SELL CTW's '3-2-1'

All American Television has acquired the domestic syndication rights to distribute off-network episodes of the long-time PBS kid's staple, *3-2-1 Contact*, from the show's producer, Children's Television Workshop.

It marks the first time CTW has made one of its programs available for domestic syndication, although the company plans to be more active in developing new programs for syndication, according to CTW programming and production head Franklin Getchell (BROADCASTING & CABLE, July 12).

CTW produced more than 270 episodes of the multiple-E Emmy-winning *3-2-1 Contact*, an entertainment/science program that aired daily on PBS for 10 years. All American is currently going through the show's library and will put together a package of 65 episodes it thinks will play best in syndication.

All American will offer the show as a one-year barter strip, starting in fall 1994. The CTW episodes are 29 minutes long, with All American paring them down to about 22 minutes to allow for barter and station avail. The company also has options in its agreement with CTW to extend it beyond the first year.

The target audience for *3-2-1* is kids, ages 8-12. "Having been on PBS for 10 years, the show has a proven track record," said All American President Joe Kovacs. The research and off-air outreach programs CTW developed for the program (which All American will adapt for the syndication run) were key factors in deciding to do the deal, he said. "There's no way a syndicator could afford the kind of investment CTW put into this program," he said, estimating it cost several hundred thousand per episode to produce.

-MF



launched *Beakman's World*, a "wacky" blend of physics and science, into first-run syndication with a budget estimated by analysts to be \$200,000-\$250,000 per episode. While the show was well received by activist groups and educators, and averaged a healthy plus-2 household rating, it was reported that Columbia had gone into the red for \$2 million-\$3 million from the rumored \$6.5 million investment (in association with Universal-Belo Productions) on the original 26 episodes of the half-hour weekly. Columbia declined to comment on deficit figures.

Then last winter, citing the tough advertising climate in syndication for educational programming, Columbia decided to pull *Beakman* from syndication in favor of a more lucrative Saturday morning run on CBS at the beginning of next season. In addition to maintaining a simultaneous cable window on The Learning Channel, CBS stepped in with a reported \$300,000 per-episode license fee offer, which may put Columbia and Universal-Belo on better economic footing with the

filled with *Beakman* vacating weekend time periods on choice affiliate and independent stations, other syndicators jumped in with so-called pro-educational and pro-social series.

One of those was Buena Vista Television, whose solidly entrenched Disney Afternoon two-hour weekday block gave the syndication division considerable leverage with client and other stations to introduce a new hour-long educational block last April. Less than two months later, *Disney Presents Bill Nye the Science Guy* and *Disney's Adventures In Wonderland* sold in a combined 255 markets (some stations took both).

"The station community has really responded well to the call for more educational programming, says Bob Jacquemin, Buena Vista president, "but that type of programming should be self-regulated, not mandated by the government. I know that stations are asking for clearer definitions, but I can say we're no closer on that front than when the act originally became law over two years ago."

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With the Children's Television Act placing an advertising limit of 10½ minutes per hour for weekend programming airing on stations, half-hour weekly educational shows can typically only retain two or two-and-a-half minutes of national barter time while stations can keep up to three minutes of local spot time. So the pressure is on program suppliers to create educational programming that is entertaining enough to achieve a 2 rating or above (with the kids 2-11 demographic group) in the hope of making a respectable return on investment, according to estimates by several New York media buyers and barter sales executives.

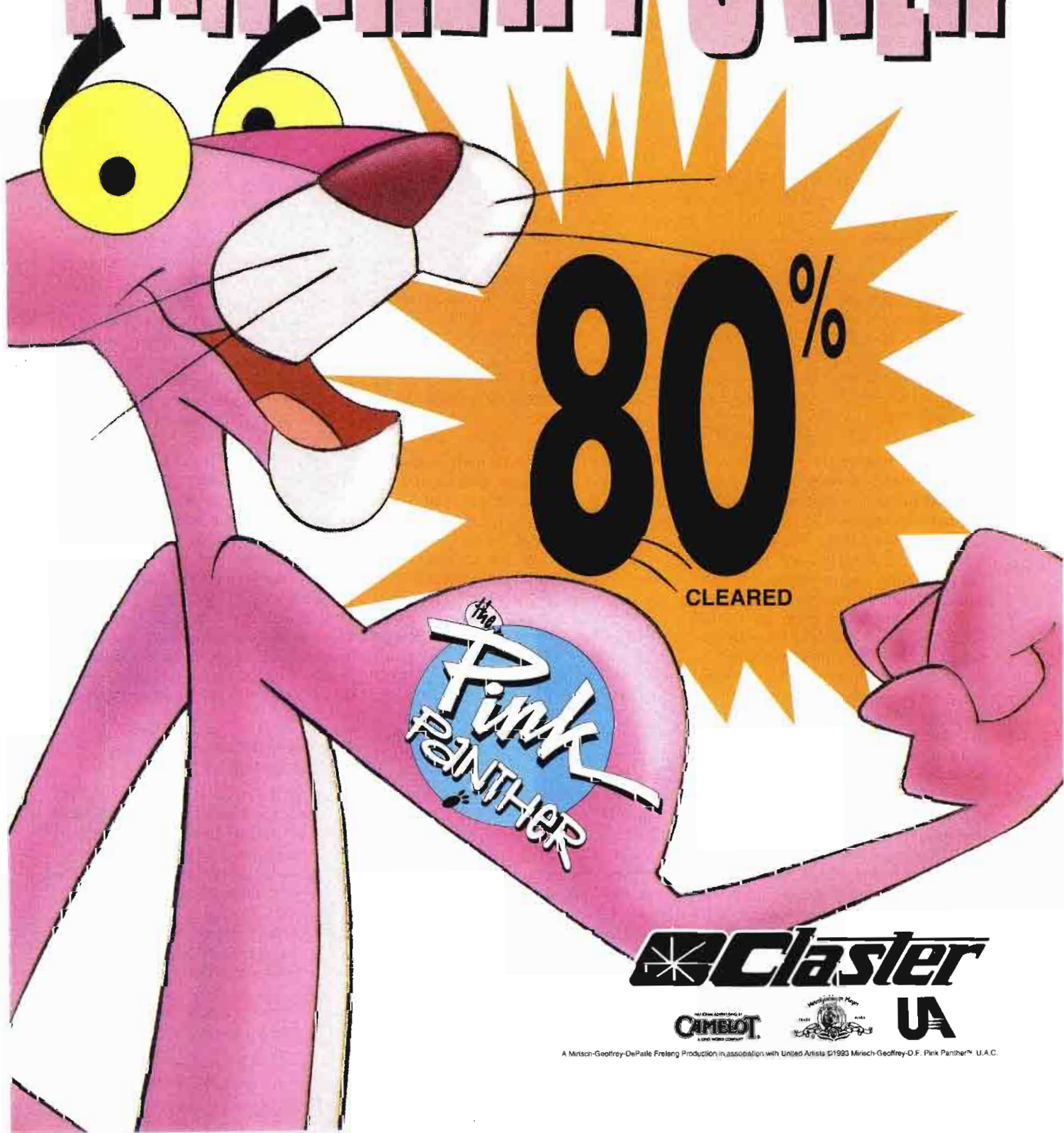
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In the post-*Beakman* world of syndication, large and small program suppliers have developed new pro-educational, pro-social shows they promise stations will have the winning mix of education and entertainment content. Some live-action series offer a hybrid kids/teen social issues format, others a current events/history slant and some go back to the traditional, kids animation.

Two of those fall 1993 weekly

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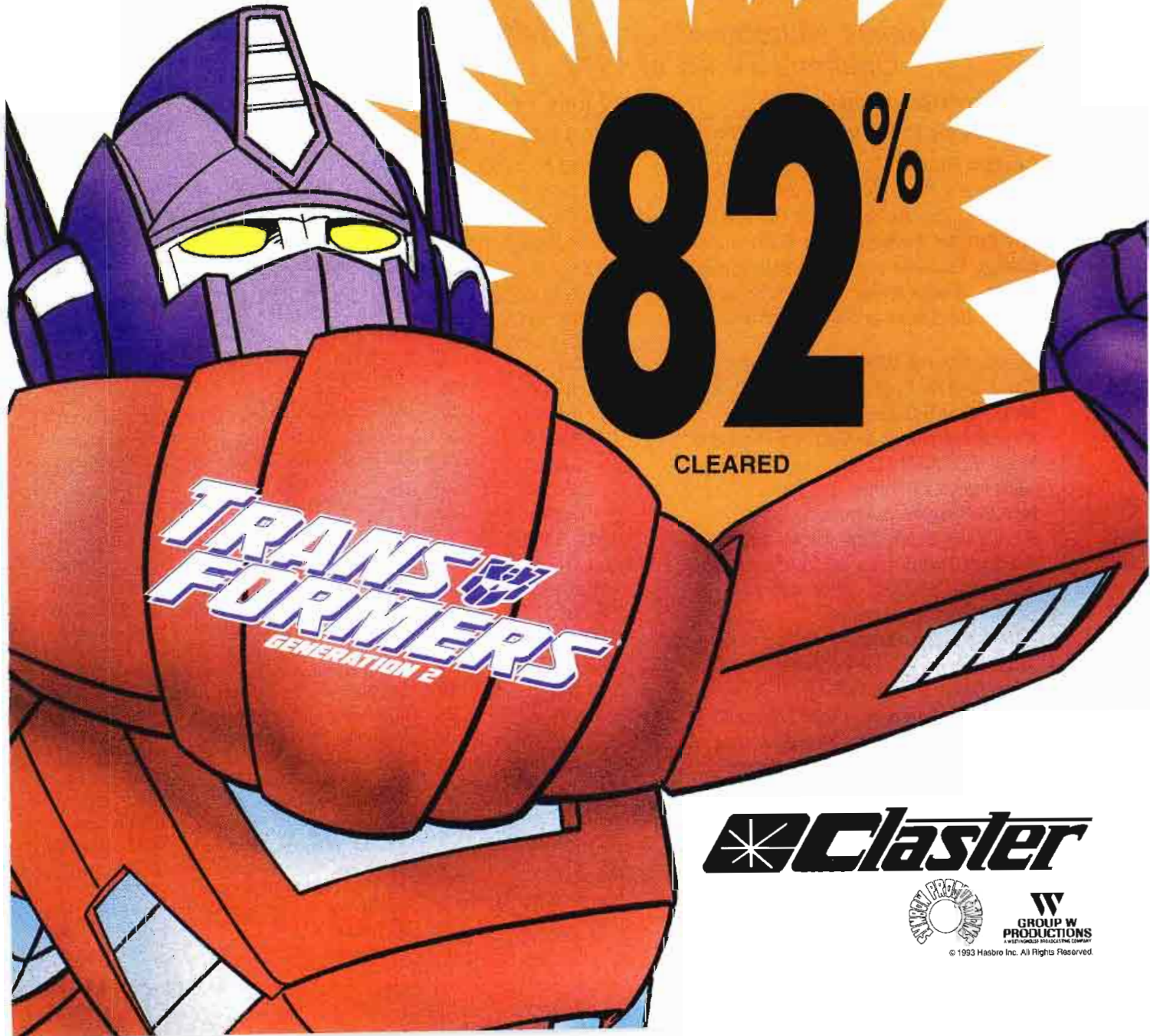
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Two of those fall 1993 weekly shows, one animated, the other a live-action current events series are already

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squaring off Sunday mornings in an early market launch in New York. Zodiac Entertainment's animated *Twinkle, The Dream Being* began airing at 7:30 a.m. on WABC-TV New York on June 5 and has turned in a top-ranked 1.9 rating/11 share household average in the five weeks from its debut (NSI, June 5-July 3). Viacom Enterprises' *Nick News*, a series that originally debuted on Nickelodeon in April 1992, has posted a third-ranked 0.9/4 household average during the same period on

WCBS-TV New York.

"In other words, we do double or triple the ratings with an animated show than what the other live-action educational series can do," said Zodiac's director of creative development, Peter Keefe, whose three-year-old animated *Widget* strip similarly carries a pro-environmental, pro-social theme.

As for *Nick News*, Viacom's Rick Jacobson, president, domestic market, predicts that the Linda Ellerbee-hosted series, which has already won DuPont

and Peobody awards, will do "considerably higher" than a 1.5 rating in syndication.

"Our goal is to produce something educational, not just something about current events but something that helps children better understand the long-term impact of certain news events," says Jacobsen, whose news-oriented series joins Turner Program Services' *News For Kids* (from CNN) and Twentieth Television's *Not Just News* series already in the market.

Another weekly series that plans to use mathematics and science as well as current events and historical topics as the basis to educate kids is Pandora International's half-hour *Scramble* game show, described as a "cross between *Jeopardy!* and *College Bowl For Kids.*" Encyclopaedia Britannica's Compton division is providing research for the show.

Pandora's Howard France said that about 15% of the show, which is hosted by Philadelphia Eagles quarterback Randall Cunningham, will involve physical activities where contestants may throw darts to get clues to the answers to certain questions.

Sports, health and physical fitness is a theme that Tribune Entertainment Co. is carrying with its *Energy Express* weekly, which first began airing locally on Tribune Broadcasting's WGN-TV Chicago last January. Since deciding to go national nearly three months ago, Tribune has sold *Energy Express* in 55% of the U.S., including a group deal with some of Westinghouse Corp.'s affiliates.

Although *Zoo Life with Jack Hanna* is better known for its broad-based family-appeal, Litton Syndications is also touting the show's appeal to the 16-and-under demographic set. Since the CTA's weekend and weekday ad limits apply to series targeted at children 12-and-under, *Zoo Life* has been distributed on an "exempt status" over the previous year with six-and-a-half minutes of commercial running time, notes David Morgan, Litton president.

Another way to get around the ad limits is by providing series with a hybrid kid/teen demographic target. Along with Rysher Entertainment's *Wavelength*, Promark Syndication's *Teen Seen* is a series that hopes to fill that bill, with about 75 stations (50% of the U.S.) signed for its fall 1993 debut. ■

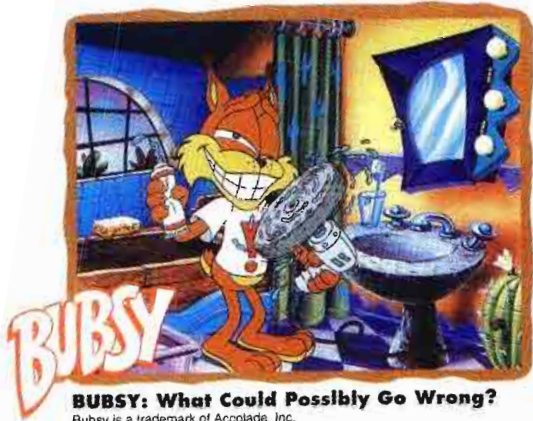
1993-94 SYNDICATED CHILDREN'S EDUCATIONAL PROGRAMING

Proclaimed educational series to fulfill Children's TV Act of 1990

Program (Distributor)	Terms	# Episodes
Adventures In Wonderland (Buena Vista)	2.75 min. local/	26
Captain Planet (Turner Prog. Services)	3/2.5	65*
Children's Plus Network (Multimedia)	Cash	NA
Bill Nye, The Science Guy (Buena Vista)	3.25/2	26
The Edison Twins (Grove Television)	Time Bank	78 *
Energy Express (Tribune Entertainment)	2.5/2.5	26
Family Works (Hearst Entertainment)	NA	NA
The Hallo Spencer Show (Saban)	4/2 1st-3rd Q; 4.5/1 2nd-4th Q	26 *
Kukla, Fran & Ollie (Peter Rodgers Org.)	Cash	39
The Land Of I (Grove)	3.5/2.5	90 *
Mad Scientist Toon Club (Saban)	B 5.5/4.5	52 *
New Adventures of Captain Planet (TPS)	B 2.5/2.5	26
News For Kids (TPS)	Cash	52
Nick News (Viacom)	2.5/2.5	22
Not Just News (Twentieth)	Cash	52
Pick Your Brain (Summit Media)	B 2.5/2.5	26
Romper Room (Claster Television)	Cash + Time Bank	85 *
Scramble (Pandora International)	B 3/2.5	26
Scratch (Muller Media)	B 3.5/3	26
The Shari [Lewis] Show (Peter Rodgers)	Cash	24
Smart Show (Network Ventures)	B 2.5/2.5	13
Teen Seen (Promark)	B 3/3	26
Timberwood Tales (Dick Cignarelli)	Cash	13
Twinkle, The Dream Being (Zodiac)	B 3.5./2.5	13
Whats Up? Network (Kristi Boyer)	B 3.5/2.5	26
Widget (Zodiac)	B 3.5/2.5	52
Xuxa (MTM)	B 3.5/2 4th Q; 3.5/2.5 1st-3rd Q	65 *
Zoo Life with Jack Hanna (Litton Syn.)	B 3.5/3	26

Footnote: * = Available for daily stripping. B = barter. Source: Seltel, other New York station rep firms

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SYNDICATION

FOX, DISNEY POWER KID'S ENTERTAINMENT

Competition is becoming tougher for remaining Saturday and daytime clearances

By Mike Freeman

With the launch of *Batman: The Animated Series* this season, there was little doubt among industry watchers that the Fox Children's Network weekday lineup would begin to hit its stride against Buena Vista TV's formidable two-hour Disney Afternoon syndicated cartoon block. Unfortunately, as expected, nearly every other major and minor independent supplier has been forced to accept lower HUT level morning time periods that usually yield substantially lower ratings for kids 2-11.

Pure entertainment-based kid series are clearly the domain of the Fox Children's Network and The Disney Afternoon. All eight of the top-rated kids 2-11 strips come from the two programming blocks (see chart, page 62). The highest-rated series from an independent supplier has been Group



Bohbot's 'Sonic' the Hedgehog will air mostly on independents



Warner Bros. highly touted 'Animaniacs' is scheduled for Fox lead-in to 'Batman'

W Productions' *Teenage Mutant Ninja Turtles* with a 3.1 season-to-date rating among the kids 2-11 demographic group, but at the end of this season the series will be moving to cable's USA Network.

As the competition has thinned, FCN's infusion of Warner Bros. Animation-produced programming is anticipated to only get stronger. Following the production of *Batman*, Warner Bros. will be adding Steven Spielberg's highly touted followup to *Tiny Tiny Adventures*, *Animaniacs*. (Fox plans on scheduling *Animaniacs* as a 4 p.m. ET lead-in to *Batman* at 4:30, while *Tom & Jerry* and *Tiny Toons* will fill out 3-4 p.m.)

FCN President Margaret Loesch says that Warner Bros. has committed roughly \$400,000 per episode to the production of *Animaniacs*, which would put the front-end investment at nearly \$26 million for the first 65 episodes. According to media-buying estimates by the Advertiser Syndicated

Television Association, Fox sold its national ad inventory (including weekends) for \$140 million in the fourth quarter upfront market. Since Warner Bros. "shares" in an undisclosed percentage of the ad revenue, it is considered likely that the studio will see a quick profit on the front-end, especially with the studio retaining international broadcast rights and merchandising revenue for all of its series.

"Certainly, it has continued to be very profitable for both of us or we wouldn't continue to be doing this," says Warner Bros. Animation President Jeany McCurdy, referring to FCN's output agreement renewal through the 1996-97 season. "Actually, if we continue to have this kind of success, I would like to think this can remain an open-ended agreement. The fun problem for Margaret and myself is to find something new for time periods that are already working so well."

In fact, Loesch says that she and McCurdy are developing several series concepts for 1996-97 season and beyond. FCN has already committed to Marvel Productions for 65 episodes of *Spiderman* for 1995-96 and will likely move Warner Bros. *TAZ-MANIA* from Saturday morning to weekday afternoons in 1994-95.

Industry sources also suggest that Loesch may also turn to Saban Entertainment for product on weekday afternoons, with FCN's top-rated Saturday morning *X-Men* series being considered for stripping in 1994-95.

"I want to make it clear that Fox will maintain an open-door to any independent supplier with strong ideas, be it for weekdays or Saturdays," Loesch says. "One of my mandates is to create programming through 20th Century Fox in-house or through independent suppliers, but it won't come at the exclusion of our deal with Warner Bros."

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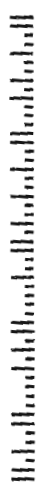
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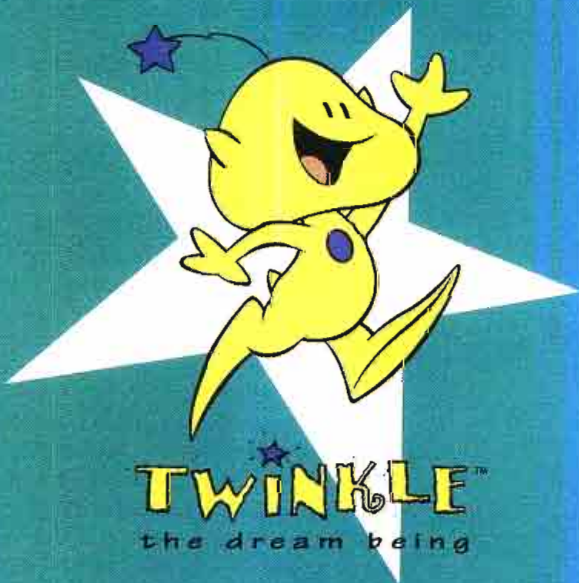


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Group W Productions and Fred Wolf Films are teaming up to distribute and produce revival of 1960's 'Speed Racer,' original of which is currently on MTV

In the weekday 7:30-8 a.m. period, Loesch has a 40-episode order for *Mighty Morphin Power Rangers*, which will lead into Warner Bros.' *Merrie Melodies* at 8-8:30.

Buena Vista Television has similarly set its Disney Afternoon development slate through the 1996-97 season, with the strip *Bonkers* set for entry next season. Launching in 1994-95 is *Alladin*, a series adaptation of Disney's 1993 box office hit. *Duck Daze* is planned for 1995-96.

With *Goof Troop* holding a narrow kids 2-11 rating advantage over *Batman*, BVT President Bob Jacquemin claims that The Disney Afternoon two-hour block experienced a 20% increase for its ad inventory, which industry sources have estimated to have grossed over \$90 million in the upfront market.

"There was a lot of competition from the cable networks this year, but the weekday business has been healthy all the way around to sustain all of this additional inventory," Jacquemin says. "The real surprise was the stepped buys by the unwired networks," brokers who buy blocks of ad inventory and sell it collectively to national advertisers, he continues.

"All of the good animated productions are typically north of the \$350,000-\$400,000 per-episode range, but I can't specifically discuss what we spend," says Gary Krisel, president of Walt Disney Television Animation. "I think the business of entertaining kids

has progressed to a level where the body of work is much better than it was 10 years ago, when there was very little economic incentive to produce high-end first-run animation," adds Krisel.

"The free market has determined what can survive," Krisel continues. "If you look at the rest of the world, no one has measured up what has been produced in the United States. But here comes these Children's Television Act guidelines, which are extraordinarily vague. They [the government] really



'Bonkers' is latest spoke in two-hour Disney afternoon block

want to socially engineer what meets their tastes, which I think is kind of scary. The reason there was a rebirth of animation was because of the deregulation of the 1980's."

One of the few syndicators to be providing consistent cartoon alternatives to the Fox and Disney weekday blocks has been Claster Television, which has distributed *Stunt Dawgs* and *James Bond Jr.* for each of the last two seasons.

As with *Bond Jr.*, MGM Television is bearing most of the risk on the revival of the *Pink Panther* strip, with Claster retained as a distribution agent. MGM Television restarted its animation division last year, and with the production budget estimated by sources to be in the \$300,000 range for each of the first 40 episodes, it is reported that MGM will be ponying up a nearly \$12 million front-end investment for a new version of the former NBC series (1969-78).

Since FCN and Disney Afternoon combined account for approximately 350 station clearances, the number of remaining quality afternoon independent station clearances outside the top-40 markets has declined by more than two-thirds. With that in mind, Claster has been primarily targeting morning time periods for next fall's debut of *Pink Panther*, which has been sold in roughly 81 markets representing 80% of the U.S.

John Claster, president of the Timonium, Md.-based distribution company, will only say that a "majority" of *Pink Panther's* clearances will come in the morning. However, Claster suggests that an anticipated renewed interest in the series could drive up its ratings and possibly lead stations to consider upgrading the series later this season.

Although the show has been cleared with the Chris-Craft/United TV independents WWOR-TV New York, KCOP-TV Los Angeles, KBHK-TV San Francisco and KMSP-TV Minneapolis, Claster notes that the first two have no immediate plans to initiate afternoon cartoon blocks, but he hopes the last two schedule it in the afternoon.

"I think we're still finding our way on this topic [afternoon clearances]," Claster said. "The *Pink Panther* is a well known and entertaining character for kids, and I think there is a strong

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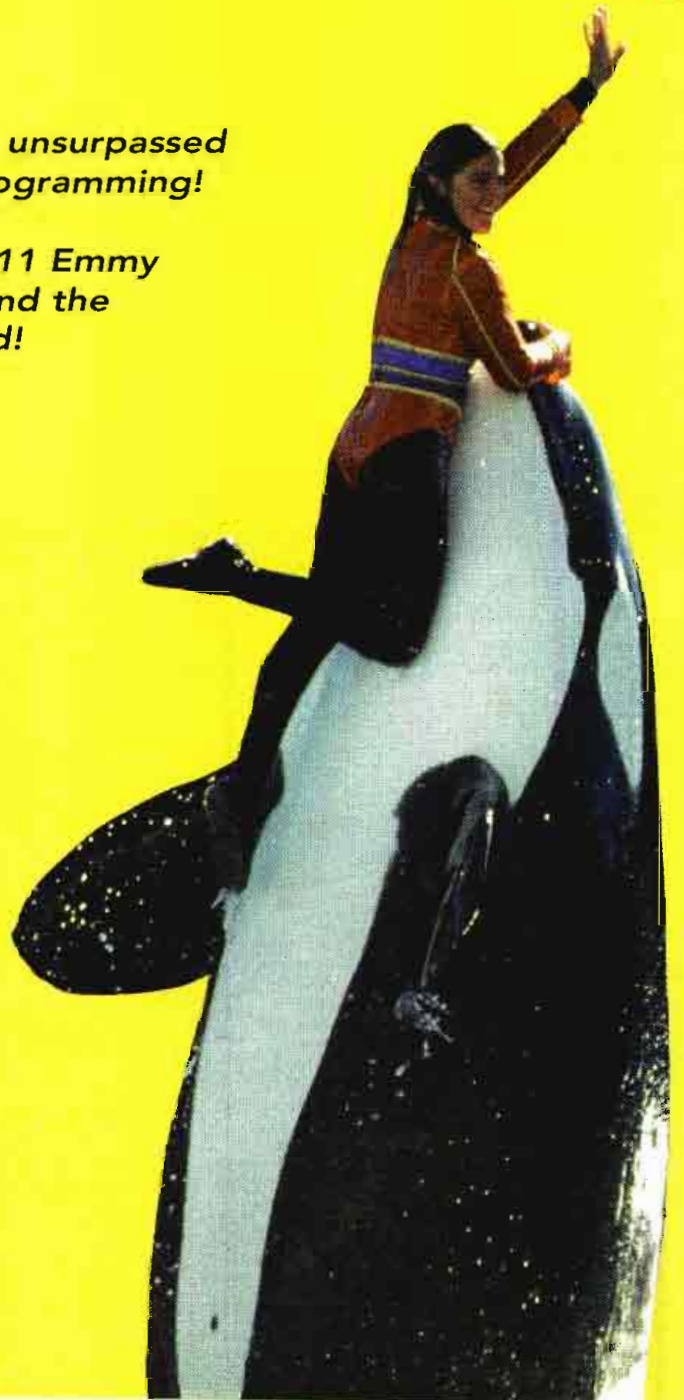
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chance to get a crossover audience with adults. By getting Matt Frewer [formerly the star of ABC's *Max Headroom* series] to voice the *Pink Panther*, we think he'll give an identifiable attitude that will appeal to a wider demographic base."

Another stalwart independent entry, Bohbot Entertainment's *Sonic The Hedgehog* has similarly been sold in 80% of the country, but according to claims by series producer Andy Heyward, president/CEO of DIC Animation, half of those clearances will come in the afternoon.

"By also having *Sonic* cleared on ABC's Saturday morning schedule [for next season at 9-9:30 a.m.], a lot of the stations were more readily agreeable to providing afternoons knowing the series will have network exposure,"



'Biker Mice,' weekly from Genesis for fall, is rodent answer to *Ninja Turtles*

Heyward suggests. "There will be two versions of the series, one that is more of the classic squash-and-stretch animation for syndication and the other more of an action-adventure version for

the network run."

All American Television has also stepped back into the weekday kids business with *The Bots Master* (formerly *ZZ Bots*), a series that is based on an action toy line. According to Paul Siegel, All American's president of international and ancillary markets, *Bots* has been sold in 77 markets representing 77% of the country.

One of the interesting aspects of *Bots*, says Siegel, is that each show will have a 3-D production "element," with an unidentified fast food retailer tied-in to provide the giveaway glasses.

On the weekly entertainment front, there is another sort of revival taking place with Group W Productions and producer Fred Wolf Films offering an updated version of *Speed Racer*. Again, it was the Chris-Craft/United TV stations that helped to spur the sales of *Speed Racer* in all of the top-25 markets for a total of 75 markets (over 80% coverage).

With the original late 1960's version of the series currently enjoying a cult revival run on MTV, Group W Productions' Executive Vice President Rich Sheingold said the rights to produce the updated version were obtained from series creator John Rocknowski, who owns *Speed Racer Enterprises*.

Genesis Entertainment has a weekly series that may look stylistically similar to *Ninja Turtles*, with its new *Biker Mice From Mars* scheduled to fight crime this fall. Sold in more than 150 markets and 92% of the country, *Biker Mice* is being produced by Marvel Productions, which is owned by investor Ronald O. Perelman's Andrews Group. Genesis obtained the distribution rights to the series last January, approximately four months before Perelman paid a reported \$20 million for a 50% stake in Genesis Entertainment.

"We originally had no interest in being in the children's business, whatsoever," said Phil Oldham, executive vice president of Genesis Entertainment. "Because of our discussions with Perelman, we got a presentation from Marvel and immediately fell in love with the pilot. There are environmental themes in the series, but our goal is to establish *Biker Mice* as an action-adventure. We're not overtly marketing this as an 'FCC-friendly' series, but we're leaving it entirely up to stations if they want list it for license renewals."

DEBUTING 1993-94 SYNDICATED CHILDREN'S ENTERTAINMENT SERIES

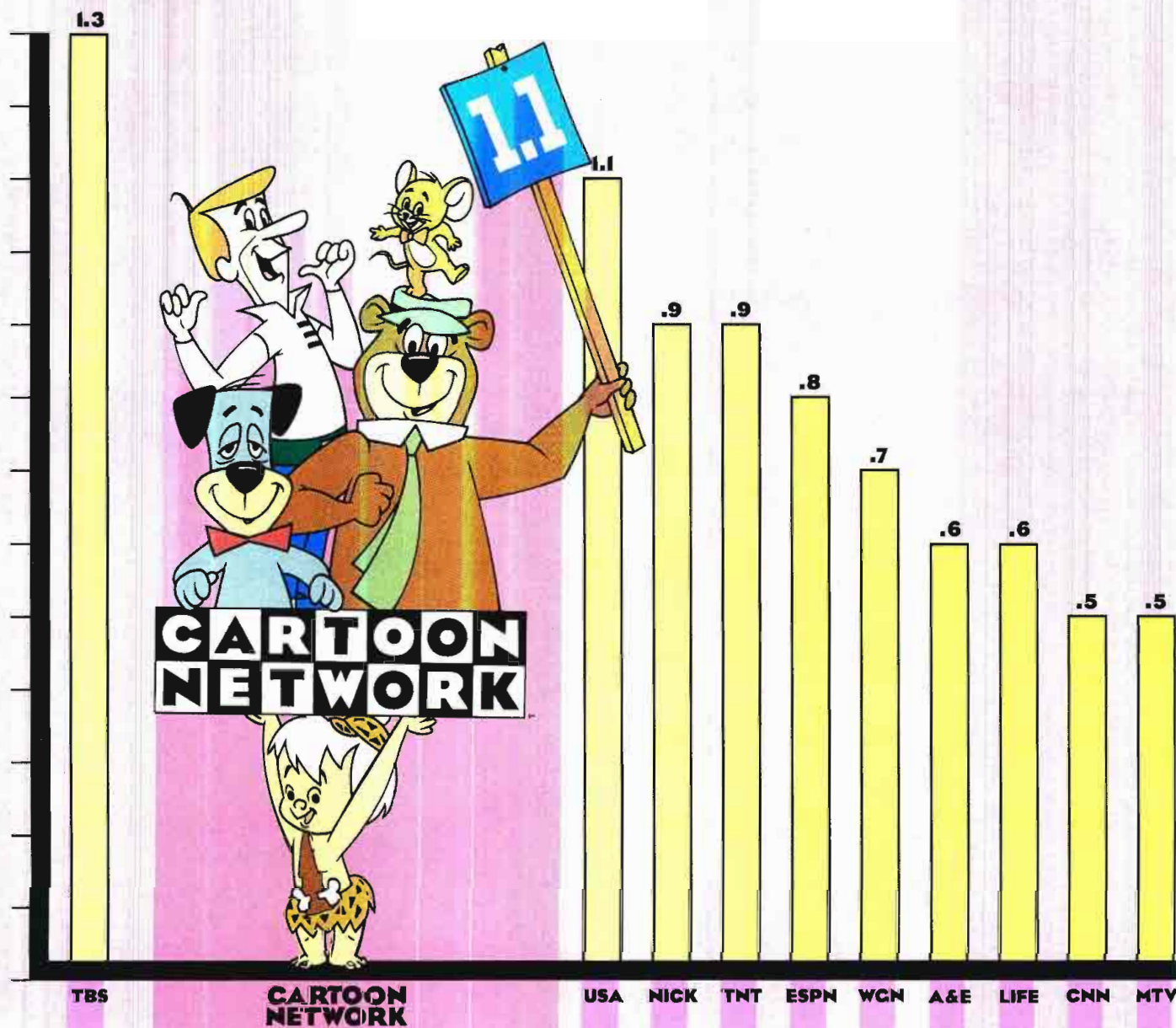
Program (Distributor)	Terms	# Episodes
Adventures Of Sonic The Hedgehog (Bohbot)	3.5 local/ 2.5 min. nat.	65*
Animal Tracks (McM Entertainment)	NA	NA
Animaniacs (Fox Children's Network)	NA	65*
Biker Mice From Mars (Genesis)	B 3/2.5	13
Bonkers (Buena Vista/Disney Afternoon)	B 3/3	65*
Bots Master (All American)	B 3.5/2.5	40*
Conan The Adventurer (Claster)	B 4/2 4th Q; 3/3 1st & 3rd Q; 3.5/2.5 2nd Q	65*
Double Dragon (Bohbot)	B	NA
Exosquad (MCA TV)	B 3.5/2.5	13
Garfield (DFS)	B 3/3	73*
Guts (Viacom)	B 3.5/2.5	26
Guess? Television (Western Int'l)	B	NA
Hurricanes (Bohbot)	B	NA
Mighty Morphin Power Rangers (FCN)	NA	40*
Mighty Max (Bohbot)	B 2.5/2.5	13
New Adventures of Speed Racer (Group W)	B 3/2.5	13
Pink Panther (Claster)	B 4/2 4th; 3/3 1st & 3rd Q; 3.5/2.5 2nd Q	40*
Transformers Generation 2 (Claster)	3.5/2.5	13
Winnie The Pooh (Buena Vista/DA)	B 2.75/2.5 1st-3rd Q; B 3.25/2 4th Q	TBA
Yogi & Friends (TPS)	B 4/2	65*

Notes: Programs offered on Fox Children's Network affiliate cooperative are technically network-cleared series. * = Offered for daily striping. B = barter. Source: Seltel.

