

23-36

SEP 6

# Broadcasting & Cable

The Newsweekly of Television and Radio

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## PROGRAMING



Handwriting's  
on the desk:  
Dave's back **10**

## CABLE

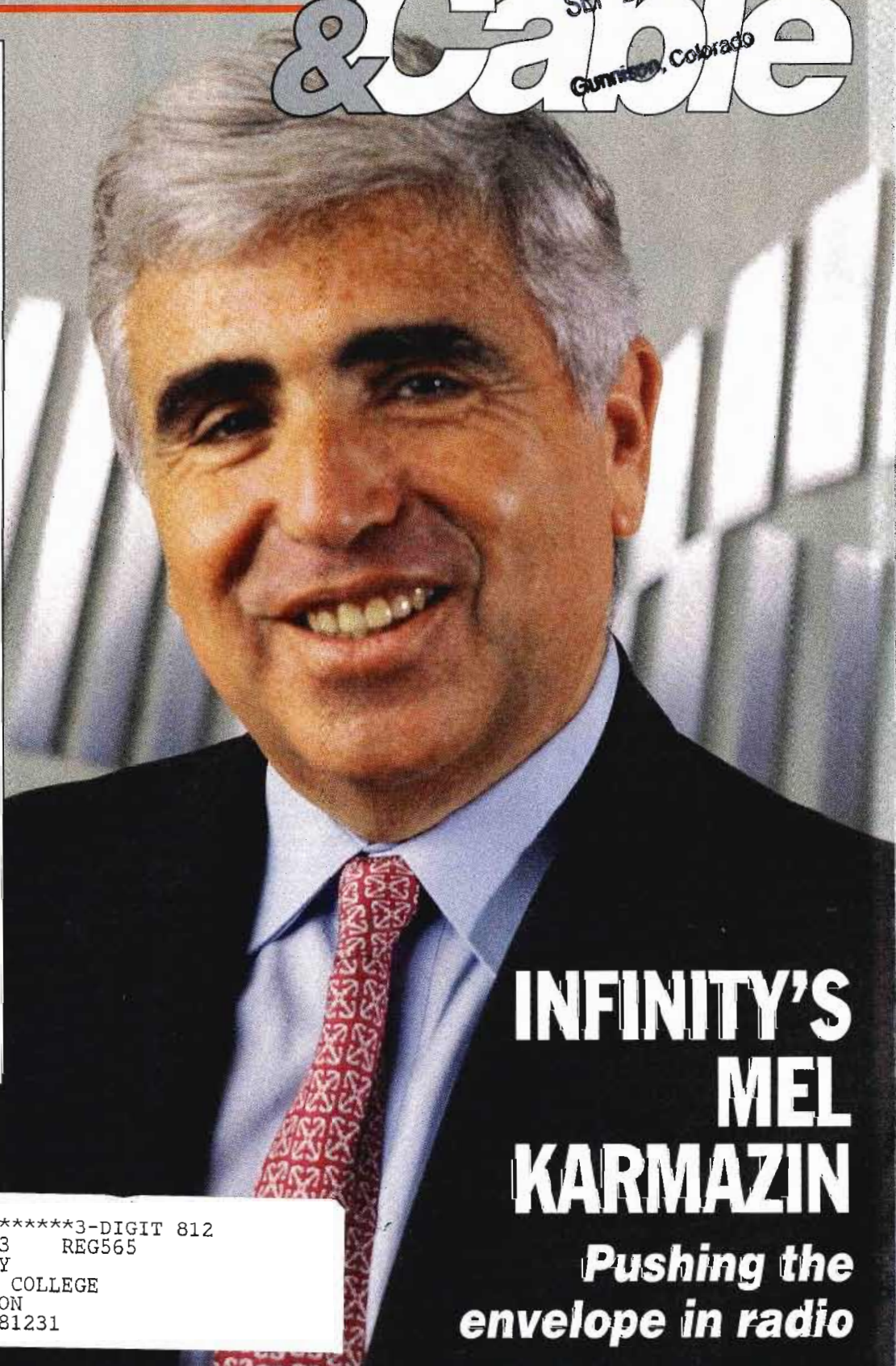


Here come the  
network "two"  
channels **12**

## SPECIAL REPORT



Dispatches for  
Dallas **30**



# INFINITY'S MEL KARMAZIN

*Pushing the  
envelope in radio*

Vol. 123 No. 36  
62nd Year 1993 \$2.95  
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# QUEEN!

THIS MONTH, THE HOT SPOT TO WATCH IS LATE FRINGE. WHILE EVERYONE WAITS TO SEE WHICH MEMBER OF THE LATE NIGHT BOY'S CLUB ENDS UP WITH THE CROWN, JANE WHITNEY IS RULING THE LAND.

AND, THE REASON IS CLEAR. ONLY "NIGHTTALK" IS HOSTED BY A WOMAN WITH A KEEN JOURNALISTIC SENSE. AND, ONLY "NIGHTTALK" PRESENTS AN ALTERNATIVE TO CELEBRITY CHATTER, WITH SOLID, ISSUE-ORIENTED CONTENT.

THE FACT IS, WHEN THE FINAL VOTE COMES IN, CHANCES ARE LATE NIGHT WON'T BE RULED BY A KING, BUT A QUEEN!

NIGHTTALK

JANE WHITNEY



WARNER BROS.  
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DISTRIBUTION

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# BUT A Q

## NIGHTTALK VS LETTERMAN

	NIGHTTALK'S ADVANTAGE
LOS ANGELES	<b>+80%</b>
BOSTON	<b>+19%</b>
ATLANTA	<b>+71%</b>
HOUSTON	<b>+67%</b>
TAMPA	<b>+5%</b>
MIAMI	<b>+93%</b>
ORLANDO	<b>+109%</b>
PORTLAND	<b>+48%</b>
MILWAUKEE	<b>+27%</b>
KANSAS CITY*	<b>+40%</b>
CINCINNATI	<b>+172%</b>
NORFOLK	<b>+109%</b>
LITTLE ROCK*	<b>+167%</b>
RICHMOND	<b>+7%</b>
MOBILE*	<b>+30%</b>
LAS VEGAS*	<b>+46%</b>
ODESSA-MIDLAND	<b>+360%</b>

## NIGHTTALK VS ARSENIO

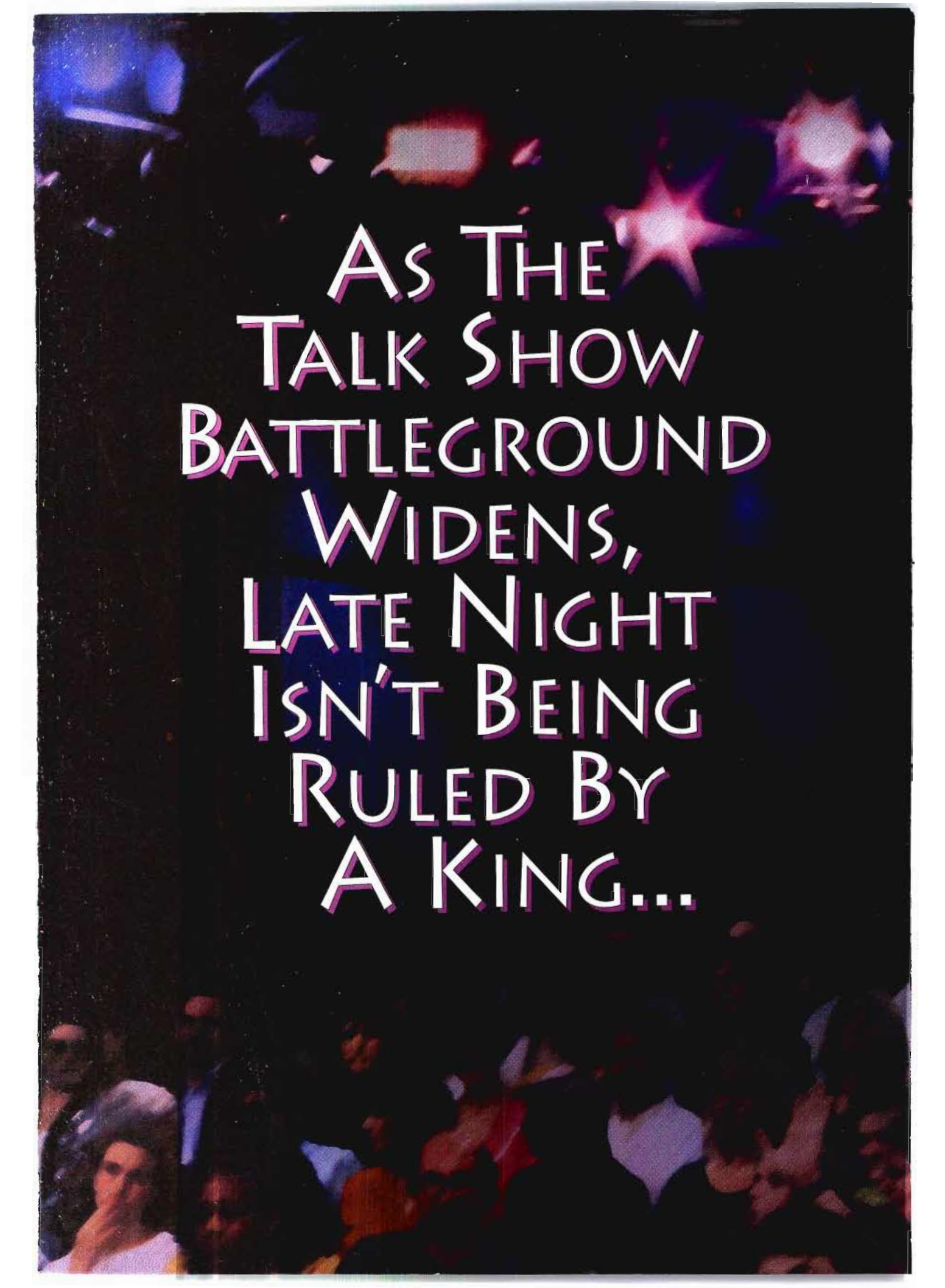
	NIGHTTALK'S ADVANTAGE
LOS ANGELES	<b>+73%</b>
BOSTON	<b>+129%</b>
DALLAS*	<b>+47%</b>
ATLANTA*	<b>+9%</b>
HOUSTON*	<b>+5%</b>
TAMPA	<b>+24%</b>
MIAMI	<b>+10%</b>
ORLANDO	<b>+48%</b>
PORTLAND	<b>+39%</b>
MILWAUKEE	<b>+100%</b>
KANSAS CITY*	<b>+8%</b>
OKLAHOMA CITY	<b>+22%</b>
MADISON	<b>+25%</b>
EL PASO*	<b>+133%</b>
ODESSA-MIDLAND	<b>+28%</b>

Source: NSI/\*ARB SNAP July '93, HH Rtg.



TELEPICTURES

ASSOCIATION WITH  
TRIPPS-HOWARD  
PRODUCTIONS



AS THE  
TALK SHOW  
BATTLEGROUND  
WIDENS,  
LATE NIGHT  
ISN'T BEING  
RULED BY  
A KING...

# Fast Track

MUST READING FROM BROADCASTING & CABLE

SEP 6, 1993

## TOP OF THE WEEK

**Stations doing it for themselves** Taking control, in their words, of their own destinies, a handful of TV group owners decided last week to enter the program production arena. The new operations—Partner Stations Network, composed of five groups with 26 stations, and Scripps Howard Productions, formed by E.W. Scripps—plan to produce programming for their own stations, syndication, cable and the broadcast networks. / 5

**Letterman lights a fire** An estimated 23 million viewers—four times his usual audience—stayed up late to watch the premiere of David Letterman's *Late Show* Aug. 30. The numbers leveled out as the week progressed, and CBS is looking for the show to settle at the promised 4.1 rating. Competitors held their own, suggesting Letterman pulled in new viewers to the daypart. / 10

**FCC responds to rate rereg fallout** Responding to criticism that cable rates seem to be rising instead of falling under reregulation, the FCC is considering extending its rate freeze while it conducts a survey to assess operator response to the new rate rules. / 11

**Cuomo warns against fairness doctrine** New York Governor Mario Cuomo admonishes broadcasters that to give in to congressional pressure on the fairness doctrine "in exchange for an opportunity to make more money" is a shortsighted strategy that will haunt the industry for generations. / 11

**Cash by any other name** Broadcast networks are getting cash in retransmission deals after all, but it's for their new cable services, not over-the-air signals. The next challenge: filling the channel space the networks have managed to wrest from operators. / 12

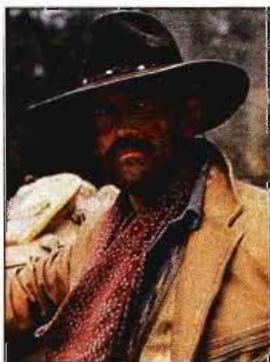


'Late Show' keeps old features, finds new audience. / 10

## PROGRAMING

### Early returns on fall season

In launches of new "fall" shows during the last couple of weeks, NBC was a clear winner with its *Now with Tom Brokaw and Katie Couric*, which scored in the top 10 in its first two outings. Fox's *The Adventures of Brisco County, Jr.* and *Living Single* and ABC's *Missing Persons* had strong openers, but CBS's *Trouble with Larry* and *Angel Falls* finished third in their time periods. / 18



Strong opener for Fox's 'Brisco County, Jr.' / 18

### Ailes to head CNBC

NBC's selection of former GOP strategist Roger Ailes to head CNBC and develop programming for its new America's Talking channel is part of an effort by the network to raise the profile of its cable operations. Ailes will continue as executive producer of the Rush Limbaugh TV show. / 22

### Looking for pay-per-viewers

Following a disappointing record last year, ABC and ESPN

hope to boost the pay-per-view audience for college football action this season, but they won't say by how much. / 22

### Good prospects for fifth network

Analysts say Warner Bros.' proposed fifth network could reach 85% of the country if it lines up the broadcasters it wants. That, they say, will be good enough for advertisers. / 26

## RADIO SPECIAL REPORT

### Happy days are here again?

After several years of recession and sluggish recovery, the rebound in radio revenues this year caught industry executives by surprise. It's no fluke, says Katz's Gordon Hastings, but "a substantive advertiser recommitment to radio." / 38

### Rush to fairness

Congress seems ready to rush headlong into a revival of the fairness doctrine, repealed by the FCC in 1987. Some say congressional ire over the right-wing rhetoric of Rush Limbaugh et al. is the real motivation. / 44

### In-band digital may fly

Engineers say that in-band, on-channel digital audio broadcasting, which would let stations switch to digital without requiring new spectrum, is technically possible, but they are waiting for results of lab tests. / 46

**"The fairness doctrine is simply today's application of political correctness to the talk radio business."**—Talk show host Rush Limbaugh. / 44

**Stern rides high despite fines**

Despite huge indecency fines from the FCC, syndicated shock-jock Howard Stern remains a power on the dial, placing high in markets across the U.S. / 48

**WASHINGTON**

**Congress tunes in TV**

Both the House and Senate face a host of television-related issues when Congress returns to work this week, including the impending entry of telephone companies into cable, implementation of the new cable rate rules, copyright and performance rights law reform and the ongoing TV violence debate. / 51

**ADVERTISING & MARKETING**

**Big step for electronic ad tracking**

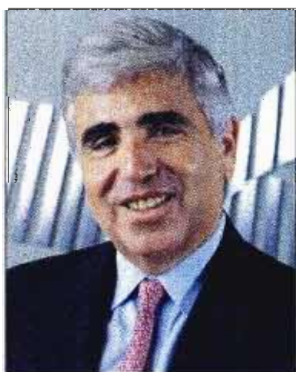
In an effort to reduce the paper trail that can bog down ad sales, Katz Television, Jefferson Data Systems, Donovan Data Systems and AdValue Network are ready to move their electronic ad tracking system to the implementation phase. / 53

**Subscriber boost for cable channels**

Scrambling to boost the value of their basic services before rate regulation kicked in, cable systems added medium-size networks to their lineups last week. Sci-Fi and Country Music Television were big beneficiaries, and E! Entertainment passed the 25 million mark. / 54

**U.S. Open a sellout**

The U.S. Open tennis tournament is proving a huge advertising draw for CBS and the USA Network. CBS sold out all of its available time last May; USA wrapped up its sales by early July. / 55



**On the Cover:**  
Infinity President/CEO Mel Karmazin is bullish on radio, and he promises more news about more growth at his "well-capitalized company." / 32  
Photo by: Bill Kelly

**BUSINESS**

**Much more to come from News Corp.**

Rupert Murdoch last week detailed upcoming enterprises for News Corp., including development of a worldwide digital satellite system, expansion of satellite services BSkyB and Star TV and launch of a satellite sports channel. / 56



**Murdoch details new News Corp. ventures. / 56**

**Tax certificates up for reform**

After 15 years, the FCC's minority tax certificate program, which gives station owners a tax break when they sell to minority buyers, may be ready for a change. Proposals include expanding the program to other telecommunications businesses and giving minority owners a break when they sell to non-minority buyers. / 59

**Paving the way for info superhighway**

The Fibre Channel Association, a consortium of companies and researchers, is promoting a new series of protocols it says will open up high-speed digital communication. / 60



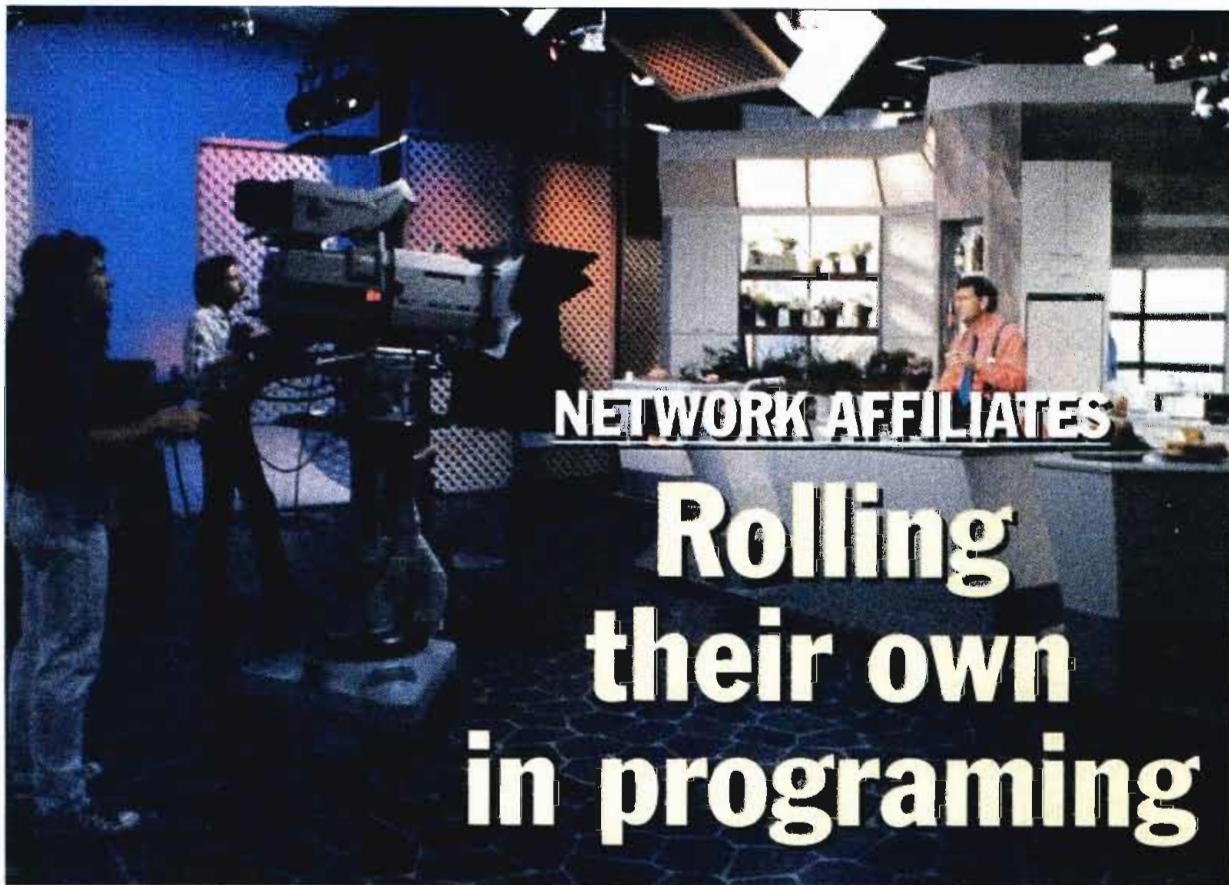
**New \$10 million control room for Ed Sullivan Theatre / 61**

**TECHNOLOGY**

**All's well between USSB, DirecTv**

Despite a disagreement over the proposed Primestar Partners antitrust settlement, direct-broadcast-satellite companies United States Satellite Broadcasting and DirecTv say their relationship remains friendly on the eve of the launch of their joint satellite. / 61

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NETWORK AFFILIATES

## Rolling their own in programing

*Scripps Howard, broadcast group consortium to produce programing as hedge against uncertainties of syndicated and network sources*

By Mike Freeman

**R**ecognizing that the TV future belongs to those with the programing, network affiliates are lining up to produce more of their own.

Five network-affiliated broadcast groups last Tuesday said that they will team with former Twentieth Television syndication president Michael Lambert to form a new production and syndication venture, Partner Stations Network, in Los Angeles.

Two days later, E.W. Scripps, parent of the Scripps Howard Broadcasting group and its 10 affiliates, announced the creation of a similar venture. Scripps Howard Productions is based in Los Angeles and headed by veteran TV producer and former CBS executive David Percelay.

"Control your own destiny is our mission statement," says Harry Pappas, co-owner of Pappas Broadcasting, a member of the PSN consortium.

PSN is part of a larger trend in

which each segment of the broadcasting industry is positioning itself for business in the "500-channel universe," Pappas says.

"We are declaring our dependence on our own destiny, not on the networks' destiny," says PSN's Barry Baker, president/CEO of River City Broadcasting, licensee of two Fox affiliates and two pure independents.

"It really comes down to controlling program content, containing program costs and creating programing that fits the broadcasters' needs," Baker says. And, he adds, it could also generate "second-revenue streams from syndication, cable, and possibly, the broadcast networks."

"With all the talk in the industry about changing technologies and new standards, all the talk eventually comes back to software," Scripps Howard's Percelay says.

The PSN consortium includes LIN Television Corp., Malrite Communications, Pappas Telecasting Co.,

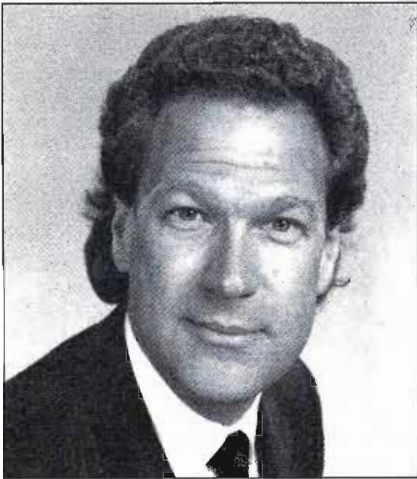
Providence Journal Broadcasting and River City Broadcasting.

It comprises 26 stations, all but three of which are network affiliates. Together, the stations reach approximately 19% of the nation's 94.2 million TV homes.

Lambert, who headed Twentieth's syndicated launches of *A Current Affair* and *Studs*, says PSN expects to develop 15-20 strip series in the hope of launching one or two this season. PSN will "look across all genres" for shows for early and late fringe day-parts, he says.

If any of the series tests well on the 26-station consortium, Lambert says, it will be syndicated nationally by either PSN or an outside distributor.

Sources close to the deal say that the five broadcast groups are providing the principal financing and will share 80% of the equity. Lambert Television Management, which will handle rights acquisition, development and production of the programing,



Michael Lambert, PSN



David Percelay, Scripps Howard Productions

will be a 20% partner.

The charter groups will realize all front-end domestic and international license fees and barter advertising revenues in addition to any back-end syndication revenues. All were mum about start-up costs.

According to Lambert, PSN is still open to accepting one or more additional station groups as investors if their stations do not overlap those of any of the charter members.

PSN may team with a studio, independent distributor or network as an equity partner on a "project-by-project" basis, he says.

Percelay, who says he has already acquired the TV rights to two novels, says that Scripps Howard will produce prime time programming for syndication, pay cable and the broadcast networks. Scripps Howard's stations, which reach 9% of the nation's TV homes, will serve as the launch pad

for the syndicated shows.

Percelay joins the production company from Jacobs & Gerber Entertainment where he oversaw made-for-TV and mini-series development for Universal Television. Prior to joining the company, he was a partner in a production company that launched *Group One Medical* for MGM/UA. His 12 years at CBS culminated at KCBS-TV Los Angeles, where he was VP/station manager from 1985 to 1988.

Percelay has already brought aboard Michele Brustin, a former NBC executive, to serve as executive producer on series and long-form projects. Percelay says that he will hire another 15 staffers for the administrative and program development departments.

Two weeks ago, the Scripps Howard stations said they were trading retransmission consent for cable carriage of the company's new Home & Garden Network. Scripps Howard Pro-

duction may produce some programming for the cable venture, according to Percelay.

The networks' plans to use their retransmission-consent rights to secure channels for new cable services (see story, page 12) provided part of the motivation for PSN. "The stations could have made better deals if the networks hadn't jumped in at the beginning of the process and undercut whatever chance local broadcasters had of securing retrans money or creating regional cable channels," says Baker.

A little more than six months after Lambert resigned from Twentieth Television in February 1992, he and Pappas began "brainstorming" over a station-driven programming consortium. Both had worked together on the conceptual stages of the Fox Children's Network, a station-led programming cooperative largely funded by Fox Broadcasting Co. that is expected to attract up to \$150 million in national upfront advertising revenue this season alone.

"We used the Fox Kids Network as our basic model," Pappas says. But PSN is something we wanted stations to have complete control of, not where the syndicators can call the shots over content and licensing terms."

If, because of the imminent demise of the financial interest and syndication rules, the networks can develop, produce and distribute programming, then why shouldn't their affiliates do the same, Pappas asks. "It really comes down to the free market figuring out how to get into this new world of programming." ■

## Fox affiliates to gain retrans freedom

Fox and its affiliates may be parting company over retransmission consent.

At this week's affiliate board meeting, Fox is expected to free affiliates to negotiate their own retransmission-consent deals. The affiliates had agreed to tie their retrans fortunes to the network and its plan to launch a general entertainment cable service, dubbed FX last week.

Fox took the lead in retransmission-consent negotiations last spring, offering cable operators permission to carry the signals of Fox-owned stations and affiliates in exchange for their carrying the new network.

Operators would pay 25 cents per subscriber per month for the service. Of the fees, the affiliates were to receive 7 cents (5 cents if they opted for an equity interest in the channel).

Fox has signed systems totaling 19 million subscribers, about 20% of the 93 million TV homes. But, as the number of operators signing on has slowed, Fox affiliates have become increasingly anxious about being dropped by operators refusing the Fox channel and have begun agitating to be freed from their network retrans obligation.

According to industry sources, Clear Channel Television, which owns nine Fox affiliates, has told its stations to get carriage on systems independent of Fox's efforts.

Cable interest in the Fox channel may be diminishing due to price. The service's 25-cent price tag is considerably higher than those attached to the retrans cable services of NBC and ABC, which are in the 10-cent range.

-- JF





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Letterman's first guest on CBS, Bill Murray, introduces 'Dave' to a new earlier audience.

## Red Letter(man) week for Dave and CBS

*Long-awaited move to new network and earlier time slot pay off in ratings; more competition this week with Chase*

By Steve Coe

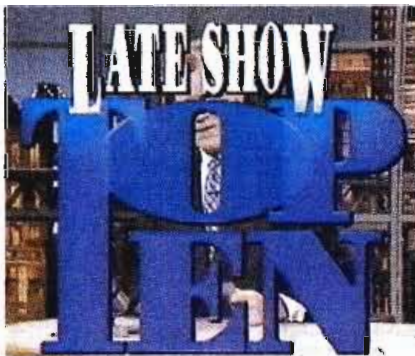
**S**ame Dave. Different Station. Better Time," went the CBS promo trumpeting Letterman's CBS debut last Monday night. However, this Dave is not the same. In his first three nights on CBS last week, the new Dave pulled in three and four times the viewers who tuned in to his old NBC show.

Letterman's Monday night premiere scored a 10.9 rating and a 32 share, luring an estimated 23 million viewers, according to Nielsen national numbers. While his numbers dropped on Tuesday and Wednesday (Tuesday was an 8.3/25, down 24%, and Wednesday was a 7.2/23), last year *Late Night with David Letterman* on NBC averaged about a 2.5/13.

Despite the heady numbers, CBS executives expect the numbers to slide over the next couple of weeks but they hope the figures will come to rest somewhere around the 4.1 rating promised to advertisers. CBS officials are pleased with the first week's performance and say the early returns

were better than expected.

"We'll clearly surpass our first week projections," says David Poltrack, CBS senior vice president, planning and research. "We expected a 6.3 rating average for the first week and a 5.3 average for the second." Poltrack says that Wednesday night HUT (homes using television) levels typically drop off and then rise again on Thursday and Friday. "So if they do, we'll finish the first week ahead of



Despite NBC's lawsuit threat over 'intellectual property rights,' Letterman continues to feature his 'Top 10 Lists.'

where we thought we'd be."

The real test, according to Poltrack, will be this week when Fox's *The Chevy Chase Show* makes its premiere. "Normally, by the end of the first week of a show, the normal patterns will have settled in, if you go by other late night premieres such as Pat Sajak and Leno's first week on *The Tonight Show*. But we'll still have a big unknown, and until Chevy Chase debuts we can't do any long-range projections. He'll be a significant player, at least in the early stages."

Although Letterman's first week blew away the competition—doubling *The Tonight Show*, *Nightline* and *The Arsenio Hall Show* on some nights—his entrance into the earlier late-night time period may have little effect on his competitors in the long run. Late-night viewership last Monday was up 21% compared with the same time last year.