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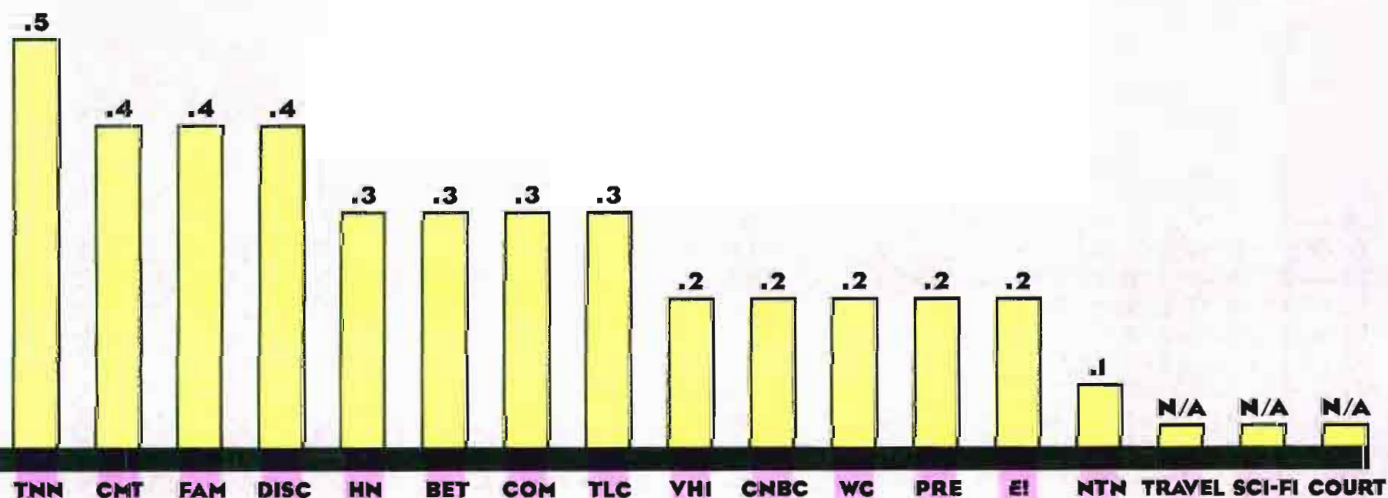
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CABLE

CABLE COURTS KIDS

Programmers look to increase their already hefty share of kids advertising pie; three new players have entered competition for kids' peepers and parents' pocketbooks

By Rich Brown



The growing lineup of children's programming on cable accounts for roughly a quarter of all kids advertising on TV, or as much as \$200 million in revenue, according to John Silvestri, executive vice president of advertising sales for USA Networks and one of the bigger players in the field.

In the last year alone, at least three new players—The Cartoon Network, The Sci-Fi Channel and a preschool block called "Ready, Set, Learn"—have begun programming in the kids category. At present, about 64% of all available ratings in the kids marketplace are tied to cable, according to Jon Mandel, senior vice president, Grey Advertising.

The following are some of the cable networks aggressively involved in the kids category.

The Cartoon Network

While distribution is a relatively low 5.8 million for the nine-month-old network, Turner Broadcasting System's Cartoon Network managed to score a 1.1 prime time rating within that universe during the recently completed second quarter, according to the network.

Debuting this fall as part of the network's full lineup of kids programming are *The Yogi Bear Show* and *The Smurfs*. The channel also presents a number of programming stunts throughout the year, and on Sept. 6 will offer its latest, a 24-hour "Huckleberry Hound Labor Day Marathon."

The Family Channel

The Family Channel in September will



Turner created an entire network out of Saturday mornings

launch a family/children block on Sunday nights beginning at 6 p.m. and featuring animated series *Madeline* and *Babar* as well as a new live-action series, *Baby Races*.

Family Channel also continues to offer a daily morning block and a weekday afternoon block of kids programming that includes animated series *The Legend of Prince Valiant*, *Popeye*, *Super Mario Bros.* and *Inspector Gadget*. New to the kids schedule will be *Rupert*, a classic series about a bear from the UK.

The Learning Channel

While most of TLC's program sched-

ule is aimed at adults 25-54, the network has been offering a daytime block of preschool programming aimed at 2-to-5-year-olds, "Ready, Set, Learn," since December 1992. Included in the preschool programming block are *Bookmice*, *Join In!*, *Zoobilee Zoo*, *Iris*, *The Happy Professor*, *The Magic Box* and *Kitty Cats*. A new series is expected to be added next year. The block runs from 6-9 a.m. and is repeated from 9 a.m. to noon.

John Ford, senior vice president of programming for the channel, says that VPVH data from A.C. Nielsen Co. found that in the first two months of the second quarter, 1% of the viewers in

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the 2-5 age group were watching the block at any given time. The block does not currently have sponsors, but Ford said that eventually it might.

Nickelodeon

Nickelodeon consistently has some of the highest-rated programs on network cable each week, including shows featured on its Saturday night "SNICK" block of programs.

Original animation, which has brought Nickelodeon some of its greatest ratings success to date, will expand this fall to include *Rocco's Modern Life*, set to debut Sept. 20.

Executives at parent company MTV Networks have already talked about the possibility of someday spinning off the Nick Jr. block of programming for preschoolers into a separate channel. Nickelodeon President Geraldine Laybourne said attention will be focused in the year ahead on "strengthening" the Nick Jr. block in preparation for such a move.

Sci-Fi Channel

USA Networks' Sci-Fi Channel, which debuted last fall, features a kids programming lineup that includes animated series *Transformers*, *Defenders of the Earth*, *The Droids*, *The Ewoks*, *Stingray*, *Captain Scarlet and the Mysterions*, *Fantastic Voyage*, *Return to the Planet of the Apes*, *New Adventures of Flash Gordon* and *Star Trek*. The shows air Monday-Friday 7-9 a.m. and Sunday 8-10 a.m. Ratings for the service are expected to begin this month.

Recent acquisitions for Sci-Fi include 51 half-hour episodes of *The New Adventures of Gigantor*, an animated series from Japan's Tokyo Movie Shinsha Co. Ltd. The series is based on *Gigantor*, the Japanese cartoon series that was syndicated in the U.S. from 1964 to 1967.

WTBS

Superstation WTBS offers a number of programs that the network describes as complying with the Children's Television Act, including *Real News for Kids*, *Captain Planet and the Planeteers*, *Kid's Beat*, *Kid's Corner* and *Saved by the Bell*. The popular *Saved by the Bell* telecasts on WTBS often rank among the top 40 cable programs of the week and during one recent week accounted for five of the top 40.



USA Network has bought 13 episodes of Paramount's 'Itsy Bitsy Spider'

Other programming appealing to kids on WTBS on weekday mornings and afternoons includes several sitcoms and cartoons, including *Tom & Jerry's Funhouse*, *The Flintstones*, *The Jetsons* and a Sunday morning lineup featuring *Yo, Yogi!*, *The Flintstones* and *Captain Planet*.

WTBS in September will debut two new animated series from Hanna-Barbera, *Swat Kats: The Radical Squadron* and *2 Stupid Dogs*, which will air at 9:05 a.m. and 9:35 a.m. ET, respectively, on Sunday mornings, with second runs during the week.

TNT

Like the schedules of other Turner Broadcasting System networks, TNT offers plenty of cartoons. The network each weekday morning offers a four-hour block of kids programs including *Pink Panther*, *Bugs Bunny* and *Johnny Quest*. TNT also offers a two-hour block each weekday afternoon that begins at 6 p.m. and includes *Bugs Bunny*, *Captain Planet* and *The Jetsons*. Cartoon blocks on weekends are Saturdays, 6-8 p.m., and Sundays, 6-10 a.m. and 6-8 p.m. TNT is planning a major relaunch of the cartoon blocks toward the end of August.

TNT also offers a full lineup of family-oriented movies. Several upcoming features will be packaged under the umbrella title *Amazing Adventures Back-to-School Special*, a two-week-

long presentation of 10 triple bills that will air on TNT Aug. 23 to Sept. 3.

USA Network

This fall marks a milestone for USA in the kids arena as it presents its first hour of original animation. USA parent Paramount has received an order to produce 13 episodes of *Itsy Bitsy Spider*, about a four-eyed, six-legged (*sic*) spider that faces various nemeses; another USA parent, MCA/Universal, is filling an order for an animated series based on the movie *Problem Child*.

USA's push into original animation comes as Turner's Cartoon Network looks to absorb much of the Hanna-Barbera animated product currently licensed to USA and others (Hanna-Barbera is also owned by Turner). USA has also guaranteed a stream of programming by earlier this year, signing a deal with Viacom that gives the cable network exclusive rights to about 200 half-hours from the Terrytoons animated library, including *Heckle & Jeckle* and *Mighty Mouse*. Kids programming runs on the network Monday-Friday 7-10 a.m. and 6-7 p.m., and on Sunday from 7 a.m. to noon ET/PT.

Pay TV Programming

Showtime has set a family-oriented programming slate for the 1993-94 fall season that will include its fifth collaborative series with Shelley Duvall's Think Entertainment, *Mrs. Piggle-Wiggle*, and an animated series based on the popular Richard Scarry children's books, *The Busy World of Richard Scarry*. Showtime renewals include *Shelley Duvall's Bedtime Stories*, *OWLTV*, *We All Have Tales* and *American Heroes & Legends*.

Home Box Office will be presenting two new original family programming specials this fall—*The Sports Illustrated for Kids Slam Dunk*, *Home Run*, *Touchdown TV Sports Quiz* and *The Country Mouse and the City Mouse*—as well as returning family shows *Earth to Kids: A Guide to Products for a Healthy Planet*, *The Adventures of Tin Tin*, *Pinocchio*, *Educating Peter*, *HBO Family Playhouse*, *HBO Story Musicals* and others.

The Disney Channel's family-oriented mix of movies, series and specials includes ongoing original series *Adventures in Wonderland* and *The Mickey Mouse Club*. ■



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CHILDREN'S INITIATIVE PAYING OFF FOR PBS

Viewership is up for noncommercial educational programing effort

By Steve McClellan

With the FCC and Congress not-so-gently prodding commercial broadcasters to do more for children, the Public Broadcasting Service is two years into its so-called "children's initiative" plan, aimed at expanding its lineup of children's programs and strengthening related off-air outreach efforts that reinforce educational themes in the series.

So far, the plan has paid off in viewership gains for the noncommercial network. PBS's weekday preschool slate of programs was up 30% last season over the previous season. Two new key programs helped boost the numbers—*Barney*, which stars a silly but socially-skilled purple dinosaur, and *Lamb Chop's Play-Along*, created by and starring commerial kidvid veteran Shari Lewis.

PBS reaches children in numbers the commerial networks would envy. PBS research based on Nielsen Media data shows that roughly 65% of the nation's 15.2 million children ages 2-5 tune in the noncommercial network each week. Among the approximately 21.6 million kids 6-11, PBS's weekly reach is about 40%. On a recent Saturday morning the highest rated network children's program, *Teenage Mutant Ninja Turtles*, was seen by just over 2.1 million children 2-11, according to Nielsen.

New preschool additions

In 1994 and beyond, three new preschool programs will be added to the PBS schedule, including *The Puzzle Factory*, currently set for debut in January 1995. The program is a joint venture of publicly-traded (NASDAQ) Lancit Media and KCET-TV Los Angeles. The program's key educational



Barney, dinosaur darling of the preschool set, is one of PBS's hottest shows

theme is teaching children to thrive in a multicultural society. Also coming to the schedule soon is another KCET-TV project, *Storytime*, and *The Magic Schoolbus*, a co-production of Scholastic Productions and Nelvana.

Schoolbus, based on a series of award-winning books of the same name from Scholastic's publishing division, will be the first fully animated kids strip for PBS. Nelvana is doing the animation on the project, scheduled to debut in fall 1994.

According to Alice Cahn, director, children's programs, PBS, the network's goal is to expand the daily preschool block of programs from the current three hours to at least four hours.

In addition, said Cahn, the network intends to expand *Ghost Writer*, produced by Children's Television Workshop (creators of *Sesame Street*), from a weekly series to a strip starting in fall

1994 or January 1995. The show will be paired with *Where in the World is Carmen Sandiego?* to create a daily one-hour block of programing for school-age kids (6-11)—a program block that stations have long sought. Teen-targetted programing will continue to be addressed in weekly programs, which currently include *In the Mix* and *Club Connect*.

Clearly the network's strongest commitment in the children's area has been, and will continue to be, programs for preschoolers. It's been a niche that the network has filled, with little competition, for the last 25 years with shows like CTW's award-winning *Sesame Street* and Family Communications Inc.'s *Mr. Rogers' Neighborhood*.

According to PBS programing Vice President Kathy Quattrone, the decision to expand the children's program lineup came after the network had seen some erosion in its kids ratings due to competition from cable and independents, and perhaps home video as well. While popular new shows have helped turn the ratings around, Quattrone said the network has also worked to create a "viewing environment" for children in the form of a seamless program block. Included in that effort is a new interstitial promotion package called *The P-Pals*, designed to guide children from one show to the next.

Building children's blocks

PBS stations are also trying to create more cohesive children's program blocks. Recently, Maryland Public Television doubled the number of weekly hours (to 40) of children's shows, packaged each morning under the banner, "The Children's Channel." According to President Raymond K.K. Ho, MPT borrowed a page from Nickelodeon's promotion efforts. "In

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order to reach kids we had to package the service in a way that would make it stand out as a service to them," he said.

MPT's children's channel has video hosts and a kids' club. Program start times have also been slipped off the hour and half-hour to capture channel surfers, said Ho. MPT's effort was made possible by a change in the state's public television rules allowing instructional television programs to be transmitted in late night hours to VCR's. Officials expect other states to follow suit, freeing up valuable daytime programming hours.

PBS's renewed effort in children's program development comes at a time when program funding is increasingly difficult, according to public TV officials at both the national and station levels. Funding from the Corporation for Public Broadcasting for the slate of national PBS kids shows is pegged at \$16.3 million for 1993, up only slightly over year-ago levels. By comparison, in some cases the commercial networks spend that much or more for just one children's program.

According to Henry Becton, president/general manager, WGBH-TV Boston, a key PBS program producer, the network's other funding sources are being buffeted by cost-cutting measures in both the public and private sectors. "Corporations have been cutting back on their support," said Becton. "It's not so much to do with us [per se], but with the general slimming down of corporate America. Those funds are easy targets," he said.

In addition, public stations are being pressured at the state level, where budgets for public television are being cut by as much as 25%, said Becton. The general squeeze on funding will probably continue for the foreseeable future, he said.

Growing value of merchandising

As a result, licensing and merchandising of program characters and trademarks for various retail products has taken on an increasingly important role in the funding of PBS children's programs. And some producers have targeted ancillary revenues as key profit centers.

While some of the sales numbers seem staggering, PBS officials and producers say much of what they take

in from licensing their characters for merchandising is reinvested in program development and production and outreach programs.

As a rule of thumb, producers who license the use of trademark characters to manufacturers earn a royalty of between 8% and 10% of wholesale revenues from product sales. In many cases, those royalties are shared with other parties. For example, the middleman licensing agent usually takes 35%



PBS TOP FIVE KID'S PROGRAMS

Producer	weekly cumulative audience, children, 2-5
1. Sesame Street Children's Television Wkshp	6,211,000 (41%)*
2. Barney & Friends The Lyons Group	4,987,000 (33%)
3. Mister Rogers Neighborhood Family Communications Inc.	3,559,000 (21%)
4. Lamb Chop Paragon Ent./Shari Lewis	3,070,000 (20%)
5. Shining Time Station Quality Family Ent./WNET	2,751,000 (18%)

*Number in parenthesis is weekly reach expressed as a percentage of all children 2-5 tuning in.

of the royalties for cutting the deal. That is why a growing number of producers have in-house licensing arms, including CTW, Scholastic, and *Barney* producer The Lyons Group. Lancit Media is putting one together as well.

CTW generated about \$37 million in licensing revenues according to its 1992 Form 990, a financial form filed each year by nonprofit companies. Analysts say that means CTW-licensed manufacturers generate perhaps \$370 million in wholesale product sales, which translates to \$800 million or more in retail sales.

The Lyons Group, creator and producer of *Barney*, struck merchandising gold with the program, created initially as a series of home videotapes. The home video series continues as one of

the hottest sellers among kids. In addition, the show has been licensed for more than 30 products, including a major deal with Hasbro's Playskool division. It's estimated that *Barney*-related products will wholesale around \$100 million in 1993. If Lyons cut typical licensing deals, the company should earn close to \$10 million in royalties for the year.

According to Rand Brenner, head of Los Angeles-based Skyvision Licensing, those numbers put *Barney* in the big time among licensed characters. The retail value of the *Barney* sales, he said, ought to be at least \$200 million. He estimated that at its peak, "Teenage Mutant Ninja Turtles" generated about \$400 million in annual merchandising sales, while "Batman" sold about \$500 million.

At Lancit, the company expects to be in the licensing business shortly. Lancit founders Laurence Lancit and his wife, Cecily Truett, say that a lot of the money they generate from such sales will be reinvested in program production and promotion efforts. "It's not just a cash cow," Truett said. Merchandising efforts, she added, if done correctly, can "broaden the impact of the goals of the show." Added Lancit: "Not an insubstantial portion is plowed back into the show itself. And there is so little money to promote in PBS, so it goes to that as well."

Meanwhile, some stations would like to see PBS take a bigger slice of the ancillary revenue generated by hit PBS shows, to help in overall funding efforts. "That is an issue," said WGBH-TV's Becton. "My advice to the system has been to have a clause in program agreements that require revenue sharing above a certain level of income. If it's a runaway hit, we should benefit."

Currently, such agreements vary from program to program. But PBS participation in such revenues has been minimal. According to the network's records, its take of ancillary revenues from 1986 to the present amounts to just \$102,000. According to PBS's Cahn, licensing revenues are an issue, "but not something we hold over producers' heads. Our resources are limited. If there is the potential for them to generate additional revenue, and if we can get the show delivered to us for less, then that is the ideal situation." ■

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development and
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sity of Kansas,
and co-director,
Center for Re-
search on the In-
fluences of Televi-
sion on Children.



Jerome Singer—
Professor of psy-
chology, and co-
director, The Yale
University Family
Television Research
and Consultation
Center



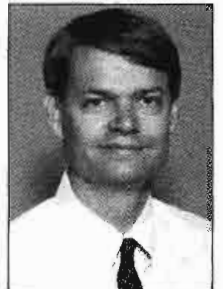
Dorothy Singer—
Co-director, Yale
University Family
Television Research
and Consultation
Center



Judy Price—
Vice president,
children's programs
and daytime spe-
cials, CBS Entertain-
ment



Janeen Bjork—
Vice president, di-
rector of pro-
graming, Seltel



Frank Newport—
Editor-in-chief, Gal-
lup Poll, and vice
president, media di-
vision, Gallup Or-
ganization

How can we define what constitutes an educational show for children?

Huston: We've done a lot of coding of children's television programs. And it's interesting because our coders don't have a whole lot of trouble deciding that issue when they look at a program. One thing they look for is an intention or curriculum behind the program. Not just whether it throws in a few incidental facts and certainly not just that it shows families or happens to show people interacting, but whether there really is something there that either deals with planned presentation of information to children or pro-social messages. I realize that's difficult. It sounds difficult because it involves inferring something about the intention of the producer. But you can see when planning has gone into a program and when it hasn't.

Jerome Singer: Children learn all kinds of things from television, but often they learn quite different things than intended by the producers. So one has to take that into account. But it's also important to identify the specific kinds

What is children's educational programming?

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of things that would be useful for a growing child to learn from television. The stock market is not one of those things. How to murder someone is not one of those things. But certainly for preschoolers, learning shapes or colors, learning the simple concept that would stimulate reading or writing or simple imaginative skills, are all things that would be very valuable for a child to learn.

Dorothy Singer: I think that something educational might also have to do with the social elements of the term, say, caring, taking turns, cooperation, sharing. To me those are just as important in a child's education as learning shapes, letters and so on. Some infor-

mation that we can impart about health and nutrition is educational. And it doesn't have to be a didactic story. In the case of role models, eating proper food is sitting down at a table and eating. I think that music is educational. So all those elements that shape a child in a way that is good for society I would call educational.

Under your definition, just about anything could be described as educational. The FCC has said that to meet their definition, it's going to have to be primarily educational.

Dorothy Singer: Yes, but what I've just described is educational. What I've just described are some of the things that can be seen on *Mr. Rogers' Neigh-*

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borhood, *Sesame Street*, *Barney and Friends*, *Lamb Chop*. These are all considered educational, and they're also touching on cognitive as well as very social elements. Those are educational. That is, as Aletha [Huston] just said, they are carefully planned, with objectives. The writers have found and have consulted with various people about what are good kinds of things children can learn.

Jerome Singer: So it can't just be incidental. It has to be the main thrust.

Dorothy Singer: That's right. These programs that we just talked about are not incidental. All of those programs are carefully thought-out.

Huston: And it can't be just a tag line that's put on the end. Sort of the *He-Man* thing, where you have 30 seconds at the end where you give this little preachy, moral message.

Price: I agree in part. Certainly, I don't think any program should count as educational if it's nothing more than a tag line. At the same time, I think that one shouldn't dismiss the importance of the tag line or the wraparound. When dealing with attention spans of children, it's a matter of the diversity and the variety of the programming, some of which will be more pure entertainment with educational wraparounds.

Dorothy Singer: I remember that in *Masters of the Universe* we found that the children didn't pay attention to the tag at the end. Has there been any research to demonstrate that the kids actually caught the tag? It always struck me that the ongoing program, the characters, are more meaningful.

Huston: I think it depends on the content. We did research with *Fat Albert and the Cosby Kids* some years ago and found that Bill Cosby's insert where he made comments about the plot were turn-offs for the kids. The kids got the message from the story, and those were well-planned stories. But Bill's comments were not particularly useful, and I think that's especially the case with social messages.

Dorothy Singer: You know, *Barney* has this little bit at the end, but it's a recap of everything he's been talking about in the program. Again, it really strengthens what you've learned in this program. So I'm not saying that they're not good. I think it depends on how

they're planned and whether the content is really strong enough in the program so that the tag doesn't even have to be there.

Huston: But I think there is something to be said, again, for the kind of planning that goes into a program, because it does show up. It seems to me that the 6-11 age group is in real need of educational programming. And I find it strange that we don't seem to be saying, "Well, there is the place where the commercial stations have a real contribution to make."

We've seen a shift away from children's programming on network stations during the week. This is a pattern the FCC talked about in the 1970's. So, why not consider some time slots during the week for children's programming.

Price: One of the problems is where to put it, given that the networks in the mornings have the adult programs—*Today*, *Good Morning America*. Then during the day, when the children are not available, they have programming for women. Then the time reverts back to the station at 3 o'clock Eastern Time.

Huston: Those are decisions that were made. When my daughter was little, *Captain Kangaroo* was on every morning from 8 to 9 o'clock on CBS.

Price: For 30 years CBS was the only network that carried that programming. The other networks did not. And CBS also lost money for I don't know how many of the last few years that *Captain Kangaroo* was on.

Newport: I have a fundamental question. The assumption behind children's television rules and the regulations on violence and all of this discussion is that television can have a dramatically positive effect on kids' cognitive functioning or learning. Is that a valid assumption?

Jerome Singer: The research with respect to the possibility of children learning what is called pro-social behavior, such as sharing and caring, is extremely strong. There's very good evidence for that. If there were more systematic presentations for the 6-to-11-year-old group of materials, with continuing didactic elements in them that would stimulate reading and writing and arithmetic and basic school interests in children, I think those would work. They would have to be regular

and they would have to have interesting characters who would recur again and again as part of the story. That seems to me to be what the FCC is really calling for, and the local stations and the networks are not really facing that squarely.

Public television has plenty of programming for children. Why isn't that enough to satisfy children's TV advocates?

Dorothy Singer: One of the problems is that people just don't use public television or know the riches that are there.

Price: But why not? Isn't that what public television is there for?

Dorothy Singer: I think it's parents who don't steer their kids to those programs. Public television doesn't do the massive advertising that commercial TV does, and it doesn't have the kind of funding to let you know what's on the air. They don't do the kind of promo that you see on the networks.

Price: I don't either. We're in the same situation of being in a very competitive situation. We don't have parents bringing their kids to our programming either.

Bjork: Public television is just about on an even footing with the commercial networks, if you look at the *Barney* ratings on individual telecasts, and not the average throughout the week. It is killing the best animated shows in syndication—*Little Lamb Chop*, ditto *Shining Time Station*, in many, many markets, despite the fact that it's on a UHF station, despite the fact they don't have a lot of money to promote. Kids find the station.

What can we learn from the popularity of a show like *Full House* with kids that might give us some insight into how to design a popular educational show?

Dorothy Singer: We need characters who you can identify with, that you can see; obviously these kids are very interesting on that program. You want them to live in your house. And there are lots of messages. They're more pro-social than they are cognitive, but they're there. I think it's pretty educational.

Are we saying that *Full House* should be acceptable to the FCC?

Bjork: No. The FCC has said educational programming has to be designed to be educational and informational, with entertainment as the secondary goal. This was designed to be entertainment programming, designed to run in prime

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Jerome Singer: But *Full House* can teach us, maybe show us the way.

Bjork: Yes. You have many, many characters of different ages so that everybody can identify with someone.

Price: It's easy to Monday morning quarterback a show like *Full House*. Obviously, all the networks would love to have the same level of success as *Full House* or *Cosby*. It's just not that simple. There are many people who have tried and failed. It's one thing to analyze; it's another to create.

Huston: I'd like to amplify that point. We should be a lot more persistent about trying to design educational programs that are going to work on commercial stations. What happens when somebody tries an educational program that fails, they say, "Oh dear, we can't do that kind of thing; it won't work." What happens when they try an entertainment program is they say, "That idea was a bad one; let's try another

one."

Price: Some of us have stayed with programs that haven't always worked because of their educational value. We have a series at CBS, *Story Break*, that is coming back on the schedule this fall, even though no one pays attention to it. We stepped up and grabbed *Beakman's World*, which is certainly FCC friendly. But if we hadn't bought that show, it probably would have folded because Columbia lost their shirts on it?

There are so many shows that are being offered these days that would count as educational that are awful. There are a lot of awful educational shows, just as there are a lot of awful entertainment shows.

How do children and parents use TV? Who really decides what shows to watch?

Newport: Well, it's a difficult research question. We do know that when you ask parents—we've done that in surveys and talked to them—the vast ma-

jority claim they control or monitor what their kids watch. But as all of us know, there's a significant social desirability effect. Based on my own real life experience and other perhaps more qualitative research, I think children certainly graze through television in ways that aren't carefully monitored.

Do any of you think the warning labels agreed to by the broadcast networks will effectively shield children from TV violence?

Huston: We don't know what effect those labels will have. They could very well be attractive to kids. So that's something that we ought to have some really good research on quickly, if the networks are going to start doing it on any kind of program.

Price: We keep saying the networks, when in fact most programming that kids are exposed to that has a violent content is not network programming. It's cable programming and it's syndicated programming. And they did not agree to labeling.

Dorothy Singer: And I don't really know what the labels would do. I'd rather have programmers at the cable and commercial networks reduce the violence than put a label on it, which is not really coming to grips with the problem.

The implication is that the violence in programming does have a harmful effect. Can we safely make that assumption?

Dorothy Singer: It's not even an assumption. There's enough data now that convinces us that television violence does create violence in children.

Huston: The evidence is very strong for some effect, certainly enough that we ought to be cautious about it.

Newport: There's overwhelmingly positive reaction to any kind of assumption you throw in front of people that something ought to be done about it. And the public, regardless of the reality—and we at Gallup of course usually think the public is smarter than we give them credit for—believes that violence on television has a negative effect on society, that it leads to real world violence. So, regardless of what the real situation is, the perceived situation is that it's a serious problem. So, obviously, one effect of the labels is simply on the part of the networks to at least tell these concerned people we're try-

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ing to do something.

Huston: We did a study some years ago in which we asked parents what they disliked about television and a lot of them said too much violence. But when it came down to it, to go back to Judy's point, what they really were talking about was the sort of brutality that's on a lot of cable stations, and cable movie services, like HBO. They sort of took for granted the action-adventure and certainly the cartoon violence, and didn't seem to see it in the same way.

Bjork: Another study found parents really had no idea how much their children were watching. It also found that girls had outgrown animation by the time they were 9 or 10, and they had graduated to *Oprah Winfrey* and soap operas by the time they were 10. There's a great deal more being watched by children than children's programming. The point you make about cable movies is important, but there's a great deal more on that they're watching.

Price: That is true and it has always been true. In fact, as of about 10 years ago, children's programming actually constituted less than 10 percent of a child's total viewing.

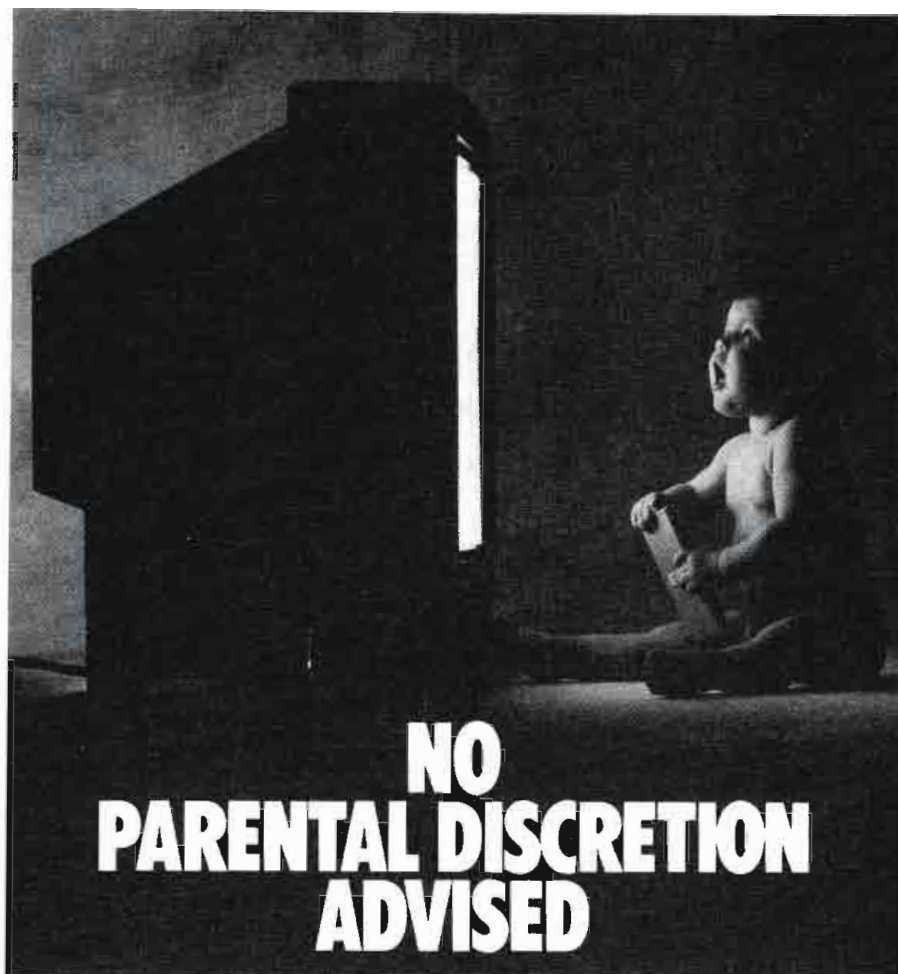
Huston: That that doesn't mean that a small amount of educational programming in that niche is unimportant. It could be that getting an hour a day of something informative in the mix would be a very, very important contribution.

Jerome Singer: I still think there is ample room at hours like 7 to 8 or 8 to 9, when you have a very large number of families watching together, for consistent and regular programming that would have education tied in with the kind of entertainment you get in *Cosby* or *Full House*.

That's where I think the networks and the more commercial producers could be doing something more creative than I think they have been willing to do. In other words, start with a more clear educational intention, but then use your skills at producing funny and lively and adventurous shows to get across somewhat more didactic kinds of materials.

Can it be done, Judy?

Price: No. Not at 7 o'clock at night. I don't think it's realistic to think that the



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stations are going to give up what really is their bread-and-butter time periods at 7 p.m. That's where they make their prime time kinds of dollars, their prime time access. It would be nice in this world for that to happen, but I don't think it's realistic.

Dorothy Singer: Where is it written that a situation comedy could be on night after night at a certain time. Why can't people do something more varied than that? I'm just wondering if there's going to be a network that will spend the time to do something daring and different and exciting.

Bjork: There's not a sitcom on every network, nor is there a sitcom on every station.

One of the other subjects to get a lot of attention is what the FCC has labeled indecency—four-letter words, sexual situations, risqué jokes and so forth. Do you have any comments on what children learn or absorb from those sorts of programs?

Jerome Singer: Well, we unfortunately don't have the kind of clear-cut research on that that we have, say, on violence or on the pro-social material. But what is pretty clear is that there's a great deal of what I would call incivility that characterizes a good many of the shows, including the sitcom. And the consequences of this are felt in children who show increasingly bad manners. And their parents don't understand why their kids are like this, and the teachers don't understand why the kids are like this. It's not something that television started, but television has some responsibility with respect to it, and I think that is a reality.

I'm just talking about put-downs, bad language, things of that sort that continue to be the bases on which children are evaluated and judged. And it's not surprising that they imitate this kind of behavior if they see it regularly.

Is anyone concerned about all this dabbling in the content of TV programs for the sake of education or the sake of eliminating violence or indecency or incivility from our lives?

Newport: Who is going to define, for example, what is pro-social. When you get to the element of pro-social, I think your point's well taken. Maybe we're seeing this now in the discussions of the confirmation of the nominee for surgeon general, who would define

pro-social as being to push very strongly towards birth control and making sure kids knew about availability of abortion and the use of condoms and what have you. Obviously, other groups in society would think that anathema, and should not surface at all in the content of television. So when you say what is pro-social, you may be moving into an area where there could be some discussion and you get into this whole issue of who defines the agenda.

Dorothy Singer: You're talking about values and not pro-social behavior. Pro-social ideas are caring, sharing, being considerate of others. I don't think anyone would question those are pro-social. When you talk about birth control and abortion, that's more of a value system. That's very different.

someone who is going to bed with someone else who's not married to them, should we say that should be taken off? We're already seeing that on TV.

The problem is who is going to decide whether that should be taken off?

Newport: Right. Even the fact that we're having this discussion shows that there certainly would be serious discussion about who controls the agenda within the American society.

Jerome Singer: Let me come back again, though, to the term pro-social. As used in behavioral science research, psychological research, it refers primarily to the fundamental behaviors that are necessary for a child to function competently within a school situation. It refers to a certain degree of self-restraint. It refers to the willing-

"[T]here's a great deal of what I would call incivility that characterizes a good many of the shows, including the sitcom. And the consequences of this are felt in children who show increasingly bad manners. And their parents don't understand why their kids are like this, and the teachers don't understand why the kids are like this. It's not something that television started..., but television has some responsibility with respect to it."

Jerome Singer

Newport: But is it? Or let me just ask it this way. Could it be argued by some that that's what needs to be the nature of education on television, and when we talk about educating children through television, that that's a primary requirement, some can argue, to avoid problems that we're facing with AIDS and other things like that.

Dorothy Singer: Well, certainly wouldn't you want your child to have some sex education so they would not walk off with a stranger who might touch him.

Newport: I think that's the subject of debate among different groups in our society.

Dorothy Singer: Television's already giving us certain values. When you see

ness to share with others in a modest way. It refers to cooperation with other children as well as with adults. It refers to simple kindnesses, things of that sort. I don't think that there is any kind of major disagreement on issues like that. I certainly think when you get to what might be presented to an older age group, then that opens it up considerably.

But I really don't see that as an issue. If there were a serious concern about providing more educationally oriented programming, you would draw on consultants, and on boards or panels, and they would have to make some decisions as to when the thing moved from the very clear-cut kinds of pro-social behavior, to the ones that are more questionable. ■



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—Margaret Loesch, President, Fox Children’s Network

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Radio

Robertson's U.S. Media eyes Zapnews

Tribune seeks buyer or investor for struggling fax news service

By Peter Viles

Pat Robertson's U.S. Media Corp. has emerged as a potential buyer of Zapnews, the fax-delivered news service for radio stations that has struggled in its bid to compete against the Associated Press.

A source familiar with negotiations between U.S. Media and the owners of Zapnews said last week that the talks were "very serious," and that U.S. Media was interested in combining Zapnews with its recently launched audio news service, Standard News, to create a low-priced, full-service radio newswire to compete against AP, UPI and ABC Newswire.

Representatives of U.S. Media and Zapnews refused to comment on the talks. Tribune Broadcasting, which owns a large portion of Zapnews, would confirm only that it has been looking for new investors for the venture, with the possibility that it might sell its entire interest in Zapnews.

"We have been for some time seeking partners or a cash infusion to see us through the Zapnews venture," said Wayne Vriesman, vice president, radio, Tribune Broadcasting. "We continue in that process, and we're talking to a couple of parties at the present time."

While Vriesman would not identify the potential investors or buyers, he said Tribune was not close to a final deal with anyone.

Robertson, a televangelist and former presidential candidate, considered buying UPI last year, but eventually decided the wire service was saddled with too many problems. Instead, U.S. Media Corp., the for-profit side of Robertson's broadcasting empire, started Standard News, an audio news service for radio stations that operates separately from Robertson's religious broadcasting ventures. By adding Zap-

Talk listeners lean to right

Talk radio is dominated by a "vocal minority" of callers who tend to be more conservative—and more critical of President Clinton—than the American population at large, according to a new study of talk radio conducted by the Times Mirror Center for the People and the Press. The survey also polled talk show hosts themselves, and found that hosts, as a group, are evenly split between conservatives and liberals. In fact, of the sample of 112 hosts, 39% said they voted for Clinton, 23% for George Bush and 18% for Ross Perot.

Among other survey results, 17% of those in the full survey said that they listen to talk radio regularly, but only 1% said that they had called in and spoken on the air in the last month or two; Republicans are more than twice as likely to be regular talk radio listeners; males are twice as likely to call in, and in a finding that will likely surprise program directors, just 1% of those polled volunteered that the most important reason they listened to talk radio was that they liked the host of a particular program. The reason cited most often for listening was to learn how other people feel about different issues.

—PV

\$10 million Pepsi buy

Pepsi has launched a \$10 million summer radio campaign that uses format-specific spots customized for rock, urban and country stations. The campaign marks the first time that Pepsi—one of the largest national advertisers in radio—has used spots customized for different radio formats.

The campaign was created by Dallas-based Radio Monsters, itself a newly created division of Tracy-Locke, a DDB Needham agency. Dallas is already home to The Richards Group, which won the first-prize Mercury Award in 1992 and is one of the most respected creative shops in radio advertising.

Jeff Campbell, senior vice president, brand development, Pepsi-Cola Company, described the customized spots as a way to "speak to consumers in their own language."

Said David Fowler, chief creative officer, Tracy-Locke: "We presume it's a different problem reaching urban, country and teen listeners. We're aggressive about being fresh to each target, not just rehashing...a jingle."

Radio industry leaders were heartened by the Pepsi buy, but also by the formation of Radio Monsters, which they see as evidence that the advertising industry is paying more attention to the specific demands of creating effective radio ads.

—PV

news, U.S. Media would essentially be creating its own newswire.

Zapnews, which uses a network of stringers to gather news and offers lower prices and shorter contracts than the AP, has struggled to compete

against the news giant. Zapnews President Jim Hood acknowledged last week that the company has lost money since it was launched in 1990.

Tribune, represented by Media Venture Partners, has been seeking an

equity/managing partner for Zapnews for several months. In one presentation, Media Venture said that Zapnews has a client base of 400 stations, with a potential client base of 1,500 stations.

Spring radio ratings

Arbitron					Strategic AccuRatings					Arbitron								
Station	Format	Winter		Cume	Station	Format	Recall		Cume	Station	Format	Winter						
		Share	Share				Share	Share				Share	Share					
New York (1)																		
WRKS-FM	Urban	5.8	5.8	2.15	WRKS-FM	Urban	7.0	7.5	2.25	WRKS-FM	Urban	7.4	9.3					
WLTW-FM	AC	5.3	5.2	2.07	WQHT-FM	CHR	5.8	6.1	2.01	WWWV-AM-FM	Country	6.7	8.2					
WABC(AM)	Talk	3.8	4.8	1.69	WHTZ-FM	CHR	5.4	5.1	2.30	WJLB-FM	Urban	6.3	6.3					
WCBS-FM	Oldies	4.8	4.8	1.77	WINS(AM)	News	4.3	4.7	1.94	WHYT-FM	CHR	5.1	5.7					
WBLS-FM	Urban	4.4	4.7	1.71	WXRK-FM	Rock	4.2	4.2	1.77	WMXD-FM	Urban	4.0	4.7					
WXRK-FM	Rock	3.8	4.1	1.79	WCBS-FM	Oldies	4.1	4.2	1.46	WCSX-FM	Rock	3.0	4.5					
WPLJ-FM	CHR	3.7	4.0	2.19	WINS(AM)	News	4.1	4.1	1.51	WKQI-FM	AC	4.0	4.4					
WHTZ-FM	CHR	3.8	3.8	2.28	WLTW-FM	AC	3.8	4.0	1.52	WJOI-FM	AC	4.4	4.3					
WQHT-FM	CHR	3.7	3.6	1.76	WBLS-FM	Urban	3.9	3.9	1.91	WWJ(AM)	News	5.9	4.3					
WOR(AM)	FS	4.0	3.5	1.18	WABC(AM)	Talk	3.5	3.8	1.25	WXYT(AM)	Talk	4.2	4.3					
Los Angeles (2)																		
KLAX-FM	Span.	7.2	5.7	0.96	KPWR-FM	CHR	8.2	8.8	1.94	Detroit (6)								
KOST-FM	AC	5.5	5.1	1.56	KLAX-FM	Span.	3.1	6.0	0.90	WJR(AM)	Talk	7.4	9.3					
KPWR-FM	CHR	5.0	5.0	1.71	KROQ-FM	Rock	4.5	5.2	1.16	WWWV-AM-FM	Country	6.7	8.2					
KFI(AM)	Talk	4.3	4.5	1.02	KIIS-AM-FM	CHR	5.6	4.7	1.83	WJLB-FM	Urban	6.3	6.3					
KROQ-FM	Rock	3.9	4.3	1.11	KFWB(AM)	News	3.9	4.7	1.09	WHYT-FM	CHR	5.1	5.7					
KIIS-AM-FM	CHR	4.3	4.0	1.65	KFI(AM)	Talk	3.9	4.7	0.82	WMXD-FM	Urban	4.0	4.7					
KRTH-FM	Oldies	3.7	3.9	1.23	KABC(AM)	Talk	3.8	4.1	0.84	WCSX-FM	Rock	3.0	4.5					
KLOS-FM	AOR	3.8	3.9	1.16	KKBT-FM	Urban	4.2	4.0	1.00	WKQI-FM	AC	4.0	4.4					
KABC(AM)	Talk	3.9	3.7	0.95	KOST-FM	AC	3.8	3.9	1.35	WJOI-FM	AC	4.4	4.3					
KLSX-FM	Rock	3.8	3.6	1.06	KLSX-FM	Rock	3.7	3.8	1.13	WWJ(AM)	News	5.9	4.3					
Chicago (3)																		
WGCI-FM	Urban	7.4	6.9	0.98	WGCI-FM	Urban	8.1	8.6	1.02	WXYT(AM)	Talk	4.2	4.3					
WGN(AM)	Talk	6.5	6.7	1.11	WBBM-FM	CHR	8.7	8.4	1.38	Washington (7)								
WUSN-FM	Country	6.2	5.7	0.82	WGN(AM)	Talk	7.2	7.4	1.00	WPGC-FM	CHR	8.6	9.4					
WBBM-FM	CHR	5.0	5.7	1.20	WUSN-FM	Country	4.8	5.4	0.75	WMZQ-AM-FM	Country	6.6	7.2					
WLIT-FM	AC	4.6	4.0	0.77	WBBM(AM)	News	4.6	4.7	0.92	WRQX-FM	AC	5.3	5.0					
WBBM(AM)	News	4.2	3.8	1.05	WLS-AM-FM	Talk	3.3	4.1	0.56	WGAY-FM	AC	4.3	4.7					
WLS-AM-FM	Talk	4.3	3.6	0.67	WWBZ-FM	AOR	3.8	3.8	0.75	WKYS-FM	Urban	4.1	4.7					
WJMK-FM	Oldies	2.2	3.5	0.88	WKQX-FM	Rock	2.7	3.7	0.76	WJFK-FM	Tik/N/AC	5.1	5.7					
WVAZ-FM	Urban	3.2	3.3	0.55	WXRT-FM	Rock	3.9	3.5	0.62	WMMJ-FM	Urban	3.5	4.2					
WNUA-FM	Jazz	3.4	3.3	0.60	WLIT-FM	AC	3.1	3.4	0.61	WMAL(AM)	Talk	5.3	4.0					
WJJD-AM	Nost.	3.5	3.3	0.48	Dallas-Fort Worth (8)													
San Francisco (4)																		
KGO(AM)	N/T	8.5	7.6	0.92	KGO(AM)	N/T	9.5	9.7	0.90	KSCS-FM	Country	8.8	8.0					
KNBR(AM)	Full	4.5	6.1	0.78	KMEL-FM	CHR	7.1	6.5	0.82	WBAP(AM)	Full	4.8	6.3					
KCBS(AM)	News	4.7	4.4	0.84	KCBS(AM)	News	5.5	5.7	0.71	KPLX-FM	Country	5.4	5.3					
KMEL-FM	CHR	5.3	4.4	0.73	KNBR(AM)	Full	4.0	5.2	0.62	KVIL-AM-FM	AC	5.0	4.9					
KFRC(AM)	Nost.	3.9	4.2	0.47	KSOL-FM	CHR	3.9	5.1	0.76	KJMZ-FM	Urban	5.1	4.3					
KSOL-FM	CHR	3.6	3.9	0.65	KITS-FM	AOR	3.9	4.0	0.44	KHKS-FM	CHR	3.4	4.1					
KIOI-FM	AC	3.5	3.7	0.67	KBLX-AM-FM	Urban	3.5	3.8	0.46	KTXQ-FM	AOR	4.3	4.1					
KOIT-AM-FM	AC	3.6	3.5	0.59	KIOI-FM	AC	4.0	3.7	0.57	KDMX-FM	AC	3.6	4.0					
KSAN-FM	Country	3.2	3.5	0.44	KQED-FM	News	3.3	3.6	0.33	KKDA-FM	Urban	4.8	3.9					
KBLX-AM-FM	Urban	4.0	3.3	0.46	KFRC(AM)	Nost.	3.2	3.5	0.36	KLUV-FM	Oldies	4.1	3.9					
Philadelphia (5)																		
KYW(AM)	News	8.1	7.1	1.22	KYW(AM)	News	10.2	10.6	1.10	KOAI-FM	AC	2.9	3.9					
WMMR-FM	AOR	4.1	6.6	0.74	WIOQ-FM	CHR	6.2	9.8	0.86	KRLD(AM)	Nws/Spt	4.3	3.9					
WYSP-FM	Rock	6.0	5.8	0.77	WYSP-FM	Rock	6.6	6.1	0.82	Boston (9)								
WIOQ-FM	CHR	6.8	5.7	0.75	WXTU-FM	Country	5.1	5.9	0.44	WXKS-FM	CHR	7.8	8.3					
WXTU-FM	Country	4.1	5.1	0.48	WMMR-FM	AOR	5.6	5.5	0.78	WBZ(AM)	Nws/Tik	7.3	6.1					
WYXR-FM	AC	5.6	5.1	0.77	WUSL-FM	Urban	6.5	4.8	0.62	WRKO(AM)	Nws/Tik	4.8	6.1					
WWDB-FM	Talk	7.0	5.0	0.50	WWDB-FM	Talk	4.4	4.8	0.38	WMJX-FM	AC	5.1	5.7					
WUSL-FM	Urban	4.4	4.7	0.56	WPEN(AM)	Nost.	4.3	4.3	0.29	WBCN-FM	AOR	5.0	5.2					
WOGL-FM	Oldies	4.7	4.4	0.60	WOGL-FM	Oldies	4.1	4.3	0.46	WHDH(AM)	Talk	4.1	4.4					
WPEN(AM)	Nost.	4.8	4.4	0.37	WYXR-FM	AC	2.9	4.2	0.61	WBMX-FM	AC	3.8	4.0					
Arbitron: April 1-June 23, average quarter hour, listeners 12-plus, total week; copy-right 1993																		
Strategic AccuRatings: Survey dates vary by market; share of partisanship, listeners 12-plus; copyright 1993.																		

Business

Television's revenue trends in transition

Broadcasters will outperform cable during the next five years, says new industry forecast

By Geoffrey Foisie

For perhaps the first time ever, the revenue growth rate of broadcast television is forecast to outpace that of cable television, according to a communications industry report released by Veronis, Suhler & Associates (VS&A) [BROADCASTING & CABLE, July 19]. The report suggests that during the next five years, TV broadcasting revenue will grow at a 5.7% compounded rate, while cable TV revenue will increase at a 4% rate.

Two reasons that television broadcasting revenue could increase at a rate almost double that of any of the past five years are a stabilization followed by an increase of network audience share, and a halt in the decline of brand advertising.

As for viewing, the VS&A report

Broadcast network viewing will bottom out this year at 64%.

said the broadcast networks'—including Fox's—share of prime time audience will bottom out this year at 64%, then increase to 66% by 1997. David Wilkofsky, whose Wilkofsky Gruen Associates consulting firm wrote most of the VS&A report, explained his bullish view: "The Fox network generated 8 or 9 ratings pretty quickly, which is an inherently empirical display that the viewer prefers network programs. We can postulate with confidence that network shares have bot-

tomed out and that the margin may start increasing." Wilkofsky Gruen consults for a variety of broadcast, cable, publishing and entertainment clients.

Television broadcasters' fortunes should be lifted by the rise in advertising for all measured media, which, the report said will be at a 6.2% compounded annual rate between 1992 and 1997, compared with a 2.8% rate the previous five years. Much of that improvement is expected from a better economy, which Wilkofsky Gruen predicts will grow during the next five years at 3.7%, compared with 1.6% between 1987 and 1992.

In addition to a stronger economy, the report said advertisers will shift some of their promotion spending back to brand advertising. Promotion

Uneven rebound in second-quarter TV results

Second-quarter TV station operating results reported last week were mixed. Continuing cost controls, however, helped boost even minor revenue increases into solid gains in operating profit for the most part. Some groups with West Coast stations reported disappointing results.

A provision for additional reductions in staffing at the ABC-TV network led to a reduction in network income despite a "slight" revenue gain in the quarter. Parent company Capital Cities/ABC cited "soft advertising demand."

Video enterprise, led by ESPN, reported a slight income increase, while the owned TV stations and radio division reported significant profit gains.

Outlet Communications reported a 40% operating profit increase, to \$4.2 million, on a 9% revenue gain, to \$12.8 million.

Heritage reported a 10% operating cash flow gain, to \$5.4 million, on an 8% revenue increase, to \$10.5 million.

Keeping broadcasting expense increases to just 1.3%, Pulitzer reported a second-quarter cash flow gain of 16.6%, on a revenue increase of 6.7%, to

\$31.2 million.

Scripps-Howard's broadcasting division reported an 11% increase in second-quarter operating income, to \$22.7 million, on a 4.2% revenue gain, to \$77.4 million, the latter attributed to "improved local advertising."

Gannett said that TV revenue in the second quarter increased 12%.

McGraw-Hill said that broadcasting operating profits declined 12.7% on a 1.7% revenue decline, "in the face of disappointing national business. Local business has been strong at our Denver and Indianapolis stations, but San Diego continued to battle poor economic conditions in southern California."

Multimedia reported that broadcasting revenue was flat at \$43.5 million against a strong increase in the prior year's period, while broadcasting cash flow declined 3.8%, to \$13.5 million.

Westinghouse said that broadcasting division operating profit was down on flat revenue. The company reported that weak spots were KPIX(TV) San Francisco and lower "volume" at Group W Productions. Broadcasting revenue was flat versus the second quarter of 1991 as well.

—GF

and couponing, it said, is needed less in an expanding economy than in the recessionary economy of previous years. Also, the growing number of

In addition to a stronger economy, the report said advertisers will shift some of their promotion spending back to brand advertising. Promotion and couponing, it said, is needed less in an expanding economy than in the recessionary economy of previous years. Also, the growing number of discount retailers "undercuts the need for, and benefits of, coupons and price promotions."

Stronger network revenue would have a spillover effect on national spot dollars going to TV stations. However, spot growth will be uneven, growing by 6% or more in political years when inventory is tighter, then 3% or less in odd-numbered years.

The cable industry, both networks and systems, will also benefit from a return to brand advertising. Cable network advertising is projected to grow at an 8.4% compounded rate, which is less than half the 18.5% of the previous five years. Moderating the growth

rate will be a slowdown in subscriber growth. Also, said the report, "Unless the ratings of cable networks rise to 5% or more on a consistent basis, and we do not see how that can happen with the proliferation of new channels, cable will continue to have a lower share of the advertising pie than its share of viewing would indicate."

On the subscription side, Wilkofsky Gruen expects cable revenue to drop off sharply, from a 15.5% compound annual growth rate to 1.9%. Reregula-

tion will have a major impact on revenue; DBS, said the report, will not.

Some of the same favorable advertising trends would also lift the radio industry. For national radio networks, however, TV's improvement is expected to take money away from radio, which will do better in TV's "off" years. Radio networks could improve their competitive position, said the VS&A report, if they provided advertisers with better market-by-market audience measurement. ■

Changing Hands

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

WCOS-AM-FM Columbia, S.C. ■ Sold by US Radio L.P. to Benchmark Radio Acquisition Fund V LP for approximately \$10 million. **Seller** is headed by Ragan A. Henry and has interests in 6 AM's and 8 FM's. **Buyer** is headed by Bruce R. Spector and

has interests in WUSQ-AM-FM Winchester, WDCK-FM Williamsburg, WVGO-FM Richmond and WTAR(AM)-WLTY(FM) Norfolk, all Virginia; WZNY-FM Augusta, Ga., and WKOC-FM Elizabeth City, N.C. WCOS(AM) has a classic country format on 1400 khz with 1 kw full time. WCOS-FM has a modern country format on 97.5 mhz with 100 kw and antenna 981 ft.

WZZO-FM Bethlehem, Pa. ■ Sold by Holt Media Group to CRB Broadcasting of Pennsylvania for \$9.375 million. **Seller** is headed by Arthur Holt and has interests in WKAP(AM) and WXKW(AM) both Allentown, Pennsylvania; WOAD(AM)-WJMI(FM) Jackson, Miss.; KMXQ-FM Socorro, N.M.; WTKX-AM-FM Pensacola, Fla., and WDLE-FM Benton, Pa. **Buyer** is headed by James T. Shea Jr. and has interests in WNLK(AM)-WEFX(FM) Norwalk, Conn.; WJBR-AM-FM Wilmington, Del.; WZZR(FM) Stuart, Fla.; WFAS-AM-FM White Plains, N.Y.; WAEB-AM-FM Allentown, Pa., and WTCR-FM Huntington and WTCR(AM) Kenova, both West Virginia WZZO has an AOR format on 95.1 mhz with 30 kw and antenna 631 ft.

KMST-TV Monterey, Calif. ■ Sold by Retlaw Broadcasting Co. to Harron Television Corp. for \$8.2 million. **Seller** is headed by Ben Tucker and has interests in KJEO(TV) Fresno, Calif.; KIDK(TV) Idaho Falls and KLEW-TV Lewiston, both Idaho; KEPR-TV Pasco and KIMA-TV Yakima, both Washington. **Buyer** is headed by Paul Herron and has interests in WETM-TV Elmira and WKTV-TV Utica, both New

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Proposed station trades

By dollar volume and number of sales

This week:

AM's □ **\$6,658,543** □ **12**

FM's □ **\$244,500** □ **2**

AM-FM's □ **\$115,258,488** □ **8**

TV's □ **\$0** □ **0**

Total □ **\$122,161,531** □ **22**

So far in 1993:

AM's □ **\$38,281,591** □ **133**

FM's □ **\$403,851,272** □ **198**

AM-FM's □ **\$450,015,958** □ **116**

TV's □ **\$1,177,105,866** □ **37**

Total □ **\$2,839,242,078** □ **484**

For 1992 total see Feb. 1, 1993 BROADCASTING.

York, and WMTW-TV Auburn, Me. KMST is a CBS affiliate on ch. 46 with 1,350 kw visual, 135 kw aural and antenna 2,530 ft.

KUKQ(AM)-KUPD(FM) Tempe, Ariz. ■ Sold by G&C Broadcasting Inc. to Robert Fish for \$3,500,288. **Seller** is headed by Jack F. Grimm, Jackie B. Grimm and Ruth G. Clifford and has no other broadcast interests. **Buyer** has no other broadcast interests. KUKQ has an alternative music format on 1060 khz with 5 kw day, 500 w night. KUPD has an AOR format on 97.9 mhz with 100 kw and antenna 1,620 ft. *Broker: Communications Equity Associates.*

WLQV(AM) Detroit ■ Sold by Detroit SRN Inc. to Midwest Broadcasting Corp. Too for \$2,100,000. **Seller** is headed by Michael B. Gliner and has interests in WBIV(AM) Natick, Mass., and KGOL(AM) Humble, Tex. **Buyer** is headed by Ralph D. Van Luven and Jon Yinger and has interests in WLCM(AM) Lansing and WTAC(AM) Flint, both Michigan. WLQV has a religious format on 1500 khz with 50 kw day and 5 kw night.

KYAK(AM)-KGOT(FM) Anchorage and KIAK-AM-FM Fairbanks, both Alaska ■ Sold by a bankruptcy trustee of Olympia Broadcasting to Comco Broadcasting Inc. for \$1.9 million. **Seller** is headed by Louis DeArias, receiver. **Buyer** is headed by Gary Donovan and has interests in KYMG-FM Anchorage. KYAK has a modern country format on 650 khz with 50 kw fulltime. KGOT has a contemporary hits format on 101.3 mhz with 26 kw

and antenna 66 ft. KIAK(AM) has a news/sports format on 970 khz. KIAK-FM has a modern country format on 102.5 mhz with 26.3 kw and antenna 156 ft. *Broker: Bernholz & Graham.*

WCBG(AM) Chambersburg and WGLL-FM Mercersburg, Pa. ■ Sold by the Pennsylvania Radioroad Co. to M. Belmont VerStandig Inc. for \$1.6 million. **Seller** is headed by Michael Bader and has no other broadcast interests. **Buyer** is headed by John D. VerStandig and has interests in WSVA(AM)-WQPO-FM Harrisonburg and WPKZ-FM Elkton, both Virginia; WCEM-AM-FM Cambridge, Md., and WAYZ-AM-FM Waynesboro, Pa. WCBG has an adult contemporary format on 1590 khz with 5 kw day and 1 kw night. WGLL has an adult contemporary format on 92.1 mhz with 3.3 kw and antenna 295 ft. *Broker: Blackburn & Co.*

WADC(AM)-WHCM-FM Parkersburg, W.Va. ■ Sold by Dailey Corp. to Valley Communications Corp. for \$1.4 million. **Seller** is headed by Calvin E. Dailey Jr. and has interests in WDXY(AM) Sumter and WIBZ(FM) Wedgefield, both South Carolina. **Buyer** is headed by Carl Clovis and has interests in WFGM-FM Fairmont, W.Va. WADC is 5 kw daytimer with an oldies/classic rock format on 1050 khz. WHCM has a country format on 99.1 mhz with 11.5 kw and antenna 485 ft.

KJBX(AM)-KRLB(FM) Lubbock, Tex. ■ Sold by William Whitley, receiver, to Sonnance Lubbock for \$760,000. **Seller** is also receiver for KLKL-FM Benton-Shreveport, La. **Buyer** is headed by William and Thomas Hicks and has interests in KFMX-AM-FM Lubbock, WTAW(AM)-KSTR-FM Bryan-College Station, KCHX(FM) Midland and KLVII(AM)-KYKR-FM Beaumont, all Texas. KJBX has an adult contemporary format on 580 khz with 500 w day and 290 w night. KRLB also has an adult contemporary format on 99.5 mhz with 100 kw and antenna 817 ft. *Broker: Whitley Media.*

WHLF(AM) Baltimore ■ Sold by Allied Media of Maryland Inc. to Houlepeka Limited Liability Co. for \$675,000. **Seller** is headed by Roger C. Amato and has no other broadcast interests. **Buyer** is headed by Michael C. Hodes and has interests in KERN(AM) Bakersfield, KDDB-FM Paso Robles, KZOZ-FM San Luis Obispo and KKAL(AM) Arroyo Grande, all Califor-

SOLD!

WYAI-FM, (La Grange) Atlanta, Ga from New City Communications, Richard Ferguson, President to Cox Broadcasting, Bob Neil, President Radio Division for \$8,000,000.

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nia; KLLF(AM)-KWFS-FM Wichita Falls and KKCL-FM Lorenzo, both Texas; WWWG(AM) Rochester, N.Y., and WYDE(AM) WCEO(AM), Birmingham, Ala. WHLP has an adult contemporary-/gospel format on 1360 khz with 5 kw day and 1.7 kw night.

WFPR(AM)-WHMD-FM Hammond, La. ■ Sold by Airweb Inc. to Radio Works Inc. for \$625,000. **Seller** is headed by John A. Chauvin and has no other broadcast interests. **Buyer** is headed by Steven E. Chauvin and has no other broadcast interests. WFPR is 1 kw fulltimer with a modern country format on 1400 khz. WHMD has a country format on 107.1 mhz with 3 kw and antenna 328 ft.

WNHV(AM)-WKXE-FM White River Junction, Vt. ■ Sold by New Hampshire-Vermont Broadcasting Group to Dynacom Corp. for \$525,000. **Seller** is headed by Peter Marshall and has no other broadcasting interests. **Buyer** is

headed by Jeffrey D. Shapiro and has interests in WTSV(AM)-WHDQ-FM Claremont, N.H.; WNCQ-FM Morristown, WNCQ(AM)-WCIZ-FM Watertown, WKRT(AM)-WYYS-FM Cortland and WVZM-FM Essex, all New York. WNHV has an MOR format on 910 khz with 1 kw day, 84 w night. WKXE has an AOR format on 95.3 mhz with 3 kw and antenna 225 ft.

KSJQ-FM Savannah, Mo. ■ Sold by Savannah Radio L.P. to KFEQ Inc. for \$450,000. **Seller** is headed by Gary D. Shorman and has interests in KCLY(FM) Clay Center, Kan. **Buyer** is headed by Robert E. Schmidt and has interests in KAYS(AM)-KHAZ-FM Hays, KHOK-FM Great Bend, KLOE(AM)-KKCI-FM Goodland and KWBW(AM)-KHUT-FM Hutchinson, all Kansas; KFEQ(AM) St. Joseph, Mo.; KQSK-FM Chadron, KCOW(AM)-KAAQ-FM Alliance and KOOQ(AM)-KELN-FM North Platte, all Nebraska, and KSJQ-FM Sa-

Piece of the action

Black Entertainment Television has acquired an 80% interest in Avalon Pictures Inc., owner of Santa Monica-based national pay-per-view channel Action Pay-Per-View, for approximately \$13 million and assumption of debt. The PPV network, which currently has 5 million addressable cable subscribers, will be called BET Action Pay-Per-View. President and COO will be Curtis N. Symonds, who will also maintain his responsibilities as executive vice president of affiliate sales and marketing for the BET Cable Network. —RB

vannah, Mo. KSJQ has a country format on 92.7 mhz with 50 kw and antenna 492 ft.

KRRS(AM) Santa Rosa, Calif. ■ Sold by KEFFCO Inc. to Moon Broadcasting Corp. for \$400,000. **Seller** is headed by James Kefford and has interests in KXFX-FM Santa Rosa, KOZT-FM Fort Bragg and KWTR(AM)-KXBX-FM Lakeport, all California. **Buyer** is headed by Abel de Luna and has no other broadcast interests. KRRS has a Spanish format on 1460 khz with 1 kw day and 33 w night.

WSTK(AM) Colonial Heights, Va. ■ Sold by Central Virginia Radio Inc. to Fletcher Communications Inc. for \$395,000. **Seller** is headed by Kenneth R. Noble and has no other broadcast interests. **Buyer** is headed by S. David Fletcher and has no other broadcast interests. WSTK has a Music of Your Life format on 1290 khz with 5 kw day and 41 w night.