"Letterman did draw in additional viewers, especially from among his constituency of upper socio-economic, younger males. No one is really down," says Poltrack. "*The Tonight Show* had one bad night [Wednesday], but they'll probably end the week at their normal level. The same with *Nightline* and *The Arsenio Hall Show*."

In the head-to-head competition between CBS and NBC, Letterman outperformed Leno and *The Tonight Show* by 6.1 rating points the first night (10.9 vs. 4.1) and by 4.8 points the second night (8.3 vs. 3.5). On Wednesday, expected to be the lowest-rated night of the week, Letterman averaged a 7.2/23, while *The Tonight Show*, which featured guest Bill Cosby, pulled in a 3.9/12, an 85% advantage for CBS.

As for *The Arsenio Hall Show* (in reruns last week), Paramount officials were nonplussed by the CBS/Letterman performance. "While it's too early to tell how it will shake out, it appears Dave has attracted more viewers to the set rather than taken viewers from incumbent shows. We feel Arsenio will keep his core, loyal audience," says a Paramount spokesperson.

Poltrack concurs with the Paramount response, to a point. "There's not a lot of overlap [between Arsenio and Letterman audiences]. His [Arsenio's] problem has more to do with next week when he moves back behind Chevy instead of airing in the more attractive time slots he's in now." ■

## FCC ponders next step on cable rates

By Kim McAvoy

**S**tung by the criticism and confusion over new cable rate regulations the FCC is considering extending its rate freeze and conducting a rate survey.

"The overall intent of the Cable Act is to lower rates," Acting FCC Chairman James Quello told BROADCASTING & CABLE late last week. "If cable is raising rates illegally, there will be corrective action."

"If the rate rules are not working, we could extend the rate freeze," says Quello. The freeze is now effective until Nov. 15.

Despite the talk, Quello and other officials say that no immediate action is contemplated. "We'll wait for the dust to settle," says one.

Last April, the FCC adopted rules designed to force cable systems to roll back rates and save consumers as much as \$1.5 billion. However, as the rules went into effect, many subscribers were receiving bills showing rate increases. Cable operators and the FCC acknowledge that some rates are going up, particularly those for low-cost basic tiers that had been subsidized by higher tiers and service and equipment fees. But, on average, rates will go down and consumers will save, as promised.

"A vast majority of subscribers are going to see decreases," says Richard Roberts of TeleCable and chairman of the National Cable Television Association.

Tele-Communications Inc., the largest cable MSO, says 80% of its customers will see a "reduction in the prices they pay."

Among the skeptics is FCC Commissioner Andrew Barrett. "You've never heard me say there's going to be a \$1 billion benefit to the public," he says. "We've given false expectations to consumers by rushing this implementation date," he says.

The FCC may have to come up with some quick answers. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) wants to convene an oversight hearing on the subject. ■

## If you can't stand on principle, think about the money

Alarmed by broadcast industry indifference to reimposition of the fairness doctrine, New York Governor Mario M. Cuomo has gone public with his own opposition to that legislation. Last Thursday, in a conversation with BROADCASTING & CABLE, he offered the following perspective:

The fairness issue, as you may remember from the last go-round with Chairman Hollings and President Reagan in 1987, has always been an important one for me because of the principle involved. I have never understood the distinction between electronic and print media in terms of the reasons for the First Amendment, the advantages of the First Amendment and the basic rationale of freedom of speech. As a practical matter, I don't think [the fairness doctrine] is the way to deal with the situation. I don't think that you get at bad taste and destructive communication through regulation. That's just substituting one evil for another.

All of this I said in 1987 and I'm going to say it again because the issue is coming back. And I think the issue is coming back because of the ascendancy of conservative voices that frighten a lot of less conservative people. But there's a more dangerous thing here. I get the sense, without knowing your industry as you do, that a lot of the owners, a lot of the people who make profits in this business, will sell freedom for fees: they will make deals with the Congress; they will accept regulation that they shouldn't be accepting; they will accept censorship that they shouldn't be accepting—all in exchange for an opportunity to make more money. Now, if I'm right, that is the new dimension—and a very difficult one to handle because they have a lot of power. I am offended by it because they will be adding their weight to a destructive principle.

As a lawyer, if I were representing these guys, I'd say: "Here, look, a mind more supple than mine would be able to think up many situations, but let me give you one right away. What you're saying tacitly to Congress is, 'Hey, look, you make some laws and regulations and as long as we make a buck, we'll take it from you.'" Well, [Congress is] going to say: "First, there should be fairness.

The principle of fairness is that we have an obligation to see that the whole truth is told, and if your medium will not do it we have to do it for you. And the reason is that not having the truth told is destructive. For example, you're going to have people up there who are promoting drug use and we think there should be other people up there who are against drug use and the legalization of drugs."

The next step after that will be: "And we think it's appropriate to put a small fee on your service to create a fund so that we can do drug treatment work." It is perfectly rational, it is perfectly natural, it is perfectly predictable. The one place they always wind up is raising money. Congress doesn't believe it can do anything with just the word, with moral suasion. They believe you have to raise money and spend it. That's the way you prove you're serious. It's virtually a mantra with them. "Oh sure, it was fine to say you wanted

to achieve that result, but how much did you put up for it?" Can you see the meeting in a congressional office? Can you see some congressman saying: "Well, gentlemen, you had two opportunities to speak against what we were doing. I noted your acquiescence. You were saying to me that we were perfectly appropriate. Why aren't we appropriate now when we raise money, to put some force where our words were? Words that you accepted."

Maybe this generation of broadcasters will get by, but their kids won't—the people they leave their businesses to. This ceding of authority, on a basic principle, has to come back to haunt you. It's very short-sighted of them. And the truth is, if they raised hell in this country, not just the conservatives would be with them but also a lot of embarrassed liberals. Someone would then stand up and say to the liberals: "Oh ye hypocrites. If Nixon were to do this to you, you'd be going crazy. And your turn is going to come."



# Broadcast networks closing in on cable

*ABC hones ESPN2; NBC talk channel will be more than 'talking heads,' CBS may compete with CNN, Fox's FX shaping up as general entertainment service*

By Christopher Stern and Steve McClellan

The broadcast networks' new cable channels, sprung from their retransmission-consent negotiations with cable operators, are beginning to take shape.

The nature of ESPN2, the sports entry from ABC and its partner Hearst Broadcasting, is best known perhaps because planning began long before the advent of retransmission consent.

The CBS, Fox and NBC services are sketchier, but were given some substance last week by the networks.

While many broadcasters continue to hold out for money from retransmission consent, the networks opted for cable carriage of new services.

On Oct. 6, under a provision of the 1992 Cable Act, cable systems must have permission (retransmission consent) from broadcast stations to carry their signals. Stations are free to demand compensation in any form for

their consent.

ESPN2 will carry NCAA basketball and an expanded schedule of the National Hockey League. But in search of younger viewers, the network will also feature shows like *Jock and Roll*, a late-night program featuring sports highlights "with contemporary music as a backdrop."

The flagship program will be *SportsNight*, which ESPN says "will be presented in an irreverent style" and will include "news, music, comedy and more."

Ninety-five of the 130 cable systems in markets served by ABC or Hearst TV stations have agreed to carry ESPN2. Even with the holdouts, ESPN2 will launch to seven million subscribers on Oct. 1.

NBC last week named former conservative political guru Roger Ailes to head CNBC and oversee the launch of its new cable network (see story, page

22).

In doing so, NBC Executive Vice President Tom Rogers described the service, America's Talking, as a talk channel filled with "live and taped news coverage of the hottest topics of the day."

The channel will draw on the resources of NBC News, including its video news service in Charlotte, N.C. It will be more than "talking heads," Rogers says.

The new service may take over the talk shows now on CNBC, including *Talk Live* and *Real Personal*, says Rogers. That would leave CNBC as an all business news channel.

Fox's newly named FX is emerging as a general entertainment service with an interactive dimension. Rupert Murdoch has promised the service will "not be another rerun" channel. Fox plans to spend \$100 million on the new channel, with 50% original pro-

## What's in a name? Depends on who you are



FX President Larry Jones and Chairman Anne Sweeney

Fox affiliates had mixed reactions to Fox's decision to name its new general entertainment cable network "FX." Some think the name and logo are too similar to that of the broadcast network and may confuse viewers, while others are unconcerned as long as Fox promotes the new channel as a separate entity.

"I don't understand the logo, and [I] think there is confusion in it," says Fox affiliate board chairman Gregg Filandrinos, VP/GM of KDNL-TV St. Louis. "We think FX—

with the spotlights—will look like Fox on a grid. It will confuse people with ratings diaries and viewers. I believe this is not in the best interest of affiliates."

When the cable channel was first announced, Fox told affiliates that "Fox" would not be in the name or logo. Fox Executive VP Preston Padden says the network will not be listed in *TV Guide* as a Fox channel, but as FX, and while some affiliates may be concerned now, he doesn't expect that concern to last long.

But Filandrinos is particularly concerned about the Fox affiliates that have the letters FX in their call signs.

"It's a lousy name for a network," says Kevin O'Kane, president, WFXV(TV) Utica, N.Y. "We picked these call signs to be aligned with Fox, now maybe we should change it to WMTV."

But WFTX(TV) Fort Myers, Fla., is not worried. "They promised they would not call it Fox and they kept their promise. I expected this and, obviously, they have to capitalize on their name. I'm not really upset about it," says VP/GM Chris Andrews.





Ironically, for some of the nation's largest cable operators who have not signed up for Fox's channel, FX is not as closely identified with Fox as they would have liked. "All they need now is a vowel!" is the response of one top-five cable operator. —JF

**F**

coming to cable march 1st 1994

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# Surfing the networks' new cable channels

Name of channel	Planned launch	Type of programming	Cleared cable operators	Terms of retransmission-consent deal	Executives
 <b>ESPN2 (The Deuce)</b>	Oct. 1, 1993	Sports alternative: NHL hockey, college basketball, sports talk; target: men and women, 18-34	Continental Cablevision; Jones Intercable; Sammons; Multivision; Times Mirror Cable; Crown Media; Madean Hunter Cable TV; Cablevision Industries; Viacom; Prime Cable; Helicon	ABC- and Hearst-owned stations carried free. Systems pay 15-25 cents per subscriber per month for ESPN2.	Steven M. Bornstein, president and CEO; John A. Lack, executive VP in charge of programming and marketing
 <b>To be announced</b>	1994	News and public affairs; magazine-type programs and breaking news	Comcast	CBS-owned stations carried free. Systems pay 10-20 cents per subscriber per month for new channel	To be announced
 <b>America's Talking</b>	1st quarter 1994	Talk focusing on top issues of the day	Time Warner, Times Mirror	NBC-owned stations carried free. Systems pay 10-15 cents per subscriber per month for America's Talking, agree to continue carriage of CNBC.	Roger Ailes, president, CNBC; Tom Rogers, president, NBC cable and business development
 <b>FX</b>	March 1, 1994	General entertainment, original plus programs from Fox libraries; will feature interactive shows	TCI; Newhouse; Adelphia; Cox; Times Mirror; Viacom; Telecable; Prime Cable; Intermedia Partners; Triax Booth-America	Fox-owned stations and participating affiliates carried free. Systems pay 25 cents per subscriber per month for FX. Participating affiliates receive 5-7.5 cents (5 cents if they opt for equity in network).	Anne Sweeney, chairman and CEO; Larry Jones, FX president

graming, he has said. FX's only program announcement to date has been "a live breakfast show" with on-air personalities from around the nation.

The channel will also attempt to connect with its viewers through 800- and 900-telephone numbers and fax machines. "Our goal is to create a channel that talks to the audience...and equally important, listeners," says FX Chairman and CEO

Anne Sweeney.

CBS wants to put Dan Rather in cable, according to CBS officials. They say an updated *Person to Person*-type show with Rather as host interviewer is under consideration as part of the CBS cable news service.

The channel, which would take a year to launch at a cost of about \$75 million, would compete directly with Ted Turner's CNN, say cable sources

who have heard the CBS pitch. That could spell trouble. Turner has thwarted previous bids by both ABC and NBC to launch all-news networks.

One cable executive says CBS also plans to air a lot of material from the news division's archives and "time shift" shows currently on the broadcast network: "They said they want to do things like air the Rather show at 9 p.m., or *48 Hours* at 7 p.m." ■

## Classic movie battle heats up

By Geoffrey Foisie

**T**he battle for American Movie Classics is attracting an all-star cast. Sources familiar with the maneuvering among Liberty Media, Cablevision Systems and NBC say that still other parties are making offers, either for the whole network or to help Cablevision and NBC buy out Liberty Media's half interest. At least one of those is believed to be a film studio.

Meanwhile, Tom Rogers, who oversees NBC's 25% investment in AMC as president, NBC cable and

business development, says that NBC and Cablevision Systems Chairman Chuck Dolan are continuing to evaluate their options. The two companies will not likely reveal their decision before the Sept. 16 deadline, even if the decision is reached earlier.

Some watching the maneuvering sense that relations between Liberty Chairman John Malone and Dolan may have soured over the AMC dealings. Said one cable executive, "Clearly, there is some strain there."

Such speculation intensified curiosity in Cablevision Systems' agreement

last week to put the ValueVision home shopping network on its 450,000 subscriber Woodbury, Long Island system.

The carriage agreement clearly helps the upstart network versus QVC Networks, in which Liberty Media has a substantial interest. QVC is still not carried on the Woodbury system. Last week's announcement also said that Cablevision would add ValueVision to at least another 250,000 "full-time equivalent subscribers," including its Hauppauge, N.Y., and Boston systems, within the next 90 days. ■



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August 28, 1993,  
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teenagers  
came to save  
the world,  
and conquered  
young viewers  
across America...**

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**POWER  
RANGERS**  
on FOX  
outperformed  
the other three  
networks  
**COMBINED!**

<b>FOX</b>	<b>POWER RANGERS</b>	<b>8.2</b>
	VS.	
ABC	Darkwing Duck	3.3
CBS	Raw Toonage	3.2
NBC	Nm. Yr. Adventure	1.3
	Combined	=7.8

Saturday, August 26, 1993 10:30am  
Kids: 2-11



## CHILDREN'S PROGRAMMING





# **POWER RANGERS is #1 in America**

KIDS 2-11

<b>POWER RANGERS</b>	<b>8.2</b>
<b>X-MEN</b>	<b>7.9</b>
<b>Taz-Mania</b>	<b>7.4</b>
<b>Tiny Toons*</b>	<b>6.7</b>
<b>Ninja Turtles</b>	<b>6.2</b>
<b>Eek The Cat</b>	<b>5.7</b>
<b>Tiny Toons</b>	<b>5.7</b>
<b>Garfield &amp; Friends</b>	<b>5.6</b>
<b>Batman</b>	<b>5.4</b>
<b>Land of the Lost</b>	<b>5.2</b>
<b>Tom &amp; Jerry Kids</b>	<b>4.8</b>
<b>Addams Family</b>	<b>4.8</b>

*For the week ending 8/29/93*

*\* weekend*

## **WILL NEVER BE THE SAME!**



*Source: NIELSEN and N.T.I. 1992-1993 Season*

## Networks' fall season off and running

New entertainment and news shows debut on ABC, CBS, NBC and Fox

By Steve Coe

**D**evoid of a traditional premiere week, the 1993-94 network television season is under way with the debut of six new series as of last Wednesday night.

First out of the blocks was NBC's new news magazine show *Now with Tom Brokaw and Katie Couric*, which opened the season on Wednesday, Aug. 18, with a 12.3 rating and 21 share, finishing sixth for the week of Aug. 16-22 in Nielsen weekly ratings. In its second airing on Aug. 25, the show dipped only slightly, garnering a 12.2/20 and ranking 10th for the week. *Now* represents the second successful launch of a news magazine (*Dateline NBC* is the other) for the network known for its past failures in that genre.

Also starting strong were two Fox series, the Friday night action show *The Adventures of Brisco County, Jr.* and *Living Single*, the half-hour comedy airing on Sunday nights. *Brisco County*, debuting on Friday, Aug. 27, as a two-hour movie at 8-10 p.m., averaged a 7.2/14. The show finished second in households behind ABC's TGIF comedy block and second in adults 18-49. The premiere was given an encore airing on Sunday, Aug. 29, at 6-8 p.m., pulling a 6.0/12 and finished second during 7-8 p.m.

*Living Single*, starring Queen Latifah and Kim Coles, premiered on Sunday, Aug. 22, with a 9.4/16 building on its *Martin* lead-in. The comedy improved in its second installment on Aug. 29, climbing to an 11.1/19. The show was second in the time period, behind only CBS's venerable *Murder, She Wrote*.

ABC's *Missing Persons* also debuted as a two-hour movie last Monday night, pulling in an 11.4/19 at 9-11 p.m. The show was first in the two-hour time period, beating CBS's two comedies and *Murphy Brown* and movies on NBC and Fox. The drama, starring Daniel J. Travanti, will debut in its regular Thursday 8-9 p.m. time period on Sept. 23. The two-hour pre-



Two new shows strong out of the blocks were 'Missing Persons' (l) and 'Living Single.'

miere will be repeated on Thursday, Sept. 9.

Starting less auspiciously were two CBS series—the half-hour comedy *Trouble with Larry* and the hour soap *Angel Falls*. *Larry* debuted in its Wednesday 8 p.m. lead-off spot on Aug. 25 with a 6.9/13, finishing third behind a special airing of a repeat of *Home Improvement* on ABC and NBC's *Unsolved Mysteries*.

*Angel Falls*, which premiered the

following night at 10-11, lost more than a rating point off its *Eye to Eye with Connie Chung* lead-in, averaging a 10.5/19 in the final hour of the night. The drama also finished third in the time slot behind ABC (*Primetime Live*) and NBC (*First Person with Maria Shriver*). In a comparison of performances in the time slot against last season, *Larry* was off last year's ratings in the time period by 8% and *Angel Falls* fell off 6%. ■

### Sally signs for five-year hitch

About to begin her tenth year in national syndication, talk show host Sally Jessy Raphael has renegotiated new five-year contract with distributor Multimedia Entertainment.

According to a senior executive at Multimedia, Raphael's previous five-year contract was not scheduled to run out until the end of 1995, but the New York-based syndicator sweetened its salary and participation offering in the new five-year deal, in "reflection of the growing profitability of the show." No other terms of her deal, which now runs through the 1997-98 season, were disclosed. *Sally Jessy Raphael* is cleared in 193 markets representing 98% of the country, as well as five foreign countries, for her 1993-94 season premiere Sept. 6. Several months ago, fellow Multimedia stablemate Phil Donahue sought to negotiate a one-year contract extension, fueling continued speculation that Donahue is considering several options, including a career in politics or semi-retirement.



Raphael

—MF

SYNDICATION UPDATE

Game time

King World Productions has unveiled a slate of 1993-94 theme week promotions for its top-rated Wheel of Fortune and Jeopardy! game show strips, which enter their 11th and 10th seasons, respectively, in syndication. Upcoming viewer promotions on Wheel include "Teen Week" competitions (Sept. 6-10, Sept. 27-Oct. 1 and Oct. 4-Oct. 8 broadcast windows); an on-location "Caribbean Cruise Week" (Nov. 1-5); "My Favorite Teacher Week" (Nov. 15-19) where junior high and high school students team with their teachers; "Family Week" (Dec. 20-24) and "College Week" (Feb. 1994).

Highlighting the upcoming Jeopardy! viewer promotions is the "10th Anniversary Special Tournament" (Nov. 29-Dec. 3), which will showcase competition among champions from the past nine seasons on the quiz show. Another highly popular sweeps-driven competition week making its second return is "Celebrity Jeopardy!," which airs Nov. 8-12. That is followed by the "Tournament of Champions" (Nov. 15-26) offering a \$100,000 top prize. Jeopardy! and Wheel of Fortune are produced by Merv Griffin Enterprises, a Sony Pictures Entertainment company distributed worldwide.

Paramount spokesman says that series producer Mark Goodson Productions was familiar with him through celebrity guest shots on the company's Family Feud and other game shows.

Look who else is talking

King World Productions is reportedly developing a fall 1994 syndicated talk show strip to be hosted by Rolonda Watts, senior correspondent for KWP's Inside Edition strip. It had been rumored that Watts would serve as co-host on The Les Brown Show.

Star on rise

Star Jones, formerly a legal correspondent for NBC News, has signed a development deal with Group W Productions to host news specials and a potential series for future distribution in syndication.

The joy of talk show

Joy Philbin, the wife of talk show host Pat Philbin, reportedly has signed a transaction for a syndicated talk show.

newly-formed Rigel Independent Distribution and Entertainment (RIDE) to handle international broadcast and home video sales. Opening shop last week out of Skyvision's Santa Monica offices, RIDE was founded by John Laing, formerly president of Orion Television International, the studio that holds original copyright to "Robocop" theatricals and series. Laing and International Creative Management agent Bob Sanitsky were key players in negotiating TV rights last June for Skyvision.

X marks the spot

SI Communications and Network Ventures Inc. are forming a production and distribution alliance with the launch of a "Generation X [weekly] magazine for the minority audience." Set to premiere in fall 1994, 24Seven is an "entertainment" magazine targeted to black and Hispanic viewers within the teen and 18-34 demographic groups. "It is going to be the 'hip hop' show of entertainment magazines," according to a Network Ventures/SI communications spokesman. The show follows MCA's airing of Generation X and TV-produced Real TV in fall 1994, but the spokesman says that 24Seven will specifically targeting

SAVE \$54 MEMO YES! SEND ME THE MOST RELIABLE AND WELL-RESPECTED AUTHORITY ON THE RADIO/TELEVISION INDUSTRY. I'LL RECEIVE A YEAR OF BROADCASTING & CABLE FOR JUST \$99—AND I'LL SAVE \$54! Credit OK Send no money now! Broadcasting & Cable Order now!

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Name: Title/Position: Company Name:

Account No. Canada=\$129 (includes GST), Foreign Air=\$399, Foreign Surface=\$149.

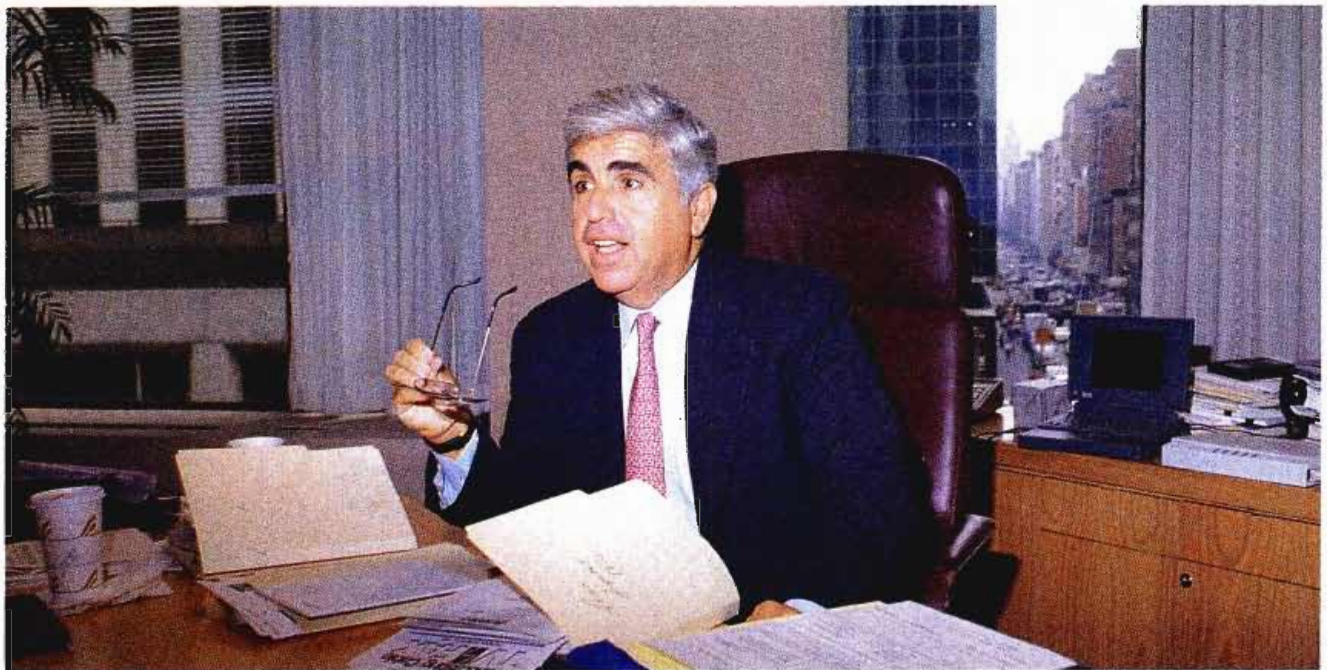
Bill me (U.S. only.) Charge to: Payment enclosed.

Broadcasting & Cable

Address: City: State: Zip: Type Of Business: VISA MC AMEX Expiration Date: Signature:

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based... that... kly... in... U.S... cleared in 20 of... including... New York, KCBS-TV Los... WGN-TV Chicago, KYW... Philadelphia and KPIX(TV) San Francisco. GGP is offering the sports quiz show on a one-and-a-half-minute national/five-and-a-half-minute local barter split. The station also gets 10%-15% of the revenue generated from the sports merchandise sold in the station's ADI coverage area during the half-hour program.



MEL KARMAZIN AND:

## The infinite possibilities of radio

Infinity President/CEO Mel Karmazin didn't take his company to the billion dollar mark by playing it safe. When values for broadcast properties were falling, Infinity broke records with its bullish approach to station acquisitions in major markets. And against a background of complaints about the sexual and violent content of media programming, the company has stood fast behind Howard Stern in his battle with the FCC over alleged indecency. In an interview with BROADCASTING & CABLE's Peter Viles, Karmazin defends Stern, but says he'd rather be spending his time growing his company into new areas such as regional networks.

**Do you think the expanded ownership limits and duopoly rules have altered the way you do business?**

I don't think so, though I know there will be people who will disagree. I really don't take the viewpoint that the big attraction of duopoly is the cost savings. To me, the advantage of the duopoly rule is to be able to do business in the major markets twice as much as you did before.

**Given that there hasn't been a mad rush to consolidate, and there probably aren't as many duopolies as people predicted there would be, do you think there is any chance, or any need, for more loosening of the ownership limits?**

Yes. We think that the FCC was heading in the right direction when they were originally planning to eliminate the cap on the total number of stations a single operator can own, and as far as duopoly, it would be three AM's and three FM's in the biggest markets. There is no limit to the number of channels Ted Turner can own and no limit to the number of newspapers Gannett or Times-Mirror can own, so why should there be a limit to the number of radio stations a single operator can own, particularly when there are 10,000 radio stations? There's no scarcity of radio stations.

**Doesn't there reach a point where**

**one group has too much control over the airwaves in a market?**

We don't think so. We think that radio's a very fragmented medium, so that even if a single operator owns three or four or five stations in Los Angeles, they would not be able to dominate that market. I can see where the limit could be based on an audience cap of 25%. But Infinity currently owns one FM station in Los Angeles, and we have another one pending, and the two stations combined will only reach 7% of the market. That's certainly no threat.

**Even before the new ownership rules, Infinity had been a very aggressive buyer of radio stations. Each time you go out and pay a high price—most recently it was \$110 million for KRTH-FM—there is a portion of the radio business that sort of shakes its collective head and says: 'I'm not sure what Mel's thinking. How can he make that deal work?'**

We like doing business in the largest markets. And we like to have the best properties in those markets. When you're interested in buying the equivalent of oceanfront property, you're going to have to pay more for it than you would for inner city property.

**There's some feeling in the industry that what goes up must come down. Do you ever think you may**

**COVER STORY**



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Working with educators and experts, this special program has been developed to discourage youth smoking. Used in and around schools, this program includes special outdoor advertising, in-school posters, and teacher training materials to help instruct kids on how to resist peer influence to smoke.

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We all agree kids shouldn't smoke. Government research and private studies show that peer pressure and parental influence are the major factors that lead kids to start smoking. R.J. Reynolds Tobacco Company, in cooperation with educators, experts, and parents, has developed specific programs to address these areas to discourage youth smoking. Additionally, we have worked with retailers nationwide to introduce programs to help them support minimum age laws.

Something *can* be done about underage smoking... and *we're doing it.*



### Helping retailers comply with Minimum Age Laws



### How To Talk To Your Kids About Not Smoking Even If You Do™



### “How to Talk to Your Kids...”

Good communication has been shown to be an important deterrent to underage smoking. Working with parents and experts, we have developed a special parents information brochure, “How To Talk To Your Kids About Not Smoking Even If You Do.” It's available free by calling 1-800-457-7200.

### “Support the Law... It Works”

Most states already have laws that prohibit the sale of cigarettes to minors. Research studies show that supporting these laws will reduce minors' access to cigarettes by over 50%. And this means a significant reduction in underage smoking.

We've worked with retailers nationwide to provide a comprehensive training program to help them comply with minimum age laws on all age restricted products, including tobacco.

**be growing too fast?**

I don't think we're growing fast enough. And I think you will probably see a whole bunch more in the near future about our growth. We're very fortunate in that we're a very well capitalized company. It was a very exciting moment when our equity was valued at over \$1 billion. We think it's the first time in the radio business that a company's equity has been worth in excess of \$1 billion. We're not a trading company, we're an operating company. Our growth doesn't come primarily as the result of acquisitions. For the first six months of 1993, Infinity's revenue was up 18%. And that was over a record year in 1992.

**Shifting over to Unistar. You've been running that network for a while now, and you must have some sense of what kind of business network radio is. Is it the kind of business you think Infinity will stay in?**

Yes. I'm a little surprised it took us so long to get into the network business. It's definitely a business we're going to



stay in and expand in.