KAHR-FM Poplar Bluff, Mo. ■ Sold by Gerald W. Hunt to Eagle Bluff Enterprises for \$350,000. **Seller** has interests in WORM-AM-FM Savannah and WDXI(AM)-WMMX-FM Jackson, both Tennessee, and WZZF-FM-WKQS(AM) Hopkinsville, Ky. **Buyer** is headed by Steven Fuchs and has no other broadcast interests. KAHR has an oldies format on 96.7 mhz with 3 kw and antenna 328 ft.

Errata: Frank Kalil was incorrectly identified in the July 12 "Changing Hands" as the broker for the eight-station television group sold by News Press & Gazette Co. to New Visions Communications Inc. Richard Beesmyer of Kalil & Co. was the broker.

Business Briefly

The FCC ruled **the sale of 26% of Gray Communications** to Bull Run Corp. did not constitute a changing of hands. In rejecting a petition by Gray investor Richard Lederer to deny the transaction, the commission said that the fact that the estate's previously held majority position had evaporated to nothing did not necessarily indicate that anyone else had acquired control. The FCC pointed out that Bull Run had agreed in writing to limit its influence on the group owner/publisher: "Should these circumstances change, the parties have agreed to file an appropriate application with the commission." The FCC decision keeps intact Gray's crossownership of WALB-TV Albany, Ga., and the *Albany Herald*.

A rep change is likely for Cox-owned WKBD-TV Detroit, repped until now by sister company TeleRep. Paramount's recently completed contract to purchase the station said that if it wants to subsequently switch WKBD's rep contract to Seltel, which handles other Paramount stations, then Paramount must use its "best efforts" to have Seltel buy out TeleRep's contract for \$2 million. If Seltel declines to buy out TeleRep's contract, then Paramount must "assume all of the obligations of seller under the TeleRep agreement for a period of five years from the closing date."

To pay for the \$105-million acquisition, Paramount issued \$300 million of debt, proceeds of which will be used to retire \$100 million of 8½% debt and for other purposes. The offering, through Salomon Brothers, First Boston and Morgan Stanley, consisted of \$150 million of seven-year notes yielding 5.956%, and \$150 million of 30-year debentures yielding 7.531%. Paramount said that the non-callable notes were priced at 60 basis points over comparable treasuries.

RHI Entertainment expanded the private placement of 6½% convertible subordinated debentures due in 2003. Initially planned as a \$25 million offering, the recently completed issue was expanded to \$37.5 million, most of which will be used to pay down bank credit. Debentures are convertible to shares of RHI common at \$17.50 per share. The offering was announced shortly after stock had run up in mid-June from \$11 to \$14 following the company's announcement of a production pact with Capital Cities/ABC and Hallmark. —GF

NASA deal may save satellite company

By Sean Scully

Independent satellite company Columbia Communications has dodged what seemed certain bankruptcy by restructuring its satellite lease deal with NASA.

Columbia had leased transponder space on NASA's Tracking and Data Relay Satellites for an annual payment of \$10.7 million, said Columbia's Senior Counsel Ken Gross. In the wake of the company's failure to make its second annual payment, due in December 1992, NASA agreed last week to a revenue-sharing arrangement, under which NASA will get a percentage of Columbia's revenue. Gross didn't say how much the revenue sharing will produce for NASA, but he acknowledged it would be less than the regular lease payments, at least at first.

The deal with NASA runs four more years, and if Columbia's business grows, Gross said, the agency stands to make more than \$10.7 million per year by the end of the lease. The agency apparently believed it was worth receiving less money in the short term to avoid bankrupting a potentially profitable client, Gross explained.

After it became clear that it could not make its 1992 payment, Columbia had attempted to find investors in an effort to continue the lease agreement. Negotiations with investors fell through, Gross said, and the company turned to NASA to find some way out of the crisis.

With the \$10.7 million burden off its back, he said, Columbia now has enough money to devote to operations and marketing. "NASA realized that in order to make a success of this business, we needed a substantial budget," he said.

Once the lease ends, Columbia could either renew with NASA or move its services to another satellite. The company has an option to renew on the TDRSS if the satellites have some life left in them, he said, but so far there's no guarantee that NASA will be willing or able to operate the satellites after 1997. The company is also looking at exercising its license from the FCC to build and launch its own fleet of satellites. "Currently,

we're not in a position to finance that," he explained. There is a possibility that financing could develop over the next couple of years.

Columbia now offers service over both the Atlantic and Pacific oceans. The largest single client is MCI, which operates a telephone network

for the Department of Defense, connecting military bases throughout the Pacific. The company also recently began offering voice and data service to Eastern Europe. Columbia also provides occasional video service. Gross said they are working on deals to provide full-time international video. ■

Networks to spend more for programs, says study

By Joe Flint

The four broadcast networks will open their wallets for programming during the next five years, bringing an end to a three-year decline in spending, according to an industry analysis.

The analysis, from investment banking firm Veronis, Suhler & Associates, indicates the network programming trend favoring low-budget reality programs has run its course and that that, combined with an increase in ad revenue, will lead to more high-budget series.

Programming spending by the networks for 1993 is expected to hit \$3.6 billion, up \$125 million from 1992. During the next four years, expenditures should increase on an average of \$200 million to \$250 million, hitting \$4.6 billion by 1997.

On the syndication side, barter will continue to grow. VS&A is projecting an economic turnaround in the next two years that will see advertising dollars increase, further enhancing the value of the barter unit. The barter syndication market is projected to grow at a rate of 8.6% during the next five years, only half of the 17% annual increase of the previous five years.

While advertising dollars may increase, the Fox network's rollout to seven days—combined with the trend on the West Coast of a 7 p.m.-10 p.m. prime time—will limit the time stations have available for barter syndication.

The increase in ad spending, VS&A said, could work to keep cash pay-

ments stable for TV stations, as will continued softness in off-network syndication prices, meaning stations will be able to rein in programming costs. VS&A projects that program spending by TV stations will grow 6.2% during the next five years—from \$2.1 billion in 1993 to \$2.7 billion by 1997.

The basic cable networks' ability to buy programming will be another casualty of the new cable regulations. VS&A projects that spending growth will drop by more than 50% during the next five years, rising at a rate of 6.3%—to \$3 billion by 1997—compared with 13.2% over the last five years.

"Simply put, the cable industry has matured. It has already wired virtually the entire nation and has signed up most of the subscribers it is likely to attract," VS&A said.

Many basic networks will also be hurt if the industry goes à la carte. "With fewer subscribers, their revenues would drop even if the carriage fee per household rose, and some of the marginal cable networks would go out of business," VS&A speculated. Thus, basic cable revenue growth will drop 1.7% to an 8.4% annual rate, reaching \$4.7 billion in 1997.

Pay cable will benefit, though. Lower rates may make subscribers more willing to sign on to a pay service, and under the new regulations subscribers don't have to buy any cable networks to receive a pay channel. Revenues for pay channels should rise from almost \$2 billion in 1993 to \$2.4 billion in 1997. ■

Washington

FCC moves up rate reg implementation

Under pressure from Hill, commission will begin enforcing new rules on Sept. 1

By Kim McAvoy

Bowing to congressional pressure, the FCC last week moved up the implementation date for its new cable rate regulations from Oct. 1 to Sept. 1.

The action will keep rate regulation (which the FCC claims will save subscribers up to \$1.5 billion a year) on the "fast track," according to FCC Acting Chairman James Quello.

The National Cable Television Association said it was disappointed by the action. "Moving up the date will make the process more difficult for cable operators and more confusing for consumers," said the NCTA.

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), one of the authors of the 1992 Cable Act that spawned the regulations and one of those leaning on the FCC for prompt implementation, called the move a "positive action."

"After years of being handed rate increase after rate increase, consumers will now be handed savings, and I am happy the FCC finally moved on this issue," Markey said.

But consumer groups were unsatisfied. The day after the FCC announcement, a coalition led by the Consumer Federation of America petitioned the commission to allow consumers to withhold 15% of their cable bills until Sept. 1. According to the petition, subscribers would agree to pay back the 15% if, after Sept. 1, their systems are found not to be charging in excess of the FCC-established benchmarks.

"Unless the FCC acts immediately, consumers are going to lose up to \$200 million between now and Sept. 1...from cable service overcharges," said the CFA's Bradley Stillman.

In June, the FCC told the Hill it was delaying the effective date of the rules from June 21 until Oct. 1 because it did not have the necessary funding to



Acting Chairman James Quello will begin rate regulation on Sept. 1.

implement the new regulations.

The move was blasted by consumer groups and champions of rate regulation on the Hill, notably Markey and Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii). Markey said the postponement could cost consumers \$250 million.

The demands for prompt implementation increased earlier this month after Congress voted the FCC an extra \$11.5 million to implement the rate regulations and others spawned by the Cable Act of 1992. The report accompanying the appropriation directed the commission to enforce the regulations no later than Sept. 1.

Still convinced the FCC could not properly implement the complex regulations, Quello had hoped to stick with the Oct. 1 date. Two weeks ago he tried to meet with Inouye, but the two never got together. Last Tuesday, he and the other two commissioners reluctantly relented to the pressure.

"Our proposal to move the date," Quello said, "was influenced in part by the fact that congressional advo-

cates of the Sept. 1 date could express displeasure by cutting the FCC's future funding to administer the Act."

Quello said the FCC has not been wasting time. Not only is it expeditiously hiring 240 new employees to administer the new cable rules, the agency is also shifting personnel and resources from other key FCC bureaus.

Under the rules, by Sept. 1 the FCC has to be ready to process subscriber complaints about rates as well as applications from municipalities that want to regulate basic cable rates.

According to Quello, the Public Debt Bureau of the Treasury Department has offered to lend personnel to the agency, including up to 30 accountants, for six months. Quello was pleased to have the help, but said the newcomers would have to be trained.

Quello also noted that a study released by Paul Kagan Associates showed that the cable rate freeze, which took effect April 1, has already saved consumers between \$122 million and \$200 million. ■

It's official. The RTNDA and NAB will share exhibition space next year during the NAB's fall radio convention and the RTNDA's fall conference. No dates have been set, but the conventions, which will remain separate, will be held in Los Angeles in September 1994. Talks between the two organizations have been ongoing (BROADCASTING & CABLE, July 19), with RTNDA's executive committee unanimously approving a contract last week. The NAB had already signed off on the deal. The NAB and RTNDA hope the limited merger of exhibition space will help both groups attract more attendees to the fall shows and, more important, will make the conventions more attractive to potential exhibitors. It is also likely that the associations will charge a single registration fee. The NAB Radio Show will be held this year in Dallas Sept. 8-11; the RTNDA conference is scheduled for Sept. 29-Oct. 2 in Miami.

National Telecommunications and Information Administration head Larry Irving has recruited Michele Farquhar, VP of law and regulatory policy at the Cellular Telecommunications Industry Association, to act as his chief of staff. Prior to joining CTIA, Farquhar was a senior adviser to FCC Commissioner Ervin Duggan. Irving, who was publicly sworn in July 16 by Commerce Secretary Ron Brown, has also brought on board two new special assistants: Roanne Robinson, former NCTA director of industry affairs, and Larry Williams, a Little Rock native who worked for Congressman Ray Thornton (D-Ark.). Also on board is Tracey Weisler, director of congressional affairs, and a former legislative assistant to Frank Lautenberg.

Michael Remington, former counsel for the House Copyright Subcommittee, has been mentioned as a can-

didate to fill one of two vacant commission seats on the Copyright Royalty Tribunal. Remington worked on the subcommittee when former congressman Robert Kastemeier (D-Wis.) was chairman. Remington is currently director of the National Commission on Judicial Discipline and Removal. Asked about the CRT seat, Remington said he had "no comment." But he did say that he has "aspirations to work in the Clinton administration."

David M. Nemtow, key aide to House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), has joined the subcommittee as senior policy analyst responsible for mass media issues. Nemtow has been with Markey since 1990 as legislative director, handling primarily energy and clean air issues. He succeeds Larry Irving, who is now head of the National Telecommunications and Information Administration.

FCC Commissioner Ervin Duggan says he sees no reason why

the FCC shouldn't recommend revision of the 1992 Cable Act to Congress if "we see counterproductive results in the future." In a speech at the Rocky Mountain Cable Television Expo in Snowmass, Colo., Duggan also suggested that once the FCC's new rate rules sunset when effective competition emerges, perhaps other FCC rules should "be relaxed as well." Duggan said that he is "determined that the commission's rules and procedures not stifle cable's opportunity to participate fully in the great infrastructure race of the coming decade." The FCC commissioner also believes the commission needs to streamline and simplify its new cable rules whenever possible, and he wants to reduce the regulatory burdens on small systems.

Washington Watch

Edited By Kim McAvoy

Lotteries may survive auction bill

By Sean Scully

The pending spectrum auction bill, now before a House-Senate conference committee, may not affect pending spectrum lotteries.

The House-Senate conference committee is considering the bill as part of the omnibus budget reconciliation. Both chambers have approved spectrum auction bills, which differ very little, but other major parts of the budget package require quite a bit of work, according to Hill observers. The joint committee is shooting to have the package worked out by Aug. 6, the last day before the annual summer recess.

The bills, as passed by the two houses, do not specifically address

whether pending spectrum lotteries will be affected by the law, but the FCC might run into legal problems if it attempts to change the ground rules on current applicants, said John Hollar, aide to FCC Commission Ervin Duggan. Essentially, he said, the commission will just have to wait and see what the final spectrum bill says, and try to determine what Congress intended. It's possible, Hollar said, that the final bill may exempt the spectrum currently designated to be handed out by lottery or that it may give the commission the flexibility to continue with proceedings now under way.

Bill McNamara, head of the commission's Special Services Branch, said his group will proceed with the

lottery for Individual Video and Data Services, or interactive TV, as planned until Congress or the full commission directs otherwise. Unless the spectrum auction bill puts a halt to it, the IVDS lottery is expected about mid-September. EON Corp. (formerly TV Answer) Director of Public Relations Sallie Olmsted pointed out that if the commission changes to an auction procedure now, it will further delay interactive TV systems and leave out in the cold those who have filed for licenses under old rules. More than 4,100 people have filed for such licenses, paying \$35 each—fees that might have to be refunded if the commission changes the rules for acquiring rights to the spectrum. ■

Advertising & Marketing

Reebok, Univision strike World Cup deal

Shoe giant pays \$2 million-\$3 million to be sole footwear advertiser on Spanish coverage of world's biggest sporting event

By Jim Cooper

Reebok will pay \$2 million-\$3 million to Univision to be the only athletic footwear advertiser on the Spanish-language TV network's coverage of World Cup soccer matches.

The deal marks the first time Reebok has bought time on Univision, and comes close on the heels of Telemundo's announcement two weeks ago that Reebok will air ads on that network's new baseball magazine show. The Telemundo spots are jointly produced with Major League Baseball.

It is unclear which deal was forged first, but both represent the first athletic footwear advertising purchases of Spanish-language television.

Reebok International Ltd.'s principal operating units include the Reebok division, Avia Group International and the Rockport Company. Sales for the worldwide designer, marketer and distributor of sports fitness and casual footwear and apparel were approximately \$3 billion last year.

Univision announced early last month that it had secured the exclusive Spanish-language rights to the World Cup tournament (BROADCASTING & CABLE, June 7). The network, which says it reaches 91% of the nation's Hispanic households through broadcast and cable affiliates, also has signed on AT&T, Coca-Cola, Honda, McDonald's and United Airlines as advertisers for the World Cup.

In preparation for the World Cup, Univision has been carrying *The Road to the World Cup*, a series of qualifying matches. Reebok will join other

advertisers in the *Road* telecasts as well.

Because there are no breaks in the action, except for halftime, ads will reportedly air as 10-second video messages running along the lower third of the screen during both *Road to the World Cup* and the tournament next year. (ABC and ESPN also will offer uninterrupted coverage of the tourna-

ment play.)

In addition, the sponsors will have billboard ads before and after the game and during the halftime break.

Univision has been covering the World Cup for the American Spanish-language audience since 1970, and in 1990 was the only broadcast network in the United States to televise the tournament. ■

NBC, Kellogg announce \$100 million campaign

By Jim Cooper

In an effort to hike awareness of both network and brand, NBC and Kellogg USA Inc. last week announced a long-term joint promotion that will span an entire quarter and will cost more than \$100 million.

The campaign will launch in two

phases. The first, "Breakfast Around the World," will feature match-and-win TV promotional spots in the seven-day prime time opening of NBC's new fall schedule, starting on Sept. 19.

The spots, a 20-30-second break between 8 p.m. and 9 p.m. ET each day



of the week, will probably feature a spokesperson who will reveal a six-digit winning number from nearly 70 million game cards placed in print outlets such as *TV Guide*.

The contest will offer 100 international family vacations provided by United Airlines, and Marriott Hotels vacations valued at \$10,000 each.

The second phase of the campaign, which will start after the television ads end, will feature six of the network's shows on the covers of six Kellogg's brands—a total of 100 million boxes. Each brand will be linked to the network show with which it is most closely associated.

The boxes will function in the home as "mini-billboard" ads for the network's fall schedule. NBC's logo will also appear on the cereal boxes, said Alan Cohen, NBC senior vice president of marketing. It will be the first time a network logo has appeared on a cereal box. The cereal boxes will be placed on supermarket shelves until December, Cohen said.

He said that NBC has also produced a promotion kit for local stations that will tie into the national promotion.

A Kellogg USA spokesperson said ads have been developed to run on NBC, but ads for other networks and cable outlets are still in the works. She said NBC has made radio spots available on a regional basis but could not confirm whether the ads will air. ■

CTAM: the customer connection

Annual conference in Atlanta hears repeated warnings about customer dissatisfaction; some say regulation and competition will be good for cable

By Christopher Stern

The cable industry used the annual conference of the Cable Television Administration and Marketing Society (CTAM) to chastise itself again for failing to listen to its customers' concerns. But this year, there was a growing sense of urgency as cable operators face government regulation and competition from the sky.

The 1,740 attendees of the Atlanta convention were also told by some speakers that regulation and competition will ultimately be good for the cable business. While the cable industry debates how it can change its public image, DirecTV President Eddie Hartenstein announced that his company will launch a \$40 million-\$50 million advertising campaign next year in support of its alternative to cable service.

Industry executives were told that their business has joined the ranks of the telephone company and electric

utilities in consumer ire over poor service and rate hikes. "This industry has to display a hell of a lot more humility than it has," said James O. Robbins, president of Cox Cable Communications.

While the cable industry may already be in hot water with its customers, relations are not expected to improve in the coming months when some subscribers are expected to find a dark channel where their broadcast station was once located.

CTAM attendees heard horror stories from at least one system that had decided to drop a broadcast station. "You have not seen anything until you try to drop a major network affiliate," said David Van Valkenburg, president of Multivision. His system ran into trouble when it announced plans to drop San Francisco's CBS affiliate, KPIX(TV). Van Valkenburg showed a videotape of a city council meeting where local broadcasters were

Around the floor at CTAM

DirecTV President Eddie Hartenstein said he expects his service to break even in its second year, when it hits 3 million subscribers. He added that the service will be supported by a \$40 million-\$50 million consumer advertising campaign when it launches next April. Consumers will have to pay \$700 for a receiver that they will be able to buy at a consumer electronics stores. The service, said Hartenstein, will not have the retransmission-consent problems that cable faces because, with only 150 channels, it has no room to carry all the local broadcasters on the North American continent. Hartenstein expects 50% of DirecTV's customers to come from cable, and he predicts that the satellite service will have 10 million subscribers by the year 2000. DirecTV's parent company, GM Hughes Electronics, is currently completing a \$100 million facility in Castle Rock, Colo.

MTV announced at CTAM that it will run six special "Life Without Cable" promotional spots beginning July 26. The spots are not geared to retransmission consent, said an MTV spokesman, but a prepared statement says: "This is our way of thanking the cable

operator for carrying MTV and informing our audience that without their cable operator, they would not be able to receive MTV." Each of the clips can be tagged by the local cable system.

Bravo announced that it has acquired 15 episodes of *Max Headroom*. The series will air in its "TV Too Good for TV" series. *Max Headroom* is a computer-generated series about a future where there are 4,000 channels, and televisions cannot be turned off.

AMC announced that its non-subscriber direct-mail campaign resulted in a 2.2% response rate for Jones Intercable in Pima County, Ariz. AMC said the campaign resulted in gross annual revenues exceeding \$121,000. The campaign offered a 50% discount on installation and free removal for 60 days.

Cable marketing specialist Howard Horowitz, president of **Horowitz Associates**, urged operators to connect to cable the second and third television sets in homes. While cable has a 60% household penetration, he said, it has only a 40% television set penetration.

cheered by the audience and local politicians asked television personalities for autographs during the hearing.

He warned his colleagues: "Keep in mind, this is a political campaign for the minds of the customers." He urged cable general managers to meet with local newspapers and politicians "because broadcasters are already doing it."

"Cable marketers must understand the intensity of discontentment with your industry and clearly—and strategically—communicate the improvements that have taken and will take place," said Harold Burson, founder of public relations firm Burson-Marsteller. He told the crowd that there is no question the cable industry is in a state of crisis. He should know: Burson-Marsteller handled public relations for Union Carbide during the Bhopal disaster and for Tylenol during its product-tampering fiasco.

Burson said that the industry has done a good job lobbying and seeking influence for the industry in the corridors of power but that it ended up losing the war because of a poor job communicating with customers at the grass-roots level.

Even FCC Senior Legal Adviser Byron Marchant told CTAM attendees that they must do a better job communicating with their customers. "I think it's really a matter of educating the consumers that they not only have choice but [that] the opportunities you offer have value," Marchant said.

But if there was a silver lining to the cloud of increased competition, it was offered by marketing specialist Howard Horowitz, president of Horowitz Associates Inc. "We will succeed in reaching the consumer because we have no choice," Horowitz said. Consumers, he said, "had little to do with the early priorities of the business," but things must change with competition from DBS and telephone companies.

Horowitz said that with the current state of semi-monopolies under which cable systems operate, consumers come in "a distant second" to cash-flow concerns. Horowitz also told his audience that even though the variety of programming on cable is one of its strengths, "rarely did we ask, by the way, what the consumer wanted." He expects systems to pay closer attention to the programming interests of consumers, but he does not think à la carte will be the long-term answer. ■

Cable operators look for other revenue streams

Telephony, video games and cable-delivered CD-quality music among opportunities for cable after rate rollbacks

By Christopher Stern

As the deadline approaches for rate rollbacks, many cable operators are expected to take a closer look at everything from telephony to video games in their search for unregulated revenue streams.

And when AT&T strategy chief Richard Bodman told a session at the CTAM conference last week that he wants to go into business with the cable industry, he caught the attention of many cable operators. Bodman said that he wants the cable industry to remain healthy and to invest in its own infrastructure. "AT&T wants the local cable system to upgrade [physical] networks. Otherwise, it won't be able to deliver service." Bodman said that AT&T, along with Sprint and MCI, already have upgraded their long-distance lines with fiber and would like to have the advantages that a local fiber network would offer.

AT&T and cable networks will inevitably work together, according to Bodman, as television becomes interactive and moves toward a two-way transaction-oriented business. "Cable's principal value [to AT&T] is as an enabling technology," he said.

Paul Fajerski, vice president of Hyperion, an Adelphia Communications subsidiary providing alternative access for voice and data services, said the big three long-distance telephone companies are ready to embrace local cable companies as strategic partners. A local fiber cable system is perfectly placed to enter the alternate-access telephone business, which, according to Fajerski, is a \$20 billion business.

He said that once a system has upgraded to fiber, it can install the proper non-dialtone software to interface with the long-distance carriers in 30 days. But telephony was only one of several additional revenue streams that operators wanted to hear about at the convention. Sega Channel President Stanley Thomas said that video games "are one of the best [revenue] opportunities that has come along in the cable world in a long time." Thomas said the video

game market is bigger than movies, with \$6.1 billion in annual revenue. Sega claims that 70% of the 14 million people who own Sega Genesis machines are cable subscribers.

Sega plans to test pricing levels in the fourth quarter. Thomas has said that he plans to market the service at the price level of a premium service, \$10-\$20 per month. A system's investment includes a \$6,000-\$8,000 computer and a \$60-\$80 adapter for each video game subscriber. Consumers will be offered a selection of up to 50 games on demand, with a total retail value in excess of \$1,000, according to Thomas. He said that one of the most attractive features of the service is that the video games will be fed downstream in a manner that will not take up a full 6 mgz channel. The joint venture of Time Warner, Sega and Tele-Communications Inc. expects to begin rolling out the service early in 1994.

One revenue stream already up and running is cable delivered, CD-quality music. Ann Burr, president of Southwestern Cable TV, San Diego, said digital audio is an unregulated revenue stream that can add enormous value to a cable system. As much as 35% of the U.S. population owns compact disc players, according to Burr. In her market, more than 50% of the population owns CD players.

Current CD's have a retail price of more than \$12. Greene said that customers can be offered 30-channel CD-quality music for less than the retail cost of a single CD. A cable audio service also allows systems to market high-quality simulcasts of pay-per-view events.

For example, Digital Music Express offers a full range of music, from classical to rock, without the distraction of disk jockeys. The service is plugged into the subscriber's stereo system. According to Burr, 68% of the U.S. has a stereo in the same room with a television set. Systems have reported high buy-rates for commercial outlets, including restaurants and bars. ■

Technology

Primestar rumored to be planning DBS

While company refuses to comment, speculation has Primestar working on service using fixed Ku-band satellites with only two degrees of separation

By Sean Scully

Primestar Partners President John Cusick is refusing to comment on rumors that the company is preparing to jump into the high-power direct-broadcast satellite business. At the Satellite Broadcasting & Communications Association show in Nashville earlier this month, Cusick said that Primestar is trying to avoid fueling rumors. When specific deals are completed, he said, the company will make them public.

Rumor has it that Primestar is planning to broadcast direct-to-home from fixed satellites, which are located only two degrees apart in orbit. Other DBS satellites are positioned nine degrees apart to avoid interference. According to some in the industry, high-power signals from satellites with only two degrees of separation could threaten existing Ku-band transmissions.

Cusick has confirmed that Primestar is looking into moving to another satellite when its current contract with GE's K1 expires in 1996. He said that the company is experimenting with digital compression techniques and that he has left open the possibility that Primestar will get into some form of high-power DBS. Beyond that, he said, the company will say no more for the moment.

During a forum at the SBCA show, however, Cusick was talking as if Primestar is already a contender. He claimed that Primestar could give the early DBS entrants, Hughes's DirecTV and Hubbard's USSB, a real run for their money should it choose to enter the high-power DBS market. The break-even point for Primestar, he said, could be a tenth of what other DBS companies are expecting.

He appealed to the satellite dish retailers attending the conference to look at Primestar closely. He promised that

retailers would see a cut of any pay-per-view orders by their customers, and he said that there are still many areas where dealers have an opportunity to get in on the ground floor as Primestar distributors.

Rumor has it that Primestar has already worked a deal for a medium-powered Ku-band satellite with Loral, formerly Ford Aerospace. At deadline

last week, Loral was refusing to comment. If the rumor is true, Primestar could be looking to simply put up a satellite to replace K1, essentially offering the same services that it offers now. The new satellite could well offer compressed digital signals, allowing Primestar to expand its offerings to home dishes. It might also allow the company, which is owned by a con-

USSB unveils dealer plan

United States Satellite Broadcasting has unveiled what it says is a simple and easy-to-understand dealer participation program for its direct-broadcast satellite service.

Basically, said President Stan Hubbard, any TVRO satellite dealer who qualifies to carry Thomson's Digital Satellite System will also qualify to sell USSB programming packages. That means all three players in the first major DBS launch—Thomson's RCA division, Hughes's DirecTV and USSB—will be carried through the same TVRO dealers.

Unlike DirecTV, which will leave the details of its dealer commission structure to be worked out between individual dealers and a group of five regional sales agents, USSB has set out its plan already. For each prepaid annual subscription to the premium package sold (including all of Hubbard's basic services along with the complete package of Showtime and HBO services), a dealer will receive \$25. For a package including the basic channels and either the Showtime or HBO services, the dealer will receive \$17. Hubbard has set out smaller commissions for monthly subscriptions and for annual renewals, at least for the first two years.

While USSB may delve into pay per view, Hubbard said, it is such a tiny part of the business plan that the company hasn't even considered whether dealers will be given a commission on PPV orders by their customers.

DirecTV, on the other hand, is planning to make pay-per-view a major part of its business. At a session of the Satellite Broadcasting & Communications Show in Nashville last week, Steve Ste. Marie, DirecTV vice president of sales and marketing, said DirecTV had no plans to offer TVRO dealers a cut of pay-per-view, saying TVRO dealers fit more into the hardware side.

"The programming side is a separate side of the business," Ste. Marie said.

The news brought a round of boos and jeers from the audience, composed largely of dealers.

—SS

sortium of major cable companies, to beam digitally compressed signals directly to the cable headends of its members, in effect turning Primestar into a Ku-band syndication service. A few people in the DBS industry suggested this as a possibility, but refused to go on the record, noting that any such talk is pure speculation.

If Primestar were to switch direction and choose to compete in the high-power DBS market, it would have to make a deal with one of the nine companies that have permission to launch such a service. The FCC approved the applications in 1989, divided the 256 possible transponder spots and stopped accepting DBS applications. The choice orbital position, 101 degrees west, is controlled by Hughes's DirecTv and Hubbard's USSB, which plan to launch a DBS service late this year. The next best orbital position, 110 degrees west, is controlled by Hubbard and Advanced Communications Corp. ACC President Dan Garner said that Primestar had approached him about a deal, but nothing has come of it so far.

The next orbital position, 119 degrees west, is largely up in the air. Some of the available transponders are controlled by Echosphere, headed by Charlie Ergen. The remaining spots may go to Dominion Video of Naples,

The real unknown in speculating on Primestar's intentions lies in an antitrust action by 40 state attorneys general against Primestar and its cable operator owners.

Fla. There is, however, some question as to whether Dominion followed the FCC's rules for obtaining the orbital slot. If the commission finds that Dominion did not proceed correctly, it may have to forfeit the 119 degrees west spots to Tempo, a DBS company owned by cable company TCI, which is a partner in Primestar.

In that case, Primestar might be able to rely on Tempo to obtain partial control of the orbital slot. The key would be Charlie Ergen's portion of the channels at 119 degrees.

It's not clear, however, that Ergen would be open to a deal with Primestar. At the SBCA show, Ergen made it known that he wants to be a player in the new DBS world. Echosphere

has two satellites in the works. The first, covering the U.S. and other parts of North America, is scheduled to go up in late 1995. The second, covering the Pacific Rim, is still under construction and awaiting an orbital slot. Ergen said that he wants to launch a complementary service to DirecTv and USSB. Since those services will offer 80 of the best cable channels and 150 total channels, including pay per view, he said: "We really want to be the 81st best of cable, or the 151st channel."

The real unknown in speculating on Primestar's intentions lies in an antitrust action by 40 state attorneys general against Primestar and its cable operator owners. In June, it looked as though Primestar had settled that action, freeing it to pursue whatever plans it may have. By the eve of the SBCA show, however, several parties had intervened in the case, leading a federal judge to temporarily suspend the agreement that would have ended the antitrust action. That uncertainty may have been behind Primestar's decision to cancel a long-planned press conference at the SBCA show. It may also be behind Primestar's reluctance to comment at this point—perhaps they can't tell what they will be willing or able to do once the antitrust action is finally put to rest. ■

Cablevision tests PCN/PCS technology

By Rich Brown

MSO Cablevision Systems Corp. last week offered a press demonstration of its Personal Communication Networks/Personal Communication Services, which the company labeled the first such telephone system to offer vehicular mobility and ubiquitous coverage.

Cablevision developed its PCN/PCS model based on research showing that customers wanted complete ubiquity (including vehicular and in-building coverage) at a reasonable price. Using microcell repeaters that are attached to the coaxial cable approximately every 1,200 feet, Cablevision has built the one-mile-wide test site in Lynbrook, N.Y., at a projected cost of \$23,000-\$24,000.

Conventional PCN architecture would cost about \$165,000 for the

same area, according to John M. Dolan, strategic analyst for the company.

Cablevision expects to eventually roll out the technology at a cost of about \$200 per home, according to Wilt Hildenbrand, vice president of technology. He said that marketing trials with customers are likely to begin later this year or possibly early next year at the company's cable operations near Roslyn, N.Y.

"This won't happen tomorrow," said Dolan of a widespread PCN/PCS rollout. "It's going to take a long time for us to deploy the cell sites."

Among other things, Cablevision executives last week demonstrated their ability to maintain a telephone conversation with a person in a nearby car moving at more than 30 mph.

"We're never going to replace cellular and we're never going to replace

the traditional phone system," said Dolan. "But we can become competitive to them."

Cablevision's demonstration arrived just months before the FCC is expected to make its final decision on PCN/PCS technology. Current plans call for the FCC to decide between September and the end of the year exactly which frequencies will be used, the size of each frequency block, and whether licenses will be assigned via auction or lottery.

"We're leaning toward auction, if given the authority," said Rodney Small, the FCC's Office of Engineering and Technology.

Meanwhile, Cox Enterprises is the only company that has been temporarily awarded pioneer status from the FCC, guaranteeing Cox a PCN/PCS license. ■

Cutting Edge

Edited by Sean Scully

The FCC has dismissed a complaint about its recent Separate Systems Modification order, which permitted separate satellite systems to provide international telephone service interconnected to public switched networks. The commission adopted the order without public notice or comment. One person challenged the commission's action, but the commission decided July 14 that the man, James Hobson, had not demonstrated either that he was a party to the proceeding or that he had been hurt by the commission's action.

CMT Europe and Group W Satellite Communications will begin delivering CMT to the UK on September 1. The move will boost CMT Europe's UK circulation from 325,000 to almost 2.5 million. CMT is also carried on the direct-to-home BSkyB service.

Europe's meteorological service, Eumetsat, has contracted with Arianespace to launch the Meteosat 7. Meteosats 2 through 6 were also launched on Arianespace. Also, Eutelsat has begun drawing up plans for its third TV satellite, tentatively called "Hot Bird Plus." If all goes well, the satellite should launch in early 1996, joining



Eutelsat II-F1 and "Hot Bird," which is scheduled to launch this year.

The Republic of Armenia became the 126th member of Intelsat at a ceremony at the U.S. Department of State. Armenia, one of the states born out of the collapse of the Soviet Union, agreed to an initial investment share of 0.05%.



Reston, Virginia-based interactive television firm TV Answer has changed its name to "EON." The company says the new shorter name, which doesn't stand for anything particular, is easier for consumers to remember and lends itself more easily to marketing and promotions. Along with the new name, President David Lehman said, the company will look for other applications for its RF-based interactive system, perhaps to serve portable "electronic assistants" and personal communicators. Meanwhile, EON and Intuit Inc. of Menlo Park, Calif., have agreed to develop a package of personal finance services for EON's proposed interactive TV system, which could debut in

the nation's nine largest cities as early as the end of this year, pending FCC approval.



Sharp has introduced a camcorder that promises to ease the difficulties posed by current viewfinders. Instead of offering a traditional viewfinder, the new Sharp Viewcam includes a full-color, four-inch LCD view screen that can be rotated or angled. Camera users can, therefore, hold the camcorder at a distance from their eyes, over their heads or at other odd angles, and still be able to see the viewscreen. Viewcam is a Hi-8mm hand-held camcorder with a suggested retail price of just under \$2,200.

HBO has revamped its production facilities with a large order of Quantel equipment, including a Hal, two Paintboxes and three Pictureboxes, all connected with Picturenet, an ether network-based network.

The keynote speaker at the SMPTE conference in Los Angeles this year will be Jim Clark, founder and chairman of the board of Silicon Graphics. Clark will address the conference Oct. 30.

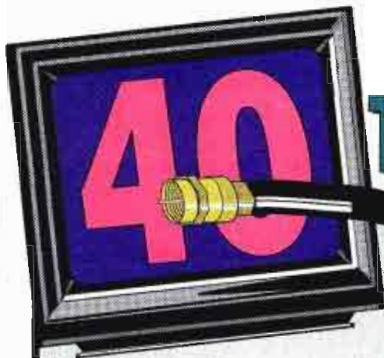
San Diego-based Horizons Technology and St. Petersburg-based Image Technologies Inc. have agreed to jointly develop interac-

tive multimedia systems for existing computer platforms, such as Apple's Macintosh and the DOS and Windows systems for IBM.

Intelligent Resources Integrated Systems of Arlington Heights, Ill.; Optimage Interactive Services (a joint venture of Philips and the Microwave Systems Corp. of Des Moines), and Minerva Systems of Silicon Valley, have established an alliance to create affordable desk-top MPEG encoding systems. The companies say such a device should be available by fall.

Hughes' DirecTv has added CNN International and Turner Classic Movies to its line-up of cable services that will be available on its direct broadcast satellite service, expected to go on the air in April of 1994. So far, DirecTv has signed 18 channels. It expects ultimately to offer about 30 cable channels. An additional 100 or more channels will be devoted to pay-per-view movies and sports.

HBO and Cinemax have renewed their lease on Telstar 302, reaffirming their commitment to move to AT&T's Telstar 401 when it becomes operational late this year. The launch of Telstar 401, the first of the next generation of AT&T satellites, has been pushed back repeatedly, leading some cable services and syndicators to move to Hughes' Galaxy IV, a similar satellite that is already in orbit.

Broadcasting
& Cable

Top Cable Programs

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.	2,482	4.1	Homerun Hitting Contest	Mon. 9:30-10:01p	ESPN
2.	2,368	3.9	MLB (Oakland-New York)	Sun. 8-11:47p	ESPN
3.	2,397	3.9	Heroes of All-Star Game	Mon. 10:01-11:30p	ESPN
4.	2,279	3.9	Ren & Stimpy	Sun. 11-11:30a	NICK
5.	2,234	3.7	NASCAR Racing (Miller 500)	Sun. 1-5:15p	TBS
6.	2,219	3.7	Road House (movie)	Wed. 8-10:30p	TBS
7.	1,947	3.3	Rugrats	Sun. 10:30-11a	NICK
8.	1,939	3.2	Coal Miner's Daughter (movie)	Sun. 10:30a-1p	TBS
9.	1,895	3.1	Princess Bride (movie)	Thu. 9-11p	USA
10.	1,846	3.1	Murder, She Wrote	Mon. 8-9p	USA
11.	1,827	3.0	Smokey and the Bandit (movie)	Mon. 8-10p	TBS
12.	1,817	3.0	Princess Bride (movie)	Sun. 2-4p	USA
13.	1,751	2.9	Saved by the Bell	Thu. 5:30-6p	TBS
14.	1,743	2.9	Saved by the Bell	Wed. 5:30-6p	TBS
15.	1,682	2.8	Field of Dreams (movie)	Sat. 8-10:15p	USA
16.	1,657	2.8	Saved by the Bell	Tue. 5:30-6p	TBS
17.	1,653	2.7	The Gauntlet (movie)	Fri. 9-11p	USA
18.	1,634	2.7	Treacherous Crossing (movie)	Wed. 9-11p	USA
19.	1,633	2.7	Silk Stalkings	Mon. 10-11p	USA
20.	1,629	2.7	Saved by the Bell	Mon. 5:30-6p	TBS
21.	1,615	2.8	Roundhouse	Sun. 11:30a-12n	NICK
22.	1,613	2.7	Murder, She Wrote	Tue. 8-9p	USA
23.	1,611	2.7	Saved by the Bell	Thu. 5-5:30p	TBS
24.	1,608	2.7	WWF Monday Night Raw	Mon. 9-10p	USA
25.	1,578	2.6	Saved by the Bell	Fri. 5:30-6p	TBS
26.	1,550	2.6	Saved by the Bell	Tue. 5-5:30p	TBS
27.	1,544	2.6	Murder, She Wrote	Thu. 8-9p	USA
28.	1,540	2.6	Saved by the Bell	Fri. 5-5:30p	TBS
29.	1,535	2.6	Westward the Women (movie)	Sun. 2:30-5p	TNT
30.	1,524	2.5	MLB (Pittsburgh-Atlanta)	Thu. 7:30-10:15p	TBS
31.	1,506	2.5	Deliverance (movie)	Mon. 10p-12:15a	TBS
32.	1,500	2.6	Ren & Stimpy	Sat. 9-9:30p	NICK
33.	1,479	2.5	Silk Stalkings	Sun. 11p-12m	USA
34.	1,478	2.4	SportsCenter	Mon. 11:30p-12m	ESPN
35.	1,469	2.4	WWF All-American Wrestling	Sun. 12n-1p	USA
36.	1,458	2.4	Murder, She Wrote	Wed. 8-9p	USA
37.	1,445	2.5	Doug	Sun. 10-10:30a	NICK
38.	1,422	2.4	Are You Afraid of the Dark?	Sat. 9:30-10p	NICK
39.	1,414	2.4	Saved by the Bell	Wed. 5-5:30p	TBS
40.	1,396	2.3	Final Countdown (movie)	Sat. 4-6p	TBS

WNYW schedule

Continued from page 34

be Roseanne, Rescue 911, A Current Affair and Inside Edition. In late night, the new Chevy Chase Show will air at 11 p.m. ■

KWP hires 11 for 'Les Brown'

By Mike Freeman

After nearly five months of uncharacteristic silence from King World Productions, the distributor last week officially announced almost the entire production staff.

The 11 staff appointments came just weeks after King World hired Betsy Alexander as a co-executive producer, a post for which interim producer Kari Sagin had been rumored to be in line.

KWP Chairman Roger King, his brother Michael and development head Erni DiMassa will serve as co-executive producers for the fall 1993 strip, but it is thought that the addition of Alexander will help ease concerns Brown reportedly had about the sensational subject matter often associated with talk strips.

While not referring directly to Sagin, Roger King did elaborate that "we originally had one producer for our run-throughs, but Les did not really feel comfortable with her." Filling the director's slot for the New York-based production is Brian Campbell, most recently director of Multimedia Entertainment's Jerry Springer talk show.

There are five new producers: Shari B. Lambert, former producer on Tribune's *The Joan Rivers Show* and associate producer for both *Good Morning America* and *CBS This Morning*; Susan Sprecher, producer for Viacom's *Montel Williams* and Multimedia's *Donahue*; Niles Jaeger, producer for Twentieth's aborted *The Jane [Pratt] Show* and NBC News's *Cover to Cover*; Janet Lee, producer of KSTP-TV Minneapolis's *Good Company*, and Odessa Drayton-Iton.

The five associate producers are Larry Yellin, formerly of *Montel Williams*; Daniel Silver; Kristen Cosover; Gwendolyn P. Hall, and Karen Boyd Bell. ■

TV Ratings Week

The Broadcast World According to Nielsen, Jul 12-18

	abc ABC	CBS	NBC	FOX	
MONDAY	6.5/11	10.2/18	9.6/17	7.8/14	
8:00	46. Day One 7.7/14	36. Evening Shade 8.9/17	24. Fresh Prince 9.9/19	44. Fox Night at the Movies—Weekend at Bernie's 7.8/14	
8:30		32. Harlan/Merleen 9.1/17	34. Blossom 9.0/16		
9:00		14. Murphy Brown 11.3/20	28. NBC Monday Night Movies—The Gambler Returns: Luck of the Draw, Part 2 9.6/17		
9:30	69. Jim Thorpe Pro Sports Awards 5.9/10	22. Love & War 10.0/17			
10:00		16. Northern Exposure 10.9/19			
10:30					
TUESDAY	10.2/18	14.9/27	10.9/19	3.7/6	
8:00	19. Full House 10.5/20	17. All Star Pre-game 10.6/21	19. NBC Movie of the Week—Danielle Steel's Kaleidoscope 10.5/18	88. Beverly Hills 90210 3.8/7	
8:30	25. Hangin' w/Mr. C 9.8/18	2. MLB All Star Game 15.6/28		12. Dateline NBC 11.8/20	89. Look of the Year 3.6/6
9:00	7. Roseanne 12.8/22				
9:30	13. Coach 11.6/19				
10:00	41. Jack's Place 8.2/14				
10:30					
WEDNESDAY	9.8/18	7.9/14	11.4/21	4.2/7	
8:00	54. Wonder Years 7.5/15	62. Family Dog 6.5/13	6. Unsolved Mysteries 12.9/25	81. Beverly Hills 90210 4.7/9	
8:30	41. Doogie Howser 8.2/15	76. Bugs Bunny Spc 5.2/10			
9:00	1. Home Improvmt 16.8/30	76. Johnny Bago 5.2/9	17. NBC Movie of the Week—Fatal Friendship 10.6/19	89. Melrose Place 3.6/6	
9:30	11. Buddies 12.2/21				
10:00	57. Sirens 7.0/12	8. 48 Hours 12.7/23			
10:30					
THURSDAY	10.4/19	8.3/16	7.8/15	7.0/13	
8:00	60. Crossroads 6.6/13	44. Top Cops 7.8/16	62. Cheers 6.5/13	37. The Simpsons 8.8/18	
8:30			46. Wings 7.7/15		
9:00	31. Matlock 9.2/16	30. Eye to Eye with Connie Chung 9.5/17	26. Cheers 9.7/18	46. Martin 7.7/15	
9:30			15. Seinfeld 11.2/20	60. ILC: 1st Season 6.6/12	
10:00	3. Primetime Live 15.3/28	51. Picket Fences 7.6/14	70. Sisters 5.8/11	80. Down the Shore 4.8/8	
10:30					
FRIDAY	10.7/22	6.0/12	6.0/13	5.5/11	
8:00	32. Family Matters 9.1/21	73. Golden Palace 5.5/12	74. Mancuso, FBI 5.4/12	68. America's Most Wanted 6.1/13	
8:30	26. Step By Step 9.7/21	84. Brooklyn Bridge 4.5/10			
9:00	34. Dinosaurs 9.0/19	46. Street Stories 7.7/16	66. NBC Movie of the Week—A Woman Named Jackie, Part 2 6.3/13	75. Sightings 5.3/11	
9:30	40. Perfect Strangers 8.6/17				
10:00	4. 20/20 14.0/28	76. Johnny Bago 5.2/10		86. Code 3 4.3/9	
10:30					
SATURDAY	4.6/10	9.3/20	6.6/14	6.0/13	
8:00	93. Young Indiana Jones Chronicles 3.1/7	51. Dr. Quinn, Medicine Woman 7.6/17	59. Super Bloopers* 6.7/15	58. Cops 6.9/16	
8:30					43. Cops 8.0/17
9:00	91. New Year 3.5/7	21. CBS Saturday Movie—K-9 10.1/21	55. Empty Nest 7.2/15	83. Front Page 4.6/10	
9:30			46. Mad About You 7.7/16		
10:00	56. The Commish 7.1/15		72. Reasonable Doubts 5.6/11		
10:30					
SUNDAY	8.3/15	12.8/24	8.0/15	5.0/9	
7:00	85. Life Goes On 4.4/9	5. 60 Minutes 13.9/30	67. I Witness Video 6.2/13	93. Parker Lewis 3.1/7	
7:30			9. Murder She Wrote 12.6/24	92. Danger Theater 3.4/7	
8:00	37. Am Fun Hm Vid 8.8/17	10. CBS Sunday Movie—With a Vengeance 12.3/22	64. I Witness Video 6.4/12	71. In Living Color 5.7/11	
8:30	37. Am Fun People 8.8/16			28. NBC Sunday Night Movie—Wild Texas Wind 9.6/17	79. Roc 5.0/9
9:00				51. Married w/Childn 7.6/14	
9:30	22. The Thorn Birds Part 1 10.0/18		64. Herman's Head 6.4/11		
10:00			81. Flying Blind 4.7/8		
10:30			87. The Edge 4.2/8		
WEEK'S AVGS	8.6/16	10.0/19	8.6/16	5.5/11	
FSN. TO DATE	11.6/20	12.4/21	10.7/18	7.2/12	

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Classifieds

See last page of classifieds for rate information and other details.

RADIO

HELP WANTED MANAGEMENT

Local sales manager: Major market Northeast ratings leader is looking for an exceptional leader/motivator. Rare opportunity for take-charge winner with a proven record of success in broadcast sales management. Join an expanding, progressive broadcast group. Sell us! Send resume to Box M-12. Strictly confidential. EOE M/F.

Radio manager position available with Prairie Public Broadcasting. Looking for a creative, self-motivated individual to manage a five-station ND public radio network. Manager answers to the President of Prairie Public Broadcasting, Inc. Manager will represent stations in community activities and work closely with staff in setting financial and programming goals. Announcing and sales skills helpful. Minimum salary \$42,000 plus excellent fringe benefits. Bachelor degree required. Minimum 3 years broadcast management. Send resume and 5 references to: Dennis Falk, President, Prairie Public Broadcasting, PO Box 3240, Fargo, ND 58108. Deadline is August 15th. We are an EEO/affirmative action employer.

Top rated CHR radio station needs dynamic sales manager on the booming tropical island of Guam, in the Western Pacific. Competitive market place with 6 other radio stations and Gannett newspaper. We need seasoned sales manager with successful track record who can lead, train, motivate, innovate, and get results. Show history how sales increased when advertisers stopped buying spots. Send resume to: Ernie Galito, General Manager, Hit Radio 100, 530 W. O'Brien Drive, Agana, Guam 96910 or fax 671-477-7847. EOE.

Investor-partner wanted for Class C FM in Texas. If you have money to invest and are strong in sales... let's talk. Great area to live... Station under staffed... Good potential. Reply to Box M-21. EOE.

General manager: Expanding group seeking qualified general manager candidates. Prior positive sales and general management record is required. We reward good performers. Send resume to Box M-23. EOE.

GSM... that could quickly lead to station manager. We are looking for an experienced sales professional with ideas and motivation skills. Texas duopoly soon. Include your resume and an outline of how you did it. Write in confidence to Box M-39. EOE.

GM sought for Maine FM. Excellent compensation package and equity opportunity for the right man or woman. Reply in confidence to Box M-38. EOE.

If you are tired of running a radio station and want to earn excellent income, do not want to move again, would like to be independent, join our company as an independent contractor. We sell promotions and ideas to radio and TV stations and advertising to large companies. We need someone to sell in your state. Fax your resume to: International Broadcast Services, Inc./U.S. Direct Mail Advertising Fax # 813-649-7321 or mail to 5020 Tamiami Trail North, Suite 200, Naples, FL 33940. No phone calls, please. EOE.

Sales manager, 50KW - WHO, Des Moines' news station, seeks experienced radio sales manager with positive people skills and drive. Please send application by August 15 to Mark Halverson, WHO Radio, 1801 Grand, Des Moines, IA 50309. EOE.

HELP WANTED SALES

Radio sales: Your years of successful radio sales can qualify you for a once in a career opportunity. Be willing to relocate and travel to Southeastern resort markets to recruit, train, and supervise a great sales team in multiple markets. You will be paid what you earn without limit. Females are encouraged to apply. EOE. Resume & references to: Partech Communications Group, Inc. 3366 Riverside Drive, Suite 200, Columbus, OH 43221.

Account executive for top rated Jersey shore station. Experience a must. Solid list available. Right person will earn \$40,000-\$60,000 to start. EOE. Send resume to Box M-40.

Radio account executive: KUSC-FM/Los Angeles, one of the nation's most-listened-to public radio stations, seeks highly motivated, results oriented individual to secure sponsors for KUSC programming from the local business communities. Major market broadcast sales or public radio experience preferred. Salary is competitive and commensurate with experience and track record. Excellent benefits package. Send resume to: KUSC, PO Box 77913, Los Angeles, CA 90007. KUSC is an equal opportunity employer.

Z-ROCK affiliate in college town seeks aggressive, experienced account executive, good track record. We offer solid local and national list, draw against commission, and GSM possibility. Sell our 18-34 audience, earn \$\$\$\$ in first year. Call or express resume to Edwin Neaves, W.H.Z.T., 313 N. Mattis, Suite #203, Champaign, IL 61821. 217-355-1059. EOE.

HELP WANTED ANNOUNCERS

KDLR, Devils Lake ND is accepting applications for a morning announcer. This is an outstanding small market opportunity. Also includes PD responsibilities for the right person. This shift requires communication skills, heavy information, not a DJ position. Resume and tape to: General Manager, Box 190, Devils Lake, ND 58301. EOE.

HELP WANTED TECHNICAL

Corporate engineer sought for Benchmark Communications. To be based out of Norfolk-Va. Beach market. Will serve as chief engineer for new 3-station group in Norfolk plus consultant for one of the country's premiere radio groups. Must be proficient with latest computer technology, STL's, and experienced in relocating station facilities. Position open immediately. Send salary history and resume to Mark Kanak, GM, WLTY/WTAR, 720 Boush St., Norfolk, VA 23510. No phone calls. EOE.

Radio station engineer: FCC operators license and minimum 15 yrs. exp. required. Multiple locality exp. required. Must be willing to travel extensively Southeast U.S. Send resume w/salary history to Mark S. Manalo, Partech Communications Group, Inc. 3366 Riverside Drive, Suite 200, Columbus, OH 43221. EOE.

Wanted: Chief engineer of radio networks. Successful candidates will have significant experience in satellite systems as well as studio and remote equipment. Outstanding management and customer relations skills also required. Resume and cover letter to Box M-41. EOE.

HELP WANTED NEWS

Anchor-ICRT Radio-Taiwan has an opening for a news anchor capable of carrying a one-hour news block. Strong writing and organizational skills and solid years of experience required. ICRT is an English language radio station which serves an audience of more than one million people in Taiwan's major population centers. ICRT would also welcome applications from experienced broadcast journalists who speak and read Chinese. Send tape and resume to: Robert Blum, News Director, ICRT, 8-1 Chung Yang 2nd Road, Yang Ming Shan, Taipei 111, Taiwan R.O.C. EOE.

The radio stations of the New York Times need a full-time experienced newscaster. If you can deliver news to the nation's smartest audience, send your tape and resume to "News Auditions," WQXR/WOEW, 122 Fifth Avenue, New York, NY 10011. No phone calls, please. EEO.

Westchester, NY: Dynamic outside reporter news director. Hometown station of network execs. Strong, colorful broadcast journalist. Wall Street Journal called WVOX: "America's quintessential community station." Immediate opening. Must have auto. Fax 914-636-2900, Cheryl Dew-Brewton, WVOX, One Broadcast Forum, New Rochelle, NY 10801. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

P.D. needed for heritage Mid-Atlantic radio station. Pleasant lifestyle, quick drive to beaches, lakes, streams, etc. Small market just got a big-market altitude: Arbitron, head-to-head format battles. P.D.'s from all formats considered; Country preferred. You'll do an air shift, production, remotes, etc. Demonstrate superior marketing skills and FCC-legal knowledge. Resume plus salary to: Box M-14. EEO.

SITUATIONS WANTED MANAGEMENT

General manager: Excel in station turnarounds. Looking for new challenge in top 150 market. Preferably Southeast. Strong on sales. Programing, station visibility. Dynamic people person. Catalyst for enthusiasm. Call Jack at 501-578-2842.

Put 24 years of experience to work for you! Radio, cable professional currently running small ad agency. Expert on return on investment selling. Mid-Atlantic area preferred. Leave confidential message at 1-800-227-1096.

Midwest radio stations: Searching for a GM or sales manager with successful idea's? I'm the person you're looking for. 18 years small & medium market radio management experience and, I can sell! Prefer Central or Northern Illinois. 217-245-5717.

SITUATIONS WANTED NEWS

Experienced sportscaster is anxiously waiting for your call. Call Mike 618-654-5064.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Renaissance broadcaster. Creative programing, production, talk and music personality. Chief engineer (AM/FM). Former owner and GM. Also extensive computer background and expertise. Seeks interesting situations in New England, including contract or part-time. Let's talk: 603-465-7136.

TELEVISION

HELP WANTED MANAGEMENT

Traffic manager: "Channel 6 for the heartland" is seeking an energetic and ambitious individual searching for a fast-paced challenge. Ideal candidate will have an associate or bachelors degree (or related equivalent experience) and three (3) years experience with Jefferson Pilot System, IBM 36 Mainframe and broadcasting. Prior supervisory experience is preferred as well as experience with various PC software packages and queries. Resumes should be sent to WOVW-TV, 3501 Farnam, Omaha, NE 68131. EOE.

Television start-up for full power station. 5 years experience. Compensation with ability, can include profit sharing. Positions available are general manager, general sales manager, national sales manager, local sales manager, chief engineer, business manager, program manager, promotion manager, traffic manager and production manager. Please send resume to Box M-17. EOE.

WVTM-TV, the NBC affiliate in Birmingham, Alabama, is seeking a new controller/business manager. This is an exceptional opportunity to join a new broadcast group with excellent resources, experienced and successful broadcast leadership, and a commitment to corporate growth, Argyle Television. As controller/business manager you will be asked to manage all aspects of the business department including financial reports, budgeting, human resources, and financial analysis. We are looking for someone with college level training in accounting, experience as a manager or supervisor, and would prefer five years experience. A background in broadcasting isn't required. WVTM is an equal opportunity employer. Please contact Dow Smith, President/General Manager, WVTM-TV, PO Box 10502, Birmingham, AL 35202.

General sales manager: KZKI-TV, San Bernadino, CA. Start-up opportunity for experienced, aggressive sales professional. Heavy background in program-length sales required. Build your own team and enjoy life in Southern California. Send resume and salary requirements to Jack Moflitt, GM, KZKI-TV, PO Box 2471, Rancho Cucamonga, CA 91729. EOE.

Executive director: ACTV, a nonprofit organization which manages public access programing on low cable systems serving more than 235,000 subscribers in Columbus, Ohio seeks applicants for the position of executive director. The successful applicant must have a BA in Communications, Media, Arts, or Business Administration and five years experience in the field of administrative mgmt. Desired experience includes video production, nonprofit mgmt., development/fundraising and community P.R. In addition, the successful candidate must have a strong commitment to the mission of public access and an understanding of applicable laws. Salary range: \$30,000-35,000. Send a letter of introduction, resume, and a list of three professional references with phone numbers to: Search Committee, ACTV, 394 Oak Street, Columbus, OH 43215. Applications must be received by 5pm, August 6, 1993. ACTV is an equal opportunity employer.

GM/GSM very small market in SW. Excellent opportunity for growth. Compensation based on your ability to perform. Reply to Box M-42. EOE.

HELP WANTED FINANCE

SCI Television assistant controller: SCI Television, Inc., the owner of 7 major market television stations, is relocating its corporate headquarters to Atlanta, Ga. in September, 1993 and is seeking a self-motivated hands-on assistant corporate controller. Prospective candidate should have 4 to 6 years of Big 6 public accounting experience or equivalent broadcast experience, be knowledgeable of computerized general ledger systems, and proficient with microcomputers and Lotus 1-2-3. Position will be responsible for corporate accounting, consolidation and public financial reporting functions for SCI. Send resume to Eric Froistad, Vice President, SCI Television, Inc., 555 17th Street, Suite 3300, Denver, CO 80202. EOE.

HELP WANTED MARKETING

TV station sales and marketing manager: WSVI-TV, the ABC affiliate in St. Croix, U.S. Virgin Islands is seeking sales and marketing manager. He/she must be objective oriented, level headed, people person manager. Experience in local advertising, as well as products advertising sales. Send resume and salary required to: Station Manager, PO Box 7112, Sunny Isle, St. Croix, VI 00823. No phone calls please. EOE.

HELP WANTED SALES

Experienced AE wanted for VHF indy with college and pro sports, killer fringe, kids club and monthly sales promotions. High achiever with solid track record to manage key agency-represented advertisers and build a booming direct-to-advertiser business. Fax resume to 317-780-5464 or mail to Local Sales Manager, TTV4, 3490 Bluff Road, Indianapolis, IN 46217. EOE.

Director, local sales. Immediate opening for Florida FOX affiliate. Motivated individual with proven track record. Prefer college grad. Corporate growth potential. In your cover letter explain how you use research, prepare proposals, present sales materials, train/motivate staff, and follow-up. Include success stories or materials from past/current employment. Reply to Mike Harding, VP/GM, WPGX-TV, PO Box 16028, Panama City, FL 32406-6028. EEO/drug screening.

Account executive: Exceptional opportunity for self-motivated, high achiever with excellent communication abilities and persuasive negotiation and presentation skills. Three to five years major market/major agency broadcasting experience with in-depth TV sales knowledge. Must demonstrate the ability and commitment to a television sales career with strong sales knowledge and research credentials. Resumes to: Mark T. Grant, General Sales Mgr., WLS-TV, 190 No. State Street, Chicago, IL 60601. No phone calls. EOE.

Trainer/client services representative: Software vendor needs person with broadcast administration background, Enterprise Systems experience helpful. Must be self-motivated, organized, and have good people skills. Relocation to Colorado Springs and extensive travel required. Competitive compensation package. Send resume, reference & salary history to: Box M-44. EOE.

Fox affiliate seeks experienced account executive with strong presentation skills. Send resume to Jeff Flynn, Local Sales Manager, 1221 Sunset Blvd., W. Columbia, SC 29169. No phone calls please. EOE.

Local account executive: WTVO-TV, Lexington's ABC affiliate is seeking a local account executive with a minimum three years experience. Must possess good communication and people skills. Good organizational and time management skills, with the ability to set priorities and handle multiple assignments a must. Applicant must be a self-starter motivated by personal goals as well as by company directives. Send your resume to Steve Hensley, Local Sales Manager, WTVO-TV, PO Box 5590, Lexington, KY 40555. Park Broadcasting of Kentucky, Inc. is an equal opportunity employer.

Sales/marketing: Newsroom computer company seeks experienced software sales professional to expand current client base in US/Int'l. Salary and aggressive commission plan. No relocation. Send resume to POB 7456, Baltimore, MD 21227. EOE.

Talent coach: National research and consulting firm seeks news talent coach to service client stations. Coaching experience preferred. Special arrangement with established freelancer possible. Will also consider applicants with on-air news experience or other performance-related background. Reply to Box M-43. EOE.

Account executive: Top 50 market station looking for experienced account executive. Strong presentation and negotiation skills, knowledge of ratings and research required. Reply to Box M-47. EOE.

HELP WANTED TECHNICAL

Needed immediately: Studio maintenance engineer for Northeast affiliate. Working knowledge for the repair of videotape and audio production systems. Previous experience in TV broadcast as a maintenance engineer desirable. Full benefits. EOE. Reply to Box M-5.

Chief engineer: To replace ours retiring after 36 years. Transmitter, microwave, translator, tape, camera and computer background helpful. Previous TV chief experience preferred. Team player, good with people, supportive of all departments. Salary DOE. EEO. Salary requirement with letter and resume to: General Manager, KULR-TV, 2045 Overland Ave., Billings, MT 59102.

Maintenance engineer wanted to service VHF TV transmitter and studio equipment. Minimum 4 years experience servicing analog, digital and RF equipment. Require 2 years technical school or military electronic training. Send letter of application and resume by 8/15/93 to KOLN/KGIN-TV, Personnel Coordinator, PO Box 30350, Lincoln, NE 68503. EOE.

Help wanted: Technical person to assist in the development, installation and operation of TV equipment for gavel-to-gavel coverage of Pennsylvania Senate proceedings. Individual will also operate and maintain existing Senate TV and radio equipment. Computer background helpful. Replies to W. Russell Faber, Chief Clerk, Senate of Pennsylvania, 89-E Main Capitol, Harrisburg, PA 17120. No calls. Deadline, August 31, 1993. EOE.

TV transmitter supervisor. Immediate opening. Minimum 5 years hands-on transmitter and microwave experience necessary. Familiarity with Harris BTD50H1 transmitter desirable. Send resume to Myron Oliner CE, K*USA-TV, 500 Speer Blvd., Denver, CO 80203. We are an equal opportunity employer.

Engineer: Television services. Operate, maintain and repair master control and TV studios. General Class FCC Engineer license or SBE certification required. Salary competitive. Start: 9/1/93. EOE/AEE. Send resume to: Edward Kelly, 408 Allen Administration Bldg., SUNY Brockport, Brockport, NY 14420.

ENG engineer: Candidate should have experience in medium market television news operation, and editing ability on SONY 800 system. Proficiency with SONY camera is desirable. The ability to work unsupervised is a necessity. Please send resume to: Peter Menkes, WABC-TV, 7 Lincoln Square, New York, NY 10023. No faxes or telephone calls please. We are an equal opportunity employer.

Broadcast maintenance engineer: Minimum 2 years experience on Sony VTR's and Ampex 1". UHF transmitter experience a plus. Must have working computer knowledge. A FCC or SBE certification preferred. Send resume and salary requirements to: KTKA, PO Box 2229, Topeka, KS 66601. Attn: Mike Caudle, Chief Engineer. EEO.

Maintenance technician: Top 50 market station looking for maintenance technician experienced with satellite, microwave equipment and VHF transmitter. Reply to Box M-46. EOE.

Chief engineer: KZKI-TV, San Bernadino, CA. Start-up opportunity for experienced chief with Xmr and studio expertise. Build your team and enjoy life in Southern California. Send resume and salary requirements to Jack Moffitt, GM, KZKI-TV, PO Box 2471, Rancho Cucamonga, CA 91729. EOE.

TV technician: Major metropolitan Northeast station has an opening for a technician with extensive studio camera experience. Individual must possess a minimum of 5 years experience in all phases of studio and control room television production. Send resume (no calls) to Irwin Ross, Director of Engineering, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE.

Assistant director of technical automation: Design new software and hardware to improve overall efficiency of television stations within group; write computer programs in high level languages; knowledge of assembly language. 3-5 years experience in broadcasting environment; college degree preferred. Some US travel required. Send resume to Bob Ross, BO&E Director, KYW-TV, Independence Mall East, Philadelphia, PA 19106. EOE M/F ADA.

TV maintenance engineer: Must have at least five years experience in troubleshooting all phases and types of broadcast equipment. Competitive salary and good benefits. Send resume and qualifications to Box M-45. EOE, M/F.

Flyaway uplink technician/engineer wanted for fast-growing company based in Pittsburgh. Must have minimum two years experience in international satellite operations with specific flyaway experience. Must hold a valid passport and be willing to travel extensively at short notice. Field maintenance to component level a must. Common sense and the ability to work unsupervised alongside clients in the field required. Experience with digital satellite communications helpful. Salary commensurate with experience and knowledge. Send resume with references in confidence to: Synergistic Technologies, Inc., Three Parkway Center, Suite 102, Pittsburgh, PA 15220. EOE.

Wanted: Head engineer, private satellite television network administers network policies, standards, maintains dependable, quality production and transmission capability. Requires five years hands-on broadcast experience, including studio and network control facility, plus experience with satellite communications. Mid 40s. Fax resume to Catholic Telecommunications Network of America 202-541-3313, or call 202-541-3391. EOE.

HELP WANTED NEWS

Co-anchor: Top 75 market station in Southeast is looking for polished communicator to complement male co-anchor. Degree and minimum two years experience at commercial station required. Must have pleasing personality, and be willing to represent station at public events. Send resume to Box M-30. EOE.