**Taking a look at the growth in nationally syndicated personalities. Obviously, not all of these shows are going to succeed, but do you think radio has changed in a fundamental way such that it is more likely that a strong national personality can succeed now than say five or 10 years ago?**

No. I don't think so. Arthur Godfrey was a national radio performer. And there was a program with Don McNeil, *Breakfast Club*. There were always a few radio personalities who were able to be very successful on a national level. Today, Rush Limbaugh is certainly very successful on a national level. Howard Stern is the most listened to morning show in America today. G. Gordon Liddy, in a very short time, is on about 120 radio stations. I've heard of some shows that people are talking about syndicating that might be successful in three or four or five markets. But that's OK. There's nothing wrong with having a network of six or seven or eight stations. We're currently considering regional networks. There are stations in Texas that we believe would like to have Ron Chapman (of KVIL-FM Dallas) as their morning man. There would be nothing wrong if we expanded the Ron Chapman program beyond just Dallas to be in Austin and San Antonio and Houston. It doesn't have to become national. We've been exploring sports radio and we're talking about either a national network of all-sports radio or coming up with regional sports networks. So we might expand WFAN to Albany and Rochester and Syracuse, not necessarily nationally, but just within New York state.

**Does it hurt radio's standing in a community to have these voices imported from outside?**

No, I think it helps. If you are serving the public by providing programming that is superior to the talent that might be available in the local market, then you're doing a service to the radio station's audience. Nobody challenges Oprah Winfrey because she's not sitting in their market.

That's not a locally produced show. Certainly David Letterman is getting a lot of attention this week, and that is not a locally produced show.

**Turning to Howard Stern. There is a criticism of the show that says, regardless of whether or not it's indecent, the show is basically raunchy and appeals to a lowest common denominator. As a listener, how do you respond?**

The Howard Stern show is the most listened to morning show in America. Howard's audience, as researched by Scarborough, tends to be upscale, white-collar. Because he doesn't play music, the show has little appeal, or no appeal, to children. The sexual content of the program is a very small amount. And with the exception of one obsessed individual, there haven't been any actionable complaints by the FCC against Howard. If the program to some people is raunchy, that's what they make the dial for, so that somebody can turn the dial. I don't think anybody should attempt to determine what's appropriate for other people's entertainment.

**How has the show been toned down? Can you tell, as a listener, that it's been toned down?**

I don't know if I can tell as a listener, but I can certainly tell you the show has been toned down. We're constantly modifying the program to conform with the FCC's definition of indecency. We're doing so while we continue to fight the issue in court.

**Are there specific words, beyond the "seven dirty words," that you've decided are off-limits?**

No, I don't think it's so much the words. And that's where the difficulty has come. It would be so much easier for broadcasters to operate if the definitions were as simple as saying, 'Instead of seven dirty words, here's 25 words to avoid.' The FCC's definition of indecency is a very difficult definition for somebody to operate a live talk program under. And the only reason that it hasn't become more of a problem for more broadcasters is that they don't happen to have an obsessed listener—somebody who's out to get them. Because, clearly, the material Howard has broadcast that the FCC has determined to be indecent is material that is heard regularly on radio stations and television stations throughout the U.S.

**Whether or not you wanted to, you've become a point man in this battle with the FCC over indecency and the First Amendment. Are you comfortable in that role?**

No, I'm not. I'm not interested in being a spokesperson for the industry. The industry already has plenty of good spokespeople. I would much rather deal with issues of ownership and digital broadcasting, issues that are much more appropriate for me to handle, instead of having to appear to be in the lead on the subject of indecency.

**What trends do you see at work in the larger picture of advertising revenues?**

We truly believe that the advertising pie is going to be rejiggered in the near future. We think that there are an awful lot of technological changes going on that are going to adversely affect radio's competition. Radio is the medium best positioned to take advantage of it.

**Will Infinity remain a radio-only company?**

Yes. At this point we don't think there is a medium that is valued as highly as radio. Our company would be adding baggage by getting involved in something that would either be very capital intensive, as the cable industry is, or of limited growth potential, as television and newspapers are. ■



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Photos by John Loizides

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# The storm passes: Radio posts healthy gains

*Revenue growth surprises some executives; pricing seen as firmer; rebound attributed to general economic recovery, improvement in particular product categories*

By Peter Viles

**A**t first, radio executives didn't say much, fearing that one or two months of good revenue reports might turn out to be flukes. But by early summer, it was obvious: Radio revenues have rebounded smartly in 1993, outpacing most projections.

The Radio Advertising Bureau's monthly revenue report for July painted an encouraging picture: Station revenues were up 9% for the month and 9% for the year-to-date. National spot was up 9% in July and 7% for the year, while local sales were up 9%, both for the month of July and for 1993 to date.

Although many executives say that those numbers probably won't hold through the fall, when 1993 figures will compete against 1992 figures that were boosted by election-year spending, most executives are pleasantly surprised.

"I can assure you there weren't a lot of people at last year's convention who, when they were doing their budgets for 1993, were expecting market increases of 9% to 15%," says Bill Clark, chairman of Shamrock Broadcasting.

"This is no fluke," says Gordon

Hastings, president, Katz Radio Group. "This is a substantive advertiser commitment to radio."

Radio executives attribute the rebound to a variety of factors, among them:

- The general, across-the-board recovery of the advertising economy.
- Strengthening of rates at stations.
- Particular strength in several product categories, including retail, domestic automotive, service industries and direct-response advertisers.
- Within an increasingly fractionalized media world, radio's increasing favor among advertisers.
- Aggressive attempts to attract new business to radio may be paying off.

It is not clear whether radio has increased its share of advertising dollars. Television stations reporting revenue to the Television Bureau of Advertising have shown more modest increases—total TV station revenue is up 3.8% through June, according to the TVB.

L. Lowry Mays, president of Clear Channel Communications, says that he has seen similar rises in his company's television stations and radio stations.

"I think it's the economic environment," Mays says. "That's what we hear on the street in our markets—that it's still stop-and-go but, generally speaking, there's a strengthening in consumer confidence. I don't know that radio is getting a bigger share—our television business is extremely good."

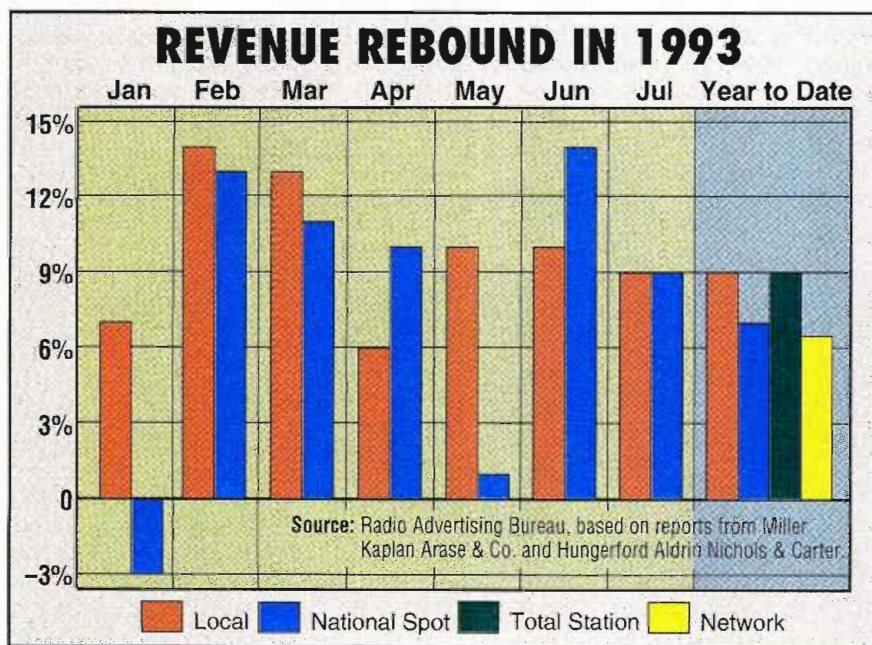
Paul Fiddick, president of Heritage Media's radio division, sees a strengthening of rates driving the recovery. "It isn't volume as much as it is cost per point," he says. "I think it's probably the rising tide of the advertising economy coming back from a recession."

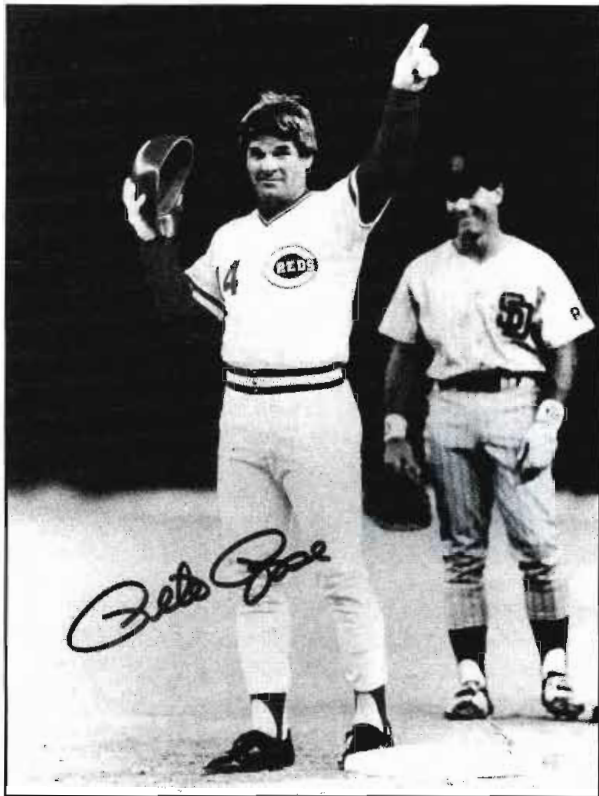
The new ownership rules permitting multiple ownership within a single market are not seen as having a significant impact on revenue, but Mays points out that rates have been firmer in markets that have undergone rapid consolidation.

Hastings, meanwhile, contends that changes in other mediums, particularly television, have made radio more attractive to advertisers. "Right now, in the highly fractionalized world of media in general, the medium of radio is really beginning to look like an old friend for a lot of advertisers," Hastings says. "Radio's direction is clear, whereas in competing mediums, primarily television, there's a tremendous amount of confusion out there, among both advertisers and agencies, as to how it's all going to sift out."

Another explanation is that efforts to attract new advertisers to radio are finally meeting with some success. Les Goldberg, president of the Interep Radio Store, predicts that national spot will finish the year 5%-6% ahead of 1992 levels. At Interep, he says, newly developed accounts will be responsible for roughly half of the 1993 increase.

"We have taken a cadre of people and trained them to think and speak like marketers," Goldberg says. "When they call on clients, they're able to speak their language—they're not in there talking about spots and cost per points. They're talking about moving cases of product." ■





Pete Rose "Fields questions with utter ease, as though they are lazy fly balls being plucked out of the summer air."

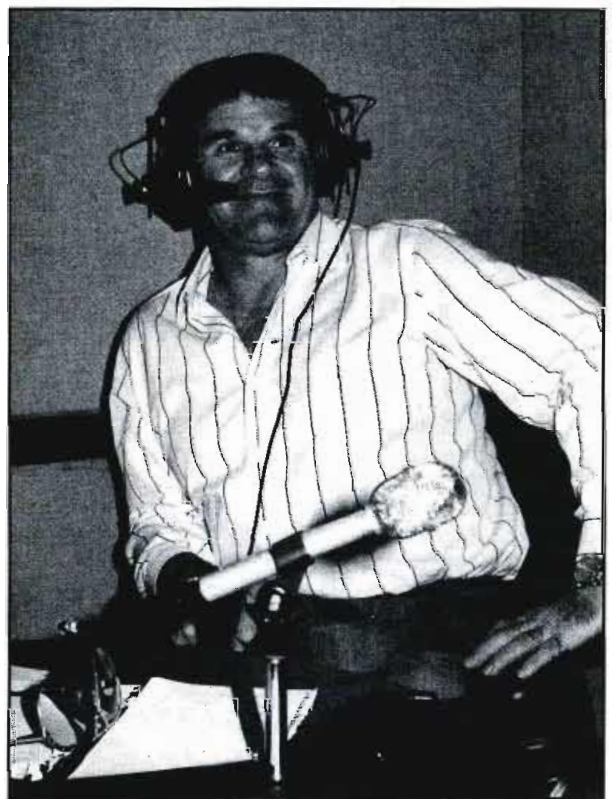
*The New York Post*  
June 22, 1993

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# A year later: Radio in no rush to consolidate

*Duopoly seen strengthening some markets, but no sweeping changes yet*

By Peter Viles

**T**he much-heralded and much-anticipated changes in radio's ownership limits have led to consolidation in many medium-size markets, but haven't lived up to expectations that they would radically change the industry, most executives say.

The new ownership limits have pushed up station trading and values. Because of that—and the advertising recovery—radio is a healthier business now than it was a year ago, and many companies have decided to stay in the business, executives say. Translation: Potential duopoly buyers outnumber the sellers.

"There's just too much money chasing too few deals," says L. Lowry Mays, president of Clear Channel Communications, which has duopolies—that is, two stations on the same band—in four markets. "I think you're going to see a slowdown."

Observes Bill Clark, chairman of Shamrock Broadcasting: "This isn't having the impact that was expected. There's a lot of smoke [and] a lot of people [are] talking about deals, but there isn't a lot of fire. For now, everybody seems to be sitting tight."

A handful of high-profile companies, including Infinity, Clear Channel and Evergreen Media, have moved quickly to take advantage of the new rules. But just as many companies have taken a more cautious approach.

"I know just as many broadcasters who are deliberately shying away from duopoly as are actively pursuing it," says Jay Mitchell, a consultant.

That isn't to say that duopoly hasn't had its impact, especially in medium-size markets that were "over-radioed" because of 80-90 move-ins. Mays says that the markets experiencing consolidation are quickly becoming better places to do business because advertising rates tend to be firmer when the market leaders own more stations.

"I know that in our four markets where we have [duopolies] the markets are immeasurably better. But you know, I'm biased. I think this is the best thing in the world for our industry."

## Station prices up sharply over '92

By Julie A. Zier

Station values are on the rise, thanks in large part to the relaxation in duopoly rules, media brokers say.

By allowing station owners to expand in the same market, the FCC created a new group of buyers who are more "aggressive," says media broker Gary Stevens.

"Prices are 20%-25% higher than when we hit the market bottom in 1991," says media broker Michael J. Bergner. "There was a time when people refused to pay eight times cash flow. Now, in the big markets, people are paying more than ten."

BROADCASTING & CABLE's weekly compilation of station trading activity supports the brokers' assessments of rising values. Through August 1993, the total value of proposed station trades for AM's, FM's and AM-FM combos was \$1.06 billion, up 67% over 1992's total of \$637 million for the same period. The average value of a single trade in 1993 so far is \$2.02 million, compared to \$1.5 million for the same period in 1992, a 31% increase. The difference would be even greater if the record-setting \$70 million sale of WFAN(AM) New York by Emmis Broadcasting to Infinity were not included in the comparison.

Once restricted to one AM and one FM in a market, radio broadcasters were freed up by the FCC in August 1992 to expand their holdings. In markets with more than 15 radio stations, a single company may now own two AM's and two FM's. In markets with 15 or fewer stations, a company may own three stations, but only two of a kind.

"Today it is a strategically driven market," Stevens says. "People are not indiscriminately buying stations because they are available at certain moments like they were in the '80s. These deals are being done for the specific purpose of what they will contribute to someone's enterprise."

Yet even though the new duopoly rules have given the broadcasting industry a shot in the arm, actual duopoly purchases during the past 13 months remain low. The FCC reports that, of 414 duopoly applications, 273 have been acted upon, far short of the 500 predicted by industry insiders last year.

Randy Jeffery Sr. of Media Venture Partners attributes the pace to a wait-and-see attitude among some buyers, plus continued skepticism among banks about broadcast lending.

Media Venture Partners' Randy Jeffery Jr. contends that in small markets banks "are still not involved" in financing broadcast ventures, although he says that activity has increased in the last year.

"Stations [in small markets] are trading for the same multiple as last year, but in larger volume," he says. The current multiple is between six and seven times cash flow.

In spite of the low numbers, Stevens says that the new duopoly rules have created a "bubble" of activity, and the effects of the rules will continue to be felt for a long time.

Jeffery Sr. expects the number of duopolies to increase during the next 18 months. Bergner agrees, and says that prices should also continue to rise.

But media broker Dick Blackburn delivers a warning with his prediction. "At some point, this will end because everything will be consolidated," he says. "Those who do not consolidate will be left behind." ■

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While he acknowledges that much of the market-specific improvement is due to the economic recovery, Mays says, "I've just got to think that if you get stations out of weak hands and into stronger hands, you're going to have a stronger marketplace."

Further, many industry observers say that Wall Street's newfound enthusiasm for the radio industry is partly due to the duopoly rules, which make it easier for companies to grow without great risk.

The FCC reported last week that it had received 414 applications for ownership transfers that would create duopolies, and that it has acted on 273 of the applications.

There may be a down side to the trend toward consolidation, however. Bill Steding of Star Media predicts that, by the end of the decade, total employment at radio stations will drop by 25% as companies form larger, more efficient station combinations.

Steding says that two patterns have

emerged in duopoly deal-making. First, many of the earlier deals were financially driven, much like local marketing agreements, and involved a weaker station that was having trouble paying its bills.

"To a large extent, most of those [duopoly deals] weren't successful from an operating standpoint," Steding says. "They weren't designed to be successful business strategies. They were designed to forestall creditors."

The second wave of duopoly deals has been driven more by operating strategy, Steding says. Typical of those have been station swaps, such as those engineered by Cox and CBS, who traded stations in Tampa and Dallas, and by Viacom and Group W, who traded in Houston and Washington.

*"We have found that one plus one doesn't equal more than two. You'll get an argument on that, but it's generally true"*

**Paul Fiddick, Heritage Media**

"The latest round—those done in the last four to six months—have been designed on good business premises, and we're starting to see how they work, and that they can work well," Steding says.

After almost a full year of duopoly, broadcasters are beginning to agree on some general rules about the way duopolies work in practice, rather than in theory. On the revenue side, most broadcasters now agree that combining the management and ownership of two stations will not lead to a significant increase in revenue. Initially, revenue may even drop, and eventually it may be slightly more than the original sum, but not significantly, most executives say.

"We have found that one plus one doesn't equal more than two," says Paul Fiddick, president of the radio division of Heritage Media. "You'll get an argument on that, but it's generally true."

It is on the expense side that the true advantages of duopoly surface. By combining management, engineering and office functions, the cost of operating two stations in tandem can be significantly lower than the cost of operating them separately, Fiddick says. ■

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# Talkers brace for 'fairness' assault

Many see push for reinstatement of the doctrine as response to conservative hosts

By Jim Cooper

Congress appears ready to recodify the fairness doctrine, a possibility that has conservative radio talk show hosts and broadcast industry groups manning the barricades.

Since the end of July, the impending return of the doctrine, which would require broadcasters to provide airtime for viewpoints opposed to those expressed on their air, has cast a lengthening shadow over the radio talk show circuit. Such a prospect has not, however, stemmed ever-louder criticism of the Clinton administration and Congress.

Some believe that a principal spur to the fairness doctrine push in Congress (two bills await legislators' return this month) is syndicated conservative talk show host Rush Limbaugh.

Limbaugh's diatribes against every aspect of the Clinton administration—and liberalism in general—are heard by an estimated 20 million listeners each week. According to numerous broadcasters, those numbers have Congress itching to get the nation's Limbaughs, Liddys and Buchanans off their backs.

Limbaugh told BROADCASTING & CABLE that he is being "gang muzzled" by Capitol Hill and the White House. "The fairness doctrine is simply today's application of political correctness to the talk radio business. Those with the real power are simply trying to stifle criticism which, last time I looked, was protected speech," says Limbaugh.

Created by the FCC in 1949, the doctrine's original underpinning was the alleged scarcity of airwaves and citizens' need to have unhampered access to them. The FCC repealed the doctrine in 1987.

With the average home receiving 35 cable and broadcast channels, and with hundreds of radio stations from which to choose, conservatives say the scarcity issue no longer applies.

In fact, the number of opinion-oriented shows has exploded since the doctrine's repeal. Michael Harrison, editor and publisher of *Talkers* magazine, a trade publication covering talk radio, says the number of radio stations including the word "talk" in



Limbaugh (with Vice President Quayle in '92): 'gang muzzled' by Hill and White House

their programming schedules since repeal of the doctrine has jumped from 400 to more than 900.

Although fewer than half of radio's talk show hosts can be labeled conservative, some of the 'best rated and most widely syndicated programs have either an investigative or a conservative bent, which is often directed at Congress or the President, says David Bartlett, president of the Radio-Television News Directors Association.

"Congress is saying it is merely defending the public's access to the airwaves, and that's a blatant falsehood," says Bartlett, who adds that any codification of the doctrine will be challenged in court.

The history of the doctrine suggests that rather than protecting free speech, it has been used as a cudgel by both conservative and liberal presidencies to stem criticism. In a *Wall Street Journal* editorial on the Limbaugh-fairness doctrine connection, the paper quotes former Kennedy administration assistant secretary of commerce Bill Ruder as saying: "Our strategy was to use the fairness doctrine to challenge and harass right-wing broadcasters and hope that the challenges would be so costly to them that they would be inhibited and decide it was too expensive to continue."

That conflict between political image and the doctrine is evident today, says Bartlett, pointing to politicians who, he says, support repeal of the doctrine one day and then want it re-enacted after a report or talk show host raises questions about character or behavior.

"The fairness doctrine defeats its own purpose," says Bartlett.

Harrison says a return of the doctrine is particularly troublesome to broadcasters because it threatens to kill information- and interactive-oriented media. Harrison says that asking talk radio stations to comply with the doctrine would be like asking contemporary music stations to answer for every drumbeat aired per hour.

"You can be sure we're going to fight it tooth and nail," he says.

That fight will surely be joined by the Association of Talk Show Hosts. The association, which represents 3,000 members, will meet in Houston Oct. 3 and will gather comments to prepare an official position opposing the doctrine's reinstatement.

At the NAB Radio Show, Larry King will moderate a live debate on the fairness doctrine either Thursday, Sept. 9, or Friday, Sept. 10. Debate participants have not been announced. ■

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# DAB: Radio's uncertain digital future

*Technology is doable, say engineers, but many have doubts about its practicality*

By Sean Scully

**R**adio engineers appear confident that digital broadcasting is possible, but they disagree on whether such a system will ever get into the field.

"Given the rapid evolution of technology over the last few years, I see no reason why it can't work," says Warren Powis, an engineer with Washington firm Cohen, Dippell and Everist. "We believe some sort of [in-band] system will be developed in the next few years."

Dallas engineer C.P. Crossno agrees to the extent that the technology is feasible, but he is less certain that it can be made practical. Although many radio stations are losing money today, a large segment of the industry is doing fine with the existing analog system. "[Broadcasters] won't tamper with something that's making money," he explains. "They'll not invest a large amount of money unless it's almost a sure fire investment."

An informal survey of engineers suggests that most are on the fence, awaiting the results of lab tests on digital audio broadcasting, scheduled to start early next year by a joint committee of the National Association of Broadcasters and the Electronic Industries Association.

Unlike their American colleagues, European broadcasters have dismissed the in-band, on-channel solution as technically unworkable (see page 62) and have invited U.S. broadcasters to help develop the Eureka system, which would require a new spectrum allocation by the FCC.

The EIA-NAB tests will cover two proposed systems that would allow stations to convert to a digital signal without changing their existing channel allocation, an idea known as in-band, on-channel. Provided it works, in-band, on-channel DAB would allow stations to go digital without submitting to lengthy relicensing proceedings by the FCC.

Unfortunately, key performance questions remain unanswered until the tests are finished. Engineers agree that for FM digital, the biggest unknown is multipath interference, which occurs when echoes and reflections of the sig-

nal cause interference in the receiver. On flat ground, multipath is not much of a problem. In cities or in rugged terrain, FM signals can reflect off many surfaces, causing severe interference. There is no test data on how a digital signal survives in such an environment.

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*"[Broadcasters] won't tamper with something that's making money. They'll not invest a large amount of money unless it's almost a sure-fire investment."*

**C.P. Crossno, engineer**

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For AM stations, the main unknown is how well a multi-tower directional antenna system will transmit a digital signal. Clarence Beverage, president of Communications Technologies in Marlton, NJ, says he doubts such a system will ever work. Every directional antenna has unique characteristics, he said, making it difficult or impossible to create a uniform digital signal that all receivers could recognize.

Other engineers agree that multi-tower antennas pose a problem for developing AM digital, but they see more hope. Houston-based Bill Cordell says the only transmitters which will have trouble with digital are ones that have not been regularly tuned, and maintains that "a lot of AM's are well kept and won't have any trouble at all."

The danger for AM stations, he says, is that economically strapped stations may not have the money to retune and upgrade poorly maintained antennas. "It'll take some stations dark in AM," he predicts.

USA Digital, the company developing AM digital, admits that there are more questions about AM DAB than FM DAB. "I guess the biggest problem is we got a later start on AM,"

says Glynn Walden, director of engineering for Westinghouse, which joined with Gannett and CBS to create USA Digital. The company ran into some unexpected technical hitches that slowed development of the AM system, meaning they don't yet have their prototype finalized. FM went much more smoothly, so development is farther along.

AM poses an additional problem, since the signal is much smaller than FM. AM signals are only about 20 kHz wide, as opposed to the 100 kHz FM signals. That means, Walden explains, that AM digital sound will be inferior to FM digital. Even so, USA Digital expects AM digital to be better than the current analog FM. The expected AM performance is so good, he says, that most listeners wouldn't be able to tell much of a difference between digital AM and FM.

Even though the company doesn't have all the answers on AM yet, he says, USA Digital is confident it will work. "We wouldn't be spending all this money if we weren't confident it would pass the test."

The other in-band, on-channel system to be tested, a joint venture between AT&T and Amati Communications, is FM only. AT&T's Head of Signal Processing Nikil Jayant says his company is confident that its system will deliver consistently CD audio quality even with the relatively low bit-rates possible in the existing FM channels. Even so, he says, the company would like to have a neutral assessment from the lab.

The testing will begin after the first of the year at NASA's Lewis Research Center in Ohio. NASA is donating the space and some equipment.

EIA and NAB will conduct and evaluate the tests, which will take as long as six months. If that data looks promising, the associations will try to hammer out DAB standards and conduct field trials. Engineers say they can't offer a really informed decision until all the tests come in.

"Field testing is an absolute necessity," says Stan Salek of Hammett & Edison in San Francisco. "There are too many variables to simulate every possibility in the lab." ■



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# The mouth that still roars

*Under fire? Yes. Tamer? Maybe, but Howard Stern continues to draw the big audience in morning drive*

By Peter Viles

**T**he running indecency battle with the FCC may have slowed the spread of Howard Stern's morning show into new markets, but it hasn't kept the program from becoming radio's top morning show with one million-plus loyal listeners in 15 markets.

Stern remains one of the radio industry's highest-paid performers. His earnings from the morning show are estimated by industry sources at \$6 million-\$7 million per year, which puts Stern slightly ahead of Rush Limbaugh in radio earnings and second only to ABC's Paul Harvey, whose earnings have been reported at \$10 million per year.

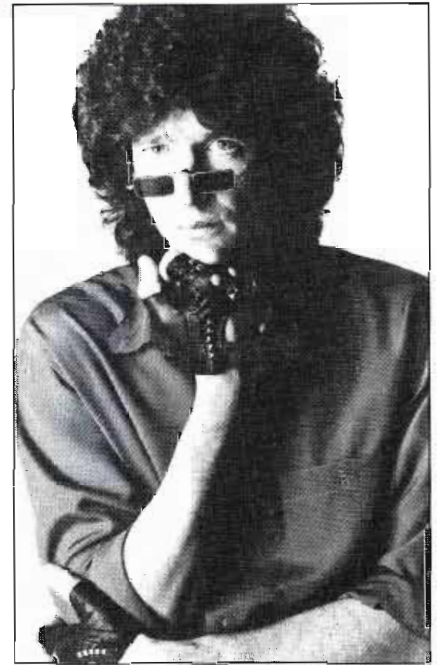
In addition to generating \$1.2 million in FCC fines—still unpaid—Stern has suffered a few setbacks this summer, notably in Chicago, where Evergreen Media yanked his show from WLUP(AM) after just 10 months of less-

**"He sells beyond his ratings. You definitely can make money on the [Howard Stern] show."**

**Jan Kopic  
General sales manager  
KLSX-FM Los Angeles**

than-stellar ratings. And amid continued pressure from the FCC, Infinity Broadcasting has acknowledged taking steps to tone down Stern's show, seeking to avoid additional fines even as it contests those pending.

But there is little indication that the FCC pressure is hurting the show's bottom line. The program is syndicat-



Howard Stern

## Howard across America: where his fans are

Market (Rank)	Station	Summer 92 share/AQH	Fall 92 share/AQH	Winter 93 share/AQH	Spring 93 share/AQH
New York (1)	WXRK-FM	9.5/364,400	8.5/332,500	7.7/308,400	8.0/318,100
Los Angeles (2)	KLSX-FM	6.4/153,600	6.0/147,400	6.3/155,200	6.1/156,200
Chicago (3)	WLUP(AM)	(2.6)/0	1.9/35,500	2.0/36,400	1.9/33,400
San Francisco (4)	KOME-FM	(1.3)/0	(0.7)/0	2.4/10,600	1.4/17,700
Philadelphia (5)	WYSP-FM	11.0/119,800	11.9/140,400	10.5/124,200	9.8/110,700
Washington (7)	WJFK-A-F	5.5/45,700	5.7/48,000	5.3/45,300	5.8/52,600
Dallas (8)	KEGL-FM	(2.5)/0	5.1/44,700	3.9/33,600	3.8/32,400
Boston (9)	WBCN-FM	(4.1)/0	(3.6)/0	6.1/17,300	9.3/29,400
Baltimore (19)	WJFK-A-F	2.3/12,000	2.1/10,600	2.4/13,800	3.0/16,500
Cleveland (23)	WNCX-FM	(3.7)/0	6.6/27,900	8.7/37,200	7.9/33,200
San Jose (31)	KOME-FM	(5.0)/0	(4.3)/0	4.4/10,900	3.1/9,800
New Orleans (39)	WRNO-FM	(2.1)/0	(2.4)/0	3.7/8,300	4.6/10,400
Buffalo (40)	WWKB(AM)	(0.9)/0	(0.7)/0	1.6/3,800	3.0/6,900
Rochester (46)	WRQI-FM	(2.8)/0	(2.1)/0	2.6/5,400	4.6/9,500
Albany (54)	WQBK-FM	(6.2)/0	6.8/13,000	5.7/11,500	9.6/18,100
Las Vegas (60)	KFBI-FM	(3.8)/0	4.4/7,200	6.5/10,200	8.2/13,500
<b>Total AQH*</b>		<b>695,500</b>	<b>807,200</b>	<b>832,100</b>	<b>868,400</b>

Notes: Parentheses indicate pre-Stern ratings. Arbitron data: Shares are 12-plus, during program hours; AQH is average quarter-hour listeners during program hours. \*Total AQH listenership does not include spillover markets such as Nassau-Suffolk, N.Y. (72,800 AQH listeners), Monmouth-Ocean, N.Y. (25,000), Wilmington, Del. (12,800), Allentown-Bethlehem, Pa. (8,800), etc.

ed by Stern and Infinity Broadcasting, who sell it to stations for cash—reportedly roughly \$300,000 per year in medium-size markets and more in larger markets. Those stations, in turn, sell all the commercial time—roughly 15 minutes per hour—locally.