Reporter/anchor: Still haven't found what we're looking for! Earn valuable overseas experience with award winning news team, with lock on Western Pacific region. Computerized newsroom, multiple live shots, state-of-the-art production support, retirement, profit sharing on tropical isle. Team player, solid judgement and excellent writing skills are a must. Send non-ret. tapes, references/resumes the first time by priority mail to News Director, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam 96910. EOE.

Hands-on news manager wanted: News department with talented staff needs help turning good journalism into excellent televison. Ideal candidate is a hot shot producer at a major market turning out great TV every night. If you want to make the tough decisions and are willing to work your tail off to help create a winner, send a resume, last night's air-check and a critique of same to: Box M-31. EEO employer M/F/D.

Anchor: #1 news station in medium Southern market seeks anchor with dynamic on-set, live shot and reporting skills. Salary negotiable. Send non-returnable resume and tape to: A1-BM, c/o Media & Marketing Incorporated, 4201 Edmondson Avenue, Preston Suite, Dallas, TX 75205. EOE.

Investigative reporter: Our "I" reporter was just hired in Chicago! We want a seasoned, aggressive journalist with 3-5 years experience to turn solid investigative stories. Send non-returnable 3/4" tape and resume immediately to: Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610-0997. EOE, M/F.

Producer: Must have journalism degree, with 3-5 years of "hard news" producing experience for M-F 6:00pm newscasts. Looking for aggressive, innovative person to take this newscast to the next level. Love for "hard news" a must. Send non-returnable 3/4" tape and resume immediately to: Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610-0997. EOE, M/F.

News expansion: Adding half hour newscast this Fall! Looking for reporter/producer to do some on-air reporting and produce special franchise segments for anchors. Sports producer (part-time) to produce sportscasts and fill-in sports anchoring. Meteorologist (part-time) to assist on-air meteorologists and substitute on-air Photographer/editors (two) to shoot great 3/4" videotape and edit super stories. Prefer experience in all positions! No calls, please. Send non-returnable 3/4" tape and resume immediately to: Scott Benjamin, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610-0997. EOE, M/F.

Sports reporter: Strong reporting background required for general sports assignments and weekend sports anchor duties. Small mid-Atlantic NBC affiliate (ARB 192). Send non-returnable 3/4" demo tape. Comprehensive benefit package, including 401(k) and Section 125 Plans. Respond no later than July 30, 1993, to Personnel, WHAG-TV, 13 E. Washington St., Hagerstown, MD 21740. No phone calls. EOE.

Sports reporter/anchor: KTRK-TV is looking for a sports reporter/anchor. This is a spot for someone who likes to have fun with television and not go after the everyday stories. We are looking for someone who gets involved, and has an eye to produce something the viewer will remember when the sportscast is over, creativity is the key word. At least three years medium market experience required. Send non-returnable tapes and resumes to: Richard Longoria, PO Box 13, Houston, TX 77001. (An equal opportunity employer M/F/H/V).

Highly creative news director for major market broadcast group. Must have fertile imagination, love to have fun, and be a great coach and motivator. If you are creative, and a great manager, send a non-returnable newscast not more than 7-days old (VHS or 3/4") to Bob Rowe, Scripps Howard Broadcasting, 312 Walnut St. 28th Floor, Cincinnati, OH 45202. No beginners and no phone calls please. Scripps Howard is an equal opportunity employer.

Courtroom Television Network, a national cable network, seeking experienced news anchor for two hour nightly program. Must be good writer and able to handle live interviews and discussion, 3-5 years experience. Law degree necessary. Send tape and resume to: Steve Johnson, Executive Producer, Court TV, 600 3rd Ave., New York, NY 10016. EOE.

Courtroom Television Network, a national cable network, is seeking an associate director. 3-5 years experience in TV news. Able to do live control room with heavy tape, Chyron, and graphics load. Send resume to: Michael Archer, Court TV, 600 Third Avenue, New York, NY 10016. EOE.

Reporter: Someone who can hustle. Some experience would be nice. Send non-returnable tape, resume and letter to: News Director, KTTC-TV, 601 1st Avenue SW, Rochester, MN 55902. Absolutely no phone calls. EOE.

KSBY6 Action News is searching for a producer who can produce a creative, fast-moving broadcast. If you're interested in being part of a dominant, award-winning news team, please send a tape and resume to John Wessling, News Director, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405. No phone calls please. EOE.

KSBY6 Action News is looking for a photojournalist to join an aggressive, dominant news operation on California's beautiful Central Coast. Experience strongly preferred. Minority applicants encouraged. Please send resume and tape to Kelly Teel, Chief Photographer, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405. EOE.

Wanted: Co-anchor for our 6 and 10pm news. You must know how to tell a story, not just read one. Experience and a willingness to be involved in the community a must. Send a brief philosophy of news, resume, and non-returnable tape to: News Director, KTTC-TV, 601 1st Ave. SW, Rochester, MN 55902. No phone calls. EOE.

Newschannel 9-WTVC-TV has an immediate opening for a reporter/videographer. One year experience. Candidate must be experienced in reporting/shooting/editing. The ability to generate story ideas is a must. Send a non-returnable tape of your best work and a resume to: Jim Church, WTVC-TV, PO Box 1150, Chattanooga, TN 37401. No phone calls. EOE.

KNOP-TV is looking for full time meteorologist. Familiarity with WSI weather graphic system important. Send resume, 3/4" tape, references to: Ulysses A. Carlini, GM KNOP-TV, PO Box 749, North Platte, NE 69103. EOE.

Newscast producer: Emmy winning station needs top notch, innovative person to produce fast paced, rock and roll newscasts. Our shows have no fluff, no long pieces. We don't want show stackers. No beginners and no attitude problems need apply. College degree preferred. Resume and references only. EOE, M/F, drug test mandatory. Phone calls will disqualify you. Send to News Director, WCBD-TV, PO Box 879, Charleston, SC 29402.

News producer: We need a producer and we need one now. We're looking for someone with a real flair for writing and putting a newscast together. It's your chance to make your mark with an expanding news operation. Send tape, resume and references to: Greg Floyd, WTZA-TV, 721 Broadway, Kingston, NY 12401. EOE.

News reporter: Hard working self-starter needed. You will be shooting your own stories and working your tail off, so you'd better love news. There will also be fill-in anchoring involved. Send tape, resume and references to: Greg Floyd, WTZA-TV, 721 Broadway, Kingston, NY 12401. EOE.

Meteorologist: BS in Meteorology. Experienced, knowledgeable, mature individual sought for weekend weather anchor at number one station. Radar & severe weather experience required. Send resume to Box M-48. EOE/M-F.

News producer: KETV needs a 10pm producer, creative, reliable, strong news judgement. 3 years producing newscasts required. Resumes and tapes to News Director, KETV, 2665 Douglas Street, Omaha, NE 68131. EOE.

Reporter: Energetic, hard nosed reporter needed to produce investigative and general assignment reports plus possible backup anchoring. 3/4" tape, resume and references to News Director, WCBD-TV, PO Box 879, Charleston, SC 29402. EOE, M/F. Drug test mandatory. Phone calls will disqualify you.

Rapidly expanding news department at medium market network affiliate in Southeast needs reporters/anchors who know how to tell a story, news producers with strong writing skills and news judgement, and photographers whose work stands out. Absolutely no beginners. Resume to: Box M-7. EOE.

General assignment reporter: Top market station seeks an experienced assignment reporter. Live newsroom experience a must. Some anchoring experience a plus. Send resume and tape to: Henry Florsheim, News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an equal opportunity employer.

General assignment reporter: Top market station seeks an experienced general assignment reporter. Live newsroom experience a must. Send resume and tape to: Henry Florsheim, News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls please. We are an equal opportunity employer.

**HELP WANTED PROGRAMING
PRODUCTION & OTHERS**

Graphic artist: ABC affiliate in 35th market seeks graphic artist with two years experience producing electronic news graphics and print ads. Design abilities, attention to detail and communications skills are most important. Equipment includes AVA paintbox, ESS-3 still store, and IBM compatible desktop. Send resume, demo reel, references and salary history to: Personnel Director, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. No calls please. EOE.

Director/TD: 3-5 years directing Christian programming plus lighting, graphics design and advanced editing. Leadership and client skills required. Ability to direct music, drama and talk formats. Tape, resume, salary requirements: Christi Evans, KYFC-TV, 4715 Rainbow Blvd., Shawnee Mission, KS 66205. EOE.

Art director: Medium market affiliate seeks a highly motivated individual to art direct. Must have a strong design background. Paint Box and MAC experience desired. Station graphics facility includes V-Series Paint Box, Picture Box, Infiniti and Digital Suite with A-53. Working very closely with the creative services director. Responsibilities include managing and directing graphics staff as well as designing and executing all station art needs. Send resume to Box M-49. EOE.

Producer/director's position open at Capital Cities/ABC's WTVD. Please send resume and tape with examples of your work to Jon Miller, Director of Programming, PO Box 2009, Durham, NC 27702. Demonstrated skill, initiative and experience in both disciplines will be necessary. EOE.

Sports producer: Highly versatile take-charge live sports events, remote truck producer. Additional skills include ability to produce and edit imaginative magazine-style sports reports. Salary: Mid \$30's. Mail resume to Wm. Jobs, News Director, NJN, CN 777, Trenton, NJ 08625; or fax to 609-882-9070, or call 609-530-5102. EOE.

NBA Entertainment is seeking a producer with 3-5 years experience to write, edit, and produce video news releases, corporate presentations, and sales and marketing tapes. Must have hands-on experience with off-line editing, excellent writing skills, and extensive background in both field and post production. An equal opportunity employer. Send resume and 3/4" demo tape to: PO Box 3367, Secaucus, NJ 07094-3367. EOE.

PSA producer: NBA Entertainment is seeking a producer/director to help create, produce and edit public service announcements. Must have at least 5 years experience in commercial film production, extensive experience in graphics and post-production, and hands-on familiarity with off-line and/or non-linear editing systems. An equal opportunity employer. Send resume and 3/4" tape to PO Box 3367, Secaucus, NJ 07094-3367. EOE.

Producer/director: Looking for creative, responsible, "take charge" producer/director. Must be quick thinking, and ready to punch a fast-paced prime news show. If you've never directed news in a top 50 market, please don't apply. Reply to Box M-50. EOE.

Associate producer/videotape editor: KTRK-TV needs a person to work on a successful major market talk program as well as a diversity of local television projects as required by the program manager or station management. Prior experience in television or radio talk show booking, scripting and producing: Send resumes and tapes to: Kim Nordt-Jackson, KTRK-TV, PO Box 13, Houston, TX 77001. No phone calls please. An equal opportunity employer (M/F/H/V).

CMX editor/post director: Gannett-owned NBC affiliate in Atlanta seeks experienced editor/post director to work with station personnel and clients for post production of spots and programing. Knowledge of ADO, A-62, D-2, switchers, tape machines, Superscribe necessary. Basic paintbox skills a plus. Send resume, references and non-returnable tape to WXIA-TV/GPS, 1611 W. Peachtree St., NE Atlanta, GA 30309. 404-873-9182. EOE.

All news channel is looking for a newscast producer ready for the opportunity of a lifetime: competing against the other networks and winning! 3-5 years experience needed. Show us you can write, produce and lead. College degree preferred. Knowledge of satellite news gathering a plus. Resume, writing samples and non-returnable tape to: Mike McIntee, All News Channel, 3415 University Ave., Minneapolis, MN 55414. EOE.

Promotion manager: Handle day-to-day operations of department; manage writer/producer staff; involved in ad work for radio and television. Should be proficient in designing market strategy; creating and inspiring effective advertising; television, radio, and print ad production. Previous management experience in station and/or ad agency essential. Send resume and tape to Dick Goggin, KYW-TV/KYW-AM/WMMR-FM, Independence Mall East, Philadelphia, PA 19106. EOE, M/F ADA.

SITUATIONS WANTED NEWS

Polished, seasoned newsman available. Management skills - degree. Ratings builder with excellent work ethic and people skills. Some network experience. 513-421-6532.

Top-notch, technically competent, New York City television news assignment editor seeks new opportunity. Respond in complete confidence to Box M-32.

Meteorologist with years of experience, AMS seal and awards. Looking to move. Stu 817-776-4844.

College degreed, young professional, seeking intern/entry level position within television industry; smart, aggressive, with understanding of industry. (Will travel or relocate for right opportunity) 404-395-6595, Christopher.

Wait a minute! A TV weathercaster with a meteorological broadcast seal AND a personality? (and 5 yrs. experience). For weathercasts that are accurate, easy to understand and fun call John at 315-682-8987 before somebody else does.

**SITUATIONS WANTED PROGRAMING
PRODUCTION & OTHERS**

Post production manager/editor, "On" and "Off" Line, 3D animation, graphics, engineering, seeks position with growth potential, will relocate 407-438-0675.

Entry level production position wanted: Experience in broadcasting and related fields. Extremely hard working, will relocate. Call Lisa at 412-381-8913.

Seeking a mentor in educational children's television. Want to produce/write, willing to work up from the bottom. Need only a chance to prove myself. Master's from Syracuse, award winner, seven excellent reference letters. Great employee with great ideas, hard worker, quick learner. Give me an opportunity and I'll prove your hiring decision was brilliant. Call Rob at 207-773-1319 or 203-227-7418.

MISCELLANEOUS

24-hour job information! Television, radio, corporate communications. All fields. All levels. Now in our 9th year. Media Marketing/THE HOT SHEET, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

College grads and all others. Career Videos prepares your personalized resume tape. Unique format, excellent rates, proven success, job search assistance. 708-272-2917.

SATELLITE

HELP WANTED SALES

Columbia Communications Corporation: Entrepreneurial international satellite company seeks experienced engineering and marketing staff in Washington, D.C., Europe and Pacific Rim. The first operating private satellite competitor over the Pacific, and only the second over the Atlantic is now rapidly expanding marketing and engineering staff for direct customer contact in selling international video and telecom services in US, Asia and Europe. Pioneering work; outstanding benefits. Fax resume to 202-296-2962, Attention, Gary Cahn, EOE.

MISCELLANEOUS

State of the art studio facility with up-linking capacity and all inclusive equipment available for lease (long term). Perfect for cable network startups. Located in Miami. Excellent labor available too. For further information contact: Studio Center 305-828-7231 or write 6175 N.W. 167th St., Building F, Miami, FL 33015. EOE.

CABLE

HELP WANTED MARKETING

You have to love New England to secure this job! New England Cable News, the region's award-winning 24 hour news channel seeks a highly motivated self-starter to take command of our affiliate sales and marketing effort. New England Cable News, a joint venture of the Hearst Corporation and Continental Cablevision is seen in close to 900,000 homes throughout the six state region. Candidates for this challenging position must have prior cable affiliate sales experience. Duties include: Developing Channel/MSO relationships, public relations within the New England cable industry, marketing of the service to the public through print, radio and television and general public relations. If you have the energy and skills to join a fast-growing cable news service where creativity and hardwork are top priorities, send your resume to: New England Cable News - 160 Wells Avenue, Newton, MA 02159. EOE.

HELP WANTED NEWS

Anchor needed: Cable sport show. Send resume w/picture or tape: Top Line Communications, 1123 Broadway #817, New York City, NY 10010. Females encouraged to apply. EOE. Attn: "Sport".

ALLIED FIELDS

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.

Sale/lease backs: Sell your equipment to Carpenter for cash. Carpenter leases your equipment back to you. You write off the monthly payments and put the cash to work. Carpenter & Associates, Inc. Voice 501-868-5023, fax 501-868-5401.

Equipment leasing: Application only to \$50,000. Up to \$1.5 million with full financials. New and used equipment. Allen Marshall, Broker. 404-227-8737.

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

Help! Local cable news with miniscule budget needs teleprompter. Call programing dept. at 215-296-5111.

Wanted: Non-profit production agency (501(c) (3) looking for donated or inexpensive EFP and editing equipment. Call Michael Lamothe, Catholic Telecommunications Network of America. 202-541-3017.

FOR SALE EQUIPMENT

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454. 215-884-0888. Fax 215-884-0738.

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

Computers: Complete 386 and 486 packages. Low prices. Fast delivery. Write, call, fax Morningstar Group, PO Box 1010, Homewood, IL 60430-0010; voice 1-708-754-8998, fax 1-708-754-9557.

For sale: 500 ft. utility tower. 11 years old. Call Chris 210-689-3333 in South Texas.

For sale: EMC2 digital, non-linear off-line editing system. Lightly used. Includes base system w/Samsung monitor, Sony optical drive, Q Tronics keyboard and large 19" RGB monitor. 4.1 version software. \$25,000. Getting out of the business and need to sell. Call 404-827-3903 weekdays, and 404-512-8655 weekends and evenings.

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

RADIO

HELP WANTED TECHNICAL

LOOKING FOR SOMEONE TO HANDLE THE FULL-TIME ENGINEERING NEEDS OF GROWING SMALL MARKET RADIO GROUP IN NEW ENGLAND. SEND SALARY REQUIREMENTS AND RESUME TO BOX M-36. EOE

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**LEARN TO SELL
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(212) 206-8063**

HELP WANTED MANAGEMENT

TRAFFIC MANAGER

Fast-paced unique regional sports network operation seeks energetic and ambitious Traffic Manager searching for a new challenge. Prior management experience preferred. BIAS traffic system knowledge essential. Resume to: Gen. Mgr., SportsCom, 5251 Gullton, Houston, TX 77081 Fax: (713) 661-5607. EOE.

HELP WANTED LEGAL

ATTORNEY—IN-HOUSE

Major media institution seeks experienced attorney for news and other program pre-broadcast review and related counselling. Minimum 5 years directly related experience and top academics/credentials necessary. EOE. For immediate consideration, contact:

Ann Israel
730 Fifth Avenue, Suite 900
New York, New York 10019
(212) 333-8730
Fax (212) 765-4462

HELP WANTED RESEARCH

RESEARCH ANALYST

TNN: The Nashville Network is looking for a Research Analyst with at least one year experience working with demographics, rating services and other viewership research data.

Qualified applicants mail resumes with salary history to: **Peggy Slater, TNN, 2806 Opryland Drive, Nashville, TN 37214**



**HELP WANTED PROGRAMING
PROMOTION & OTHERS**

**WANTED:
CREATIVE GENIUS
(alias Promotion Writer/Producer)**

The successful applicant must have:

- * strong news promotion background
- * killer reel and resume
- * min. 2 years experience in top 25 market
- * energy, enthusiasm and a wildly creative mind

Send reel and resume to:

**James Thorpe
Manager, On-Air Advertising &
Promotion
WCAU-TV
City Avenue & Monument Road
Philadelphia, PA 19131
EOE**

**HELP WANTED PROGRAMING
PROMOTION & OTHERS CONTINUED**

A NEW SOUTHERN CALIFORNIA SPORTS CABLE NETWORK IS CURRENTLY SEEKING QUALIFIED APPLICANTS FOR ALL AREAS OF CABLE PRODUCTION, PROGRAMING, OPERATIONS, PROMOTION ON-AIR TALENT AND SALES. ALL CANDIDATES MUST BE BILINGUAL (ENGLISH-SPANISH) AND SHOULD POSSESS A STRONG COMMAND OF THE SPANISH LANGUAGE. IF YOU'RE AN INDIVIDUAL WITH GOOD INTERPERSONAL SKILLS AND THRIVES ON NEW CHALLENGES, THEN SUBMIT YOUR RESUME WITH SALARY HISTORY IN COMPLETE CONFIDENCE TO:

**P.O. BOX 67B66,
LOS ANGELES, CA 90067.
SALARY COMMENSURATE
WITH EXPERIENCE. EOE.**

HELP WANTED TECHNICAL



UHF Transmitter Engineer

Strong engineering background with five years of microwave and UHF transmitter experience required.

Experience with Comark and RCA transmitters desirable. Knowledge of FCC rules a must.

KADY-TV

**Human Resources
663 Maulhardt Avenue
Oxnard, CA 93030
Fax (805) 485-6057**

Equal Opportunity Employer

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Your Link To A Career

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Radio-Television News Directors Association
1000 Connecticut Ave., N.W., Suite 615,
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Inside Job Openings, Nationwide

- Press 1 Radio jobs, updated daily
- 2 Television jobs, updated daily
- 3 Hear "Talking Resumes"
- 4 To record "Talking Resumes" and employers to record job openings
- 5 Entry level positions

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For more about how you can get daily
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If you're tired of excuses...

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Call the Hippler Marketing Group, with over 25
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Just the facts you need to turn your operation
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chased or leased Long term - Studio Rent Free -
Brokers Protected - Call Dante (310) 822-9923.

MEDIUM MARKET MIDWEST-FM: Desirable.

Excellent cash flow. Asking \$1.5 million.

FULL TIME AM & CI CP move in to state's
largest city and resort area.

Excellent opportunity. \$395,000 with terms.

CLASS C 100KW in rated Western market. Great
facility. Shows outstanding growth. Won't last!

FULLTIME AM-FM COMBO less than 60 minutes
from new Denver airport. Positive cash flow.

\$395,000 with terms.

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Asking \$500,000. Terms

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TEXAS: Cash flowing AM-FM. Growing market,
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- Fox TV VHF PLUS UHF License + LMA East Coastal \$5.5
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Giant W. Texas
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Miss. \$2.3

The Connelly Company

(603) 522-6462 FAX (603) 522-6348

**BROADCASTING & CABLE'S
CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 1709 DeSales, St. N.W., Washington, DC 20036. For information call (202) 659-2940 and ask for Mike 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 check card, advertiser certifies: expiration date and daytime phone number.

Deadline: Monday of each business day for the following Monday is close. Earlier deadlines apply for orders published during a week containing a legal holiday. A special notice announcing the closing 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: News, Public or Abroad; Radio: Help Wanted or Suburban; Want. 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 payment 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. An advertiser's Publisher reserves the right to advertise, edit, or reject any copy.

Rates: Classified listings (non display) Per week: Help Wanted \$1.60 per word, \$32 weekly minimum. Suburban: Wanted: \$02 per word, \$16 weekly minimum. All other classifications: \$1.00 per word, \$32 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as \$, \$mm, C.O.D., P.O. 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 4 inch upward to full page increments) Per week: Help Wanted: \$188 per inch. Suburban: Wanted: \$29 per inch. All other classifications: \$138 per inch. For Sales Stations: Wanted: By Station: Public Notice & Business Opportunity rates, advertising expense display space: Agency commission only on display space. Frequency rates, available.

Blind Box Service: (In addition to basic, in both cases) \$40 below, wanted. No charge. All other classifications: \$15 per ad per week. The charge for this blind box service applies to advertiser, running, helping, and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will not forward tapes, for example, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, business or the like. **Replies to ads with Blind Box numbers** should be addressed to Box (letter & number), c/o BROADCASTING & CABLE, 1709 DeSales St., N.W., Washington, DC 20036.

Confidential Service: To protect your identity, send your reply in an envelope addressed to the box number. In a separate note list the company and addresses you do not want your reply to reach. This envelope both to a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

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

Datebook

JULY

July 25-28—*New York State Broadcasters Association* 32nd annual executive conference, Gideon Putnam Hotel and Sheraton Hotel and Conference Center, Saratoga Springs, N.Y. Information: (518) 456-8888.

July 27-29—*Florida Cable Association* annual convention, Registry Resort, Naples, Fla. Information: Joice Ventry, (904) 681-1990.

July 31—*Associated Press Television-Radio Association of California-Nevada*, regional seminar, KEYT-TV, Santa Barbara, Calif. Information: Rachel Ambrose, (213) 626-1200.

AUGUST

Aug. 2-3—"Communications Skills for Cable Issues," training course sponsored by *Community Antenna Television Association and the Cable Television Public Affairs Association*, Baton Rouge, La. Information: Janenne Springer, (703) 691-8875.

Aug. 5-6—"The Fundamentals of Cable, Accounting and Budgeting," seminar sponsored by *Women in Cable, Atlanta chapter and The Cable Management Education Program*, Atlanta. Information: Tracy Mitchell, (312) 661-1700.

Aug. 6-8—*Georgia Association of Broadcasters* convention, Amelia Island Plantation, Amelia

Island, Ga. Information: (404) 395-7200.

Aug. 11-13—"Regulating the Cable Industry," seminar sponsored by *Women in Cable, Chicago chapter and The Cable Management Education Program*, Chicago. Information: Tracy Mitchell, (312) 661-1700.

Aug. 14-15—Peer panel judging held for *Academy of Television Arts and Sciences* 45th annual prime time Emmy Awards, Beverly Hilton Hotel, Beverly Hills, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Aug. 13-14—*Pennsylvania Cable Pioneers* weekend, Toftrees Resort Hotel, State College, Pa. Information: Alane Sica, (717) 234-2190.

Aug. 16-18—*Great Lakes Cable Expo*, Indianapolis. Information: (317) 845-8100.

Aug. 22-24—*Minnesota Cable Communications Association* annual meeting, Radisson Arrowwood Resort, Alexandria, Minn. Information: Mike Martin, (612) 641-0268.

Aug. 29-31—*Nebraska Broadcasters Association* 60th annual convention, Holiday Convention Centre, Omaha, Neb. Information: Richard Palmquist, (402) 333-3034.

SEPTEMBER

Sept. 1-2—Regional career seminar sponsored by *National Association of Broadcasters*, Atlanta. Information: Karen Hunter or Hatim Hamer,

(202) 429-5498.

Sept. 1-3—*Sports Careers* fifth annual national conference, New York Hilton and Towers, New York. Information: Kimberly Rose, (800) 776-7877.

Sept. 10—*North American National Broadcasters Association* advisory council meeting, HBO, New York. Information: (613) 738-6553.

Sept. 20-22—*Inter-Union Satellite Operations Group* biannual meeting, Washington. Information: Kate Normandeau, (613) 738-6553.

Sept. 28-30—*Central Canada Broadcast Engineers* 1993 broadcast convention and exposition, Skyway Trade and Conference Center, Toronto. Information: Jo Anne Firminger, (519) 740-0037.

Sept. 16—Everett C. Parker Ethics in Telecommunications Lecture and Awards sponsored by *National Council of Churches and United Church of Christ*, The Interchurch Center, New York. Information: Andrea Bent Fields, (216) 736-2200.

Sept. 18—*Academy of Television Arts and Sciences* 45th annual prime time Emmys creative arts banquet, Pasadena Civic Exhibition Hall, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Sept. 19—*Academy of Television Arts and Sciences* 45th annual prime time Emmy Awards televised on ABC TV, Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

MAJOR MEETINGS

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—*National Association of Broadcasters* radio show, Dallas. Information: (202) 429-5300.

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

Sept. 20-21—*Corporation for Public Broadcasting* annual meeting, Washington. Information: (202) 879-9600.

Sept. 29-Oct. 2—*Society of Broadcast Engineers* national convention, Miami Beach. Information: (317) 253-1640.

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. 11-15—*MIPCOM*, international film and program market for TV, video, cable and satellite, Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 12-17—*National Black Media Coalition*

national conference, Radisson Plaza Hotel at Mark Center, Alexandria, Va. Information: (202) 387-8155.

Oct. 14-17—*Society of Professional Journalists* national convention, Miami. Information: (317) 654-3333.

Oct. 16-20—*Radio Advertising Bureau* fall board meeting, Phoenix, Ariz. Information: (212) 387-2100.

Oct. 17-19—*Association of National Advertisers* 84th annual meeting and business conference, Naples, Fla. Information: (212) 697-5950.

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.

Jan. 14-20, 1994—*National Association of Broadcasters* winter board meeting and legislative forum, Carlsbad, Calif. Information: (202) 775-3527.

Jan. 24-27, 1994—*NATPE International* 31st annual program conference and exhibition, Miami Beach Convention Center, Miami Beach. Information: (310) 453-4440.

Jan 29-Feb. 1, 1994—*National Religious Broadcasters* convention and exposition, Shera-

ton Washington, Washington. Information: (703) 330-7000.

Feb. 10-12, 1994—*Satellite Broadcasting and Communications Association* winter trade show, Anaheim Convention Center, Anaheim, Calif. Information: (703) 549-6990.

March 18-21, 1994—*Broadcast Education Association* annual convention, Las Vegas Convention Center, Las Vegas. Information: (202) 429-5354.

March 20-24, 1994—*Television Bureau of Advertising* annual marketing conference, Las Vegas Convention Center, Las Vegas. Information: (212) 486-1111.

March 21-24, 1994—*National Association of Broadcasters* annual convention, Las Vegas Convention Center, Las Vegas. Information: (202) 775-3527.

May 21-25, 1994—*Broadcast Cable Financial Management Association* 34th annual convention, San Diego. Information: (708) 296-0200.

May 22-25, 1994—*National Cable Television Association* annual convention, New Orleans. Information: (202) 775-3669.

May 22-25, 1994—*National Association of Minorities in Cable* annual convention, New Orleans. Information: (310) 404-6208.

June 8-11, 1994—*PROMAX International and Broadcast Designers Association* conference and exposition, New Orleans. Information: (213) 465-3777.

For the Record

Compiled by BROADCASTING & CABLE for the period of July 12-16 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KUKQ(AM)-KUPD-FM Tempe, AZ** (AM: BTC930629EA; 1060 khz; 5 kw-D, 500 w-N, DA-N; FM: BTCH930629EB; 97.9 mhz; 100 kw; ant. 1,620 ft.)—Seeks transfer of control from G & C Broadcasting Inc. to Robert Fish for \$3,500,288.24. **Seller** is headed by Jack F. Grimm, Jackie B. Grimm & Ruth G. Clifford and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed June 29.

■ **KRRS(AM) Santa Rosa, CA** (BAL930617EB; 1460 khz; 1 kw-D, 33 w-N, DA-2)—Seeks assignment of license from KEFFCO Inc. to Moon Broadcasting Corp. for \$400,000. **Seller** is headed by James Kefford and has interests in KXFX-FM Santa Rosa, KOZT-FM Fort Bragg and KWTR(AM)-KXBX-FM Lakeport, all CA. **Buyer** is headed by Abel de Luna and has no other broadcast interests. Filed June 17.

■ **KDSN-AM-FM Denison, IA** (AM: BAL930607ED; 1530 khz; 500 w-D; FM: BALH930607EE; 107.1 mhz; 3.3 kw; ant. 300 ft.)—Seeks assignment of license from Ridgeway Broadcasting Company Inc. to M & J Radio Corp. for \$450,000. **Seller** is headed by Wayne Specht and has no other broadcast interests. **Buyer** is headed by Jeff Fuller and has no other broadcast interests. Filed June 7.

■ **KCID-AM-FM Caldwell, ID** (AM: BTC930614EE; 1490 khz; 1 kw-U; FM: BTCH930614EF; 107.1 mhz; 3 kw; ant. 365 ft.)—Seeks transfer of control from Twin Cities Broadcasting Co. to Dale G. Peterson for \$118,200. **Seller** is headed by Graye H. Wolfe and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed June 14.

■ **WHLP(AM) Baltimore, MD** (BAL930628EB; 1360 khz; 5 kw-D, 1.7 kw-N, DA-2)—Seeks assignment of license from Allied Media of Maryland Inc.

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.

to Houlpeka Limited Liability Company for \$675,000. **Seller** is headed by Roger C. Amato and has no other broadcast interests. **Buyer** is headed by Michael C. Hodes and has interests in KERN(AM) Bakersfield, KDDB-FM Paso Robles, KZOZ-FM San Luis Obispo, and KKAL(AM) Arroyo Grande, all CA; KLLF(AM)-KWFS-FM Wichita Falls, KKCL-FM Lorenzo, both TX; WWWG(AM) Rochester, NY; WYDE(AM) and WCEO(AM) Birmingham, AL. Filed June 28.

■ **WLQV(AM) Detroit** (BAL930701EE; 1500 khz; 50 kw-D, 5 kw-N, DA-2)—Seeks assignment of license from Detroit SRN Inc. to Midwest Broadcasting Corp. Too for \$2,100,000. **Seller** is headed by Michael B. Gliner and has interests in WBIV(AM) Natick, MA, and KGOL(AM) Humble, TX. **Buyer** is headed by Ralph D. Van Luven and Jon Yinger and has interests in WLCM(AM) Lansing and WTAC(AM) Flint, both MI. Filed July 7.

■ **KWCM-TV Appleton, MN** (BTCET930610KE; ch. 10; 316 kw-U; ant. 1,250 ft.)—Seeks transfer of control within West Central Minnesota Educational TV Inc. from Dr. Edward J. Kaufman to Phil Gresh. West Central Minnesota Educational TV is the licensee or permittee of the following LPTV or TV translator stations: K18DU, K55FW, K31DH, K26DM, K57BL, K61BJ, K28DR, K59BT, K53DX, all Donnelly, MN. Filed June 10.

■ **KSPV(AM)-KTZA-FM Artesia, NM** (AM:

BTC930701EC; 990 khz; 1 kw-D, 250 w-N; FM: BTCH930701ED; 92.9 mhz; 100 kw; ant. 1,089 ft.)—Seeks transfer of control from Great Lakes Broadcasting Co. to David A. Ruckman for \$150,000. **Seller** is headed by Carl M. Adams and has interests in KLUR-FM Wichita Falls, TX. **Buyer** has no other interests. Filed July 1.

■ **KTRC(AM) Santa Fe, NM** (BAL930629EC; 1400 khz; 1 kw-U)—Seeks assignment of license from Santa Fe Broadcasting Co. Inc. to Community Radio Corp. for \$125,000. **Seller** is headed by William L. Mitchell and has interests in KWHK(AM) Hutchinson, KS, and KBHS-AM-FM Hot Springs, AR. **Buyer** is headed by William R. Sims and has interests in KVSF(AM) Santa Fe, NM. Filed June 29.