In markets where his show has had time to build a following, Stern draws huge audiences—only Limbaugh can challenge him among syndicated, long-form performers. And, while many national advertisers avoid the show because of its content and its reputation, Stern's vaunted ability as a pitchman appears to have kept his advertisers relatively happy.

Regardless of the FCC pressure, "the business equation doesn't change," says Ken Stevens, who manages Infinity stations in Philadelphia, Washington and Baltimore, all of which air the Stern show.

"We're in the business of delivering large numbers of listeners to advertisers," Stevens says. "And regardless of what the critics think, the Howard Stern show does that better than any other morning show in Amer-

**"We're in the business of delivering large numbers of listeners to advertisers....The Howard Stern show does that better than any other morning show."**

**Ken Stevens**  
**Manager of Infinity stations**

ica. And that's the bottom line of the equation. It's enormously attractive to advertisers and enormously profitable to radio stations that carry it."

Always strong with local retailers, Stern continues to draw support from a range of national advertisers who covet his core audience: men 18-34. Ad-

vertisers on Stern's flagship station, WXRK-FM New York, last week included Coors, Budweiser, Amstel Light, Canon, cable networks, local television stations, electronics stores and Dial-A-Mattress. Other advertisers using the show include Snapple, TDK and Brother Electronics.

Stevens says most advertisers are aware that the FCC fines stem from a single listener, Las Vegas resident Al Wescott.

"I think even the advertisers who are concerned about the general environment in which they place commercials here in Washington know that this is largely instigated by one guy who tapes every single Howard Stern show and complains to the FCC and mails anonymous letters to advertisers," says Stevens. "And the advertisers treat it that way."

Jan Kopic, general sales manager of KLSX-FM Los Angeles, says that certain advertisers avoid the Stern show, but she adds that those same advertisers tend to avoid other controversial shows. "But he sells beyond his ratings," she says. "You definitely can

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# TORNADO TACTICS

make money on the show."

Still, some of Stern's newer affiliates are nervous about the FCC pressure. "No one likes to be accused of wrongdoing and nobody likes to be associated with someone who's accused of doing something wrong," says Tom Quinn, president of Americom, which owns KFBI-FM Las Vegas and faces a \$73,750 fine for alleged indecency.

Infinity President Mel Karmazin acknowledges that the threat of additional FCC fines probably has slowed the spread of the program into new markets. But because the show has such a high price tag—no other program in radio charges as much as Stern does—its growth into smaller markets is likely limited anyway.

According to several general managers, in order for a station to make money on the show, advertising sales must be roughly four times the fee paid for the show. So if the fee in a top-75 market is \$250,000 per year, the station must sell roughly \$1 million in advertising to make money.

**"The risk-reward situation was very high risk, potentially very high reward. But it was potentially no reward."**

**A general manager**

Add to that another wrinkle: It takes Stern a while to build a following and to find sponsors.

Says one general manager who looked at the show and decided not to buy it, "The risk-reward situation was very high risk, potentially very high reward. But it was potentially no reward."

Perhaps the best argument that Stern is profitable is the continued confidence that Infinity stations show in the program, and the continued suc-

cess of those stations. Stern now airs on Infinity stations in New York, Philadelphia, Washington, Boston, Baltimore and San Jose, and those stations account for more than half of Stern's audience.

In Philadelphia, where Stern gets his best ratings (see box), he has helped to make WYSP-FM the second-highest-billing station in the market, according to Duncan's Radio Market Guide.

As one syndication executive put it, if Infinity can sell the program to advertisers, there's no reason that other companies can't do the same. "If anybody's having trouble selling Stern, it's their problem," the executive says.

With the exception of WLUP in Chicago, "we have a very agreeable and profitable relationship with the stations," says Stern's agent, Don Buchwald. "The FCC's campaign...is intimidating to the more timid broadcasters," Buchwald says. "But the results are in. Howard Stern's show works." ■

## The DJ folks love to hate

By Joe Flint

While Mel Karmazin and Howard Stern have helped make Infinity Broadcasting the premier radio-only company in the eyes of Wall Street, the rise to the top has not been smooth. And although Stern has become a famous national personality, the content of his show also has made him infamous to many.

A trip to the FCC's record room shows thousands of letters complaining about Stern. But most of those complaints are unsupported by transcripts or tapes and, thus, are disregarded by the commission. It should also be noted that those same files also contain letters of support for Stern telling the FCC to back off.

The biggest thorn in Stern's side is Al Westcott, a former Los Angeles resident whose complaints against Stern's radio show—while not the first—have been the most effective in getting Stern fined by the FCC.

Westcott now lives in Las Vegas where Stern's show also airs so he has not missed a beat in filing complaints against Stern.

To say that Westcott has devoted his life to getting Stern off the air would not be much of an understatement. Westcott listens to and tapes every Stern show and then transcribes the dialogue, looking for anything that might violate the FCC's rules on indecent broadcasting.

Westcott's work has paid off; his complaints alone have led to FCC fines of more than \$1 million against stations that carry Stern's morning show.

It's gotten him much publicity, too. Westcott has

been the subject of many profiles, including one in *People* magazine. Westcott has said that he has no intention of letting up on Stern. While his thoroughness makes the FCC's job easier, some there wish Westcott would give it a rest.

There are also those within the broadcasting industry who are out to get Stern. Marlin Broadcasting chief Woody Tanger tried to rally other broadcasters and the National Association of Broadcasters to take a stand against Stern, arguing that if the industry does not police itself, the government will step in.

But Tanger's efforts did not pay off. Any hope of NAB support went out the window when they saw that Marlin's radio stations were not members of the NAB.

Jumping on the anti-Stern bandwagon is Terry Rakolta, whose main obsession has been getting sex and violence on television away from the eyes of children.

Now she also devotes much of her time to sending out mailers against Stern and has even taken credit for some of the fines levied, much to Westcott's dismay. While Westcott sends detailed transcripts, Rakolta followers send in only pre-written postcards saying that they want Stern off the air.

All of the attention has even gotten Stern some new listeners within the FCC. Acting Chairman James Quello became a regular listener around the time the FCC starting going after Stern. He has said that Stern seems to have toned down his act. Quello has also described Stern as a talented personality who does not need the raunchy stuff to be a success. ■



## TV dominates agenda of returning Congress

House, Senate committees take on violent programming, crossownership, cable rates

By Kim McAvoy

Three telecommunications issues—TV violence, the ban on entry of telephone companies into the cable business and the FCC's new cable rate regulations—are likely to dominate the Hill's agenda when Congress returns this week.

Hill deliberations over the ban on telco-cable crossownership and the development of an advanced telecommunications infrastructure begin Wednesday at a Senate Communications Subcommittee hearing. Chairman Daniel Inouye (D-Hawaii) wants to move legislation that would pave the way for telcos to offer cable services in their service territory under "certain conditions" and make it easier for cable companies to enter the local telephone business. The measure also would lift some of the long-distance restrictions on the regional Bell operating companies (RBOC's).

The crossownership bill stalled earlier in the session because of substantial opposition from cable as well as local and long-distance telephone companies. But last month's court decision allowing Bell Atlantic into the cable business has elevated the issue and could spur quick action on the measure.

In the House, Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Judiciary Committee Chairman Jack Brooks (D-Tex.) are expected to introduce a similar telecommunications bill, possibly this month. The Judiciary Committee may act on two key copyright bills: one would allow satellite broadcasters to carry superstations through the end of the decade; another would eliminate the Copyright Royalty Tribunal.

Perhaps one of the hottest Hill debates will be over performance rights legislation. Bills have been introduced in both the House and Senate that would require radio and TV stations to pay a performance rights fee for any digital transmission of sound recordings.

House Telecommunications Subcommittee Chairman Ed Markey (D-



Daniel Inouye



Ed Markey



Fritz Hollings

Mass.), concerned about press reports indicating that cable operators are actually raising their rates (see "Top of the Week"), is promising to hold a cable oversight hearing on the FCC's new rate regulations. "Congress will not allow the intent of the cable law to be turned on its head," warns one Markey aide. If rates are going up, the aide says, "this will become Markey's number one priority."

In the meantime, TV violence takes the top spot. Markey's so-called V chip bill, which he will push this year, would require TV sets to contain a computer chip enabling parents to block programs rated for violent content. The technology also could be used to block any programs in specific time slots.

The subcommittee is expected to hold at least two more TV violence hearings. In one, Markey wants to look at the impact of TV violence on the minority community, and he will convene the hearing to coincide with the Congressional Black Caucus's annual Hill conference this month. In another hearing, the subcommittee will ask constitutional scholars to assess the legislation.

Markey also plans to introduce legislation to codify the fairness doctrine, which should pass the House with little, if any, opposition. Markey and other fairness proponents are counting on President Clinton to sign a fairness

bill.

TV violence legislation will have a high priority in the Senate as well. Commerce Committee Chairman Ernest Hollings (D-S.C.) is expected to convene hearings on a bill that would put violence on a par with indecency by prohibiting the airing of violent programming at times when children are watching.

Other issues before the Commerce Committee include the nomination of Reed Hundt as chairman of the FCC and, if Hollings has his way, legislation that would require warnings in beer and wine radio and TV ads. ■

### Annual Interface and Hall of Fame set

On Nov. 9, BROADCASTING & CABLE magazine and the Federal Communications Bar Association will sponsor the seventh annual "Broadcasting/Cable Interface" seminar and the third annual BROADCASTING & CABLE "Hall of Fame" dinner and awards ceremony at Washington's Omni Shoreham Hotel. For more information contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

**The FCC announcement two weeks ago that staffer Sandy Wilson would head the new cable division** had some scratching their heads over why the agency would make such a high-level appointment with Reed Hundt expected to assume the chairmanship in just a few weeks. Filling the top jobs is the prerogative of the chairman.

Asked about the apparently pre-emptive (or presumptive) move, Acting FCC Chairman Jim Quello says Wilson was appointed on an interim basis. He says he never saw the FCC press release that gave no hint that Wilson was anything but permanently installed. That release was simply wrong, he says.

Nonetheless, Quello says he believes that Wilson deserves the job and is strongly recommending that Hundt keep her in the slot. Wilson was mass media legal advisor to the Bush-appointed former Chairman Alfred Sikes. But since Sikes's departure last January, she has been guiding the agency's drafting of cable regulations mandated by the 1992 Cable Act.

Quello says that he has no idea how many of the current office and bureau heads will survive the change of management. "I don't know how many people are waiting in the wings because they helped with the campaign," he says.

**Is Reed Hundt actively recruiting FCC staff?** Maybe so, say industry sources. According to one, Hundt has talked to former Massachusetts Public Utilities Commission chairperson Bernice McIntyre about a job at the agency. McIntyre, a runner-up in the race for the FCC chairmanship who is now a telecommunications consultant for A.D. Little in Boston, confirmed the meeting, but refused to comment on it.

Eli Noam, director of the Columbia Institute for Tele-Information and a professor at Columbia University, denies a report that he was approached by Hundt about a job. But, he says, at a meeting last month Hundt solicited recommendations for top-level appointments, which he later provided. Hundt's principal interest at the meeting was to hear his take on telecommunications policy, he says.

**Now trying to undo Rupert Murdoch's purchase of the New York Post, Caucus for Media Diversity** last week asked the FCC to put off reconsideration of its July approval of the deal until after Reed Hundt comes aboard as chairman. By a 2-1 vote (Andrew Barrett dissenting), the FCC cleared the way for Murdoch by waiving the ban against common ownership of newspapers and broadcast stations in the same market. Murdoch's Fox also owns WNYN(TV) New York. "The FCC's first permanent waiver ever of this pre-eminent ownership rule should not be supported on the thin reed of a 2-1 vote of a commission that has two vacancies," says the CMD in its petition. And, yes, admits CMD attorney Robert Thompson, the pun is intended.

**The Clinton administration isn't saying what it thinks about last month's court decision overturning the long-standing ban on telco/cable crossownership.** Actually, the administration is still reviewing the issue, says Larry Irving, head of the National Telecommunications and

Information Administration.

The crossownership ban is one of many telecommunications policy issues a high-level administration task force has been reviewing. The task force, under the auspices of NTIA, is expected to issue a "vision statement," possibly this month, which may reveal the administration's views on the ban. The court's action, Irving admits, brings the cross-ownership issue to the fore. "It raises a lot of questions—what role will local government play, will telcos have to get franchises—our goal is to protect consumers and promote competition."

**United States Telephone Association President John Sodolski last week took exception to Representative Edward Markey's (D-Mass.)**

colorful reaction two weeks ago to the federal court ruling overturning the ban against telephone companies

offering video in their service areas. "Christians had a better chance against the lions than consumers and competitors will have against the telephone companies unless we build in substantial safeguards," the House

Telecommunications Subcommittee chairman said.

Sodolski, in an open letter to Markey, says he is "incredulous that it is poor cable companies who are now being cast as faithful and defenseless Christians led to the slaughter." Cable would have the advantages of the incumbent in a cable-telco video showdown, he says. What's more, he says, some cable companies are being allowed to compete in the telephone business "virtually without any regulation." "In light of all this, it is extremely hard for me to believe that it is the cable industry that needs protection."

**The FCC will act on an AM stereo standard by Oct. 27, says commission Chief Engineer Tom Stanley.** Congress set the deadline for the FCC last year, giving the commission 12 months to develop a standard. Earlier this year, the commission proposed adoption of Motorola's C-Quam system, drawing angry protests from rival stereo developers. The commission staff won't say whether the final draft of the ruling will differ from the proposal. Stanley says that he may offer the draft to the commission at the public meeting in September or October, but those agendas are crowded so he may simply circulate the draft and ask the commissioners to sign off on it before the October deadline.

**A federal judge has ruled that TV Marti violated a raft of government rules** when it decided to produce its own news programming. For its first year, TV Marti relied on Maryland-based Techniarts to produce the news. In early 1991, the agency pulled all its news operations in-house. Techniarts sued, claiming the service should have been subject to federal rules on competitive bidding and contracts, and accusing TV Marti and its parent, the U.S. Information Agency, of hiring away its employees. Last month, Judge Royce Lamberth of the U.S. District Court in Washington ruled in favor of Techniarts and told USIA to make its news operation subject to the federal rules. Techniarts says it will pursue a damage claim in a separate court. USIA refused to comment, saying it may appeal the decision.

# Washington Watch

Edited By Harry A. Jessell

## Electronic ad tracking soon to be reality

*Both broadcast and cable industries are readying launch of tracking systems*

By Jim Cooper

**K**atz Television has developed and tested an electronic media tracking system that could conduct live data exchanges with four ad agencies by fourth-quarter 1993.

News of the development was revealed in comments made by Katz CEO Tom Olson to BROADCASTING & CABLE and is the latest step in what has been a quiet evolution of electronic data interchange (EDI) technology taking place at major rep firms.

A two-year effort to determine how to support spot television ad sales by building an electronic bridge devoted to communicating with agencies has been kept largely among the top rep brass and computer programmers.

However, as EDI systems designed by Katz, Jefferson Data Systems, Donovan Data Systems and AdValue Network move from test mode to implementation, rep executives and software vendors have begun to discuss their plans for the future.

■ The Katz system will use the American National Standards Institute (ANSI) protocol to speak electronically to its clients and trading partners.

■ AdValue Network has been tested at a number of large agencies, rep firms and stations. McCann-Erickson has signed on and, according to AdValue, others will follow.

■ Donovan Data Systems and Jefferson Data Systems, the two largest players in rep and agency in-house media systems, are jointly developing the Direct Agency Rep Exchange (DARE) that will make their existing agency and rep systems compatible.

■ Cable executives are testing EDI systems and hope to be conducting business using electronic communications standards by year's end.

The burgeoning attention given to EDI is the culmination of two years of discussion over removal of paper trails and outdated manual methods prone to error that slow down spot business.

Olson says Katz took six months to adapt their in-house software application and thereby demonstrating that a

cost-effective electronic link between agencies and reps was possible. Olson sees the next step as finding cooperation between and JDS and DDS and creating electronic linkage among all reps and agencies. "We have shown that it can be done," says Olson.

Olson says that four agencies—McCann-Erickson, DMB&B, FCB, Leo Burnett—have been testing with the Katz system.

Last week, Richard Thorne of the Cabletelevision Advertising Bureau announced that CAB, in conjunction with the American Association of Advertising Agencies, had formed the Electronic Cable Committee (TECC).

Much like rep firms in the broadcast spot business, TECC is looking at ways to streamline the paperwork associated with buying cable television advertising.

Agencies, rep firms and stations have long agreed that a unified electronic delivery system is needed, but which system, computer standard,

company or mix will answer that need has been seriously debated.

At least two of the concepts will use the ANSI communications protocol.

Katz, alone among the major reps, is not a Donovan or JDS client. It will instead use ANSI to speak to both agencies. Cable industry prototypes are also using the ANSI protocol.

Petry, TeleRep, MMT and HRP—unlike Katz—use the Jefferson Data System and Blair Television uses the Donovan Data System. Both JDS and DDS can be made compatible with ANSI protocol if necessary.

AdValue Network's software can conduct business with or without an ANSI standard, but will require the investment of computer terminals and other technical requirements by clients.

"For the first time, major players are working in a cooperative fashion that will allow rep firms to participate," says MMT Sales President Jack Oken of the evolving EDI sys-

### Electronic deliverers

Agencies, rep firms and stations seem to be in agreement that a compatible electronic delivery standard (EDS) is needed, but which system or companies will fill the need is far from decided.

The electronic systems in use or being tested are:

**AdValue Network** ■ *Owner:* AdValue Media Technologies. ■ *Function:* Windows and Gateways create an adjustable electronic bridge between systems. ■ *Cost:* \$100,000 plus annual fee for large agencies. Per-market basis for stations. ■ *Clients:* McCann-Erickson (presently being tested by a variety of stations, agencies and rep firms). ■ *Start up:* Per subscription.

**Direct Agency Rep Exchange (DARE)** ■ *Owner:* Donovan Data Systems/Jefferson Pilot Data Systems. ■ *Function:* Compatible with both DDS and JDS systems. ■ *Cost:* To be determined. ■ *Clients:* None. DDS and JDS's current client base covers 70% of the spot revenue. JDS holds high percentage of rep firms; DDS holds high percentage of agencies, with Blair Television also a client. ■ *Start up:* Initial roll out over the next six months, full start up in 1995.

**Media Data** ■ *Owner:* Katz Television. ■ *Function:* Uses American National Standards Institute electronic language to speak to agencies and stations. ■ *Cost:* The use of the ANSI system is about the same price as a phone call. ■ *Clients:* Four agencies—McCann-Erickson, DMB&B, FCB and Leo Burnett—are testing. ■ *Start up:* Real business between testing agencies and Katz expected to begin in fourth-quarter 1993.

tems.

However, Oken, who originally brought the major rep firms together to discuss EDI, says that as the Katz and DDS and JDS and AdValue systems continue to grow "there are still choices to be made" by reps regarding how electronic communications will be expanded. ■

## Rereg boosts medium-size cable channels

*Systems add channels to lineup in last-minute rush to boost value of basic tier*

By Christopher Stern

**M**edium-size networks saw their subscriber numbers jump last week as cable operators around the nation rushed to add channels to basic service in time for the Sept. 1 rate regulation deadline.

USA Networks' Sci-Fi Channel expects to see an increase of 3 million basic subscribers; Comedy Central, 1.5 million-2 million; E! Entertain-

ment, 3 million; Country Music Television, 3.5 million, and The Learning Channel, 2.4 million. Cartoon Channel has also added 1.5 million subscribers.

Exact totals are not yet available since cable networks are still tabulating figures for systems that gave last-minute notification they would be adding channels.

In fact, some networks with unscrambled signals, such as The Learning Channel and E!, believe that systems may be retransmitting signals without providing prior notification.

While a vast majority of the new subscribers are new to the networks, the totals also include subscribers who have been moved from higher tiers to traditional basic service.

The sudden burst of subscriber growth was motivated by recent federal benchmarks that require cable systems, in most cases, to reduce their rates by Sept. 1. Operators could avoid a rate reduction by adding cable channels and reducing their overall cost-per-channel to subscribers. After the Sept. 1 deadline, subscribers must be notified that they have the option of taking fewer channels at a lower cost.

For a network such as E!, the added subscribers move it above the 25 million mark, a "psychological benchmark" for the network and a significant point for advertisers, according to Debra Green, senior vice president, affiliate sales. E! has added subscrib-

ers in urban markets including Pittsburgh, Pa., suburban New York, Charleston, S.C., and Tucson, Ariz. Green believes that the addition of the systems will have a great impact on ratings because in larger markets E! is more likely to hit homes metered by Nielsen.

Green says that this may be last big increase in basic subscribers for any network. "I think it's going to be a very, very slow road," she says. Many networks the size of E! have been forced to grant à la carte rights to systems, and if systems exercise the option then consumer demand—not system managers—will decide whether the networks grow.

Not everyone agrees with Green on the issue of future growth. Lloyd Werner, senior VP, sales and marketing, Group W Satellite Communications, which owns Country Music Television is planning on an average growth of 5 million subs during the next several years. CMT saw one of the largest increases in distribution last week, growing from 19.5 million to 23 million subscribers.

Werner also believes that some networks will see at least a temporary increase in subscribers around Oct. 6, when some cable systems will be looking for services to replace broadcast networks that failed to reach retransmission-consent agreements. Werner says that he has already heard from cable systems requesting carriage beginning Oct. 6. ■

## Hispanics: last frontier for marketing

If you want to reach the 25 million U.S. Hispanics, don't count on catching them with the same prime time programming popular with the rest of the U.S. That's the message in a new study on Hispanic viewing patterns.

The study, conducted by BBDO Worldwide, says that Hispanic viewers and the rest of the U.S. have only one show in common in their top-10 favorite programs. The BBDO report says it is a market that should not be ignored since U.S. Hispanics spend \$190 billion annually and have a population growth rate "five times that of the total U.S. population."

Programers are aware of the importance of the Hispanic market and there are several services targeted to the Spanish-speaking population. "The U.S. Hispanic audience represents one of the last untapped frontiers for the television industry, and they present the networks with a challenge. This explains why cable networks such as HBO, MTV, Prime Ticket, TNT and the Cartoon Network have recently begun to pursue

this market with Spanish-language offerings," says Doug Alligood, BBDO, VP, special markets.

The study found that the most popular prime time show with Hispanics is *The Simpsons*, followed by *Martin* and *Beverly Hills, 90210*. The study also reports ABC and Fox have the highest-rated shows among Hispanics. CBS, the number-one network in prime time, has no shows in the top 10 among Hispanic homes.

The BBDO report says that the lack of Hispanic actors in prime time is significant in the disparity between Hispanic viewers and total U.S. viewers. "Only four Hispanic performers appeared in starring roles during the 1992-93 television season, offering Hispanic TV viewers limited programs to identify with culturally," the report states.

However, the report adds that shows with Hispanic actors, including *L.A. Law*, *Nurses* and *Golden Palace* were not especially popular with Hispanic viewers.

# Upscale advertisers flock to U.S. Open

*Tournament inventory sold out for CBS and USA*

By Jim Cooper

**T**he U.S. Open serves up a winner for CBS and USA Network, who find that the tennis tournament "sells itself." The client list grows every year, says Michael Guariglia, vice president of sports sales for CBS Marketing, and "people are waiting in line" to advertise.

He says that the event draws an upscale audience that tends to be adult, with slightly more men than women watching. Advertisers in search of this demographic flock to buy spots. In fact, CBS sold all of its available advertising time during five days in May. The tournament is one of six events that CBS Sports sells in its own version of the upfront. This year, CBS Sports coverage of the Open attracted 14 advertisers, including Nike and Mutual of Omaha.

"The buying atmosphere was very positive for the event," says Guariglia. Contributing to that atmosphere, he says, is the network's promotion, "Tennis Nights," a party held at the Forest Hills (N.Y.) tennis center for advertisers buying a \$2 million advertising package.

The 30-second units were priced between \$40,000 and \$150,000 during the two weekends of coverage.

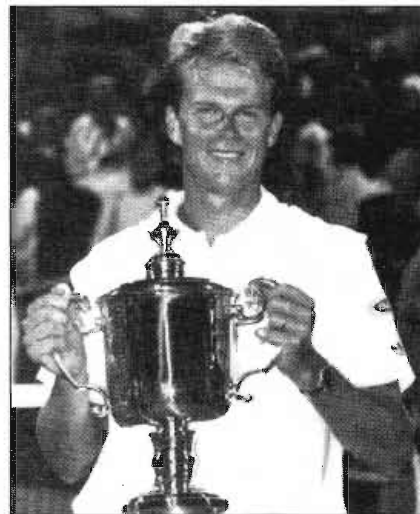
USA Networks' 90 hours of coverage also was sold out. The cable network began selling time for the Open at the first of the year and was out of inventory by early July, says John Cronopulos, vice president, corporate accounts and special events.

USA has covered the Open since 1984 when it aired 25 hours of coverage. The 90 hours aired this year was sold in strips that allowed advertisers a spot each night of the coverage.

"We sold on the high side," says Cronopulos. Sales for this year were up 20% (\$12 million). He added that the network also captured 19 new advertisers. Both the domestic and imported automobile categories were strong advertisers as were the financial/insurance and telco industries.

Cronopulos says that Honda, Acura, Johnson & Johnson, Ford and American Express are "recurring annuals."

"The U.S. Open is the crown jewel"



**Then and now:** The first U.S. Open was held in 1968 when Arthur Ashe bested Tom Okker. Last year's winner: Stefan Edberg. 1993 marks the tournament's 25th year.

el" of USA Networks' sports programming, says Cronopulos, who adds that the tournament "pretty well sells

itself" because of its demographics and because its ratings (2.2 in prime time) are consistent year to year. ■



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## Murdoch's news of News Corp.

Satellite-fed speech includes details of Fox-Televisa joint venture; programing for Star TV

By Geoffrey Foisie

**N**ews Corp. Managing Director Rupert Murdoch surveyed his media empire before an international audience last Wednesday. That day also marked the tripling of BSKyB's basic channel capacity and the transformation of that basic service from free to pay.

Murdoch did not discuss the subject, but analysts say that the new \$6-per-month fee—soon to increase to \$10—for the 14-channel package could add as much as \$100 million to News Corp.'s operating profits in the next fiscal year.

Among those attending the satellite-fed presentation were Sony Television's Mel Harris, MCA's Sid Sheinberg and Tom Wertheimer, Cablevision's Chuck Dolan and Warner Bros.' Ed Bleier.

Murdoch used his speech to spell out a number of new programing joint ventures and corporate acquisitions, including the signing, two weeks ago, of a joint venture between Fox Broadcasting and Televisa to produce 500 hours of original multilingual dramas and special events. The first production will be a worldwide competition to find the "best young opera singer."

Among other recent agreements Murdoch detailed:

- Last Tuesday (Aug. 31), News Corp. signed an agreement to jointly develop a "common digital satellite system throughout Europe, Asia and the Americas." Other participants include a UK-based telecommunications research organization, NTL, and a U.S.-based corporation, Constream.

- The purchase last week of Delphi Internet Services, an on-line service providing conferencing and other services for publishing clients.

Future activities Murdoch mentioned in his speech included:

- Early next year News Corp. will introduce a second Sky Sports Channel.

- News Corp. is working with UK-based Cellnet and British Telecom to

"explore" digital technology and media convergence.

- The company will add new programing to Star TV, the Asian-based DBS system in which News Corp. recently acquired a majority interest. Murdoch said that the company would "introduce a wide range of new programing, including an open university and educational channels." Other "ambitions" he listed include an arts channel and "other channels of original material."

- Murdoch said that in January News Corp. and the German broadcaster Pro 7 would introduce "one of the most advanced forms of pay television."

- As of October, Sky News's distribution will include southern Africa. Murdoch added: "Plans are well advanced to take Sky News, or a parallel service, to all the continents of the world, where we will be seeking local partners—both national and local." ■

### McAuliff reorganizes Blair

Blair Television Chairman/CEO Tim McAuliff last week restructured the rep firm. Splitting the entire 135-station list into two sales groups, the move is intended to give client stations better access to "autonomous" decision-making executives, allowing McAuliff more time to focus on strategic questions such as whether to rep cable networks.

Thirty-four large-market affiliates and 12 independent and Fox-affiliate stations will be put in one sales group, Blair USA, to be headed by President Leo MacCourtney. Eighty-nine smaller-market stations will be assigned to Blair America, to be headed by President Floyd Gelini. The latter move should help Blair better defend its small-market list against



Tim McAuliff

Leo MacCourtney

Floyd Gelini

encroachment by other reps, said McAuliff.

The reorganization will not affect its clients' current reporting structures to sales teams in New York, Chicago and Los Angeles, which combined account for almost two-thirds of the rep firm's billing.

McAuliff said that Blair has outperformed industry growth for five straight quarters. He added that the firm's profitability could be "significantly" enhanced if the company is able to enter into a new lease agreement on its New York headquarters. Such a move might soon be possible if Telemundo, from whom Blair subleases the space, is able to renegotiate its primary lease as part of the Hispanic Network's bankruptcy proceeding.