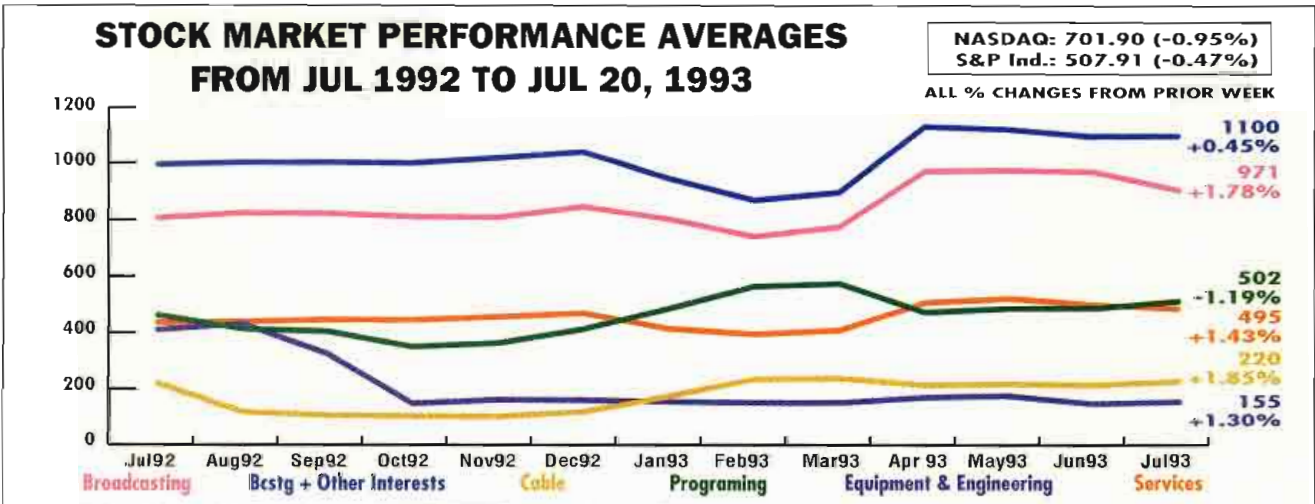
■ **WBMS(AM) Wilmington, NC** (BAL930616EB; 1340 khz; 1 kw-U)—Seeks assignment of license from spouses S. Frank McNeill and Helen F. McNeill to H&N Holdings NC Inc. for \$140,000. **Seller** has no other broadcast interests. **Buyer** is headed by Nilda McComas and has interests in WOSO(AM) San Juan, PR. Filed June 16.

■ **WNBF(AM)-WHWK-FM Binghamton, WYRK-FM Buffalo, WCMF-FM Rochester, all New York, and KGGO-AM-FM Des Moines, IA** (AM: BAL930702GO; 1460 khz; 5 kw-U, DA-N; FM: BALH930702GR; 94.9 mhz; 100 kw; ant. 1,059 ft.; WNBF: BAL930702GT; 1290 khz; 5 kw-U, DA-2; WHWK: BALH930702GW; 98.1 mhz; 10 kw; ant. 960 ft.; WYRK: BALH930702GY; 106.5 mhz; 50 kw; ant. 390 ft.; WCMF: BALH930702GP; 96.5 mhz; 50 kw; ant. 457 ft.)—Seeks assignment of license from Stoner Broadcasting System Inc. to American Radio Systems License Corp. as part of three-group merger totaling \$100 million. Stations include: WCMF(AM) Rochester, NY; WWSN(AM)-WDJX-FM Louisville, KY; WMMX-FM, WONE(AM)-WTUE-FM Dayton, OH; WRKO(AM)-WBXN-FM, WHDH(AM) Boston; KOMI-FM Des Moines, IA; WZMX-FM Hartford, CT. Filed July 2.

■ **WLMJ(AM) Jackson, OH** (BAL930628EC; 1280 khz; 1 kw-D)—Seeks assignment of license from Radio Jackson Inc. to Jac-Vin Religious Broadcasters Inc. for \$45,000. **Seller** is headed by William W. Johnson and has no other broadcast interests. **Buyer** is headed by John R. Pelletier and has interests in WYPC(AM)-WKOV-FM Wellston, and WCJO-FM Jackson, both OH. Filed June 28.

■ **WCBG(AM) Chambersburg and WGLL-FM**

STOCK MARKET PERFORMANCE AVERAGES FROM JUL 1992 TO JUL 20, 1993



Mercersburg, PA (AM: BAL930629ED; 1590 khz; 5 kw-D, 1 kw-N, DA-N; FM: BALH930629EE; 92.1 mhz; 3.3 kw; ant. 295 ft.)—Seeks assignment of license from The Pennsylvania Radioroad Company Inc. to M. Belmont VerStandig Inc. for \$1,600,000. **Seller** is headed by Michael Bader, Esq., and has no other broadcast interests. **Buyer** is headed by John D. VerStandig and has interests in WWSA(AM)-WQPO-FM Harrisonburg and WPKZ-FM Elkton, both Virginia; WCEM-AM-FM Cambridge, MD, and WAYZ-AM-FM Waynesboro, PA. Filed June 29.

■ **WCOS-AM-FM Columbia, SC** (AM: BAL930622ED; 1400 khz; 1 kw-U; FM: BALH930622EE; 97.5 mhz; 100 kw; ant. 981 ft.)—Seeks assignment of license from US Radio L.P. to Benchmark Radio Acquisition Fund V L.P. for \$10,000,000 (approximate). **Seller** is headed by Ragan A. Henry and has interests in 6 AM's and 8 FM's. **Buyer** is headed by Bruce R. Spector and has interests in WUSQ-AM-FM Winchester, WDCK-FM Williamsburg, WVGO-FM Richmond and WTAR(AM)-WLTJ-FM Norfolk, all Virginia; WZNY-FM Augusta, GA; WKOC-FM Elizabeth City, NC. Filed June 22.

■ **WITM(AM) Elizabethton, TN** (BAL930630EC; 1520 khz; 1 kw-D, 500 w-CH)—Seeks assignment of license from Good Shepherd Broadcasting Corp. to Holston Valley Broadcasting Corp. for \$11,200. **Seller** is headed by Jim Chambers and has no other broadcast interests. **Buyer** is headed by George E. DeVault Jr. and has interests in WKPT(AM), WTFM-FM and WKPT-TV Kingsport and WKTP(AM) Jonesborough, both Tennessee; 7 TV translators, 2 LPTV's, and 2 FM translators. Filed June 30.

■ **WIST-FM Lobelville, TN** (BAPLH930629GG; 94.3 mhz; 21 kw; ant. 758 ft.)—Seeks assignment of CP from Sundance Communications Inc. to Ohio Broadcast Associates for \$235,000. **Seller** is headed by Glen A. Powers and has no other broadcast interests. **Buyer** is headed by Arnold Malkan and has no other broadcast interests. Filed June 29.

■ **WATO(AM) Oak Ridge, TN** (BAL930701EF; 1290 khz; 5 kw-D, 500 w-N, DA-2)—Seeks assignment of license from spouses Frank and Violet Treese to WATO Inc. for \$130,000. **Seller** has no other broadcast interests. **Buyer** is headed by Ronald C. Meredith and has interests in WYSH(AM) Clinton, WKNF-FM and WOKI-FM, both Oak Ridge, all Tennessee. Filed July 1.

■ **KRMY(AM) Killeen, TX** (BAL930611EA; 1050 khz; 250 w-D)—Seeks assignment of license from Mid-Texas Radio Communications Inc. to Martin Broadcasting Inc. for \$118,200. **Seller** is headed by Ken Williams and has interests in KLFX(FM) Harker Heights, TX. **Buyer** is headed by Darrell E. Martin and has interests in KCHL(AM) San Antonio, KANI(AM) Wharton, KSSQ(AM) Conroe, KFIT(AM) Lockhart and KWWJ(AM) Baytown, all Texas. Filed June 11.

■ **New FM San Angelo, TX** (BAPH930621GM; 100.1 mhz; 6.00 kw; ant. 100 m.)—Seeks assignment of CP from Francis F. Jenkins to Dwight Carver for \$9,500. **Seller** has no other broadcast interests. **Buyer** has interests in KGNG-AM-KZBK-FM Brookfield, MO. Filed June 21.

■ **WHBG(AM) Harrisonburg and WRDJ-FM Bridgewater, both Virginia** (AM: BTC930624EA; 1360 khz; 4.7 kw, 20 w-N; FM: BTCH930630GF; 105.1 mhz; 6 kw; ant. 328 ft.)—Seeks transfer of control from WHBG Inc. to E. Warren Denton Jr. for \$10,000. **Seller** is headed by Robert L. Dean and Kenneth W. Dean and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed June 24.

■ **KAPS(AM) Mount Vernon, WA** (BTC930628EA; 660 khz; 10 kw-D, 1 kw-N)—Seeks transfer of control from Valley Broadcasters Inc. to James J. Keane for \$182,000. **Seller** is headed by Bruce Shorts and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed June 28.

■ **KKDZ(AM) Seattle, WA** (BTC930623EA; 1250 khz; 5 kw-U, DA-N)—Seeks transfer of control from Children's Media Network Inc. to New Shareholders of Children's Media Network Inc. for \$1,132,142.80.

New shareholders propose to assume control by increasing equity. CMN is headed by William E. Koenig and Robert N. Day and has no other broadcast interests. New Shareholders has no other broadcast interests. Filed June 23.

■ **WADC(AM)-WHCM-FM Parkersburg, WV** (AM: BAL930630EA; 1050 khz; 5 kw-D; FM: BALH930630EB; 99.1 mhz; 11.5 kw; ant. 485 ft.)—Seeks assignment of license from Dailey Corp. to Valley Communications Corp. for \$1,400,000. **Seller** is headed by Calvin E. Dailey Jr. and has interests in WDXY(AM) Sumter and WIBZ(FM) Wedgefield, both South Carolina. **Buyer** is headed by Carl Clovis and has interests in WFGM-FM Fairmont, WV. Filed June 30.

■ **KRAL(AM)-KIQZ-FM Rawlins, WY** (AM: BAL930615ED; 1240 khz; 1 kw-U; FM: BALH930615EE; 92.7 mhz; 3 kw; ant. 298 ft.)—Seeks assignment of license from Elk Mountain Broadcasting Inc. to Mt. Rushmore Broadcasting Inc. for \$80,000. **Seller** is headed by Richard Moore and has no other broadcast interests. **Buyer** is headed by Jan C. Gray and has interests in KFCR(AM) Custer, KZMX-AM-FM Hot Springs and new FM ch. 286C2 Custer, both South Dakota. Filed June 15.

Actions

■ **KBAI(AM)-KWVV-FM Morro Bay, CA** (AM: BAL930429EA; 1150 khz; 5 kw-U, DA-N; FM: BALH930429EB; 99.7 mhz; 220 w-H, 210 w-V; ant. 1,633 ft.)—Granted assignment of license from Morro Bay Investment Corp. to KROZ Productions Inc. for \$360,000 ("Changing Hands," May 31). Action July 1.

■ **WIFX-FM Jenkins, KY** (BALH930507GM; 94.3 mhz; 2.8 kw; ant. 1,492 ft.)—Granted assignment of license from Kincaid Industries to Letcher County Broadcasting Inc. for \$37,000 ("For the Record," May 31). Action July 1.

■ **WOMI(AM)-WBKR-FM Owensboro, KY** (AM: BAL930514GI; 1490 khz; 83 w-U; FM: BALH930514GJ; 92.5 mhz; 91 kw; ant. 1,049 ft.)—Granted assignment of license from Owensboro Broadcasting Co. to Tri-State Broadcasting Inc. for \$2,460,000 ("Changing Hands," May 31). Action July 7.

■ **WVKY(AM) Louisa, KY** (BAL930514EA; 1270 khz; 1 kw-D, 100 w-PSSA)—Granted assignment of license from Walter E. May to Louisa Communications Inc. for \$1.00 and station property, assets, rights, privileges and immunities, and assumption of lease for studio/tower/transmitter site ("For the Record," June 14). Action June 30.

■ **KHLL(FM) Richwood, LA** (BAPH930518GE; 100.9 mhz; 6 kw; ant. 100 m.)—Granted assignment of CP from Russ Robinson to Dan Gilliland for \$46,956.67. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Action July 2.

■ **KYBA-FM Stewartville, MN** (BAPH930405GJ; 105.3 mhz; 50 kw; ant. 492 ft.)—Granted assignment of CP from Topp Broadcasting Inc. to Southern Minnesota Broadcasting Co. for \$125,000 ("For the Record," April 26). Action June 30.

■ **KLTO-FM Sparta, MO** (BALH930430GG; 96.5 mhz; 3.2 kw; ant. 453 ft.)—Granted assignment of license from James L. Gardner to KLTO - 96.5 FM Inc. for no cash consideration ("For the Record," May 24). Action June 28.

■ **WKNZ-FM Collins, MS** (BALH930506GF; 101.7 mhz; 1 kw; ant. 541 ft.)—Granted assignment of license from Southern Air Communications Inc. to Covington County Broadcasters Inc. for \$520,500 ("Changing Hands," May 31). Action June 28.

■ **KRIT(AM)-KCTL(FM) Lakeview, OR** (AM: BAL930514EF; 1230 khz; 1 kw-U; FM: BALH930514EG; 93.5 mhz; 284 w; ant. 1,000 ft.)—Granted assignment of license from KQIK Ltd. to New Start Enterprises Inc. for \$182,000. **Seller** is headed by R. Craig Monson. **Buyer** is headed by Arthur L. Collins and has no other broadcast interests. Action June 30.

■ **KUMA(AM)-KSXM-FM Pendleton, OR** (AM: BAL930311EC; 1290 khz; 5 kw-U, DA-N; FM: BAPLH930311ED; 107.7 mhz; 27.5 kw; ant. 610

ft.)—Granted assignment of license from Pendleton Broadcasting Co. Inc. to Round-Up Radio Inc. for \$340,000 ("Changing Hands," April 5). Action July 1.

■ **WHKS-FM Port Allegany, PA** (BTCH930510GG; 94.9 mhz; 530 w; ant. 758 ft.)—Granted transfer of control from L. Com. Inc. to Proposed New Owners of L. Com. Inc. for \$30,885 ("For the Record," June 7). Action June 30.

■ **KUOL(AM) San Marcos, TX** (BAL930510EE; 1470 khz; 250 w-U, DA-N)—Granted assignment of license from Jay Harpole to Tim Walker, a transaction within SMR Corp. for assumption of debt ("For the Record," May 31). Action June 30.

■ **KGLD-FM Tyler, TX** (BALH930505GE; 92.1 mhz; 3 kw; ant. 280 ft.)—Granted assignment of license from Rose Communications Inc. to Glesier Communications Inc. for \$175,000 ("For the Record," June 7). Action June 30.

■ **WYOY-FM Rutland, VT** (BALH921208GY; 94.5 mhz; 6 kw; ant. 389 ft.)—Granted assignment of license from Edward G. Pickett and Carole L. Pickett to Rutland Community Broadcasting Inc. for \$75,000. **Seller** has no other broadcast interests. **Buyer** is headed by Howard M. Ginsberg and has interests in WWSR(AM)-WLFE-FM St. Albans, and WSNO(AM)-WORK-FM Barre, both Vermont. Action June 28.

■ **WOZZ-FM New London, WI** (BALH930223GF; 93.5 mhz; 50 kw; ant. 528 ft.)—Granted assignment of license from Martin Communications Inc. to Midwest Communications Inc. for \$3,500,000 ("For the Record," March 1). Action June 30.

■ **WTOQ(AM)-WKPL-FM Platteville, WI** (AM: BTC930427GJ; 1590 khz; 1 kw-D, 500 w-N; FM: BTCH930427GK; 107.1 mhz; 3 kw; ant. 235 ft.)—Granted transfer of control from Kramer Broadcasting of Platteville Inc. to Shirley M. Kramer in form of stock transfer as part of divorce settlement ("For the Record," May 31). Action June 30.

NEW STATIONS

Applications

■ **Springfield, IL** (BPED930701MC)—Cornerstone Community Radio, Inc. seeks 89.7 mhz; 0.5 kw; ant. 100 m. Address: 2596 State Road 44, New Smyrna Beach, FL 32168. Applicant is headed by Richard Van Zandt and has interests in educational stations WJLU-FM New Smyrna Beach, and WMFJ(AM) Daytona Beach, both Florida; WLJU-FM Petersburg, IL; WMFJ(AM) Daytona Beach, FL.

■ **Iron River, WI** (BPH930629MA)—Capital Broadcast Services seeks 107.3 mhz; 50 kw; ant. 116 m. Address: P.O. Box 10, Iron River, WI 54847. Applicant is headed by James V. Lien and has no other broadcast interests.

Actions

■ **Hardy, AR** (BPH920923MB)—Granted application of John W. Shields for 104.7 mhz; 6 kw; ant. 76 m. Address: P.O. Box 480, Hardy, AR 72542. Applicant has interests in KSRB(AM) Hardy, AR. Action June 28.

■ **St. Joseph, MN** (BPH921112MD)—Granted application of St. Joseph Broadcasters for 92.9 mhz; 25 kw; ant. 100 m. Address: P.O. Box 68, St. Joseph, MN 56374. Applicant is headed by Molly Hilger and has no other broadcast interests. Action July 1.

■ **St. Joseph, MN** (BPH921112ME)—Dismissed application of Paula Cox for 92.9 mhz; 25 kw; ant. 100 m. Address: 12400 Ventura Blvd. #205, Studio City, CA 91604. Applicant has no other broadcast interests. Action July 1.

■ **Water Valley, MS** (BPH920928MN)—Granted application of Bobby B. Anderson for 105.5 mhz; 6 kw; ant. 75.3 m. Address: P.O. Box 9, Charleston, MS 38921. Applicant has interests in WTGY-FM

Charleston, and WKXT(AM) Sardis, both MS. Action July 1.

FACILITIES CHANGES

Applications

AM's

- **Hartselle, AL** WHRT(AM) 860 khz—July 2 application of Dorsey E. Newman for CP (930624AD) to change freq. to 890 khz; and increase power to 5 kw-D.
- **Dodge City, KS** KDCC(AM) 1550 khz—July 8 app. of Dodge City Community College for CP (BPH-930604AD) to correct coordinates to 37 47 14 - 100 01 55.
- **Youngstown, OH** WHOT(AM) 1390 khz—July 9 app. of WHOT Inc. for MP (BP900611AC) to increase day power to 9.5 kw and make changes in antenna system.
- **Manning, SC** WYMB(AM) 1410 khz—July 9 app. of Clarendon County Broadcasting Co. Inc. for MP (BP881101AE) to augment standard pattern.
- **Tazewell, VA** WTZE(AM) 1470 khz—July 6 application of Tazewell Broadcasting Co. for CP to change TL to Hubble Hill, 3.2 km NW of Tazewell, VA 37 07 57 - 81 33 21.
- **Dishman, WA** KEYF(AM) 1050 khz—July 1 application of KEYF Corp. for CP to change TL to S. Palouse hw between S. Regal St. and S. Freya St. and make changes in ant. system 47 36 28 - 117 21 37.

FM's

- **Brantley, AL** WDHT-FM 104.3 mhz—July 6 application of Brantley Broadcast Associates for mod. of CP (BPH-880224MR) to make changes; change ERP 51.2 kw; ant. 392.1 m.; TL: one of Ramer, AL (Montgomery Co.); change class to CI pursuant to MM docket 88-593.
- **Berlin, CT** WERB(FM) 103.5 mhz—July 6 application of Berlin Board of Education for CP to make changes; change frequency: 94.5 mhz.
- **New Smyrna Beach, FL** WJLU(FM) 89.7 mhz—July 6 application of Cornerstone Community Radio Inc. for CP to make changes: ERP 10.0 kw.
- **Tifton, GA** WPLH(FM) 90.5 mhz—July 6 application of Abraham Baldwin Agricultural College for CP to make changes from educational frequency of 90.5 mhz to commercial frequency of 102.9 mhz.
- **Strasburg, CO** KAGM(FM) 102.3 mhz—July 8 app. of Lenora Alexander for mod. of CP (BPH-900102) to make changes; TL: 9 mi. S. of Strasburg, CO.
- **Monticello, FL** WJPH(FM) 101.9 mhz—July 8 app. of Webster Broadcasting Inc. for CP to make changes: ERP: 25 kw (H&V); TL: Old Pinhook Rd., Wacissa, Jefferson Co.
- **Marshall, MO** KMMO-FM 102.9 mhz—July 2 application of Missouri Valley Broadcasting Inc. for CP to make changes; change ERP: 100 kw.
- **Burlington, NC** WZZU(FM) 93.9 mhz—July 8 app. of Vilcom Broadcasting Inc. for CP to make changes: ant. 473 m.; mod. DA antenna system.
- **Corrales, NM** KSVA(FM) 95.1 mhz—July 2 application of LV Broadcasting Educational Foundation for mod. of CP (BPH-871029MN) as ext. to make changes; change ant. 184 m.; TL: north side of I-66, 6 km west of I-66 and US-40 Interchange.
- **Clovis, NM** KWUA(FM) 102.3 mhz—July 6 application of Karen Ann Mainieri for mod. of CP (BPH-910409MB) to make changes; change ant. 54 m.; TL: 1000 Sycamore St. Clovis, Curry Co., NM.
- **Grants, NM** KZNM(FM) 97.9 mhz—July 8 app. of Don R. Davis for CP to make changes: ERP: 50 kw (H&V), frequency: 100.7 mhz; change to CLASS 2, TL: 3.5 km 225 degrees.
- **Brookings, OR** KURY-FM 95.3 mhz—July 6 application of KURY Radio Inc. for CP to make

changes: ERP 8.7 kw; ant. 355 m., upgrade from C3 to C2 (per DKT: 92-229).

- **Williamsport, PA** WWAS-FM 88.1 mhz—July 6 application of Pennsylvania College of Technology for CP to make changes; change: ERP: .494 kw (H&V)
- **Henderson, TX** KGRI-FM 99.9 mhz—July 6 application of Dean Broadcasting Inc. for CP to make change; change ERP 7.1 kw; ant. 132 m. Class C3 per MM Docket 92-301
- **Navasota, TX** KMBV(FM) 92.5 mhz—July 6 application of McMullen Broadcasting Co. for CP to make changes; change ERP: 6 kw.
- **Coalville, UT** KCUA(FM) 92.5 mhz—July 6 application of Community Wireless of Park City Inc. for mod. of CP (BPH-871005MH) to make changes to ant. -312.9 m.
- **Quincy, WA** KWWW-FM 96.7 mhz—July 6 application of Sans Inc. for CP to make changes to ERP 0.44 kw.
- **Ashland, WI** WJH(FM) 96.7 mhz—July 8 app. of Bay Broadcasting for mod. of CP (BPH-890626IG) to make changes: ant.: 75 m. (H&V).
- **Bloomer, WI** WORB(FM) 95.1 mhz—July 8 app. of Bloomer Broadcasting Co. for CP to make changes; ERP: 7.8 kw (H&V); ant.: 177 m.(H&V); TL: Olson Rd., 0.48 km E. of Rd. "T," 19 km S-SW of Bloomer, Chippewa Co., WI.
- **Middleton, WI** WWQM-FM 106.3 mhz—July 8 app. of Madison Comm. Properties L.P. for CP to correct coordinates of antenna tower.
- **Tomah, WI** WBOG-FM 96.1 mhz—July 6 applica-

tion of Magnum Radio Inc. for CP to make changes; change: ERP 22.050 kw; ant. 229 m.; TL: SW corner of the NE quarter of section 23, town 18 north (Township of Sparta), range 04 west, Monroe Co., WI; change Class A to Class C2 per MM docket 92-181.

- **Webster Springs, WV** 100.3 mhz—July 8 app. of New Cat Radio Inc.; for CP to make changes: ERP: 1.9 kw (H&V). ant.: 178 m.

Actions

AM's

- **Batesville, AR** KAAB(AM) 1130 khz.—Granted application of Maggie Inc. for CP to add night service with .02 kw. Action June 28.
- **Brighton, CO** KLTT(AM) 800 khz.—Granted application of Mortenson Broadcasting Co. Inc. for CP to change TL to 6535 W. Jewell Ave., Lakewood, CO; increase day power to 2.5 kw; change hrs of oper. to unldd. by adding night service with 200 w. 39 41 06 - 105 04 05. Action June 28.
- **Boise, ID** KBSU(AM) 730 khz.—Granted application of Idaho State Board of Education for MP (BP871016AA) to change TL to 11321 W. Hubbard, in NW 1/4 of section 15, township 2 north, range 1 east Boise, ID; increase day power to 15 kw and make changes in ant. system 43 30 55.5 - 116 19 42.5. Action June 23.
- **Boise, ID** KIDO(AM) 630 khz.—Granted application of Sundance Broadcasting of Idaho Inc. for CP to correct coordinates to 43 30 55.5 - 116 19 42.5. Action June 23.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,954	181	5,135
Commercial FM	4,853	906	5,759
Educational FM	1,613	308	1,921
Total Radio	11,420	1,395	12,815
Commercial VHF TV	558	12	570
Commercial UHF TV	594	142	736
Educational VHF TV	124	4	128
Educational UHF TV	241	7	248
Total TV	1,517	165	1,682
VHF LPTV	474	136	610
UHF LPTV	859	972	1,831
Total LPTV	1,333	1,108	2,467
FM translators	1,993	390	2,383
VHF translators	2,421	81	2,502
UHF translators	2,416	386	2,802

CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
 † Construction permit. Source: Nielsen, NCTA and Broadcasting&Cable's own research.

■ **Chicago** WSCR(AM) 820 khz—Application of Diamond Broadcasting Inc. for CP returned to add night service with 1.2 kw and make changes in ant. system. Action June 24.

■ **Nashwauk, MN** WKKQ(AM) 650 khz—Granted application of WKKQ Inc. for CP to increase nighttime power to 1 kw and change antenna param. Action June 23.

■ **Elizabeth, NJ** WJDM(AM) 1530 khz—Granted application of Radio Elizabeth Inc. for CP to increase power to 1 kw day (670 watts ch.). Action June 23.

■ **Bedford, PA** WAYC(AM) 1310 khz—Granted application of Cessna Communications Inc. for CP to reduce power to 2.5 kw. Action June 23.

■ **Canonburg, PA** WWCS(AM) 540 khz—Granted application of Birach Broadcasting Corp. for CP to reduce daytime power to 5 kw and mod. daytime DA pattern. Action June 23.

■ **Patillas, PR** WEXS(AM) 610 khz—Granted application of Community Broadcasting Inc. for MP (BP880111AF) to reduce day power to 250 w. Action June 24.

FM's

■ **East Porterville, CA** KOJJ(FM) 100.5 mhz—Granted app. of Tulare Lite Corp. for CP to make changes; change ERP: 6.8 MAX(H&V); change to Class B1 per MM docket 89-71. Action July 9.

■ **Morehead, KY** WMKY(FM) 90.3 mhz—Granted app. of Morehead State University for mod. of CP (BPED-880825PE) to non-commercial educational FM to make changes; change ERP: 37.0 kw (H&V); ant.: 273 m. Action July 9.

■ **Spring Valley, IL** WAIV(FM) 103.3 mhz—Granted app. of Illinois Valley Radio for mod. of CP (BPH-880505MQ) to make changes., ERP: 2.5 kw; ant. 36 m., TL: on Strong Ave W. of Kennedy School, Bureau Co., IL; and to change; antenna support g-structure height. Action June 24.

■ **Benton, LA** KLKL(FM) 92.1 mhz—Denied app. of Algonquin Corp. FKA broadcast station for CP (BPH-921214IE) to request waiver of section 73.1125 to allow main studio outside 70 dbu con-

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tour. Action June 25.

■ **Tarkio, MO** KTRX(FM) 93.5 mhz—Granted app. of KANZA Inc. for CP to make changes; change ERP: 11.0 kw (H&V); ant.: 149.0 m. (H&V); TL: 5.8 km W. of Elmo, MO. SW of intersection of Hwy. C and Hwy. UU.; change Class to C3 (per MM docket 92-219). Action July 9.

■ **Glencoe, MN** KQXA(FM) 96.1 mhz—Granted app. of Waite Park Broadcasting Co. for mod. of CP (BPH-890707MA) to make changes; ERP: 13.5 kw ant. 137 m.; TL: 2.4 km NE of Silver Lake, MN; class changed to C3 (per MM docket no. 920161). Action June 23.

■ **Oneonta, NY** WSQC(FM) 91.7 mhz—Granted app. of WSKG Public Telecomm. Council for mod. of CP to relocate main studio to: Binghamton, NY. Action June 25.

■ **Philadelphia** WWDB(FM) 96.5 mhz—Granted app. of Panache Broadcasting L.P. for voluntary TC of Panache Broadcasting L.P. from Charles D.

Schwartz to AltaPanache L.P. form 315. Action June 23.

■ **Slippery Rock, PA** DWSRU 90.1 mhz—Forfeited and canceled app. of Slippery Rock State College for CP for new educ. FM #211a, ERP: 0.109 kw; ant. 347 ft., TL: water tank on campus of Slippery Rock, Slippery Rock, Pennsylvania, SL: College Union Building, Slippery Rock, Pennsylvania 41 03 51 80 02 49. Action July 2.

■ **Hastings, NE** KEZH(FM) 101.5 mhz—Granted application of Heartland Radio Inc. for CP to make changes; ERP: 100 kw; ant. 306 m.; TL: 1.3 m. nw of Lowell, NE. Kearney Co. on bearing N 302 deg. E. change class to 268C2 per - docket #91-234. Action June 23.

■ **Sioux Falls, SD** KCFS(FM) 100.1 mhz—Granted app. of Sioux Falls College for license or license mod. for non-commercial educational FM; mod. of license to change frequency from 100.1 mhz to 94.5 mhz (per MM docket no. 89-53) Action June 25.

■ **Covington, TN** WKBL-FM 93.5 mhz—Granted app. of WKBL Radio for CP to make changes; change ERP: 6 kw; ant. 100 m. Action June 23.

■ **Harker Heights, TX** KLFX(FM) 105.5 mhz—Granted app. of Mid-Texas Communications Inc. for CP to make changes; change ERP: 36 MAX kw (H&V); change to Class C2 (per MM docket 89-525); change DA. Action July 9.

■ **McAllen, TX** KHID(FM) 88.1 mhz—Granted app. of RGV Educational Broadcasting Inc. to non-commercial educational for mod. of CP (BPED-891214MB) to relocate main studio outside community of licensee to Harlingen, TX. Action June 25.

■ **St. George, UT** KFMD(FM) 99.7 mhz—Granted app. of Ear Inc. for mod. of CP (BPH-880601NG) to make changes; ant.: 620 m. (H&V); TL: on Seegmiller Mtn. 15 mi. SE of St. Georges, UT. Action July 9.

TV's

■ **Anchorage, AK** KYES-TV Ch. 5—Granted app. of Fireweed Communications Corp. for CP to change ERP vis: 100 kw. Action July 9.

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Monday Memo

"Broadcasters can help communities enrich the lives of their children."

Broadcasters have two compelling reasons to consider the production of local children's television programming.

First, our children are in real trouble. If you question this, pick up a copy of the 1991 report published by the National Commission on Children. This 519-page report documents in detail the appalling deterioration of the quality of life of children in America during the past two to three decades.

The 32-member commission concluded, after two and a half years of "intensive investigation and deliberation," that "at every age, among all races and income groups... many children are in jeopardy.... Almost always they lack hope and dreams, a vision of what their lives can become, and the support and guidance to make it reality."

The second compelling reason is the Children's Television Act of 1990. It mandates that a television station's educational and informational service to young people be considered in license renewal. Unfortunately, no one has provided the broadcaster with a clear definition of children's service requirements.

The quality of service to children can be measured by the degree to which that programming provides information that helps meet their needs. Therefore, age-specific needs must first be defined before effective programs can be developed. What, then, are the most efficient and valid methods to define children's needs?

The application of established social science research methods provides a solution to this problem. The key is to combine the broadcaster's interests and resources with the local community's perceptions of its needs. We propose a research design that helps local TV broadcasters define and measure

community needs, goals and objectives that can serve as a basis for designing and implementing programs for children.

The first stage of the design involves a series of focus group interviews with homogeneous groups of people from the community. Participants are selected from several categories, including interest groups and experts (parents and educators) to the target audience (age-specific children).

A professional researcher, in collaboration with the broadcasters, analyzes the interviews. The analysis gives the broadcaster a qualitative, and many times surprisingly insightful perspective on the perceptions local

groups have of children's needs and of what retains children's interest.

The second stage provides the broadcaster with more quantitative information representative of the broader community's perceptions. Based on the information gathered from the focus group interviews, a survey can now establish how interest groups (parents) in the community evaluate the needs and programming options that the broadcaster has elected to address.

Broadcasters can alter the scope of this research design depending on their information needs and budget.

There are several valuable benefits for the broadcaster who employed this approach. It is a cost-effective, scientifically valid method of demonstrating to the FCC that the broadcaster is addressing local community children's programming needs. The broadcaster has influence on the design and there are associated marketing and promotion benefits. We are currently testing this plan locally. Any comments or questions are welcome. We can be reached at Hastings College at 402-461-7346 or 461-7338. ■



By R.D. Davis (l) & J.H. Wiest, associate professors, Hastings College, Hastings, Neb.

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Fred McFeely Rogers

For more than a quarter century, Fred Rogers has been encouraging children to feel good about themselves while accepting others for who and what they are.