—GF

# Changing Hands

**KALB-TV ALEXANDRIA, LA.** □ Purchased by Park Broadcasting of Louisiana Inc. from Lanford Telecasting Company Inc. for \$21,000,000 plus non-compete agreement worth up to \$5 million. ■ **Buyer** has interests in WNCT-TV Greenville, N.C.; WBMG-TV Birmingham, Ala., and KWJJ(AM) Portland, Ore. ■ **Seller** has interests in KLST(TV) San Angelo, Tex. and KALB-AM-FM Alexandria, Lou. KALB is NBC affiliate on ch. 5 with 100 kw and antenna 1,590 ft. *Broker: Kalil & Co.*

■  
**KBLA(AM) SANTA MONICA-KNAC(FM) LONG BEACH, BOTH CALIF.** □ Purchased by Keymarket Communications from Fred C. Sands for \$12.1 million. ■ **Buyer** has interests in WWL(AM)-WLMG(FM) New Orleans; WOGY(AM)-WRVR-FM Memphis; KKMJ-FM Austin; WILK(AM)-WKRZ-FM Wilkes Barre-Scranton, Pa., and KFRG-FM Riverside-San Bernardino, Calif. ■ **Seller** has no other broadcast interests. KBLA is on 1580 khz with 50 kw. KNAC is on 105.5 mhz with 1.5 kw and antenna 403 ft.

■  
**KHIH-FM BOULDER/DENVER** □ Purchased by Salem Communications Corp. from CLG Media for \$5 million. ■ **Buyer** has interests in 10 AM's and 9 FM's. ■ **Seller** has interests in KZOK-AM-FM Seattle and WWAY-TV Wilmington, N.C. *Broker: Gary Stevens.*

■  
**WGLD(AM) GREENSBORO AND WWWB-FM HIGH POINT, BOTH N.C.** □ Purchased by Franklin Communications Partners LP from MHD Inc. for \$3,000,000. ■ **Buyer** has interests in WKSJ(AM) Prichard and WKSJ-FM Mobile, both Ala., and WRKA-FM St. Matthews, Ky. ■ **Seller** has no other broadcast interests. WGLD has MOR format on 1320 khz with 5 kw. WWWB has adult contemporary format on 100.3 mhz with 100 kw and 1,049 ft. *Broker: Blackburn & Co.*

■  
**WMQX-AM-FM WINSTON-SALEM, N.C.** □ Purchased by Max Radio of Greensboro Inc. from EBE Communications LP for \$2,500,000. ■ **Buyer** has interests in WWDE-FM Hampton, and is proposed assignee of WNVZ-FM Norfolk, both Virginia. ■ **Seller** has interests in KFRE(AM)-KNAX(FM) Fresno, Calif., and WXTC-AM-FM Charleston, S.C. WMQX(AM) has oldies format on 1340 khz with 1 kw fulltime. WMQX-FM is on 93.1 mhz with 100 kw and antenna 1,050 ft. *Broker: Blackburn & Co.*

■  
**WKQB-FM JACKSON, MISS.** □ Purchased by Capstar Communications of Jackson Inc. from WLIN Inc. for \$1,156,872.12. ■ **Buyer** has interests in WJDS(AM)-WMSI-FM Jackson, Mich.; WSSL(AM) Greenville and

## Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$3,360,000 □ 8

FM's □ \$4,860,882 □ 6

AM-FM's □ \$3,535,100 □ 6

TV's □ \$23,075,000 □ 4

Total □ \$34,830,982 □ 24

So far in 1993:

AM's □ \$42,842,591 □ 154

FM's □ \$504,812,526 □ 251

AM-FM's □ \$527,242,015 □ 140

TV's □ \$1,407,640,376 □ 68

Total □ \$2,482,537,508 □ 613

For 1992 total see Feb. 1, 1993 BROADCASTING.

WSSL-FM Gray Court, both S.C.; WMYI-FM Hendersonville, N.C., and WSIX-FM Nashville. WKQB has CHR format on 95.5 mhz with 100 kw and antenna 1,060 ft.

■  
**WMYA-FM CAPE CHARLES, VA.** □ Purchased by Sinclair Communications from WKSJ Inc. for \$1,300,010. ■ **Buyer** has interests in WCDX-FM Mechanicsville, WNIS (AM) Norfolk and WGVC(AM)-WPLZ-FM Petersburg, all Va. WMYA has adult contemporary format on 96.1 mhz with 50 kw and antenna 499 ft.

■  
**KBOQ-FM MARINA, CALIF.** □ Purchased by Charlton Buckley from Model Associates Inc. for \$1,000,000. ■ **Buyer** has interests in KMJ(AM)-KSKS-FM Fresno, KHTX-FM Riverside, KRCC(AM)-KDON-FM Salinas and KRSO(AM) San Bernardino, all Calif.; KVOD-FM Denver; KFAB(AM)-KGOR-FM Omaha, Neb., and KBBT(AM)-KUFO-FM Portland, Ore. ■ **Seller** has no other broadcast interests. KBOO has classical format on 92.7 mhz with 6.9 kw and antenna 567 ft.

■  
**WMXA-FM OPELIKA, ALA.** □ Purchased by Fuller Broadcasting Co. from H&E Communications for \$650,000. ■ **Buyer** has interests in WKRR Auburn and WZMG(AM) Opelika, both Ala. ■ **Seller** has no other broadcast interests. WMXA is on 96.7 mhz with 730 w and antenna 682 ft.

■  
**WILN-FM PANAMA CITY, FLA.** □ Purchased by Christopher Murray and Mark Thompson from BayMedia Inc. for \$575,000. ■ **Buyer** has interests in WTBB-FM Bonifay, Fla. ■ **Seller** has interests in WGLF(FM) Tallahassee, Fla. WILN is on 105.9 mhz with 50 kw and antenna 406 ft.

# CLOSED!

WYAY-FM, Gainesville/Atlanta, Georgia from NewCity Communications, Richard A. Ferguson, President to Capital Cities/ABC, James Arcara, President, Radio Group for \$19,000,000.

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**KUTI(AM) SELAH AND KXDD-FM YAKIMA, BOTH WASH.** □ Purchased by Butterfield Broadcasting Corp. from I-82 Acquisition Corp. for \$425,100 plus amount due secured creditor. ■ **Buyer** has interests in KAYO-AM-FM Aberdeen, Wash. ■ **Seller** has no other broadcast interests. KUTI has country format on 980 khz with 5 kw day, 500 w night. KXDD has country format on 104.1 mhz with 61 kw and antenna 781 ft.

■  
**WAGR(AM)-WJSK(FM) LUMBERTON, N.C.** □ Purchased by Arthur DeBerry & Associates from Messa Inc. for \$350,000. ■ **Buyer** has interests in WBLA(AM)-WGOR(FM) Elizabethtown and WCCA(FM) Shallotte, both N.C. ■ **Seller** has no other broadcast interests. WAGR has country format on 1340 khz with 1 kw. WJSK has country format on 102.3 mhz with 3 kw and antenna 270 ft. *Broker: The Whitley Agency.*

■  
**WWRK-AM-FM ELBERTON, GA.** □ Purchased by Willie Palmer of Radio Elberton Inc. from Nathan Hirsch of Radio Elberton Inc. for \$260,000. ■ **Buyer** and **Seller** have no other broadcast interests. WWRK(AM) has country format on 1400 khz with 1 kw. WWRK-FM has country format on 92.1 mhz with 3 kw and antenna 299 ft.

■  
**WQON-FM GRAYLING, MICH.** □ Purchased by Dewitt Radio Inc. from WSJ/WQON Inc. for \$179,000. ■ **Buyer** has interests in WGRY(AM) Grayling and WGRY-FM Roscommon, both Mich. ■ **Seller** has interests in WWJS(AM) St. Johns, Mich. WQON has adult contemporary format on 100.3 mhz with 50 kw and antenna 371 ft.

■  
**KBIX(AM) MUSKOGEE, OKLA.** □ Purchased by D&E Broadcasting Inc. from Bix Broadcasting Co for \$110,000. ■ **Buyer** and **seller** have no other broadcast interests. KBIX has country format on 1490 khz with 1 kw.

**WKGT(AM) CANTONMENT, FLA.** □ Purchased by Ann T. Goodrich from Gulf Communications of Northwest Florida Inc. for \$100,000. ■ **Buyer** has no other broadcast interests. ■ **Seller** has interest in WKGT(FM) Cantonment, Fla. WKGT has religious/gospel format on 1090 khz with 8.6 kw day.

■  
**WPCC(AM) CLINTON, S.C.** □ Purchased by A. Cruickshanks IV from Laurens County Communications Inc. for \$85,000. ■ **Buyer** and **seller** have no other broadcast interests. WPCC has black, oldies format on 1410 khz with 1 kw day, 100 w night.

■  
**WWLA-TV LEWISTON, ME.** □ Purchased by New England Television Inc. from Kennebec Valley Television Inc. for \$75,000. ■ **Buyer** and **seller** have no other broadcast interests. WWLA is on ch. 35 with 500 kw vertical and antenna 840 ft.

■  
**WCIS(AM) MORGANTON, N.C.** □ Purchased by W.F.M. Inc. from American Beacon Broadcasting Inc. for \$65,000. ■ **Buyer** and **seller** have no other broadcast interests. WCIS has Christian format on 760 khz with 500 w day.

■  
**WSPB(AM) SARASOTA, FLA.** □ Purchased by Sarasota FM Inc. from Sarasota Bay Broadcasting Co for reassumption of debt. ■ **Buyer** has interests in WHYN-AM-FM Springfield, Mass.; WWBB-FM Providence, R.I.; WNVZ(FM) Norfolk, Va.; WSRZ-FM Sarasota, Fla., and KOMA-FM Oklahoma City. ■ **Seller** has interest in WFMR-FM Milwaukee. WSPB has 1450 khz with 1 kw day.

■  
**WAVJ(AM) BLACK MOUNTAIN, N.C.** □ Purchased by Don Taylor from Master Media Inc. for assumption of debt. **Buyer** and **seller** have no other broadcast interests. WAVJ has Southern gospel format on 1350 khz with 1 kw day.

**WLEW-AM-FM BAD AXE, MICH.** □ Majority of stock transferred from A. Arthur Ayman and Nancy P. Ayman, parents, to sons Richard A. Ayman and Matthew A. Ayman. ■ **Buyer** and **seller** have no other broadcast interests. WLEW(AM) has C&W format on 1340 khz with 1 kw. WLEW-FM has adult contemporary format on 92.1 mhz with 50 kw and antenna 492 ft.

■  
**WFTY-TV WASHINGTON AND WUNI-TV WORCESTER, MASS.** □ Purchased by JASAS Corp. from Noland Hill for stock. ■ **Buyer** and **seller** have no other broadcast interests. WFTY is on ch. 50 with 2,450 kw and antenna 570 ft. WUNI is on ch. 27 with 1,195 kw and antenna 1,531 ft.

■  
**KTMS(AM)-KHTY-FM SANTA BARBARA, CALIF.** □ Purchased by Atmor Properties Inc. from Pinnacle Communications Inc. for assumption of debt, amount to be determined at closing. ■ **Buyer** has interests in WAQS(AM)-WAQQ-FM Charlotte and WRNS-AM-FM Kinston, WDUR(AM)-WFXC-FM Durham, all N.C.; KAMA(AM)-KAMC-FM El Paso and KLLL-AM-FM Lubbock, all Tex.; WSQY-AM-FM Decatur, Ill.; WYAV-FM Conway, S.C., and WYNG-FM Evansville, Ind. ■ **Seller** has no other broadcast interests. KTMS has news/talk format on 1250 khz with 2.5 kw day, 1 kw night. KHTY has CHR format on 97.5 mhz with 17.5 kw and antenna 2,920 ft.

■  
**WSTL(AM) SOUTH GLEN FALLS AND WENU-FM HUDSON FALLS, BOTH N.Y.** □ Purchased by Atmor Properties Inc. from Bradmark Broadcasting Co. for assumption of debt, to be determined at closing. ■ **Buyer** has interests in WAQS(AM)-WAQQ-FM Charlotte and WRNS-AM-FM Kinston, WDUR(AM)-WFXC-FM Durham, all N.C.; KAMA(AM)-KAMC-FM El Paso and KLLL-AM-FM Lubbock, all Tex.; WSQY-AM-FM Decatur, Ill.; WYAV-FM Conway, S.C., and WYNG-FM Evansville, Ind. ■ **Seller** has no other broadcast interests. WSTL has country format on 1410 khz with 1 kw day and 126 w night. WENU has adult contemporary format on 101.7 mhz with 4.6 kw and antenna 180 ft.

■  
**WBEX(AM)-WKKJ-FM CHILLICOTHE, OHIO** □ Purchased by Pearl Broadcasting Inc. (George A. Foster Jr.) from Guaranty Broadcasting Corp. in stock transfer. ■ **Buyer** has interests in WGGZ-FM Baton Rouge and KJIN(AM)-KCIL-FM Houma, both La. ■ **Seller** has interests in KTRR(FM) Loveland, Colo.; KZXY-AM-FM Apple Valley, KIXF(AM) Baker, KIXW-FM Lenwood and KIXA(AM) Lucerne Valley, all Calif.; KIZS(FM) Carson City, Nev., and WHMA-AM-FM Anniston, Ala. WBEX has oldies/news/talk format on 1490 khz with 1 kw. WKKJ has country format on 93.3 mhz with 50 kw and antenna 335 ft.

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# Minority tax certificates: heating to slow boil

FCC has several opportunities to revisit policy, now in its 15th year

By Geoffrey Foisie

This is the 15th year of the FCC's minority tax certificate policy. It may be due for a change.

By the end of this year the FCC will have authorized roughly 300 such certificates since 1978, primarily to non-minorities who sold their properties to minority buyers of radio, TV and cable TV properties. The certificate allows the seller to defer paying tax on the gain, subject to certain criteria regulated by the IRS.

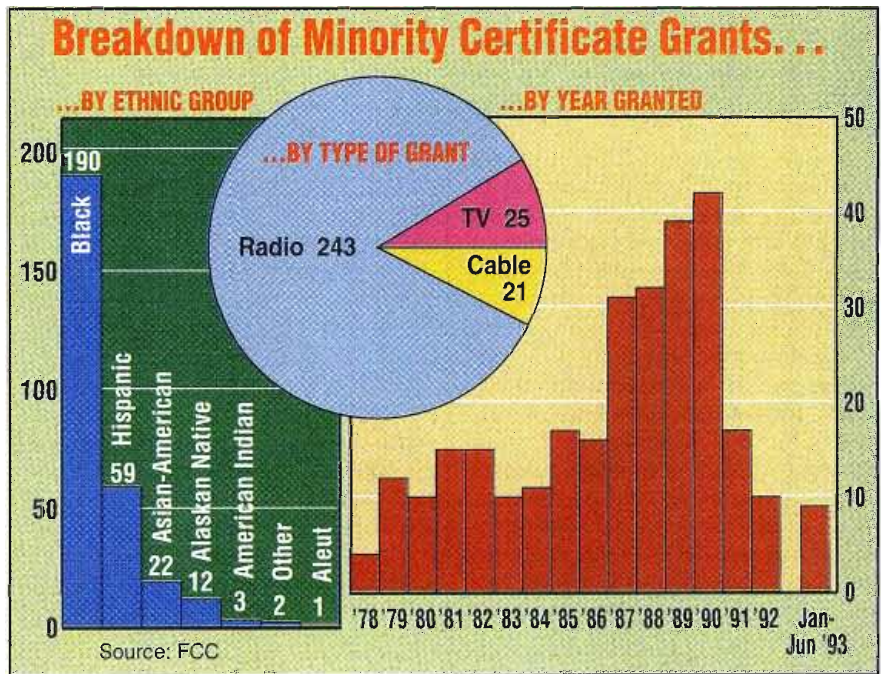
Proposals have arisen over the past year both to expand the versatility of the certificate and to make its standards more rigorous. The two views do not appear incompatible.

Among the proposals:

- Two letters ask the commission essentially to turn the policy upside down by granting a minority broadcaster the tax certificate upon the sale of his ownership interest to a non-minority buyer. The argument is that the minority broadcaster will be using the tax-deferred proceeds to stay in the media business, thus furthering FCC policy. One of the two letters is from Clarence McKee, former managing partner of WTVT(TV) Tampa, who sold a 20% equity stake in the station for \$1 million to majority owner Gillett Holdings. Gillett and McKee had bought the station several years earlier from Gaylord Broadcasting, which itself received a tax certificate.

- A petition from the Coalition to Improve Tax Certificate Policies is pending before the commission. Composed of minority-controlled media companies such as Black Entertainment Television and Granite Broadcasting, the coalition seeks to expand the industries and types of investments for which the certificate can be used.

Some of the coalition's proposed changes would require Internal Revenue Service authority. For instance, the IRS allows deferral of the capital gains tax on the sale of a property to a minority buyer if the sale proceeds are reinvested in a "qualified replacement property." But the IRS has said the stock of a publicly held media company is such qualified replacement property only if that company directly owns broadcast stations. Most public-



ly held broadcasters set up subsidiary corporations to own stations and thus are ineligible to be qualified reinvestment properties. The coalition has proposed eliminating that IRS rule limitation.

The tax certificate policy also grants deferrals to those who show gains on investments in minority-controlled broadcasters. But, the coalition notes, such investments cannot currently include cable programming networks, "cellular, telephone, PCS, electronic publishing or television production."

- The FCC issued a notice of proposed rulemaking potentially affecting winners of a competitive hearing for a broadcast license. The commission is asking whether those who claimed as an advantage the integration of management and ownership should have to keep that integration intact for three years. Currently an owner/manager could sell after a year.

Some think that a "holding period" could also be applied to minority owners who currently are able to sell their holdings one year after a transaction in which the seller obtained a tax certificate.

Those at the FCC who are involved with the tax certificate question seem confident that the policy has helped

minorities obtain ownership of broadcasting and cable properties. "I personally think the policy has effectuated what it set out to do," says Clay Pendarvis, chief of the FCC's TV branch. "The people who criticize it are not the beneficiaries."

This is not entirely true. Washington-based tax attorney Michael Hines says that concern has been voiced about tax certificate abuses "poisoning the well" for long-term minority broadcasters. For that reason, the Native American tribal corporation, Cook Inlet, recently filed with the FCC requesting it not to grant a tax certificate in the sale of Times Mirror's four TV stations. The acquiring group comprises principally non-minority media executives and an investment banking firm, including a Hispanic former station rep executive.

With cable regulation, financial interest and syndication and other matters forced upon it, the FCC has no immediate agenda to revisit tax certificates. But Erwin Krasnow, the Washington-based lawyer representing the coalition, thinks that with a new chairman taking office, proposed changes could receive attention. Robert Corn-Revere, an adviser to the FCC's current chairman agrees. ■

# Paving a way to the information highway

Computer consortium plans access system using low-cost copper wires and coaxial cable

By Sean Scully

**A** group of computer companies say they can provide the byways for access to the national information superhighway.

The newly created Fibre Channel Association is promoting a new way to interconnect local groups of computers that will shift data at rates hundreds of times faster than is currently possible, without regard to type of computer or operating system.

The first applications for the technology are in businesses and educational institutions. Lawrence Livermore National Laboratories is now using the system to simulate complex events such as nuclear fusion. Furthermore, since Fibre Channel offers two-way high-bandwidth communications, it is ideal for sending full-motion vid-

eo and could, with a few refinements, be used by broadcasters, cable operators and production houses, says Kumar Malavalli, manager of product planning and architecture for Hewlett-Packard.

While high-bandwidth communication works best with fiber optic cables, the Fibre Channel network can use conventional twisted-pair copper wires, which are used in traditional telephone lines, or coaxial cable, which is used by cable companies, over short distances of a few hundred meters. By using existing wires, a network could be installed for as little as \$2,000 per hookup, Malavalli says, and that figure could drop as networks expand.

The Fibre Channel standards were created by Hewlett-Packard, Sun Mi-

croSystems and IBM. Joining these companies in the Fibre Channel Association based in Austin, Texas, are 11 other companies and organizations, including Lawrence Livermore Laboratories, Siemens, Tandem, AT&T and Cypress Semiconductors. ■

## Location, location, location

By Sean Scully

**T**he FCC is considering a change in the way FM radio stations calculate the location of their transmitters.

The commission is seeking comment on a proposed change in the FM radio short-spacing rules that would require stations to state in comparative hearing cases the exact location of a transmitter, rather than rounding to a full kilometer as is normally allowed.

The change comes from a 1992 case in Naguabo, P.R. Two groups were vying for the same channel. Under FCC rules, both of the proposed transmitter sites were too close to another radio station. One location was slightly farther—less than a kilometer—from the existing transmitter than the other location, which would give it an advantage in the commission's comparative hearing process.

By rounding the distance to the nearest kilometer, however, the other group attempted to prove that both stations were the same distance from the other station and, therefore, neither group deserved preference. The commission disagreed, noting that that was not the intent of the rounding rules.

The proposed change would allow stations to round to the nearest kilometer only if there is no competition for the frequency, explains FCC FM Branch Chief Dennis Williams. ■

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## Blue skies for satellite partnership

*DirecTv, USSB say differences over Primestar suit won't cloud their shared DBS venture*

By Sean Scully

**D**irecTv and United States Satellite Broadcasting say that all is well between them.

Officials of both direct-broadcast-satellite companies last week denied media reports that a rift has developed over their positions on an ongoing antitrust suit against Primestar Partners, a cable-owned satellite service. The two competitors are partners in the first high-power direct-broadcast satellite, due to launch in December, and will use a common transmission system.

"Our relationship hasn't soured. We're building an industry together," said Stan Hubbard, president of USSB's parent, Hubbard Broadcasting.

Tom Bracken, director of communications for Hughes-owned DirecTv, says the two companies remain "friendly competitors" and differ only in their positions on the Primestar Partners suit.

DirecTv argues that a consent decree designed to end the suit would violate the 1992 Cable Act by allowing programming providers to enter into exclusive agreements with DBS firms. USSB has exclusive agreements with HBO and Showtime.

USSB disagrees, saying that the Cable Act prohibits only exclusive agreements that stifle competition and violate the public interest. Hubbard points out that customers who buy the \$700 DBS receiving equipment will be able to see both USSB and DirecTv on the same satellite without having to buy new equipment. The exclusive agreements in no way restrict public access to the channels, Hubbard argues.

Moreover, he says, to offer a service on both DirecTv and USSB would reduce USSB's competitive advantage against a much larger company and would be a waste of the limited transponder space at 101 degrees west longitude, the orbital location for the USSB-DirecTv satellite.

DirecTv's Bracken says that the

consent decree appears to enshrine behavior that would thwart the will of Congress.

"We're not attempting to interrupt or interfere with USSB's business plan.... We feel we should have fair and equal access to [HBO and Showtime]," he says.

Federal Judge John Sprizzo of the U.S. District Court for the Southern District of New York heard oral arguments on the proposed Primestar con-

sent decree late last week. USSB, Primestar and approximately 40 state attorneys general are asking Sprizzo to accept the decree, while DirecTv, the Wireless Cable Association, the FCC, the regional Bell operating companies, the National Rural Telecommunications Cooperative, the Television Viewers of America and the Consumer Federation of America argue that the agreement threatens the Cable Act. ■

### Really big job

The control room at CBS's recently renovated Ed Sullivan Theatre was assembled and tested in California, then sent to New York and reassembled, just in time for last Monday's premiere of David Letterman's new *Late Show*. CBS reportedly spent at least \$10 million for new equipment, primarily from Sony, which also coordinated other vendors, including Ikegami (cameras), SSL (audio) and Grass Valley (switchers).



Ed Grebow, CBS senior vice president, says that the show is being recorded in Sony's D-2 format with wideband equipment "readily adaptable for HDTV when that comes." The studio feed is sent via fiber to the CBS Broadcast Center for commercial insertion, then uplinked and beamed to affiliates via satellite.

Among the challenges in changing the 66-year-old landmark theater into a modern studio was rerouting a stream running through the basement and installing pumps to lower the stream level when water rose with the tide. Says Grebow: "No other facility in New York, including CBS's other studios, is as technologically advanced as this." —GF

# Europeans and the battle for worldwide DAB

*While Germany looked to be first country to adopt satellite radio broadcasting system, that process is now stalled; prospects for international standard look slim*

**By Steve Homer,  
special correspondent**

**W**ith Europe and the United States pursuing radically different digital radio strategies, the chances for an international standard appear slim.

In April, the World Broadcasting Union called for a single worldwide DAB standard. This would allow consumers to use their receivers anywhere in the world, just as they do today for AM and FM.

But Europe wants to adopt a system whereby multiple signals are modulated into a single 1.5 mhz block, while the U.S. proposes allowing stations to convert to digital signals on their current frequencies, a system known as in-band, on-channel digital audio broadcasting.

Europe has, however, offered a small olive branch. In the middle of August, the organization in charge of Europe's push for DAB, the Pan-European Eureka 147 development project, announced that it had "decided to open up the project to worldwide industry and broadcast participation." This was prompted at least in part by the WBU meeting and the news in May that the German public broadcasters, strapped for cash, wanted to delay the start of DAB broadcasting in Germany from 1995 until at least 1997.

This was a real blow for Europe's DAB supporters, since Germany is the continent's key market.

Günter Schneeberger, head of the digital broadcasting section at IRT,

the German public broadcasters' research organization that invented DAB, says: "The American system will never work, as far as the ideas are published now. From a technical point of view there is no competition to the Eureka system."

American engineers acknowledge that Eureka is a workable technology, but they are not ready to dismiss the in-band, on-channel system, which U.S. broadcasters say is better suited to the American radio industry (see page 46).

DAB was born in Germany and was expected to begin operation there. But Germany has perhaps the most complex regulatory and transmitter infrastructure of any country. Each of the 16 Germany Länder, or states, controls its own cultural policy, including the issuing of radio licenses. For DAB to take off, all the Länder had to agree to terms. That agreement was reached earlier this year, but at a price.

The Länder have demanded that the existing structure, including service quality and areas of service, be mapped, even though it looks as if transmissions from adjacent states will not overlap more than they do already. The prospect of foreign broadcasters taking up capacity seems unlikely.

Britain, another key player, has different priorities. With five national public service channels and increasing interest in private national broadcasting (the first two channels have been launched in the last year) the British are particularly interested in the benefits of a national single-frequency network. Service is expected after 1997.

It may be that the French, who are looking to use frequencies around 1.5 ghz—which will be used for satellite DAB—will be the first to the market. Although they planned to have DAB operational by 1995, they would now like to delay introduction.

Longer term, Europe's broadcasters are looking to satellites for much of the regional and national broadcasting. The Europeans have even developed a special version of DAB for cable systems. ■

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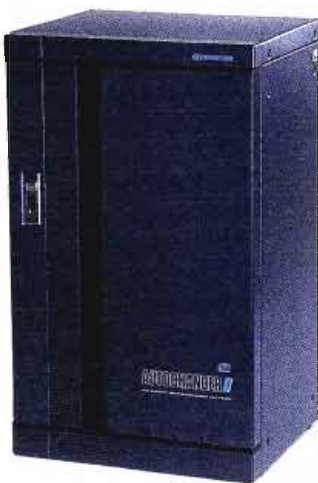
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102	00:05	NEWS	NEWS	ON	NEWS
103	00:10	NEWS	NEWS	ON	NEWS
104	00:15	NEWS	NEWS	ON	NEWS
105	00:20	NEWS	NEWS	ON	NEWS
106	00:25	NEWS	NEWS	ON	NEWS
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157	04:40	NEWS	NEWS	ON	NEWS
158	04:45	NEWS	NEWS	ON	NEWS
159	04:50	NEWS	NEWS	ON	NEWS
160	04:55	NEWS	NEWS	ON	NEWS
161	05:00	NEWS	NEWS	ON	NEWS
162	05:05	NEWS	NEWS	ON	NEWS
163	05:10	NEWS	NEWS	ON	NEWS
164	05:15	NEWS	NEWS	ON	NEWS
165	05:20	NEWS	NEWS	ON	NEWS
166	05:25	NEWS	NEWS	ON	NEWS
167	05:30	NEWS	NEWS	ON	NEWS
168	05:35	NEWS	NEWS	ON	NEWS
169	05:40	NEWS	NEWS	ON	NEWS
170	05:45	NEWS	NEWS	ON	NEWS
171	05:50	NEWS	NEWS	ON	NEWS
172	05:55	NEWS	NEWS	ON	NEWS
173	06:00	NEWS	NEWS	ON	NEWS
174	06:05	NEWS	NEWS	ON	NEWS
175	06:10	NEWS	NEWS	ON	NEWS
176	06:15	NEWS	NEWS	ON	NEWS
177	06:20	NEWS	NEWS	ON	NEWS
178	06:25	NEWS	NEWS	ON	NEWS
179	06:30	NEWS	NEWS	ON	NEWS
180	06:35	NEWS	NEWS	ON	NEWS
181	06:40	NEWS	NEWS	ON	NEWS
182	06:45	NEWS	NEWS	ON	NEWS
183	06:50	NEWS	NEWS	ON	NEWS
184	06:55	NEWS	NEWS	ON	NEWS
185	07:00	NEWS	NEWS	ON	NEWS
186	07:05	NEWS	NEWS	ON	NEWS
187	07:10	NEWS	NEWS	ON	NEWS
188	07:15	NEWS	NEWS	ON	NEWS
189	07:20	NEWS	NEWS	ON	NEWS
190	07:25	NEWS	NEWS	ON	NEWS
191	07:30	NEWS	NEWS	ON	NEWS
192	07:35	NEWS	NEWS	ON	NEWS
193	07:40	NEWS	NEWS	ON	NEWS
194	07:45	NEWS	NEWS	ON	NEWS
195	07:50	NEWS	NEWS	ON	NEWS
196	07:55	NEWS	NEWS	ON	NEWS
197	08:00	NEWS	NEWS	ON	NEWS
198	08:05	NEWS	NEWS	ON	NEWS
199	08:10	NEWS	NEWS	ON	NEWS
200	08:15	NEWS	NEWS	ON	NEWS

Superb Audio

\*Code 0018

## Pioneer CD Autochanger

Pioneer's **CAC-V3200** CD Autochanger conveniently catalogs 300 compact discs in a unit that boasts the industry's smallest footprint (14 inches square). Dual CD players allow uninterrupted playback, programmable from virtually any computer. Multiple units can be connected together via one controller port to increase library capacity. Call 800-421-6450. **\*Code 0021**



## Canon's Newest Additions to the Internal Focus Team The J20ax8B IRS/IAS and H20ax6 IRS EFP lenses

The **J20ax8B** is the longest handheld lens available. The **J20ax** features a 20:1 zoom ratio and 8mm wide angle, maximum zoom speed adjustment in both semi and full servo models and Canon's Internal Focus (IF) system. Internal Focus offers a smooth focusing operation with a fixed front element, a square sunshade to reduce light interference, and a vari-polar hood for high-grade filter work. **\*Code 0020**



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**NETWORK CHIEFS  
SYNDICATION PRESIDENTS  
CABLE EXECUTIVES  
TECHNOLOGY MAVENS**

*Together for one big day  
in Hollywood!*

**“TELEVISION: A VIEW  
FROM THE TOP”**

**SPONSORED BY  
HRTS and *BROADCASTING & CABLE* MAGAZINE**

**TUESDAY, SEPTEMBER 14, 1993**

**THE BEVERLY HILTON HOTEL**

Every year, the network entertainment presidents are featured at the Hollywood Radio and Television Society (HRTS) Newsmakers Luncheon. This year, HRTS and *BROADCASTING & CABLE* have expanded the luncheon to an all day seminar featuring an all star cast of industry executives.