His messages of tolerance, understanding and the value of imagination have been dispensed to a nationwide PBS audience from WQED(TV) Pittsburgh in the form of *Mister Rogers' Neighborhood*, a half-hour divided between the TV home of good neighbor Fred Rogers and the land of make-believe. The two are linked by trolley and the traveling music of jazz pianist / musical director Johnny Costa.

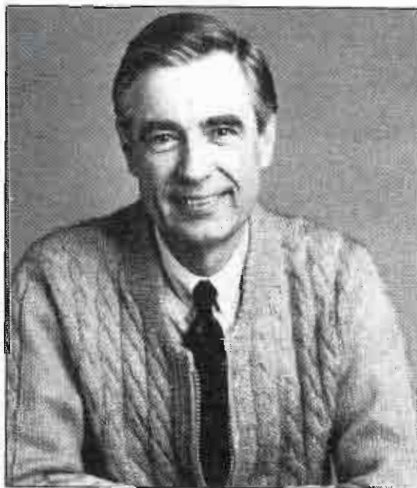
Rogers's trademark sweaters and measured, soft-spoken delivery—he speaks slowly so that young children can understand him—have made him an easy target for parody. But there is method in his mildness.

In addition to being a veteran TV writer, producer, director, host and executive, Rogers is an ordained Presbyterian minister whose calling is to work with children and families through the media. As such, it is a mission accomplished, although a task renewed with each generation of young viewers.

It was an interest in TV, rather than in children's TV, however, that began Rogers's journey to the neighborhood.

In 1951, Rogers was home (Latrobe, Pa.) for Easter break from Rollins College, where he was studying music. He was watching TV—"some people throwing pies," he recalls—and decided the medium was being underutilized. He put plans for attending seminary on hold and headed for New York. He got a job at NBC, married his sweetheart, Joanne Byrd—also a musician—and became assistant producer and floor director for shows including *The Kate Smith Hour* and *NBC Opera Theater*.

Although Rogers was on a career track to become a network TV director, the fledgling public television industry "seemed to be the way to go for me," he says. Rogers moved to Pittsburgh in 1953 to help put WQED



on the air as program manager.

He "hadn't planned to work with kids," but when no one else wanted to do a children's program, he took on the assignment, where his interests in puppeteering and music proved a natural fit, although still behind the camera. He produced the hour-long *Children's Corner*, with host Josie Carey.

The show also briefly appeared on NBC. "We would do the show Monday through Friday in Pittsburgh," says Rogers, "then fly to New York for the Saturday morning show." After 26 weeks, he recalls, "a network VP called me in and said, 'We know that you have had excellent response, but my daughter loves your program so much that I know it can't be for the masses.'"

Back in Pittsburgh, Rogers worked "on lunch hours" toward his theological degree and took graduate courses in child psychology and development.

He worked closely with Dr. Margaret McFarland of the University of Pittsburgh. She became a friend and important adviser in his TV mission.

He earned his degree in 1962, and in 1963 was offered a 15-minute show on the Canadian Broadcasting Corp. out of Toronto. *Misterogers* was born, with Rogers taking his first turn as host at the suggestion of CBC children's programming head Fred Rainsberry.

In 1964 Rogers moved back to Pittsburgh and eventually to WQED, from whose studios he produced the show for the Eastern Educational Network, expanding it to a half hour by acquiring the rights to the CBC programs and adding new intros. The show went national over PBS in 1968.

In 1970 he founded Family Communications Inc., a nonprofit corporation whose projects include videotapes, books and more.

Rogers has a "healthy disdain" for the medium. In his book, *Mister Rogers Talks with Parents*, he says: "Until change comes from within the industry, television will continue to have a negative effect on children, family life and human relationships..."

But Rogers also believes the key to raising nonviolent children is not in their relationship with TV, but with their parents and each other: "What parents give their children," he writes,

"will always be more important than what television gives them. Children who are loved and who feel they are lovable are the ones who are most likely to grow into loving, rather than violent, adults." ■

President, Family Communications Inc., Pittsburgh, and host, *Mister Rogers' Neighborhood*; b. March 20, 1928, Latrobe, Pa.; BA, Music composition, Rollins College, Winter Park, Fla., 1951; bachelor of divinity, Pittsburgh Theological Seminary, 1962; assistant producer/floor director, NBC, New York, 1951-53; program manager, producer, writer, composer, puppeteer, *Children's Corner*, WQED(TV) Pittsburgh, 1953-61 (NBC, 1955-56); producer/host, *Misterogers*, Canadian Broadcasting Corp., Toronto, 1962-64; executive producer/host, *Mister Rogers' Neighborhood*, Eastern Educational Network, Pittsburgh, 1966-68; PBS, 1968-present; president, Family Communications, Pittsburgh, 1970-present; m. Joanne Byrd, July 9, 1952; children: Jim, 33; John, 32.

Fates & Fortunes

TELEVISION

Harris Kattelman, former president, 20th Century Fox's Twentieth Television, Los Angeles, joins Mark Goodson Productions there as COO.

Michael Fricklas, VP/general counsel, Minorco (USA), Denver, joins Viacom International Inc.,

Righter & Parsons, New York, joins WHDH-TV Boston as VP/GM.

Gary Roberts, attorney, Munger, Tolles & Olson, Los Angeles, joins Fox Inc., Beverly Hills, Calif., as VP, legal affairs, senior counsel.

Henry Woodack, creative director, Leisure Concepts, New York, joins Quality Family Entertainment, New York, as head, creative services.

Robert Boatti, civil litigator, New York, joins BMI there as associate attorney.

Christopher Westerkamp, GSM, KMGH-TV Denver, joins KERO-TV Bakersfield, Calif., as VP/GM.

Robert Mulholland, former president, NBC Television Network, New York, and professor, head of broadcast journalism division, Northwestern University, Evanston, Ill.,



Harris Kattelman
Mark Goodson Prod.



Karen Kanemoto
Paramount



Lloyd Komesar
Buena Vista TV



Richard Sheingold
Group W Prod.



Beth Talisman
American Public Radio

New York, as VP/deputy general counsel, corporate.

Karen Kanemoto, executive director, business planning, development, Paramount Home Video, Hollywood, named VP, finance, Paramount Domestic Television, there.

Lloyd Komesar, executive director, southwest sales, Buena Vista Television, Dallas, named VP, eastern region, Buena Vista Television, New York.

Richard Sheingold, senior VP, marketing, sales, Group W Productions, Los Angeles, named executive VP.

Karen Miller, VP, programing, CBS Television Stations, New York, joins Worldvision Enterprises there as senior VP, programing.

James Yee, executive director, National Asian American Telecommunications Association, San Francisco, joins Independent Television Service, St. Paul, in same capacity.

Michael Carson, VP, Harrington,

Tracy Beckerman, senior writer/producer, WCBS-TV New York, named manager, advertising, promotion.

Appointments at The Di Group, Boston: **Eric Oliver**, producer, named broadcast marketing consultant; **Judy Mitchell**, comptroller, named VP/controller.

Kent Ninimiya, reporter/fill-in anchor, KGTV San Diego, Calif., joins WLS-TV Chicago as general assignment reporter.

Santi Herrera, on-air writer/producer, KPX-TV San Francisco, joins King World's *American Journal*, New York, as writer/producer, on-air promotion.

Grazia Manzano, station publicist WWOR-TV Secaucus, N.J., joins King World's *Inside Edition*, New York, as unit publicist.

Mary Murphy, reporter/Saturday anchor, WCBS-TV New York, joins WPIX-TV there as chief investigative reporter.

retires.

Natalie Windsor, news director/anchor, WBBM-FM Chicago, joins Associated Press, broadcast division, Los Angeles, as entertainment reporter.

Sandra Coyle, national sales manager, WTVH-TV Syracuse, N.Y., named GSM.

RADIO

Beth Glatt Talisman, audio networks manager, C-SPAN, Washington, joins American Public Radio, Minneapolis, as senior manager, new business development.

Kerry Casey, senior research analyst, ABC Radio Networks, New York, named associate research manager.

Linda DeVito, research manager, ABC Radio Networks, New York, named associate director, research.

Tom Hoyt, executive VP/GM, In-

tersport, Chicago, joins Unistar Radio Networks, Los Angeles, as director, major market sales, affiliate relations.

Cathy Mongarella, account executive, Unistar Radio Networks, New York, named manager, New York sales.

Helaine Starr Greenbaum, national sales representative, Eastman Radio, New York, joins Children's Satellite Network, Sherman Oaks, Calif., as senior account executive.

Appointments at WPGC-FM Washington: **Jay Stevens**, program director, named operations manager;

Sam Rogers, GSM, named station manager; **Dahn Burke**, account executive, WGMS-FM Washington, joins

Catherine Smith, freelance talent, ABC Radio Networks, New York, joins Shadow Broadcast Services, Rutherford, N.J., as news director.

Jeff Silvers, operations/program director, WEST-AM-WLEV-FM Allentown, Pa., joins WLTI-FM Southfield, Mich., as program director.

Kimberly Schroll, retail sales manager, WZOU Boston, joins WZMX-FM there as sales manager.

Charles Shapiro, president, MASSmedia, Natick, Mass., joins WKOX-AM Framingham, Mass., as GM.

Tom O'Brien, operations manager, WYSR-AM-WYYY-FM-WBBS-FM Syracuse, N.Y., joins WOFX-FM Cincinnati as program director.

tional Channel Network there as CFO.

Lindsay Gardner, director, corporate planning, new business development, Viewer's Choice, New York, joins Cox Cable Communications, Atlanta, as director, programing investments.

Appointments at Turner Home Entertainment, New York, Los Angeles:

Helen Isaacson, executive director, international licensing, New York, named VP; **Nancy McCready**, VP, promotions, New York, named senior VP, marketing sales promotion, Los Angeles; **Edward Casey**, account executive, licensing, merchandising division, New York, named director, domestic licensing.



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Interrep Radio Store



Helen Isaacson
Turner Home Ent.



Nancy McCready
Turner Home Ent.



Mary Ellen Iwata
TLC



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Discovery Ntwks.

in same capacity.

Frank Gottlieb, coordinating editor, KQV-AM Pittsburgh, named news director.

Mary Menna, account executive, WXKS-FM Boston, named national sales manager.

Appointments at WKYS-FM Washington: **Jeffrey Myers**, local sales manager, named GSM; **Lillie Hammer**, general assignment reporter, WTOP Washington, joins as anchor/reporter.

Marc Bonvouloir, national sales manager, KRLA(AM) KLSX-FM Los Angeles, joins KNX there in same capacity.

Stephen Godofsky, group president, Heritage Broadcast Group, GM, WNNC(AM)-WKSF-FM Asheville, N.C., joins WYUU-FM Safety Harbor, Fla., as VP/GM.

Cathy Langley, sales associates, Durpetti & Associates, New York, named account executive, special agency sales, The Interrep Radio Store, Chicago.

Joe Logan, program director, WAEV-FM Savannah, Ga., joins KSSN-FM Little Rock, Ark., in same capacity.

Kurt Kretschmar, executive producer, KMPC(AM) Los Angeles, joins The Winning Line Inc.'s *The Winning Line*, Las Vegas, as producer.

CABLE

Myron DuBow, VP, business, legal affairs, Playboy Entertainment Group, Beverly Hills, Calif., named senior VP.

William Gordon, former partner, Price Waterhouse, Washington, joins BET Holdings, Washington, as CFO.

Stan Weil, senior VP, sales, Turner Children's Entertainment, New York, named senior VP, sales, Turner Entertainment Network, there.

James Schwab, principal, JLS Associates, Los Angeles, joins Interna-

Denielle Pemberton, attorney, Cowan, Liebowitz & Latman, New York, joins Discovery Networks, Bethesda, Md., as senior counsel.

Appointments at The Learning Channel, Bethesda, Md.: **Mary Ellen Iwata**, executive producer, named director, program production, development; **Carole Tomko**, executive producer, chief of programing, post-production, The Learning Channel, The Discovery Channel, named executive producer, TLC Production; **Michael Dingley**, former associate producer, Discovery Networks, associate director, broadcasting, WETA Washington, rejoins as producer.

Gig Barton, New York sales manager, National Cable Advertising, New York, joins Court TV there as eastern manager, national sales.

Appointments at National Cable Advertising, Boston: **Danielle Morando**, cable specialist/broadcast buyer, Arnold, Fortuna, Lane and Cabot, Boston, and **Priscilla Fladger**, senior account executive,

Eastman Radio, Boston, join as sales account executives.

Chuck Rosenberg, producer, CTV Television Network's *Shirley*, joins CNN's *Sonya Live*, New York, in same capacity.

Michael Halminiak, former national sales manager, WKLD-TV Chicago, joins Sunshine Network, Orlando, Fla., as account executive.

Appointments at TBS Productions, Atlanta: **Vivian Schiller**, VP, development, named VP, development, co-productions; **Thom Beers**, VP, development, named VP, current series, specials; **George Puckhaber**, director, operations, named VP; **Karen Anthony**, executive assistant, senior VP, TBS Productions, named program manager; **Katie Franke**, development assistant, named manager, development, children's programming.

Joan Ziff, publicist, trade, industry relations, Showtime Networks Inc., New York, named senior publicist.

Jennifer Contas Monaco, manager, client promotions, USA Networks, New York, named director, consumer promotion.

Alan Browdy, associate research director, McCann-Erickson, New York, joins USA Networks there as director, primary research.

William Schreck, VP, cable affiliates, Fox Broadcasting Co., Beverly Hills, Calif., joins QVC Network, Inc., West Chester, Pa., as executive VP, broadcast operations, engineering.

Tim Spillane, contracts coordinator/sales assistant, central region, Turner Cable Network Sales, Inc., Atlanta, named affiliate marketing manager, central region.

Cindy Rose Painter, talent manager, The Nashville Network, Nashville, named director, planning, development, Country Music Television, there.

Adam Merims, VP, production, Lobell-Bergman Productions, Los Angeles, joins Nickelodeon Pictures there as head, West Coast operations.

ADVERTISING

David Hill, president, corporate communications group, Saatchi & Saatchi Advertising, New York, re-

tires.

David Weiss, VP, account supervisor, Griffin Bacal, New York, named VP, management supervisor.

Appointments at Temerlin McClain, Dallas/Fort Worth: **Rick Holt**, account executive, Tracy-Locke, Dallas, joins in same capacity; **Marion Scragg**, advertising sales representative, *Institutional Investor*, New York, joins as assistant account executive; **Todd Lundberg**, account representative, Nissan Motor Acceptance Corporation, Irving, Tex., joins as assistant media planner; **Brad Cooke**, promotions assistant, KMLE-FM Phoenix, Ariz., joins as assistant media planner; **Jan Karakourtis**, store manager, Trees of the Field, Dallas, joins as traffic coordinator.

TECHNOLOGY

James McDonald, general partner, J.H. Whitney & Company, New York, joins Scientific-Atlanta, Norcross, Ga., as CEO.

Samuel Hawkins, radio district sales manager, broadcast division, Harris Allied, Quincy, Ill., named government/consultant relations manager.

Mark Pohlman, network engineer, GTE Mobile Communications, Atlanta, joins Moffet, Larson & Johnson, inc., Falls Church, Va., as senior network engineer.

Jerry Porter, director corporate services, GTE Spacenet Corporation, joins Orion Network Systems, Rockville, Md., as director, sales, transponder services.

WASHINGTON

Roanne Robinson, director, industry affairs, National Cable Television

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Association, joins National Telecommunications and Information Administration as special assistant to the assistant secretary.

James Witt, chief, maintenance, repair projects division, Voice of America, named total quality director, office of engineering, technical operations.

INTERNATIONAL

Trina McQueen, VP, regional broadcasting, Canadian Broadcasting Corporation, Ottawa, joins JLL Broadcast Group there as VP/GM, Discovery Channel Canada.

Edward Bean, acting executive producer, MTV Asia, named executive producer.

Ronald Cohen, president, Ciné Ciné Productions Inc., Montreal, elected chair, Canadian Broadcast Standards Council, Canadian Association of Broadcasters, Ottawa.

DEATHS

Ralph (Boots) Bell, 60, Youngstown, Ohio, disc jockey, died July 15. Cause of death was not reported. Bell was a DJ at WHOT(AM) from 1959 until the mid-'70s. He was on-air at WNIO(AM) Niles, Ohio (now WNRB(AM)), and WNCB-FM since 1988, most recently as a Sunday morning host.

John Hicks, 75, retired group owner, Hicks Broadcasting Co., Beaumont, Tex., died July 16 after a lengthy illness at a hospital there. In 1959 Hicks purchased the first of 12 Texas radio stations he would operate until his retirement in 1980. Survivors include his wife, Madeline, and four sons.

Charles (Chuck) Conrad, 55, former assistant GSM, WGNX-TV Atlanta, was found dead in his home in Atlanta on July 18. Police have three suspects in custody regarding his death. Conrad joined WGNX-TV (then WANX-TV) as local sales manager in 1983. Previously, he was managing director, creative services, for WHAS-TV Louisville, Ky. He was also a broadcast sales executive with Adam Young, Katz, Storer and RKO. Conrad also served as GSM at KETV-TV Omaha, Neb., and WEAT-TV (now WPEC-TV) West Palm Beach, Fla.

Closed Circuit

WASHINGTON

In no hurry

The White House feels no urgency to nominate someone to fill the "non-Democratic" seat on the FCC, Deputy White House Chief of Staff Roy Neel told BROADCASTING & CABLE during the wireless communications demo on the south lawn (see story, page 10) last Thursday. "We're still collecting names," he said, and may or may not be ready to send up the name by the date of the confirmation hearing—now expected in September—for Reed Hundt, the President's choice for chairman.

Gina Keeney, Republican Senate Communications Subcommittee aide, who was among the scores of industry and government officials on hand for the demo and who is seen as a strong contender for the FCC slot, acknowledged she was "interested" but would say no more.

Day late

Conspicuous by their absence from the July 12 formal swearing-in of Larry Irving as assistant secretary of commerce and head of the NTIA were the three FCC commissioners and other high-ranking agency officials. It was no snub, just some problem with the mail that resulted in the FCC officials receiving their invitations the day after the event. None were sure whether to blame the NTIA, the FCC or the post office. "It's regrettable," said an aide to Acting FCC Chairman Jim Quello. "I know the boss certainly would have wanted to be there."

Searching, searching

The search committee for a new president of the National Cable Television Association met with a group of cable lobbyists in Washington last week to get their input on what type of person the association should look for. The group is said to be seriously considering retaining a professional search firm to assist it.

Jurassic Park-ed at MCA?

While Fox Children's Network has shelved plans for an animated *Jurassic Park* series for the time being, MCA Inc., whose Universal Pictures division distributed the film (which has grossed more than \$300 million domestically), is apparently adamant about keeping the property in the fold. Jeff Segal, president of MCA Family Entertainment and Universal Cartoon Studios, whose animation division is working with MCA TV syndication on the launch of the fall 1993 *Exosquad* weekly, seemed sure the project would remain in the family. "I can assure you nothing will happen with Warner Bros. [Animation] or the Fox Children's Network," said Segal. (WB has previously worked with Steven Spielberg on animated *Tiny Toon Adventures* and the upcoming *Animaniacs* series for FCN.) "*Jurassic Park* is a Universal Pictures title, and whatever happens with it will be decided by MCA and [Spielberg's] Amblin Entertainment. In essence, Fox had made an inquiry about *Jurassic Park*, and Steven Spielberg had passed on developing it. Ultimately, the ball's in Steven's court and he is analyzing his options on what to do with it." — MF

As for who might suit the association, no one has emerged as a frontrunner. The name of FCC Commissioner Ervin Duggan, however, continues to crop up within cable circles, as does that of Turner Broadcasting lobbyist Bert Carp, a former executive vice president at the NCTA.

NEW YORK

Shop talk

David Glass, Wal-Mart Stores Inc. president and chief executive officer, says his company has been looking into a home shopping channel of its own. Glass says he has watched the "significant explosion" in home shopping from the sidelines. "We are working on it, studying it," he says, adding that there are no concrete plans for a Wal-Mart channel.

Calderwood for Conan

Dana Calderwood, who has served as producer and director of *Caroline's Comedy Hour* on Arts & Entertainment Network since its debut four years ago, has been tapped as director of NBC's upcoming *Late Night with Conan O'Brien*. An announcement is expected shortly from NBC, which to date has named Robert

Smigel and Jeff Ross as executive producers of the new late-night talk show.

LOS ANGELES

At the movies

Station sources report that both Columbia and Paramount television distribution arms are readying major new movie packages for syndication. Columbia's package is said to be exceptionally strong, and will include both Columbia and TriStar titles, including "A Few Good Men" and "Hook." The Paramount package will include box office hits "Wayne's World" and "The Addams Family."

'Simpsons' shutout

Although *The Simpsons* received no best-series or-writing Emmy nominations (it got two in technical categories), the show's producers are taking the perceived snub in stride. "We were a little disappointed," said Mike Reiss, executive producer of the show last season. "It's a very fair process and we don't blame the Academy. Maybe we've asked for it by making cracks about the Emmys in the show."

In Brief

Broadcasters may take more heat this week for failing to provide educational programming under the FCC's children's programming rules. The Center for Media Education and Maryland Campaign for Kids' TV will release a "report card" on how well Maryland TV stations are doing in providing educational and informational programming to children. According to Jeff Chester of the Center for Media Education, the report will be "another wake-up call" for broadcasters.

FCC Commissioner **Andrew Barrett** issued a statement last week disassociating himself from Chairman James Quello's statement announcing the commission was moving up the implementation date for its cable rate regulations from Oct. 1 to Sept. 1 (see page 92). Barrett said the release does not reflect his views and does not address the concerns he has about the implementation date. Barrett said that

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending July 11. Numbers represent aggregate rating average/stations/% coverage)	
1. Wheel Of Fortune	12.8/224/98
2. Jeopardy!	10.8/215/99
3. Oprah Winfrey Show	9.3/236/99
4. Star Trek	8.9/245/96
5. Entertainment Tonight	7.1/186/96
5. Star Trek: DS-9	7.1/234/99
7. Married...With Children	6.7/194/96
8. Inside Edition	6.6/176/95
9. Wheel Of Fortune-wknd	6.4/184/96
10. Current Affair	5.8/184/96
11. Donahue	5.7/217/99
12. Sally Jessy Raphael	5.6/214/99
13. Designing Women	5.5/207/96
14. Roseanne	5.3/140/84
15. Baywatch	5.2/179/95

once the commission officially votes on the matter, he will issue a statement expressing his concerns.

Supreme Court nominee Judge Ruth Bader Ginsburg told the Senate Judiciary Committee she doesn't "see any problem with having [court]

proceedings televised. It would be good for the public."

TV stations in Iowa and Illinois are asking other broadcasters around the country to join in carrying Flood Aid: Broadcast Across America. The hour-long telethon, all proceeds of which will go to the American Red Cross for distribution to flood victims, is to air Thursday, July 29, at 7 p.m. CDT. John Sloan, president/GM of KWQC-TV and VP of the Iowa Broadcasters Association, said that stations carrying the telethon will have three cut-ins to air their own messages and can also carry the telethon on a delayed basis. Information: John Sloan, 319-383-7060; Bill Anderson, 319-395-9060; Dean Bunting, 319-398-8422.

King World Productions is reported to be putting a hold on developing Criminal Justice (also known as *Feds*) for the 1994-95 season. Word has it that King World

Ellis adds four TV stations to new group

U. Bertrum Ellis Jr. continued the shopping spree he started two weeks ago (BROADCASTING & CABLE, July 19) by snapping up four TV stations and an AM-FM combo, bringing his spending total to \$140 million.

On the heels of the acquisition of WUPW(TV) Toledo, Ohio, for \$27 million and KAME-TV Reno for \$8 million two weeks ago, newly formed Ellis Communications last week bought ABC affiliate WEVU(TV) Naples, Fla., and Fox affiliates WKCH-TV Knoxville, Tenn., and WACH(TV) Columbia, S.C., from Walter Flynn and FCVS Broadcasting for \$40 million, and NBC affiliate WMC-TV and WMC-AM-FM, all Memphis, from Scripps Howard Broadcasting for \$65 million.

Of the initial \$160 million in financing from Bank Trust Co. and investor Kelso & Co., \$20 million remains. Ellis declined to comment on what stations he is considering next, but Bob Beacham, a financial analyst with McKinley Capital Partners, suggested Ellis is looking at medium-market properties to help him achieve his revenue goal of \$100 million for the group.

"There are not enough advertising dollars in smaller markets, and you're dealing with some heavy hitters in the larger markets," Beacham said. "There are a lot of

opportunities in the medium markets right now."

"Opportunity" is a word Ellis Communications has used to attract additional investors, and with apparent success. According to one source, Trust Company of the West and BCI Advisors have shown strong interest and, if approved by Kelso & Co., could be the backers for an additional \$15 million. A decision should be made by mid-August.

Although Ellis claims he had to "knock on a lot of doors" to raise money for this purchasing venture, the reception he received was "generous," said Ron Drake, a financial analyst with McKinley Capital Partners. "Many people want to get back into broadcasting," Drake said. "A lot of people have just been impressed with Bert."

Ellis is the co-founder and former president of Act III Broadcasting, at one time the largest owner of Fox properties. While Ellis Communications has already bought four Fox stations, Beacham was quick to say "this is not a Fox play." Ellis said he enjoyed the "niche" of Fox stations and would continue to look at them. "There is a lot of natural growth there—it's a strong network," he said.

—JAZ

officials are focusing their efforts on the fall 1993 prime access launch of their reality-based magazine, *American Journal*. A King World spokeswoman declined to comment on the status of any development projects, although, as previously reported, a Deidre Hall (from *Days of Our Lives*) talk show and a revival of *Hollywood Squares* are said to be on the front burners for fall 1994.

Jim McCawley, former co-producer of *The Tonight Show Starring Johnny Carson*, has been named executive producer of Group W Productions' syndicated *Vicki!* [Lawrence] morning talk strip. In 1986-92, McCawley served as co-producer and joined *The Tonight Show* in 1977 as talent coordinator.

Katz has announced the promotion of Bill Carroll to VP, director of programing, for the Katz Television Group. Carroll will act as the programing director for Katz American Television. He replaces John von Soosten, who was named senior VP, director of programing, for Katz National Television.

NATPE International is stepping up its promotional efforts, naming **Beth Braen** director of creative services, a position that has been vacant for the last two years. Braen, director of public relations at L.A.-based Segal Associates in 1990-93, will manage NATPE's promotion and advertising functions, in addition to serving as a liaison with the association's outside PR company, The Lippin Group. Braen also was senior publicist at Showtime Networks in 1988-90.

Encore Media Corp. has signed an agreement with New Line Cinema that will provide Encore's new first-run movie channel with 60 movies during the next four years. Encore, which recently announced a multiplex package of seven channels, has not yet named its first-run channel. Encore, a subsidiary of

CBS, HBO top Emmy nominations

CBS led all other networks as the 1992-93 Emmy Award nominations were announced last Thursday. Cable also had a strong showing, with HBO leading all wired channels. CBS got 92 nominations, followed by NBC's 80, ABC's 55, PBS's 38 and Fox's 10. As part of an impressive cable performance, HBO equaled ABC's output of 55, with MTV a distant second with six. CBS's *Northern Exposure* was the most heavily nominated program, with 16, followed by HBO's original movie *Citizen Cohn* and NBC's *Seinfeld*, with 11 each. Two other HBO original movies were in fourth and fifth place as *Stalin* and *Barbarians at the Gate* pulled in 10 and 9, respectively.

The nominations were also notable for some surprising omissions. Fox's *The Simpsons* and Paramount's syndicated *Star Trek: The Next Generation* received no major nominations. *The Simpsons*, widely praised by critics and a solid ratings performer on Thursday night, garnered only two technical nominations in its first year of eligibility to compete against live-action sitcoms. *Star Trek* received five nominations, but all in technical categories.

Nominees for outstanding comedy series: *Cheers*, *Home Improvement*, *The Larry Sanders Show*, *Murphy Brown* and *Seinfeld*. In the outstanding drama category, the nominees are: *Homefront*, *I'll Fly Away*, *Law & Order*, *Northern Exposure* and *Picket Fences*. —SC

NCTA-EIA now compatible

The cable and consumer electronics industries have come to what they say is a solution to the ongoing debate over compatibility between equipment and cable systems. In a report presented to the FCC on July 21, a joint working group of the NCTA and Electronic Industries Association proposed that the cable industry sell or rent RF bypass circuitry, dual-tuner converter boxes and timers to allow consumers to use the full range of features offered in existing TV sets and VCR's, including picture-in-picture and the ability to watch a program while recording another. For the longer term, the group called for a stricter definition of "cable-ready" for labeling TV's and recorders, and for development of a digital standard. The group sidestepped the contentious issue of a standard interface between cable systems and equipment by calling for development of an interface in general terms while refusing to endorse any particular standard or to put forward specifications. It promised it would work out specifications soon. —SS

Liberty Media, has also signed a deal with Universal for 100 first-run movies.

The FCC has set Sept. 15 as the date to allocate individual video and data services, or interactive TV, licenses New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Washington, Dallas, and Houston. The lottery will be held at 10 a.m. in Washington. There are

more than 4,100 applicants.

The Wireless Cable Association has offered its opposition to the Primestar Partners consent decree, worked out last month between Primestar and the attorneys-general of 40 states to settle a long-standing antitrust suit. A judge set that agreement aside temporarily to allow additional comment.

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Editorials

The changing world of children's TV

The roundtable discussion that begins on page 74 illustrates the challenge of the industry's review of children's programing. The Congress and the FCC have turned the answer to what constitutes an educational program from an academic pursuit to a key element in a broadcaster's business decision-making process. The easy answer is: Whatever a majority of the FCC thinks it is. But broadcasters cannot operate comfortably in that information vacuum (although they are asked to do so in regard to indecency). The hard answer has yet to be determined, although its seeds may be found in some of the comments made in the discussion referenced above.

We hope the dialogue begun here will continue and that the expertise of both academicians and broadcasters will be tapped in the pursuit of an acceptable balance of education and entertainment.

Will the gentlemen yield?

It will take more than 30 borrowed accountants for the FCC to get through the next few months—make that years—of new regulatory responsibilities. Chairman Jim Quello, after fighting for his decision to give the agency some breathing room by moving the rate reregulation deadline to October, elected to move it back to Sept. 1 last week under unrelenting congressional pressure. There was, of course, the promise of those aforementioned accountants, as though that would somehow fix the problem. It won't.

The problem is that a short-staffed commission has been inundated with momentous decisions and herculean tasks. Some are the by-product of technological change, some the by-product of a wave of political change and some the social engineering baggage historically heaped upon it from the Hill. Cable rates, must carry, financial interest, children's TV, indecency regulation, violence, crossownership, HDTV...the list of major, potentially industry-reshaping, issues on the FCC's plate is staggering. (Getting the FCC out of content regulation would lighten that load considerably. Instead, children's TV and violence are shaping up as two more "I'll know it when I see it" content morasses.)

Cable rereg alone would be enough to keep a full complement of commissioners and staff busy, particularly given the traffic cop-type regulatory responsibilities—including nonbroadcast items. Currently, however, only three of five commission seats are filled. Although there is

a nominee for chairman, the confirmation process will likely have to wait until after Congress's August R&R, and given the Clinton administration's track record on filling government posts, we're not holding our breath on a nominee for the other seat.

Given that scenario, Chairman Quello's request for that precious commodity, time, was both brave—considering the political pressure for "change, now!"—and wise. Walk a mile in the FCC's shoes would be our advice to Congress—which is afforded the luxury of not having to implement its decisions, and which would like Rome built in an hour and under budget, but can't even mail a letter without generating a months-long investigation.

Congress and the President have signed off on some of the extra dollars needed to underwrite this marathon decision-making, formula-figuring, dispute-arbitrating process. We believe it was, and is, shortsighted not to appropriate it the extra time as well. If the FCC is rushed into hasty decisions and short-sheeted implementation by an impatient legislature, everyone will suffer.

Bummer, man

Here's a test: A. *The Simpsons* is one of the funniest, best-written situation comedies ever. B. *The Simpsons* is among the best situation comedies of the past five years. C. *The Simpsons* isn't even among the top six sitcoms of 1992-93. B is a no-brainer. A is acceptable. C is wrong. Period.

The list of nominations for best situation comedy of the past season came out last week and *The Simpsons* wasn't on it. After years of segregating the show in the best-animation category, the academy finally changed the rules this year to allow the show into the best-sitcom race and it didn't even make the starting line. Frankly, we're stumped.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"They must be the children's TV consultants."

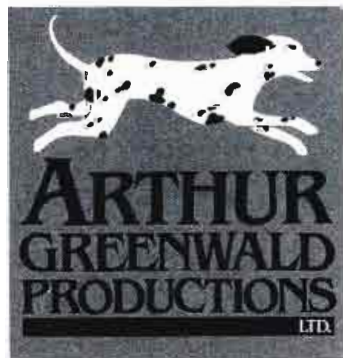


Photo: Gerald Greenwald

The one in the middle studied child development at Yale.

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Scarborough Consumer, Media & Retail Reports and
MediaWatch Commercial Monitoring Service.

Station Manager: Carol Healey

WBFS, Miami: Arbitron Television Meter Service;
Scarborough Consumer, Media & Retail Reports and
MediaWatch Commercial Monitoring Service.

Station Manager: Jerry Carr

Arbitron especially thanks Combined Broadcasting, Inc.'s president, Bob O'Connor, for his support of the Arbitron ratings and information services for local television stations.

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