Television's brightest minds will gather to debate the future of our industry. What are tomorrow's most successful programming formats? What will drive syndication? How will legislation shape our future? How will state of the art technology change TV and the programs being developed for it? What will be the impact of this technology and how will we compete for ratings? All this and more will be presented, debated and open to your questions at the HRTS/*Broadcasting & Cable* one day seminar.

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**“TELEVISION: A VIEW FROM THE TOP”**  
**TUESDAY, SEPTEMBER 14, 1993**  
**BEVERLY HILTON HOTEL**  
**BEVERLY HILLS, CALIFORNIA**

8:30-9:00 a.m. **REGISTRATION**

9:00-9:15 a.m. **WELCOME / INTRODUCTIONS**

9:15-10:30 a.m. **SYNDICATION BUSINESS & PROGRAMMING TRENDS** — A look at successful program formats and trends. What are the latest syndication strategies?

Moderator: Don West, *Broadcasting & Cable*

Panelists: Dick Robertson  
*Warner Brothers Television*  
Barry Thurston  
*Columbia Pictures Television*  
Greg Meidel  
*Twentieth Television*  
Shelly Schwab  
*MCA Television*  
Keith Samples  
*Rysher TPE*

10:15-10:30 a.m. **COFFEE BREAK**

10:30-12:00 noon **PROGRAMMING POLICIES** — A debate on the future impact of financial interest and syndication, prime time access rules, regulation of violence, etc.

Panelists: Jay Kreigel  
*CBS*  
Rick Cotton  
*NBC*  
Sherrie Marshall,  
*The Marshall Co.*

12:00-2:00 p.m. **NETWORK ENTERTAINMENT PRESIDENTS LUNCHEON**

Sandy Grushow, *Fox* Jeff Sagansky, *CBS*  
Ted Harbert, *ABC* Warren Littlefield, *NBC*

2:00 - 3:15 p.m. **MULTIMEDIA FOR PROGRAM PRODUCERS** — Demonstrations of the latest in interactive television. How the newest computer technology is being used in program production.

Moderator: Bob Abel, *Synapse Technologies*

Panelists: Brian Hammerstein  
*Microsoft Multimedia*  
Michelle DiLorenzo  
*Viacom New Media*

3:15 - 3:30 p.m. **COFFEE BREAK**

3:30 - 4:45 p.m. **MARKETING IN A MULTI-CHANNEL UNIVERSE** — What are the consequences of the technology that delivers 500+ channels? How will program providers survive? What will be the major opportunities?

Moderator: Michael Jackson, *KABC*

Panelists: John Hendricks  
*Discovery*  
Eddy Hartenstein  
*Direc TV*  
Gary McBee  
*US Telephone Association*  
Bob Jacquemin  
*Buena Vista*

4:45 - 5:00 p.m. **CLOSING REMARKS**

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**HRTS, 5315 Laurel Canyon Blvd., Suite 202**  
**North Hollywood, CA 91607**

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# Cutting Edge

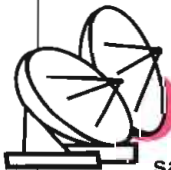
Edited by Sean Scully



**A Toronto company says it has a way to implant a "digital fingerprint" on TV programs, videos and films to protect copyrights.** Cyphertech Systems says it can put a digital code into the audio track that will confirm the ownership of a piece of programming. The ownership of a program can be identified by comparing the code to a national database. The code can also be used to identify illegal copies when pirated programming is seized by law enforcement authorities. The code can be used to track the frequency or timing of a part of a broadcast program, such as a commercial. The company says the digital code, which can be woven into the soundtrack of both analog and digital programming, is inaudible to the listener and does not interfere with the audio or video quality of the program. The company recently opened its first U.S. office, in Century City, Calif.

**Viewers may be able to have unprecedented control over what comes into their homes through television sets even if the networks don't adopt a ratings system, according to Yellowstone Environ-**

**mental Science of Bozeman, Mont.** The company says it's working on a computer that would make use of pattern-recognition technology developed for the military. The computer would recognize channels, series, time slots and even individual performers or pieces of programming. A parent could, for example, prevent a child from watching music videos by a particular performer without having to completely block access to all music video channels. The computer, known as the "Yes-Chip," could also be used in connection with broadcast ratings contained in the vertical blanking interval.



**The first high-power direct broadcast satellite has passed its final shake-down and is ready to be delivered for launch, says Hughes' DirecTV.** The satellite, which will be shared by DirecTV and Hubbard Broadcasting's United States Satellite Broadcasting, is scheduled for launch in early to mid-December. Meanwhile, construction is complete on DirecTV's control center in Colorado. The company took possession Sept. 1 to begin putting together the equipment necessary to control the satellite and broadcast programming. USSB is building a separate con-

rol center in Minnesota. The company will move into the building in late September or early October. Both companies say their centers will be ready in time for the scheduled DBS on-air debut in March.

**NBC will move to GE Americom's new hybrid GE-1 satellite in 1996.** NBC recently signed a long-term lease to use Ku-band transponders on the new bird for both incoming and outgoing feeds.

**Showtime and the Movie Channel plan to replace VideoCipher II and VideoCipher II Plus with General Instrument's new VideoCipher RS on Sept. 30.** The change, designed to combat signal theft, will affect commercial receivers, not home dish receivers, the company says.

**ValuVision International of Minneapolis will transmit its home shopping programming on a C-band transponder on Hughes' Galaxy I-R, which will be launched in February to replace Galaxy I at 133 degrees West longitude.**

**Video Jukebox Network is transmitting its programming, known as The Box, over Satcom C4, which the company says should help boost awareness and national distribution of the request-based video music channel.** Meanwhile, VJN says StarNet/CEA II of Westchester, Pa., will acquire control of the company, pending ap-

proval by the FCC.

**MFS Communications of Oakbrook Terrace, Ill., says it will build a complete fiber optic network serving downtown San Francisco, Silicon Valley and San Jose.** MFS provides competitive access service in 15 metro areas, competing with the regional Bell companies.

**Houston-based technology company SI Diamond Technology is cooperating with The Lawrence Livermore National Laboratory to develop flat panel displays based on a thin film of diamond.** Flat panel displays are increasingly important as computers and electronics become smaller, but American companies have been largely unable to break into the market.

**DNF Industries of West Hollywood, Calif.,**

is touting the virtues of its ST100 VTR Controller, an upgraded version of the ST60, adding an integral time code display and jog wheel. The company says the unit can control multiple VTRs, reducing the clutter of remote controls.

**Errata:** in the Aug. 16 Cutting Edge on page 45, an item should have read "Pioneer New Media Technologies is using a 'pan-and-scan' technique to prepare laser disc versions of Warner Brothers movies for professional pay-per-view use."





# Classifieds

See last page of classifieds for rate information and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Local sales manager:** Mid-West family broadcast group seeks LSM for high performance sales team. Work closely with GSM in training and field coaching 12-person staff. Plus handle key accounts. 24-station MWF has an outstanding commitment to training & professional development. Great Lake Michigan lifestyle 90 minutes from Chicago. Resume, success history, sales philosophy to: WSJM & WIRX, PO Box 107, St. Joseph, MI 49085. EOE.

**Sales manager:** KFAM is a 50kw AM radio station in the Salt Lake City market. We are looking for the right person to manage our sales dept. Please send application to PO Box 700, Bountiful, UT 84010. EOE.

**Northern Ohio combo** seeks experienced GM/SM. Send detailed resume and salary requirements to Box P-1. EOE.

**Local sales manager** for one of Greater Portland's top retail billers. Ready for that first management step with a company that has put five managers into ownership in the past ten years? Resume-philosophy: Judy Tyler, KISS-100, 912 Washington St., Auburn, ME 04210. EOE.

**General sales manager/station manager** for three simulcasting AM's successfully doing Music of Your Life in Greater Portland area. Must carry list. Resume, philosophy Ron Frizzell, Box 929, Lewiston, ME 04243. EOE.

**GM/GSM:** Leading S.E. coastal FM/AM has growth opportunity for selling manager. Attractive compensation pkg. Work closely with national sales marketing consultants. EEO. Reply in confidence to Box P-2.

### HELP WANTED SALES

**Montana, Big Sky country, AM/FM combo leader** in Great Falls looking for experienced radio professional with solid references to sell our stations to eager buyers. A wonderful place to live, a pair of great radio stations to sell. Earn base against 20-25% commission. Send resume to General Manager, KEIN/KLFM Radio, 811 1st Avenue North, Great Falls, MT 59401. EOE.

**WDIZ Rock 100, Orlando:** Sales rep for established list with good billing. Two years previous radio sales required. Call or write WDIZ, 2180 W. State Road 434, Suite 2150, Longwood, FL 32779. 407-682-7676. EOE.

**Children's Radio is hiring salespeople** in Los Angeles, Dallas-Ft. Worth, and Minneapolis. Nation's only Children's radio format "Radio Aahs" is expanding its O&O's. Need committed, experienced radio salespeople who want to sell the greatest format in America. Contact: Dick Marsh, ExVP/COO Children's Radio Group, 724 N 1st Street, 4th Floor, Minneapolis, MN 55402. Yes, we are EOE, but you must be over 21, sorry kids.

**Mid-Atlantic small market,** several stations need selling GM's and sales reps. Not a walk in the park, but if you'll go above and beyond with us, we'll go the distance and then some with you. Our best reps earn 40 to 60. Reply to Box P-3. EEO.

**WJYR FM seeks experienced** marketing oriented radio salesperson interested in selling top rated, established format in Coastal Carolina. Great signal, draw against commission, active billing accounts available. Call or rush resume to GM, WJYR, 706 21st Ave., N. Myrtle Beach, SC 29577. 803-488-3189. EOE.

**Account executive** for top-rated suburban Chicago Country FM. Excellent opportunity for competitive sales professional. Send resume to: Lenny Frisaro, GSM, WCCQ, 1520 N. Rock Run, Joliet, IL 60435. EOE.

**Central Florida Oldies FM:** 111th market and growing fast. Wanna' move? Are you good? If yes, call now! Bob, 904-867-5982. EOE.

### HELP WANTED ANNOUNCERS

**Free-lance basketball play-by-play** opportunity for a major state-wide university radio network... major market or network experience preferred. No tapes, only resumes by September 15 to Box N-32. EOE.

### HELP WANTED TECHNICAL

**Four Seasons Communications,** located in suburban Washington, DC, is seeking a qualified chief engineer for its Richmond, Virginia stand along FM, WMBX. The successful candidate will have strong FM transmitter and studio maintenance skills, and good communications skills. He or she will be self motivated and hands-on; in short, a results oriented engineer. FCC General Class Radiotelephone permit or SBE Certification preferred. If you want to be part of a thriving team, and work in a well equipped radio station, send your resume and salary requirements to: Chip Fetrow, Director of Engineering, WXTR, 5210 Auth Road, Marlow Heights: MD 20746 or fax to 301-899-6011. EOE.

### SITUATIONS WANTED MANAGEMENT

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

**Broadcast professional** prepared to lead your charge. Aggressive GSM/GM; not a desk jockey. Eastern rated market, any size. Mark Wehner 904-760-5612.

**Are you looking for a sales oriented,** promotion minded, community involved, take charge leader? Present position 4 years, 6 years as GM. Turn-arounds get first priority. Lots of experience with local sales, promotions, presentations and Arbitron. Need someone to build a winning team? I will respond to every inquiry. Send to Box P-4.

**GM/GSM says retail is easy** if you know what you are doing! I have spent my career selling retail with promotions, vender dollars, and packages that work! Can teach your sales staff too! Specializing in small to medium markets, I can be the difference between profit and loss. Plus, programming that will set your market on fire. Send inquiries to Box P-5.

### SITUATIONS WANTED NEWS

**Experienced sportscaster** is anxiously waiting for your call. Call Mike 618-654-5064.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Want a news/talk station** that does more than take up space on the spectrum? Veteran PD/ND/OM seeking position in AZ, NM, NV, ID, OR, MT, CA. Believes in programing, people will talk about! Can sell, too! 805-659-4794.

## TELEVISION

### HELP WANTED MANAGEMENT

**Local sales manger:** West Texas FO affiliate. Minimum 3-5 yrs. TV sls/mgr. James Beeghley, GSM Fax 915-337-6306. EOE.

**General manager:** Fox 66, WSMH-TV, DMA #60 serving mid-Michigan. Opportunity for results driven manager with a strong sales orientation. Call me in confidence to discuss your abilities. David Wittkamp 1-800-733-2065. EOE.

**Medium market FOX affiliate** seeks LSM and NSM. Candidates must demonstrate skills and success in training, motivation, and leadership. A command of research services, Custom Target Aid, BMP is essential. 3-5 years appropriate television sales experience is required with sales management experience required. Send cover letter, resume with references and salary history in confidence to Box P-6. Equal opportunity employer.

**Station manager of WEIU TV:** Has primary responsibility for the operation of WEIU TV including coordination of program acquisition and scheduling and local program production. This position supervises five full time staff and may be required to teach one course per semester. Educational and experience requirements include a Master's Degree in Radio/Television or related discipline and minimum of 5 years experience in station management and/or programing. Experience in studio, field and post production also required. Extensive related experience will be considered in lieu of masters degree. Starting date is January 1, 1994. Salary is competitive and negotiable. Send letter of application, resume, salary requirements and names of three references by October 1, 1993 to: Search Committee, Station Manager - WEIU TV, Eastern Illinois University, Charleston, IL 61920. Eastern Illinois University is an affirmative action, equal opportunity employer and invites and encourages applications from women and minorities.

### HELP WANTED RESEARCH

**Research director:** MCA-TV, one of the industries leading suppliers of television programing, has an immediate opening for a research director. Candidate must have a minimum of 5 years prior experience in either syndication or a TV rep firm. Ideal candidate will have working knowledge of all Nielsen systems, excellent writing skills, prior supervisory experience, the ability to oversee major presentations from beginning to end. MCA offers a competitive salary and benefits package. Send resumes to MCA, Senior Vice Pres. Director of Research, 100 Universal City Plaza, 500-8, Universal City, CA 91608. No phone calls please. Immediate responses requested. EOE.

### HELP WANTED MARKETING

**Director of promotions** for 53rd market ABC affiliate. The six requirements are simple. 1. Hot shot creative genius. 2. Proven leadership and management skills. 3. At least four (4) years television marketing experience. 4. Awesome reel. 5. Perpetual energy. 6. A positive, can-do personality. Got all six? Send resume and tape to Mr. Lynn Riley, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. EOE.

### HELP WANTED SALES

**WBFS TV is seeking** a local AE. Strong independent TV. Top 25 market experience. Sports experience necessary. Contact Wendy Kamilar 165500 NW 52nd Avenue, Miami, FL 33014. Ph: 305-621-3333. EOE.

**Major independent domestic syndication** company seeks a highly motivated mid-market station sales rep for its winning sales team on West Coast. Must have sales experience, be willing to travel, and have knowledge of the syndication business. College degree a plus. Please send resume to Box P-7. EOE.

**America's #1 Independent**, KMPH Fox 26, Fresno, California, is seeking an experienced broadcast salesperson. Support includes Scarborough research, BMP and award winning creative. This is an excellent opportunity for a highly motivated individual wishing to join a growing, progressive company, Pappas Telecasting. Two years experience and a proven track record required. Send your resume to: Personnel Department, KMPH Fox 25, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 09/30/93. AN EOE-M/F/D. Women and minorities are encouraged to apply.

#### HELP WANTED TECHNICAL

**WYES-TV, New Orleans**, is seeking a hands-on chief engineer. Will be responsible for maintenance, repair, installation and supervision/scheduling of VHF TV station technical facilities, transmitter and staff. Minimum 5 years experience: Component level maintenance experience, supervisory and budget management essential. Send resume and salary history to: WYES-TV/Personnel Office, PO Box 24026, New Orleans, LA 70184-4026. No calls. WYES-TV is an equal opportunity employer.

**Chief engineer:** Fox affiliate KCIK-TV seeks individual with minimum 5 years hands-on maintenance experience in both studio and UHF transmitter equipment. FCC or SBE license required. Supervisory experience as chief or assistant chief preferred. Benefits include paid medical and retirement. Salary DOE. Send resume and salary history to Larry Pepin, Station Manager, KCIK-TV, 3100 N. Stanton St., El Paso, TX 79902 or fax to 915-533-4203. EOE.

**On-line editor:** DC production company seeks editor for VNRs, corporate videos, and weekly new music program. Experience with Sony BVE-900, Grass Valley Group 100 and Abekas A52 required. Resumes to: Personnel, 529 14th Street, N.W. Suite 480, Washington, DC 20045. EOE.

**Engineer in charge mobile facility:** Mobile television company in Northeast has position available immediately for EIC. Must have previous experience as EIC or maintenance engineer on similar facility having Beta, 1", Chyron, GVG Switcher, RTS Intercom, triax cameras, Abekas Still Store and DVE. SBE certificate a plus and must enjoy traveling and working with people. Send resume and salary requirements to Box P-8. EOE.

#### HELP WANTED NEWS

**Reporter, how do you tell a story?** Tell us yours. We're looking for someone who knows what a story is, someone who knows how to make it sing. Anchor too? That's an added plus, not essential. Only experienced need to apply. Send tape, resume, references and whatever else to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. EOE M/F.

**Weather anchor:** Morning and noon weather anchor needed. Credentials preferred, but must have excellent communication skills. You should have the ability to do live remotes and feature reporting. Send tape and resume to Lloyd Winnecke, News Director, WEHT-TV, PO Box 25, Evansville, IN 47701. EOE. M/F.

**News reporter:** Local cable system seeks reporter candidates for daily news program. Must demonstrate good news judgement, strong writing skills and a visual eye. Position requires production work as well as story development ideas. Send resume to: News Director, NewsCenter6, PO Box 889, Wappingers Falls, NY 12590. We are an equal opportunity employer.

**General assignment reporter:** Statewide television newscast seeks seasoned reporter who is comfortable with long-form stories as well as spot news. Minimum three years experience. No beginners. Send non-returnable tape with three reports to William Jobs, News Director, NJN, CN 777, Trenton, NJ 08625-0777. No phone calls. (EOE).

**News producer:** Must have three to five years experience producing a major newscast. Experience with Newstar, SNG and ENG required. Creativity a must. Send resume and cover letter to Carolyn Simmons, WDSU-TV, 520 Royal St., New Orleans, LA 70130. No phone calls, please. EOE.

**One of the southeast's top newsrooms** has an immediate opening for an assignment manager. WKRN-TV in Nashville puts a premium on aggressive news coverage. We're looking for someone who will supervise the planning and execution of daily and long-term news coverage. If you have the leadership, desire and determination to make a difference in a highly competitive market drop us a line. Send resume and reference to: Keith Connors, Acting News Director, WKRN-TV, Nashville, TN 37210. College degree and previous newsroom management experience preferred. EOE.

**TV news photojournalist** with 3-4 years experience. NPA Standards, live truck experience a must, great attitude. Send resume and tape to: Scott Livingston, Chief Photographer, WBFF-TV, 2000 W. 41st Street, Baltimore, MD 21211. EOE.

**News producer:** Highly rated, growing Fox station looking for 10pm news producer. Candidate must exhibit outstanding news and tease writing skills, production abilities, and be an excellent people manager. Send resume to WXIN-TV, Ron Petrovich, News Director, 1440 N. Meridian St., Indianapolis, IN 46202. Application deadline 9/24/93. No calls. Any job offer contingent upon results of substance abuse testing. EOE.

**News director needed** for medium size market in the coastal region of the southeast. Applicants should possess a vision for the future of local news and pride themselves on being innovative, aggressive, enthusiastic, and must enjoy working with people. Our company is dedicated and committed to making our news the best. It is our top priority. If you are a community-minded, hands-on leader who can roll up your sleeves to help make ours the #1 station in the market, send resume to Box P-9. EOE/MF.

**Reporter:** Post Newsweek station in 24th market needs a top-notch general assignment reporter. This individual must be a creative storyteller with the ability to "humanize" each assignment. Send tape (VHS only, please), resume and statement of news philosophy Robert Cizek, Assistant News Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06103-1821. No calls. EOE.

**News director:** KVDA-TV, a Telemundo O&O, is looking for a news director. This individual will oversee all news operations and interact with all related department executives and staff. They will be responsible for designing and implementing a news policy consistent with station and network goals and industry standards. Individual must have extensive experience in broadcast journalism and staff and departmental management. Must be completely fluent in both English and Spanish. Applicants send resume, tapes, and management philosophy to Arthur Emerson, KVDA-TV, 6234 San Pedro, San Antonio, TX 78216. EOE.

**Executive producer position available:** Technical priorities: Three to five years line producing newscasts. Previous experience as a manager in a smaller market helpful. Solid writer, but with a flair. Extraordinary editorial skills and judgment. Able to lead, but not try to dominate, a talented and creative staff. Able to, truly, work with a wide variety of personalities. Should be a leader brave enough to take risks, try what others might shy away from, and let producers, reporters, etc., do the same. Contact: WTLV-TV, PO Box TV 12, Jacksonville, FL 32231. EOE.

**Weekend weathercaster:** 2 years experience on-air presenting weather. NWA seal a must. Meteorologist preferred. Person for this job must be able to tell a clear, concise weather "story" with focus and a beginning, middle and end. A creative mind with the skills to communicate directly to the viewer and the ability to serve as a co-host on a 2-hour Saturday morning newscast. Send non-returnable tape to WTLV, PO Box TV12, Jacksonville, FL 32231. EOE.

**Producer wanted:** Aggressive, creative, dynamic, crazy. Must be at least 3 of 4. Which are you and why? Medium market producer position is open now. Send 3/4" aircheck (no more than 3 days old), along with anything else you think we need to know to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Give it your best shot, the first time. Great opportunity for the right person. Only those with experience should apply. Women and minorities are encouraged to apply. M/F EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotion manager** for midwest affiliate. Must be able to design market strategy as well as inspire effective advertising in all media. Handle daily operations of department; create ad concepts and write for radio, TV and print. Must have strong creative and writing skills to develop and produce image promotions, news topicals, PSAs, and commercial copy. Previous management experience in stations or ad agencies essential. BA desired, experienced only. Send resume, market and salary range. Reply to Box N-49. EOE.

**Host/producer:** Highly motivated, journalist to host/produce award-winning African-American TV program. Must have 3-5 years of professional experience anchoring, reporting, producing and writing for TV news or talk show. Salary commensurate with experience. Forward resume and tape to Prince Wooten, Executive Producer, NJN, CN 777, Trenton, NJ 08625-0777. (EOE).

**#1 station** in Lubbock, Texas needs experienced editor/director for production in new fully equipped Grass Valley edit suite. Ideal candidate will have at least five years experience in commercial production and fluent with computer-based editing. Must work with agency and non-agency clients as well as promotion production. Some directing of newscasts may be required. Lighting experience a plus. Salary commensurate with experience and qualifications. Send resume and tape to Ed Cooper, Production Manager, KCBQ-TV, 5600 Avenue A, Lubbock, TX 79404. EOE.

**Part time TV field producers/reporters** in Los Angeles, Chicago, Kansas City, Detroit, Denver, San Francisco, Minneapolis, Upstate New York. No on-camera work. Send resumes and non-returnable tape to: Ivanhoe Broadcast News, PO Box 865, Orlando, FL 32802. EOE.

**Producer/director:** WKYC-TV, Inc., a Multimedia Broadcasting Company station in Cleveland, Ohio is looking for that unique individual to join our award-winning production team, who can both direct news and produce prime public affairs/entertainment specials. Qualifications should include a minimum 2 years experience directing news. Producing experience and post-production experience is a must. Send resume and tape (cue track preferred) to: WKYC-TV, Dept. P/P, 1403 E. 6th St., Cleveland, OH 44114. WKYC-TV Inc. is an equal opportunity employer.

**Director/technical director:** Southwest Louisiana station is seeking a technical director with 2+ years solid on-line experience in producing and posting commercial TV spots. Excellent execution in the operation of Ampex AVC-33 switcher, Ampex ADO, Ampex ESS-3 still storer and knowledge of character generator required. Position requires some newscast directing, the ability to work well with people and good organizational skills. College degree also required. If qualified, send letter, resume, recent non-returnable tape, and salary history to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

**KTCA-TV, Minneapolis/St. Paul** is looking for a dynamic experienced supervising producer to lead its national science series, NEWTON'S APPLE. This is an extraordinary opportunity to head an established and successful production team at one of the most creative stations in public broadcasting. The position requires familiarity with field and studio production, and proven staff management ability. Science or educational television experience is a plus. A minimum of seven years of production experience is required. Send reel, cover letter and resume by September 15, 1993 to: Box 77, KTCA-TV, 172 E 4th Street, St. Paul, MN 55101. Tapes will not be returned without SASE. No phone calls please. EOE.

**Artist/designer** wanted for hand-on position at network affiliate in top-40 southern market. Experience a must on paint system and in all phases of on-air graphics. Desktop publishing, collateral design and set design experience all a plus. EOE. Send resume and reel to: WYFF-TV, PO Box 788, Greenville, SC 29602. Penny Henderson, Human Resources Manager.

**Producer/director II:** KRWG-TV, Las Cruces, NM. Develop, research, write, produce, direct live and taped studio and field productions. Teach one undergraduate television production course per semester. Oversee station's field equipment. Master's degree and three years producer/director experience required. News & public affairs experience preferred. Available October 18. Salary: \$22,675-\$28,355. Full benefits. Send letter of application, resume, three references (no video tape) to: J.D. Jarvis, KRWG-TV, Box 30001/TV 22, Las Cruces, NM 88003. Must be received by 5:00 pm, September 23. KRWG-TV is licensed to New Mexico State University and is an EEO/AA employer. Women and minorities encouraged to apply.

**TV news/public affairs:** Management position for writer/producer/talent with administrative and leadership abilities and good knowledge of Philadelphia ADI. Mandatory tape with attached resume to: Mary McKee, WHSP-TV, 4449 N. Delsea Dr., Newfield, NJ 08344. Points off for phone calls. M/F EOE.

**Assistant promotions director:** Top rated CBS affiliate has an immediate opening for an assistant promotions director to concentrate on topical and image news promotion. Strong writing skills and a college degree are required. Successful experience in television promotion or copywriting is a big plus. Send resume to John Gill, Promotions Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No calls please. M/F/EOE.

**TV lighting director/designer:** Motivated individual with designing, supervisory, budgetary and planning knowledge of studio and remote programming. Must have a minimum of five years experience in broadcast television. Letter and resume (no calls) to Irwin Ross, Director of Engineering, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE.

**News promotion producer/writer/editor:** Person will originate ideas, write, produce and edit promotional spots for 10TV Eyewitness News. Person may also be expected to do some videography as relates to this promotional work. We are seeking a person with a proven record of promoting a successful news organization and a solid history of creative work. This is not an entry level position. We are seeking a person with a minimum of two years television experience in promoting a successful news organization. Writing ability is important. Ability to edit videotape is a must. CMX editing experiences and/or videography skills are a plus. Position requires person able to meet deadlines. Must be a good communicator and able to work well with on-air talent. Must be able to type. College degree or equivalent experience. Valid driver's license. Person must be willing to work long hours as projects dictate. Person will have joint supervision by the news director and marketing director. Apply in writing, only, and send tapes to: Mr. Phil Pikely, Marketing Director, WBNS-10TV, 770 Twin Rivers Dr., Columbus, OH 43215. WBNS-10TV is an equal opportunity employer.

**Promotion video specialist:** Television services, Bowling Green State University. Full-time position responsible for writing, production and editing of video production that promotes Bowling Green State University. Qualifications: Bachelor's degree, five years of professional experience as a videographer and editor, three years of which were in a self-directed video environment, demonstrated writing proficiency. Must be a self-starter with a creative flair who appreciates and can harness the medium of television to communicate the attributes of a great university. Salary range: \$28,000 to \$30,000. Submit letter of application, resume, and names/addresses/telephone numbers of three professional references postmarked by October 6, 1993, to: Personnel Services (Search V-048), Bowling Green State University, Bowling Green, OH 43403. BGSU is an EEO/AA employer/educator and welcomes applications from women, minorities, veterans, and the disabled.

**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.

### SITUATIONS WANTED MANAGEMENT

**Operations manager,** 22 years experience with major television networks. Strong technical and remote operations background. NE coast markets only. 310-436-4482.

### SITUATIONS WANTED TECHNICAL

**Experience CE seeks position** with company in Northeast. Great track record and references. Call 301-230-3590.

### SITUATIONS WANTED NEWS

**It's time for a change!!** Major market meteorologist looking for new scenery. If being the best is what you're all about, then we should talk. A.M.S. & N.W.A. seals. Most markets considered. Call now: 515-961-6713.

### ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Coordinator of instructional technology:** The Kokomo campus of Indiana University seeks qualified candidates for the position of coordinator of instructional technology. This position will serve as distance education and campus television/instructional technologies coordinator. Significant responsibilities include: assisting with development of instructional technology and computer-based multimedia technology and production, managing the operations of IHETS on the IUK campus, maintaining and coordinating the production studio and advanced technology auditorium. A Masters degree in Telecommunications, Instructional System Technology or related area and three years of professional broadcast experience is required. Radio experience with a production concentration is preferred. Candidates should possess knowledge of trends in distance education distribution and technology, have experience with computer aided instruction, post production techniques and use of equipment, be familiar with professional broadcast equipment and satellite downlinks, and have experience with satellite origination and reception. Salary mid-twenties. Candidates should send cover letter and resume along with names and addresses of three references to Shirley Wilson, Director of Human Resources, Indiana University Kokomo, 2300 S. Washington, PO Box 9003, Kokomo, IN 46904-9003 by October 1, 1993. Position will begin January, 1994. Indiana University Kokomo is an affirmative action/equal opportunity employer.

### FINANCIAL SERVICES

**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.

**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.

### EMPLOYMENT SERVICES

**Attention TV personnel:** Newest TV jobs updated daily on THE OPPORTUNITY LINE. Openings for anchors/reporters for news, sports, weather, and syndicated shows. Top positions for producers, writers, engineers and technicians. Information on the hottest openings for upper level management positions, and excellent paying jobs in the cable TV industry. Call 1-900-680-5111. Only \$1.95 per min. 24 hr. service. All jobs listed immediately. Get the jump on the competition.

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

**Home typists,** PC users needed. \$35,000 potential. Details. Call 1-805-962-8000 Ext. B-7833

**Jobs are now available** in the radio and television industry. Subscribe to "Hot Leads" a nationwide newsletter, today. 12 issues for \$25.00. Send check or money order to R&S Publishing Company, PO Box 2233, Natick, MA 01760. For info call 1-800-299-8554.

**No cold leads, guaranteed.** Entry level only. Television and radio. \$5.50 1 week, \$19.95 4 weeks. MCS Box 502, Santa Ysabel, CA 92070. 619-765-1001.

### EDUCATIONAL SERVICES

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

### WANTED TO BUY EQUIPMENT

**Used videotape:** Cash for 3/4" SP. M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

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**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.

**Lowest prices on videotape!** Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

**RADIO**

**HELP WANTED MANAGEMENT**

**EASTERN LONG ISLAND, NEW YORK**

FM owner seeks smart GM, GSM & Ops Mgr with winning track records for ground floor opportunity with new duopoly in '94. EOE Interviews NAB Dallas or NYC.

Call Jana 516-765-1017.

**HELP WANTED NEWS**

More Americans get their news from ABC News, and this may be your chance to help provide it to them. We are looking for tapes and resumes from the best Radio producers for future openings. No phone calls. Mail tape, resume and letter to:

John McConnell, VP  
Radio News, ABC News  
125 West End Avenue  
New York, NY 10023

EOE. Minorities encouraged to apply

**SITUATIONS WANTED MANAGEMENT**

**MAJOR MARKET PROGRAM DIRECTOR**

Successful track record programming EZ & Soft ACs in one of the nation's most competitive markets. Available to meet with you at the NAB in Dallas to discuss your programming and marketing needs.

Larry Travers 305-564-5051.

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...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ PO Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

**TELEVISION**

**HELP WANTED NEWS**

**MAIN ANCHOR**

Dream Job... Top 40 Fox O&O seeks Main Anchor. Must have 5 years Anchor/Reporter experience, superb writing skills and ability to lead a mountain market team to new heights. Qualified applicants rush tape and resume to:

Lisa Gregorisch,  
News Director  
KSTU/Fox

Television Station, Inc.,  
5020 W. Amelia Earhart Drive,  
Salt Lake City, Utah 84116

An Equal Opportunity Employer.



**HELP WANTED NEWS CONTINUED**

**ANCHORS**

WBFF-TV in Baltimore is seeking anchors for future openings in its aggressive, Emmy Award winning news operation. Strong anchoring and reporting skills are required. We're looking for high energy people who are serious about news. Send the best of your work from behind the desk and on the street to

Joe DeFeo  
News Director,  
WBFF-TV,  
2000 W. 41st Street,  
Baltimore, MD 21211

EOE. No phone calls at this time.



**WHDH-TV BOSTON**

**DIRECTOR**

Direct state-of-the art, highly produced television newscasts and news specials. Calling the shots is not enough. Must have the skills and experience to innovate and educate. Must also be an expert in latest production techniques and facilities. Minimum 5 years' television directing experience required.

Send resume to: Director of Human Resources, WHDH-TV, Inc., 7 Bulfinch Place, Boston, MA 02114. An EEO Employer.



If you are one of the nation's hottest assignment editors, producers, or on-air talent, here's your chance to live and work in America's Finest City. San Diego's KUSI-TV has been rewriting the way news is done, and we're just beginning. We are now ready to add more news broadcasts and we need the best. We are an equal opportunity employer. Send your tape/resume and letter telling us why it's you we want! No phone calls please.

Write:

**KUSI-TV** Human Resources

Attn: News Expansion  
P.O. Box 719051

San Diego, California 92171

Remember... It gets cold in a few months.

EQUAL OPPORTUNITY EMPLOYER

**PRODUCER**

**CONSUMER REPORTS TELEVISION** is looking for an experienced producer to plan and execute 90-second field segments for its syndicated news service, **CONSUMER REPORTS TV NEWS**. A background in consumer issues and the ability to translate complex technical material into common language is essential. The successful applicant will have 5 years of producing/writing experience, plus prior management responsibilities. Candidates should write a letter stating why they are the right choice for this job, and attach a resume and sample scripts to:

**CONSUMER REPORTS**  
Human Resources Department  
Box HC, 101 Truman Avenue  
Yonkers, NY 10703

**CONSUMER REPORTS**  
Equal Opportunity Employer.

**HELP WANTED PROGRAMING PROMOTION & OTHERS**

**CO-EXECUTIVE PRODUCER: GOOD COMPANY**

We're talking Good Company to the "next level" of excellence for satellite distribution through the new Direct Broadcast Satellite (USSB). We want a seasoned pro who's a "hands-on" producer and has experience with both Regis and Kathie and Oprah-style TV, as well as Hour Magazine-style packaged information. The right candidate is a leader with proven abilities, ready to take a 17 person staff to new heights. Please send letter and resume to:

Good Company  
Attn: Sandy Kotval, Dpt. EP,  
KSTP-TV,  
3415 University Avenue S.,  
Minneapolis, MN 55414  
Equal Opportunity Employer

**BUSINESS OPPORTUNITY**

**INVESTORS NEEDED FOR NEW CABLE TV CHANNEL**

**3 Year 14.5% Commercial Promissory Notes.**

**213 623 1495**

**We'll give you all the credit**

BROADCASTING & CABLE, the number one industry publication for classified advertising, is now accepting classified ads paid by credit card.

FAX: (202) 293-FAST OR MAIL TO:

Classified Dept., 1705 DeSales Street, NW, Washington, DC 20036

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

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EMPLOYMENT SERVICES**

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Offering performance coaching and demo tape production for news and sports anchors/reporters.  
Phone: 408-446-3323



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Box Letter-Number  
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Washington, DC 20036

**WANTED TO BUY STATIONS**

**Station Facing Foreclosure?**  
We're looking to buy a small market property in the Southeast, AM/FM combo or full-time AM, billing \$150,000-\$300,000.  
**Radio Recovery,**  
102 Settlers Landing Rd.,  
Suffolk, VA 23435.

**DON'T BULLDOZE A TAX WRITEOFF**  
Our non-profit 501(c)(3) organization is acquiring AM/FM radio stations and wants to know about your property. Will consider purchase if no write off available. Donations of equipment or towers also accepted. All situations considered. All information will be held in strictest confidence. Address all correspondence to Chuck Harder, People's Network Incorporated, 2nd Floor, West Wing, 3 River Street, White Springs, FL 32096.

**FOR SALE STATIONS**

**AM STATION LOCATED IN EASTERN PENNSYLVANIA SERVING ONE OF THE MOST LUCRATIVE MARKETS IN OUR COUNTRY. OWNER REQUIRES DOWN PAYMENT, WILL FINANCE BALANCE. INTERESTED PARTIES PLEASE FURNISH RESUME OF PAST HISTORY AND EXPERIENCE. RESPOND TO: OWNER, BOX N-41.**

**FOR SALE**  
50KW AM AND CLASS C FM, IN SOUTHWESTERN TOP 50 MARKET. SERIOUS BUYERS ONLY PLEASE.  
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HONOLULU, HAWAII 96825**

**YOUNGSTOWN OHIO AM RADIO STATION FOR SALE. GREAT SIGNAL AND PRICED TO SELL. PERFECT FOR ANY BUSINESS WITH SPECIAL INCENTIVES TO BUYER. A MUST SEE! SEND ALL SERIOUS INQUIRIES TO BOX N-51.**

**HOT SOUTHERN COMBO**  
Class C, Powerful 100,000 watt FM signal, dominant station in area, C&W format, capable of more than doubling present billings with good management, serious seller.  
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Call now for an appointment  
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Dallas, TX ph. 214 788 2525

**FOR SALE STATIONS CONTINUED**

At NAB/Radio '93 in Dallas.  
Call or contact via Anatole

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**BROADCASTING & CABLE'S CLASSIFIED RATES**  
All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller. Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.  
**Deadline** is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS. CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.  
When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields. Help Wanted, or Situations Wanted, Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.  
The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.  
Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.  
**Rates:** Classified listings (non-display): Per issue: Help Wanted: \$1.60 per word; \$32 weekly minimum. Situations Wanted: 80¢ per word; \$16 weekly minimum. All other classifications: \$1.60 per word; \$32 weekly minimum.  
**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COO, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.  
**Rates:** Classified display (minimum 1 inch, upward in half inch increments): Per issue: Help Wanted: \$138 per inch; Situations Wanted: \$69 per inch. All other classifications: \$138 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.  
**Blind Box Service:** (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.  
**Confidential Service:** To protect your identity, seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.  
**For subscription information call 1-800-554-5729.**

# For the Record

Compiled by BROADCASTING & CABLE for the period of Aug. 20-27 based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 57). FCC actions on ownership change filings follow:

### Actions

Following are station sales granted by the FCC:

**WWSH-FM Hazleton, PA**  
**WHCC(AM)-WQNS-FM Waynesville, NC**  
**KSEE-TV Fresno, CA**  
**KAPS(AM) Mount Vernon, WA**  
**WYCT(FM) Kentwood, LA**  
**KWXU-TV Fort Collins, CO**  
**WGBB(AM) Mt. Dora, FL**  
**KVBR(AM) Brainerd, MN**  
**WIP(AM) Philadelphia**  
**KSNN-FM Arlington, TX**  
**WRNL(AM)-WRXL-FM Richmond, VA**  
**WCNH-FM Belmont, NH**  
**WJRX-FM East Ridge, TN**  
**WHP-TV Harrisburg, PA**  
**WHKZ-FM Cayce, SC**  
**WJHT-FM Cedar Bluff**  
**KUKQ(AM)-KUPD-FM Tempe, AZ**  
**WION(AM) Ionia, MI**  
**WCBG(AM) Chambersburg, PA**  
**WGLL-FM Mercersburg, PA**  
**KLKL-FM Benton, LA**  
**WJAC(AM)-WKYE-FM Johnstown, PA**  
**KRRS(AM) Santa Rosa, CA**  
**WLME-FM Hawesville, KY**  
**WNVZ-FM Norfolk, VA**  
**WSHZ-FM Bangor, ME**

Following are station sales dismissed by the FCC:

**WJRB(AM) Bradenton, FL**  
**KKIS-FM Walnut Creek, CA**  
**WHUN(AM)-WLAK-FM Huntingdon, PA**

## NEW STATIONS

### Applications

■ **Willmar, MN** (BPED930804MA)—Christian Heritage Broadcasting Inc. seeks 91.9 mhz; 25 kw; ant. 100. Address: 515 Pike Street East, Osakis, MN 56360. Applicant is headed by Bob Holmgren and has interests in KBHL-FM Osakis, MN.  
■ **Coalmont, TN** (BPH930726MF)—Grundy Broadcasting Company Inc. seeks 91.3 mhz; 1.0 kw; ant. 128. Address: HCR 76, Box 51, Coalmont, TN 37313. Applicant is headed by James DeLozier and has no other broadcast interests.

### Actions

■ **Tetlin, AK** (BPED930406MC)—Returned app. of Tetlin School for 103.3 mhz. Address: P.O. Box TTL, Tetlin, AK 99779. Applicant is headed by

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.

Spike Jorgensen and has no other broadcast interests. Action July 19.

■ **Endwell, NY** (BPH900515ME)—Granted app. of Maurice Battisti for 107.50 mhz; 3 kw; ant. 100. Address: 314 Skye Island Dr., Endicott, NY 13760. Applicant has no other broadcast interests. Action August 10.

■ **Amarillo, TX** (BPH921023MF)—Granted app. of William R. Lacy for 99.7 mhz; 6 kw; ant. 100 ft. Address: 3611 Soncy Suite 6-A, Amarillo, TX 79121. Applicant has interests in KZBS-FM Oklahoma City, and KXLS-FM Alva, both OK. Action August 10.

■ **Amarillo, TX** (BPH921029MD)—Returned app. of Northstar Communications Co. for 99.7 mhz; 6.0 kw; ant. 83 ft. Address: 3301 Bensing Rd., Hobbs, NM 88240. Applicant is headed by Alton L. Finley Jr. and has no other broadcast interests. Action August 10.

■ **Noyack, NY** (BPED891215MK)—Granted app. of Sacred Heart University Inc. for 89.9 mhz; 3.0 kw; ant. 165 ft. Address: 5151 Park Ave., Fairfield CT 06432. Applicant has interests in WSHU(FM) Stamford, CT. Action August 13.

## FACILITIES CHANGES

### AM's

■ **Morris, IL** WCSJ(AM) 1550 khz—August 17 app. of Robert J. Maccini, receiver, for CP to correct coordinates to : 41 20 29 - 88 25 31.

■ **Ypsilanti, MI** WWCM(AM) 1520 khz—August 19 app. of Word Broadcasters Inc. for CP to increase daytime pwr to 9.2 kw and make changes in ant. system.

■ **Eugene, OR** KDBS(AM) 860 khz—August 20 app. of Bjornstad Broadcasting for MP (BP871028AC) to make changes in ant. system.

■ **Eugene, OR** KDUK(AM) 1280 khz—August 13 app. of PTI Broadcasting Inc. for amendment to increase night power to 1.5 kw; change: TL to 89699 N. Game Farm Rd., Eugene, OR. Make changes in antenna system (930802AD).

■ **San Antonio, TX** KONO(AM) 860 khz—August 20 app. of Genesis Broadcasting Inc. for CP to make changes in ant. system.

### FM's

■ **East Brewton, AL** NEW 95.7 mhz—August 24 app. of Escambia Creek Indian Broadcasting Co. for mod of CP (BPH-921014MC AS MOD) change: ant: 149 m. (H&V), ERP: 2.3 kw (H&V).

■ **Northport, AL** WLXY(FM) 100.7 mhz—August 26 app. of Warrior Broadcasting Inc. for CP to make

changes; ERP: 11.5 kw (H&V), ant: 122 m. (H&V) TL: 1.1 km NE Union Grove Church, change: class to C3.

■ **Cottonwood, AZ** KZGL(FM) 95.9 mhz—August 13 app. of Park Lane Radio Inc. for CP to change: ERP: 9.0 kw H&V, and ant.: 760 m. H&V.

■ **Window Rock, AZ** KHAC-FM 103.1 mhz—August 13 app. of Western Indian Ministries Inc. for mod of CP (BPH-910610ME) to change: ERP: 5 kw (H&V), ant.: 96.9 m.

■ **Magalia, CA** KWXP(FM) 88.3 mhz—August 13 app. of Educational Media Foundation Inc. for MP (BPED-900315MF) to relocate main studio to Sacramento, CA.

■ **Paradise, CA** KZZP(FM) 96.7 mhz—August 13 app. of Robb Cheal for CP to make changes: ERP: 1.5 kw (H&V), ant.: 393 m. H&V TL: ant. is to be mounted on an existing tower located on Cohasset Rd. 24 kw to Chico, class change: to CH 244B1; (pursuant to MM docket 92.86)

■ **Salinas, CA** KTOM-FM 100.7 mhz—August 20 app. of California Broadcasting Co. LP for CP to make changes: ERP: 1.4 kw (H&V). ant: 727 m. H&V.

■ **Ames, IA** KCCQ(FM) 107.1 mhz—August 26 app. of Ames Broadcasting Co. for CP to make changes; change: ERP: 13 kw (H&V); ant: 118 m. (H&V); change: freq to 105.1 mhz and change: class to C3 per MM docket 92-155.

■ **Sandpoint, ID** KJDE(FM) 102.5 mhz—August 20 app. of Kennedy Broadcasting Inc. for mod of CP (BPH-920325KB) to make changes: TL: 2.1 mi. N of Sandpoint, ID., Hwy 95.

■ **Santa Rosa, CA** KLVF(FM) 91.9 mhz—August 16 app. of Educational Media Foundation for CP to relocate main studio location to outside primary service contour.

■ **Live Oak, FL** WQHL-FM 98.1 mhz—August 13 app. of Day communications Inc. for mod. of lic. (BLH-900213KB) to downgrade to ch. 251C1 per MM docket 90-546.

■ **Okeechobee, FL** WOKC-FM 103.1 mhz—August 23 app. of Okeechobee Broadcasters Inc. for mod of CP (BPH-920527IH AS MOD) to make changes; change ant: 147 m.(H&V); TL: 610 SE Bridge Road Hobe Sound, Martin Co. FL; change: main studio location and community license per MM docket 92-203.

■ **Palm Bay, FL** WWIA(FM) 88.5 mhz—August 17 app. of Victory Christian Academy for CP to make changes: ant: 30 m. (V)

■ **Hawkinsville, GA** WCEH-FM 103.9 mhz—August 23 app. of Tri-County Broadcasting Co. Inc. for CP to make changes; change: ERP: 10.5 kw (H&V); ant: 151 m. (H&V); TL: 4.0 km NE of Mars Hill Church Cemetery, Dooly Co. GA; change: class to C3 per MM docket 92-112.

■ **Ketchum, ID** KRMR(FM) 104.7 mhz—August 13 app. of Idaho Broadcasting Consortium Inc. for CP to make changes: ERP: 100 kw H&V, ant.: 512 m. H&V, TL: 6.1 km S of intersection of U.S. Rte. 20 and Thompson Creek, Blaine Co., ID, class C.

■ **Herrin, IL** WVZA(FM) 92.7 mhz—August 18 app. of Herrin Broadcasting Inc. for mod of CP (BPH-890405ME) to make changes: ERP: 3.3 kw (H&V); ant: 132 m. (H&V); TL: N city limits of Marion, IL. on highway 37.

■ **Hillsboro, IL** WXAJ(FM) 99.7 mhz—August 13 app. of Benjamin L. Stratemyer for mod. of CP (BPH-891228MG) TL: approximately 9.1 km NW of Hillsboro, IL.

■ **London, KY** WYGE(FM) 92.5 mhz—August 13 app. of Ethel Huff for mod. of CP (BPH-880817MH) to make changes: ERP: 23.0 kw H&V, ant: 220 m. H&V, TL: atop cutoff knob on Raccoon Mtn., 9.7 km E of London in Laurel Co., KY, ant.

supporting structure height. freq: 92.3 mhz; class C2 (per docket 92-23).

■ **Morehead, KY** WMOR-FM 92.1 mhz—August 13 app. of Dream Enterprises Inc. for CP to make changes: ERP: 6 kw (H&V); ant: 106 m. (H&V); TL: 0.2 mi. W City Limits, KY change: main studio location.

■ **Grand Rapids, MI** WQMB(FM) 88.9 mhz—August 23 app. of Blue Lake Fine Arts Camp for CP to relocate main studio location to outside primary service contour.

■ **Cameron, MO** KDEE(FM) 92.9 mhz—August 20 app. of Cameron Radio Inc. for mod of CP (BPH-851231MR) to make changes: ERP: 0.82 kw (H&V) TL: Gibraltar Peak, appx. 5.5 km NW of Montecito (Santa Barbara), CA.

■ **Little Falls, NY** WQWB(FM) 105.3 mhz—August 24 app. of WPATH Communications Ltd. for mod of CP (BPH-910123UIC) for changes: ERP: 2.265 kw(H&V), ant. 46 m. (H&V).

■ **Patchogue, NY** WBLI(FM) 106.1 mhz—August 26 app. of WBLI Inc. CP to make changes: change: ERP: 45 kw (H&V); ant: 157 m.(H&V); TL: 0.7 km NW of intersection of Dogwood Ave. and Blue Point Rd., Suffolk Co., NY.

■ **Syracuse, NY** WAER(FM) 88.3 mhz—August 13 app. of Syracuse University mod. of CP (BPED-880517MN) to make changes: ERP: 50.0 kw (V), TL: Day Hall; Syracuse University; Mount Olympus Dr.; Syracuse City; Onandaga Co.; New York. change: DA type and number of days.

■ **Cambridge, OH** WCMJ(FM) 96.7 mhz—August 13 app. of AVC Communications Inc. for CP to change: ERP: 2.3 kw H&V and ant: 112 m. H&V.

■ **Streetsboro, OH** WSTB(FM) 91.5 mhz—August 26 app. of Streetsboro City School District for CP to make changes; ERP: 0.3 kw(H&V); ant: 38 m.(H&V); TL: Streetsboro High School, 1900 Annalane Drive, Streetsboro, OH.

■ **Lawton, OK** KZCD(FM) 94.1 mhz—August 20 app. of Communicorp Inc. for CP to make change & ERP: 50 kw (H&V); ant: 105.8 m. (H&V); frequency changed from 231 to 232: class changed from C2 to A (per MM docket 92-178).

■ **La Grande, OR** KWRL(FM) 99.9 mhz—August 16 app. of Grande Ronde Broadcasting Inc. for CP to make changes: ERP: 91.40 kw (H&V), ant: 133.7 m.(H&V); TL: Ladd Canyon, 14.3 km from La Grande, OR on a bearing of N152E degrees, class change: to C1 freq to 260 (per MM docket 89-226).

■ **Cresson, PA** WBXQ(FM) 94.3 mhz—August 16 app. of Sounds Good Inc. for CP to make changes: ERP: 235 kw (H&V), ant: 352 m. (H&V).

■ **South Williamsport, PA** WZXR(FM) 99.3 mhz—August 23 app. of P.A.C. Communications, Inc. for mod of CP (BPH-910909IC AS MOD) to make changes; change: ERP: .405 kw (H&V).

■ **East Ridge, TN** WJRX (FM) 107.9 mhz—August 18 app. of Sattler Broadcasting Inc. for CP to make changes: ERP: 2.85 kw (H&V); ant. 295 m.(H&V); TL: Old Anderson Pike, 2.1 km NE of Signal Mtn., Hamilton Co., TN.

■ **Millington, TN** WYKL(FM) 98.1 mhz—August 13 app. of WPYR-FM Inc. for CP to make changes: ERP: 100 kw H&V, ant: 234 m. H&V, TL: 6555 RaleighLa Grange, Memphis, Shelby Co., TN. ant. supporting structure height and Class: C1.

■ **Union City, TN** WLJJ(FM) 105.5 mhz—August 24 app. of Twin States Broadcasting Inc. for MP (BPH-910808MC) to make changes; TL: approximately 1 1/2 km N of state line.

■ **Llano, TX** KLKM(FM) 104.7 mhz—August 18 app. of Maxagrid Broadcasting Corp. for CP to make changes; to delete directional ant.

#### TV's

■ **Minneapolis** KVBM-TV ch. 45—August 19 app. of KVBM Television Inc. for MP (BPCT-840725KH) to change: TL: Telefarm S tower, Minneapolis-St. Paul, Hennepin-Ramsey, MN; ERP (VIS): 5000 kw; ant: 375 m.

■ **Albion, NE** KCAN(TV) ch. 8—August 13 app. of

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Citadel Communications Co. Ltd. for CP for new TV on ch. 18 Albion, NE, pursuant to MM docket NO. 91-304; TL: 18. km SW of intersection of States Rtes. 80 and 14, Antelope Co., NE. ERP: 2590 kw, ant: 366 m.

■ **Albion, NE** KCAN(TV) ch. 8—August 13 app. of Citadel Communications Co. Ltd. for MP (BPCT-930726KH) to change:community of license for KCAN(TV) (ch. 8) from Albion, NE to Lincoln, NE, pursuant to MM docket 91-304; TL: 3.1 km SE of Utica, Seward Co., NE, ERP (VIS) 316; ant: 440 m; ant. RCA TW-15A8-R; (BT); 40-52-5997-18-20.

■ **Ashland, VA** WZXC(TV) ch. 65—August 12 app. of Christel Broadcasting Inc. for CP to change: 1581 kw; ant.: 262 m.; ant. BASC SG-30 0A.

#### Actions

##### AM's

■ **Youngstown, OH** WHOT(AM) 1390 khz—Granted app. of WHOT Inc. for MP(BP900611AC) to increase day power to 9.5 kw and make changes in ant. system. Action August 18.

■ **Nebraska City, NE** KNCY-FM 97.7 mhz—Granted app. of Sunrise Broadcasting Corp. for CP to make changes--TL: 1.3 mi. E of Hwy 50 and 1.5 mi. N of Weeping Water, Cass Co., NE; class: C1 per MM docket 90-472. Action August 18.

■ **Leesburg, VA** WAGE(AM) 1200 khz—Granted app. of Radio Wage Inc. for MP (BP881202AC) to decrease day power to 5 kw and change: from DA-D to NON-DA day. Action August 5.

##### FM's

■ **Mount Shasta, CA** KNSQ(FM) 88.1 mhz—Granted app. of State of OregonState Board of Higher Education for MOO of CP (BPED-890112MS) to make changes: ERP: 5.00 kw; (H&V); ant: 271.3 m. (H&V); TL: Mt. Bradley, 2.5 km from Dunsuir, Siskiyou Co., CA Post Office on a true bearing of N294E degrees; change: class to C2. Action August 11.

■ **East Lyme, CT** WXZR(FM) 98.7 mhz—Granted app. of Group E Communications Corp. for mod of CP (BPH-880126OE) to make changes; change: ERP: 3.8 kw; (H&V); ant: 72 m. (H&V); TL: W side of Pilgram Rd. 0.4 km W of intersection of Gallows Rd. and Bloomingdale Rd. in Waterford, New London Co., CT. Action August 12.

■ **Safety Harbor, FL** WYUU(FM) 92.5 mhz—Dis-

## MONTHLY SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's <sup>1</sup>	TOTAL <sup>1</sup>
Commercial AM	4,952	181	5,133
Commercial FM	4,895	906	5,801
Educational FM	1,625	308	1,933
<b>Total Radio</b>	<b>11,472</b>	<b>1,395</b>	<b>12,867</b>
Commercial VHF TV	556	12	568
Commercial UHF TV	594	142	736
Educational VHF TV	125	4	129
Educational UHF TV	241	7	248
<b>Total TV</b>	<b>1,516</b>	<b>165</b>	<b>1,681</b>
VHF LPTV	479	136	615
UHF LPTV	860	972	1,832
<b>Total LPTV</b>	<b>1,339</b>	<b>1,108</b>	<b>2,447</b>
FM translators	2,014	390	2,404
VHF translators	2,388	81	2,469
UHF translators	2,428	386	2,814

### CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

<sup>1</sup> Includes off-air licenses.

† Penetration percentages are of TV household universe of 92.1 million.

<sup>1</sup> Construction permit.

Source: Nielsen, NCTA and Broadcasting&Cable's own research.

missed app. of ECI License Co. LP for CP to make changes—change: ant: 138 m. (H&V); TL: 10608 Gandy Boulevard, St. Petersburg, Pinellas Co., FL Action August 10.

■ **Helen, GA** WHEL(FM) 105.1 mhz—Granted app. of Helen Broadcasters Inc. for mod of CP (BPH-890426M1) to change: ERP: 1.68 kw H&V, ant: 187 m. H&V and TL: Crumbly Knob, 5.3 km N of Helen, White Co., GA. Action August 12.

■ **Red Oak, IA** KOAK-FM 95.3 mhz—Granted app. of Montgomery County Broadcasting Co., Inc. for mod. of CP (BPH-910110ID) to make changes—ERP: 20.4 kw H&V; ant: 111 m. H&V; TL: 1.62 mi. E of State Hwy 48 on U.S. Route 34, Red Oak to Montgomery Co. IA. Action August 11.

■ **Fort Wayne, IN** WFWI(FM) 92.1 mhz—Granted app. of Edgewater Radio Inc. for CP to make changes; change: ERP: 2.7 kw(H&V); ant: 147 m. Action August 13.

■ **Bronson, MI** WCVM(FM) 94.7 mhz—Granted app. of Michiana Christian Broadcasters, Inc. mod of CP (BPEO-910916MA) to make changes to new station. Change: ERP 4.8 kw H&V; ant: 111 kw H&V; TL: S side of County Rd 650 N, 0.27 km E of County Rd 1100 E, Lagrange Co., IN. Action August 17.

■ **Dowagiac, MI** WDOW-FM 92.1 mhz—Dismissed app. of Dowagiac Broadcasting Co. Inc. for CP to change: ERP: 5.9 kw H&V. Action August 10.

■ **Kearney, NE** KRNY(FM) 102.3 mhz—Dismissed app. of Nebraska Media Concepts, Inc. for CP for new FM on: freq. 102.3 mhz; #272A, ERP: 3.0 kw H&V; ant: 300 ft. H&V, TL: 3.85 mi. W of Inters. of State Hwys 10 & 40, Kearney, Buffalo Co., NE; SL: Kearney, NE.

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■ **Hertford, NC** WKJE(FM) 104.9 mhz—Dismissed app. of Maranatha Broadcasting Co. Inc. for mod. of CP (BPH-841116NF as mod.) to make change: change: ERP: 50 kw(H&V); ant: 89.4 m. (H&V), TL: Road 1300, 0.9 mi. SE of Jacobs Intersection, Hertford, NC.; change: to Class c2 per MM docket 89-326.720 Action August 10.

■ **Jacksonville, NC** WFXZ(FM) 92.3 mhz—Granted app. of Ferguson Radio Partnership for mod. of CP (BPH-880421MT) to make changes—ERP: 35 kw H&V; ant: 72 m. H&V; TL: 907 LeJeune Blvd., Jacksonville, Onslow Co., NC. Action August 9.

■ **Jacksonville, NC** WXQR-FM 105.5 mhz—Granted app. of Marine Broadcasting Corp. for CP to make changes: ERP: 19 kw (H&V), ant: 242 m. H&V, TL: 1.6 km SW of intersection of NC Hwy 210 and Secondary Rd 1518; change: class to c2 (per dockets #89 - 326327). Action August 13.

■ **Southampton, NY** WPBX(FM) 91.3 mhz—Granted app. of Long Island University for CP to make changes: ERP 5.88 (H) 25.0 (V) kw; FREQ. 88.3 mhz, class B1; name change: from Southampton campus of Long Island University to Long Island University petition to deny. Filed 1/291. Action August 9.

■ **Hawley, PA** WYCY(FM) 105.3 mhz—Granted app. of Banner Broadcasting Corp. for mod of CP (BPH-890925MG AS MOD) to make changes; ERP: 2.90 kw (H&V), ant: 146 m. (H&V), TL: Vine Hill, Bickingham Rd; 3.4 km SW of Beach Lake Community; Berlin to WNSHIP; Wayne County, PA. Action August 12.

■ **Kennewick, WA** KONA-FM 105.3 mhz—Granted app. of Tri-Cities Communications Inc. for CP to make changes: to correct geographical coordinates of existing station, no construction. Action August 16.

■ **Lynden, WA** KLYN(FM) 106.5 mhz—Granted app. of Crista Ministries Inc. for CP to change: ERP and ant. Action August 12.

**TV's**

■ **Des Moines, IA** KCCI-TV ch. 8—Dismissed app. of H & C Communications, inc. for CP to change: ant: 589 m.; ant. dielectric TWC-9A(R), (DA)(BT). Action July 30.

■ **Allentown, PA** WFMZ-TV ch. 69—Granted app. of Maranatha Broadcasting Co. Inc. for MP (BPC-870331LB) to change: ERP VIS: 1078 kw; ant: 312.6 m. Action August 13.

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## Bochco and 'Blue'

EDITOR: Your Aug. 23 editorial is a totally distorted and lopsided view of the continuing struggle between those you stigmatize as "a misguided band of vigilantes" on one hand and, on the other, the Steve Bochcos whom you praise for injecting their coarseness of language, their varying degrees of profanity, their dependence on violence and their espousal of as much nudity as they can persuade network executives to tolerate.

You praise the few Bochcos of the television industry for "forever pushing the envelope" while hundreds of thousands of concerned citizens and many station executives—including ABC affiliates—endeavor to seal that envelope. This is not "turning back the clock" as you claim—this is stopping it for repair before the sewage you extol drowns out all reasonable calls for self-restraint.

How low, how gross must a television producer be to merit even a mild rebuke from BROADCASTING & CABLE?—*David Levy, president, Wilshire Productions Inc., Beverly Hills, Calif.*

**Editor's note:** Neither very low nor really gross. BROADCASTING & CABLE's opinion of *NYPD Blue* was based on a screening. Mr. Levy's was based on press accounts.

## Reinvesting in kids

EDITOR: BROADCASTING & CABLE did its usual excellent reporting on the status of children's television in the July 26 issue.

The article on public television's preschool block was insightful and generally accurate. However, in discussing CTW's merchandising and licensing activities, the article neglects to mention that CTW, as part of its not-for-profit educational mission, contributes a significant portion of its licensing royalties to the on-going production of its television series, which include *Sesame Street* and *Ghostwriter* for PBS, as well as its educational activities, including *Sesame Street* PEP and materials developed for in-school use. This financial contribution, in fact, made CTW one of the largest non-governmental contributors to public tele-

vision last year.

In addition, many of CTW's licensed products, which include books, videos, magazines and educational games, serve to extend the reach and educational mission of CTW programs.—*Susan Gray, acting director, public affairs, Children's Television Workshop, New York.*

## Living in the past

EDITOR: I am somewhat chagrined at the thesis advanced by Professor Robert L. Hilliard in your July 12 "Monday Memo."

He claims that "too many radio practitioners have tended to ignore the aesthetics of the medium—the artistic potential that, when applied, has made radio an art form of the highest caliber."

My career in radio has spanned 43 years. I have seen and worked during the days of drama, block programming, studio orchestras, etc.

I applaud the only ways radio could go once television became entrenched—either music intensive, all news or all talk. The medium is healthy and wonderfully performs its public service commitments.

Of course, Professor Hilliard is entitled to his opinion on the state of radio. What bothers me is the misguided information he must feed his students. Will they emerge from his class equipped to meet the challenges of today's radio? I'm afraid not.—*Harvey J. Tate, president, Tate Communications, Harlingen, Tex.*

## More praise for Weldon

EDITOR: I would like to second the praise for James Weldon by Mr. Frederick W. Seibold in his June 28 "Open Mike."

I knew Weldon personally for more than 50 years and knew of—and followed—his career for more than 60 years, having been in the business during that period.

And during that time I considered Weldon nothing short of a genius in the RF high-power field of radio engineering.

Furthermore, I believe that everyone who knew him would agree.—*Guy C. Hutcherson, consulting radio engineer, Arlington, Tex.*

## THIS WEEK

**Sept. 8**—"Broadcast Financing for the 1990s: Facing Reality," conference sponsored by *Keck, Mahin & Cate*. Loews Anatole Hotel, Dallas. Information: Laura Pulido, (312) 634-5613.

**Sept. 8**—News and documentary Emmy Awards sponsored by *National Academy of Television Arts and Sciences*. Plaza Hotel, New York. Information: Trudy Wilson or David Beld, (212) 586-8424. Media contacts: Robert Blake or Robert Christie, (212) 586-8424.

**Sept. 8-11**—*National Association of Broadcasters* radio show Dallas. Information: (202) 429-5300.

**Sept. 10**—*North American National Broadcasters Association* advisory council meeting. HBO, New York. Information: (613) 738-6553.

**Sept. 11-12**—Presidents and programers meeting sponsored by *National Academy of Television Arts and Sciences*. Ritz Carlton Hotel, Cleveland. Information: Trudy Wilson; (212) 586-8424.

## SEPTEMBER

**Sept. 14-17**—*National Association of Black Broadcasters* 17th annual broadcast management conference. Washington. Information: (202) 463-8970.

**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.

## OCTOBER

**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) 653-3333.

**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.

## DECEMBER

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

## Gary Roland Fries

**W**hat a difference two years makes. In 1991, the recession was at its worst and the Radio Advertising Bureau, perceived in the business as somewhat adrift, was looking for a new president.

The RAB chose Gary Fries, a plain-spoken Nebraskan who initially had little interest in the job. Well-regarded as a manager and an operator, Fries hadn't given much thought to the idea of being an industry leader.

Now when Fries speaks, he speaks for the entire radio industry. In his tenure as president of the Radio Advertising Bureau, he has won the respect of broadcasters and has emerged as one of the industry's clearest, most determined voices.

By almost all accounts, Fries has breathed new life into the RAB, making it more responsive to stations' needs and more active in training salespeople and sales managers. Under Fries, RAB membership has climbed from a recessionary low of 2,200 stations to roughly 3,500.

His disarming, entrepreneurial style has helped change the industry's perception of the RAB from that of a sleepy trade organization to a dynamic, responsive industry resource.

"There's a real appreciation among a lot of owners in the industry that they're really getting a value-added product from the RAB under Gary," says C.T. "Terry" Robinson, who worked with Fries at Transtar Radio Networks.

Beyond that, Fries has stepped forward as an industry leader, urging broadcasters to adapt to a rapidly changing media environment in which the distinction between advertising and marketing have blurred and advertisers have new options almost every day.

Says Bill Steding of Star Media: "What Gary has going for him in a big way is that he relates well to the old-line broadcasters, and yet he is able to understand some of the more contemporary visions of the future. That's why he's well cast as the head of the RAB."

At the RAB, Fries has set in motion several long-term plans that may not



bear fruit until well into the 1990's. Under Fries the RAB embraced the Mercury Awards—cash prizes for the best radio commercials—that are intended to encourage advertising agencies to produce better work for radio.

In an attempt to convince national advertisers to use radio more often, the RAB has organized an industry-wide executive effort—the Radio Industry Executive Partnership—to make sales pitches representing the entire industry.

To lift the general level of competence among radio salespeople and sales managers, the organization has aggressively expanded its training programs and has taken over the sales and marketing aspects of the annual NAB Radio Show.

A radio salesman during his college days at the University of Nebraska, Fries was a general manager at 24. He did well enough for himself that he quit the business briefly to pursue a dream of owning a minor-league hockey team. It turned out to be a

brief experiment in business beyond radio. "I'd been very successful and probably had made too much money," Fries says. "I took care of that."

Fries grew up deeply respectful of his father's boss, Gen. Curtis LeMay, the noted World War II strategist. To this day Fries considers LeMay an important professional role model. "He believed in strategic planning and thinking.... Every move has to fit into a strategic plan."

As much as he believes in orderly, long-range planning, Fries loves the day-to-day creative challenges of radio. "There's a freedom in radio," he says. "It's one of the few businesses where you can be creative in your product, in your approach to sales and in your overall management. Very few businesses offer that. If I'm running a

radio station, and I'm listening to it one day and it just doesn't seem right, I can go in and do something about it today."

Throughout his career, Fries has gravitated toward forward-thinking executives. He cites as his biggest professional influences Terry Robinson and Dick Chapin, who tutored Fries at Stuart Broadcasting. "Both of those guys were constantly looking into the future, trying to see where things were going," Fries says.

That quality in Fries has impressed many radio broad-

casters. "He is a man with vision," says Paul Fiddick, president of Heritage Media's radio division and a member of the RAB search committee that hired Fries. "Gary sees the way things are, but beyond that he sees the way they ought to be, and he sees ways to get there. And he's got the perfect bully pulpit to do that." ■

**President/CEO, Radio Advertising Bureau, New York; b. Aug. 8, 1941, Omaha; BA, University of Nebraska, Lincoln, 1964; salesperson, KFOR(AM) Lincoln, Neb., 1962-63; KRGI(AM) Grand Island, Neb.: account manager, 1964-65; general manager, 1965-67; general manager, WMAY(AM) Springfield, Ill., 1968-74; owner, Springfield Kings hockey team, 1975; general manager, WMAY, 1976-77; general manager, KOIL(AM) Omaha, 1978; vice president, general manager, KAAY(AM) Little Rock, Ark., 1978-79; general manager, KJJJ(AM)-KEZC-FM, Phoenix, 1980-83; general manager, KQEO(AM)-KZZX-FM, Albuquerque, 1983-84; president, Sunbelt Broadcasting, Seattle, 1985-86; president/COO, Transtar Radio Network, Colorado Springs, 1986-89; president, Unistar Radio Networks, 1989-91; current position since October 1991; m. Linda Bastian, April 24, 1962; children: Brian, 28; Gary, 25; Todd, 22.**

## TELEVISION



**Sands**

**Richard Sands**, executive VP/CFO, Miramax Films, New York, joins RHI Entertainment there in same capacity.

**Harold Brook**, VP, business affairs,

NBC, Burbank, Calif., named senior VP, business affairs, business affairs administration, NBC Entertainment, there.

**Alfred Nilsen**, group director, global marketing, Sega of America, Redwood City, Calif., joins Viacom New Media, New York, as VP, marketing.

**Helen Nesbit**, VP, contract administration, credit collection, Viacom Enterprises, New York, named VP, customer relations.

**Ron Bernard**, president, Viacom Network Enterprises, New York, joins NFL Enterprises there as president.

Appointments at Paramount Television Group, Domestic Television Division, Hollywood: **Dawn Abel**, executive director, research, named VP; **Ann Foster** and **Eric Steinberg**, managers, research, named directors.

Appointments at Paramount Pictures, Motion Picture Group, Hollywood: **David Grossman**, director, music, named VP, television music; **Eldridge Walker**, director, music clearance, named VP, music clearance.

**Robert Fleming**, senior VP, finance, administration, Twentieth Television, Beverly Hills, Calif., joins Fox Inc.'s Basic Cable Division there in same capacity.

**Andy Murphy**, VP, operations, Fox Net, Beverly Hills, Calif., named VP, cable affiliates, Fox Broadcasting Co. there. **Paul Gendreau**, publicity manager, Fox Broadcasting Company, Beverly Hills, named director, publicity, there. **Sheryl Rubenstein**, director, development,

Spelling Television Inc., Los Angeles, joins Fox Broadcasting Co., Beverly Hills, as director, current programing.

**Katherine Lauderdale**, VP/general counsel, Chicago Educational Television Association, Chicago, named senior VP/general counsel.

**Pamela Senatore**, VP, international sales, Peregrine Film Distribution, Los Angeles, joins Zodiac Entertainment there as international sales manager.

**James Sheehan**, president/COO, A.H. Belo Corp., Dallas, retires at the end of the year.

**Star Jones**, law correspondent, NBC News, New York, signs development deal with Group W Productions, Los Angeles.

**Mary-Jane Buckley**, development assistant, Hill/Fields Entertainment, Los Angeles, named manager, development.

Appointments at WHDH-TV Boston: **Mark Mayo**, controller, WSVN-TV Miami, joins as VP, finance/administration; **Laura Hale**, creative services director, WSVN-TV Miami, joins in same capacity; **James Shultis**, director, engineering, New England Cable News Channel, Newton, Mass., joins in same capacity; **Alice Jacobs**, senior executive producer, news, WSVN-TV Miami, joins as assistant news director.

**Frank Raterman**, GSM, WBAL-TV Baltimore, joins WHTM-TV Harrisburg, Pa., as local sales manager.

**Judy Baker**, business manager, WBRC-TV Birmingham, Ala., named VP, business.

**Kieran Clarke**, account executive, Telerep, Los Angeles, joins KTLA-TV there as local sales manager.

**Russell Postell**, local sales manager, KPX-TV San Francisco, joins KXTV-TV Sacramento in same capacity.

**Ruth Young**, assistant to GM, WGNT-TV Portsmouth, Va., named national sales manager.

**Jeff Guilber**, local sales manager, WUHF-TV Rochester, N.Y., named GSM.

**Tom Scanlan**, president, WGTU-

WGTQ-TV Traverse City, Mich., elected VP/president elect, Michigan Association of Broadcasters.

**David Fogarty**, director, broadcasting, telecommunications, Greater Dayton (Ohio) Public Television, named GM.

**Ron Miller**, assistant VP, news, local programing, WBTV-TV Charlotte, N.C., named VP/station manager.

**Al Greenfield**, operations manager, WLEX-TV Lexington, Ky., named station manager.

Appointments at WJAR-TV Cranston, R.I.: **Ann McIntyre**, local sales manager, named regional sales manager; **Charles Compagnone**, GSM, WPRO-FM Providence, R.I., joins in same capacity.

## RADIO



**Palmer**

director.

Appointments at WGN(AM) Chicago: **Denise Palmer**, finance director, named station manager; **Tisa LaSorte**, assistant program director, named program direc-

**Rod Zimmerman**, VP/GM, KMOX(AM) St. Louis, assumes additional responsibilities as VP/GM, KLOU-FM there.

**Doug Wilson**, director, program operations, KLOU-FM St. Louis, named operations manager.

**Rick Green**, owner, WXVQ-TV DeLand, Fla., named GM, Florida Radio Network, Maitland, Fla.

**Mark Bass**, GM, WLMX(AM) Chattanooga, Tenn., joins WAAX(AM)-WQEN-FM Gadsden, Ala., in same capacity.

**Marshall Zotara**, GSM, WMMO-FM Orlando, Fla., joins WOLZ-FM Fort Myers, Fla., in same capacity.

**Richard Penn**, VP/GM, WRKO(AM) Boston, joins WTPX-FM Fort Lauderdale, Fla., as president/GM.

**Ali Shepherd**, local sales manager, KSFO(AM)-KYA-FM San Francisco, named GSM.

**Michelle Oakes**, associate director, Sunshine Network, Orlando, Fla., joins Katz Radio Group, Boca Raton, Fla., as producer, *The Pete Rose Show*.

**Darryl Smith**, GM, KJLU-FM Jefferson City, Mo., joins American Public Radio, Minneapolis, as news, informational program representative.

**David Hall**, program director, KFI(AM) Los Angeles, joins KIRO(AM)-FM there in same capacity.

**Luz Erdmann**, regional account executive, KIIS-FM Hollywood, named national sales manager.

**Kirk McEwen**, air personality, WWDC-FM Washington, joins WYYY-FM Baltimore as night air personality.

**Paul McNeill**, GM, WHIS(AM)-WHAJ-FM Bluefield, W. Va., named CFO, Adventure Communications Inc., there.

**Callie Smith**, group administrative manager, Adventure Communications Inc., Bluefield, W. Va., named corporate controller.

## CABLE



**Szurley**  
development.

**Eve Szurley**, VP, creative development, Fox Broadcasting Company, Beverly Hills, Calif., joins MTV Productions, Los Angeles, as VP, television

**Peter Danielson**, director, marketing, Comedy Central, New York, joins MTV: Music Television there as VP, affiliate marketing.

Appointments at Warner Bros. Domestic Pay-TV, Cable & Network Features, New York: **Jeffrey Calman**, international programing consultant and former VP, Warner Bros. Pay-TV, rejoins as VP, sales planning, business affairs; **Timothy Ramirez**, manager, domestic pay television, 20th Century Fox, Los Angeles, joins as manager, pay per

view; **Stacey Nagel Galper**, manager, international licensing/programming, Columbia TriStar Home Video, New York, joins as manager, programming, inventory; **Elizabeth Dorée**, acquisitions coordinator, Lifetime Television, Astoria, N. Y., joins as supervisor, inventory planning.

**Elahe Hessamfar**, VP, information systems, Pacific Bell Directory, San Francisco, joins Turner Broadcasting System Inc., Atlanta, as VP/chief information officer.

## ADVERTISING



**Breman**

**Romano**, coordinator, communications, named manager.

**Philip DeCabis**, VP, sales, Rainbow Advertising Sales Corp., New York, named senior VP/director, sales.

Appointments at Television Advertising Bureau, New York: **Patricia Breman**, VP, retail marketing, named senior VP/director, strategic planning; **Robert**

## WASHINGTON

**Donna Marie Oglesby**, former Edward R. Murrow Fellow, Fletcher School of Law and Diplomacy, Tufts University, Medford, Mass., joins the United States Information Agency as counselor.

**Andrew Weissman**, associate, Simpson, Thatcher and Bartlett, New York, joins Mullin, Rhyne, Emmons and Topel PC, Washington, in same capacity.

Appointments at KIDSNET: **Liz Kline**, assistant research manager, named project manager; **Beth Steingard**, graduate, Skidmore College, Saratoga Springs, N. Y., joins as research manager.

## INTERNATIONAL

**David Lewis**, sales manager, Telesat Canada Inc., Gloucester, Ontario, joins TV/COM International, Almonte, Ontario, as international sales manager.

## DEATHS

**Sidney King**, 68, VP/GM, KVOC (AM) Casper, Wyo., died Aug. 1 of heart failure at Victorville (Calif.) Community Hospital. King joined KATI(AM) Casper, Wyo., in 1960 as GM. In 1965 he joined KVOC as VP/GM. In 1978 King and his wife, Verna, purchased KCIN(AM) Victorville, Calif. They put KATJ-FM George, Calif., on the air in 1990. He retired in 1991. Survivors include his wife, Verna, four daughters and five sons.

**Marjorie Lee Morse**, 72, TV producer, died Aug. 23 of a ruptured aneurysm at Arlington (Va.) Hospital. Morse co-produced *Forum of the Air*, an educational talk show that had been broadcast on the Georgetown University radio station, WAVA-FM Arlington, Va., and WETA-TV Washington. She retired in 1972. Survivors include a sister and a brother.

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# In Brief

**Paramount Communications and Viacom Inc. refused comment on a rumored merger** of the two companies in a story in Friday's *Los Angeles Times*. The story credits merger rumors for the recent increase in stock prices at both corporations. The two companies reportedly came close to a deal in July before talks broke down over price. A Paramount board meeting is scheduled for this Thursday and the proposed merger is thought to be one of the topics on the agenda.

In what is being billed as the largest regional news service in the U.S., **King Broadcasting announced Friday the launch of NorthWest Cable News**, a 24-hour channel covering news in Washington, Oregon and Idaho. King owns four stations in the Northwest: KING-TV Seattle, KGW-TV Portland, KREM-TV Spokans and KTVB-TV Boise. King said it plans to

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending Aug. 22. Numbers represent aggregate rating average/stations/% coverage)	
1. Wheel Of Fortune	12.7/224/98
2. Jeopardy!	10.9/215/98
3. Oprah Winfrey Show	9.5/235/99
4. Star Trek	8.4/245/99
5. Buena Vista I	7.0/156/96
5. Entertainment Tonight	7.0/185/95
7. Inside Edition	6.8/174/95
8. Married...With Children	6.7/194/96
8. Star Trek: DSG	6.7/233/98
10. Baywatch	5.9/179/95
11. Current Affairs	5.8/181/95
11. Designing Women	5.8/207/96
13. Hard Copy	5.7/165/94
14. Wheel Of Fortune wknd	5.5/182/76
15. Roseanne	5.3/141/84
15. Sally Jessy Raphael	5.3/213/99

hire an additional 100 staffers. Stations executives say the creation of the channel was not driven solely by retransmission consent talks, but that King anticipates reaching numerous retransmission agreements

involving carriage of the channel. "We believe there is an after-market for this channel far beyond retransmission consent," said Barry Barth, KREM-TV GM.

**A New York judge may have cleared the way for cable-owned satellite service Primestar Partners to enter the high-power DBS market.** Judge John Sprizzo ruled late Friday that the decree, designed to end a long-standing antitrust action by the attorneys general of more than 40 states, does not violate the program access provisions of the 1992 Cable Act, as some critics had argued. Sprizzo warned Primestar, though, that his approval does not signify any endorsement of the content of the decree, it simply means he sees no legal reason to block the decree.

**Two of the industry's strongest performing stocks, Infinity Broadcasting and Clear Channel Communications, raced ahead last week** in advance of the NAB radio convention in Dallas. Infinity climbed 17%, to 42, while Clear Channel gained 11%, to 34½. ValueVision soared 49%, to 11¾, partly on the news the upstart home shopping company had signed a carriage agreement with Cablevision Systems covering 700,000 subscribers. Other stocks gaining included Gaylord Entertainment, up 5% to 50⅞ and Chris Craft Industries, up 7%, to 41⅞, possibly on speculation that the group owner would benefit from a proposed fifth network. CBS was up 5%, possibly from the initial ratings success of David Letterman's *Late Show* and speculation about the company's proposed news and public affairs cable channel.

**Bonneville International bought KCMO-AM-FM Kansas City, Mo., from Gannett Co. for an undisclosed**

## Boston puts out telco-cable feeler

In response to the recent court ruling allowing telephone companies to own cable systems in their service area (BROADCASTING & CABLE, Aug. 30), Thomas M. Menino, acting mayor of Boston, has asked New England Telephone to "discuss implications" of the ruling.

The request came in the form of a letter to New England Cable President Donald B. Reed in which Menino asked the Nynex subsidiary to consider providing competitive cable services to the area. (Cablevision Systems Corp. is the sole cable operator within the city of Boston with about 123,700 subscribers.)

"It is important, given a potential rise in the basic cable rates, that the city of Boston evaluate every contingency for providing basic video services at affordable rates," wrote Menino.

Howard Leibowitz, spokesman for Menino's office, said phone conversations at the staff level have taken place and that a meeting between the two will likely occur within the next few weeks.

Leibowitz said the city received a new rate chart last week that shows the basic rate went down from \$9.95 to \$7.52. The next service tier, Metro, went up from \$10.50 to \$13.58. There will also be a new 21-cent charge for a sports channel. A subscriber using all three services will be billed \$21.31, up from about \$20.40. Leibowitz also said that installation and other service fees have been increased.

-JC

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# Closed Circuit

amount. **Sources estimate the price at \$7 million;** Gannett paid \$11 million for the stations in 1986. KCMO has news/talk format on 810 khz with 50 kw daytime and 5 kw night. KCMO-FM has oldies format on 94.9 mhz with 100 kw and antenna 1,057 ft.

Citing unexpectedly quick progress, engineers developing the **AT&T/Amati Communications DAB system** announced late last week that they **will demonstrate** their in-band, on-channel, FM-only system **at the NAB Radio Show in Dallas** this week.

**Times Mirror has signed on with NBC to carry the latter's new cable channel** America's Talking and re-up for CNBC. In return, Times Mirror will receive free carriage of NBC's owned stations. **Chronicle Broadcasting's KRON-TV San Francisco has reached a retransmission consent agreement with Viacom Cable** in which the station will receive a channel to launch an all-news service in return for carriage of the NBC affiliate.

**Petitions to deny license renewals of 14 TV stations**, primarily in Nevada, New Mexico and Arizona, **have been filed** with the FCC. The League of United Latin American Citizens has alleged EEO violations by the stations.

Fox Children's Network's special preview of **Mighty Morphin Power Rangers** on Saturday, Aug. 28 (at 10:30-11 a.m.) **scored an 8.2 rating/33 share** average nationally (NTI) among kids 2-11.

**Congress will once again consider an advertising tax** at a hearing this Wednesday before the House Ways and Means Subcommittee on Select Revenue Measures.

**Senior creditors are preparing to file a tentative settlement agreement with Shockley Communications, competitor for licenses of four Wisconsin TV stations.** Shockley had argued that the stations' current licensee, Tak Communications, deserved no "renewal expectancy" since much of its authority was assumed by the operating agent appointed by a bankruptcy court. The case was being closely watched by the financial community (BROADCASTING & CABLE, Aug. 9).

## All in the family

None other than the mother of WBFF-TV's Baltimore owners has emerged as the proposed majority buyer of co-located WNUV-TV. Carolyn C. Smith may also be connected to the bid to purchase WVTM-TV Milwaukee, where her four sons are simultaneously proposing to buy co-located WCGV-TV.

The announcement of the proposed acquisitions two weeks ago named Eddie Edwards as the buyer of WNUV. But documents obtained from the FCC last week show that while Edwards owns 30% of the voting stock in the proposed buyer's parent company, Glencairn Ltd., Carolyn Smith owns the other 70%.

An unusually stringent clause in the WNUV contract may explain why the true ownership was not revealed earlier. The provision requires that neither seller nor buyer make "any disclosure" about the transaction without giving the other party "prior written notice of the context, text and content of...and all other material facts concerning such disclosure." — **GF**

### WASHINGTON

#### Acquisitive eye

Cook Inlet is shopping Washington's highest-rated radio station, WPGC-FM, and the odds-on favorite to buy it is Infinity Broadcasting. Evergreen Broadcasting had initially surfaced as a likely buyer, but those talks have reportedly cooled.

#### Radio rumblings

A number of radio executives are unhappy with NAB's decision to combine the exhibition space at future NAB radio conventions with the RTNDA and two other trade groups. They fear that the industry's showcase event will lose some of its identity in the mix. Further, they take issue with NAB's contention that the radio industry wasn't supporting the convention strongly enough to keep it a radio-only event. "What am I missing?" asked one executive. "I thought everybody in the industry was going to Dallas."

### MIAMI

#### Open invitation

RTNDA has invited President Clinton to give a major satellite address at its annual meeting in Miami (Sept. 29-Oct. 2). Jeff Eller, deputy director of the White House Office of Communications in charge of media relations, would like to see Clinton do

it, but says no decision has been made.

### NEW YORK

#### Talking talk

Multimedia executives will begin formal presentations on their new Talk Channel this week with MSO's. Execs were mum on details, saying a press briefing is being considered for the week of Sept. 13.

### JACKSON

#### Rain or shine

The National Weather Network, producer of customized weather services for stations, is rolling out a kids weather program, *Kids Weather Club*, which provides 30 seconds of national weathercasting and 30 seconds of weather science questions, both targeted to young viewers.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"...the coffee maker is down!"

## The Rush and Mario ticket

Politics makes strange bedfellows. Take Rush Limbaugh and Mario Cuomo, for example—two public figures who couldn't be farther apart in their world outlooks and yet see eye-to-eye on the fairness doctrine. Would that the rest of the broadcasting and political worlds were so united.

As readers will note in "Top of the Week," Governor Cuomo is making opposition to reimposition of the fairness doctrine a priority on his policy agenda, and as they will read in our "Radio 93" special report a number of talk show hosts are stirring up their audiences on the subject. This page welcomes both activities; the lethargy

**"Our massive strategy was to use the fairness doctrine to challenge and harass right-wing broadcasters and hope that the challenges would be so costly that they would decide it was too expensive to continue."**

— Bill Ruder, assistant secretary of commerce under President Kennedy

of broadcast industry leadership on this issue is a scandal wherever the First Amendment is taken seriously.

Governor Cuomo introduces a new spin on the subject in suggesting that Congress may ask not only for a pound of freedom but also for a pound of flesh. We didn't need that added inducement to oppose the unfairness initiative, but if that's what it takes to get the attention of the National Association of Broadcasters, so be it.

This is how things stand. As we write, momentum is building to reinstitute the doctrine, which the Dennis Patrick FCC declared unconstitutional in 1987. Ronald Reagan vetoed Congress's last try at restoring it, and George Bush kept the threat intact. The presumption is that Bill Clinton won't stand in the way, perhaps valuing

harmony with the Hill more than the free speech issues involved; the White House has yet to take a position on the subject.

Early this year, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) introduced S.333, a bill codifying the doctrine. Also in the Senate, a provision was added to a campaign finance reform package (S.3) that many lawyers say codifies the doctrine and the FCC's political editorializing rule. (The Senate passed the campaign finance reform bill, but there is little support for the overall package in the House.) Doctrine proponents John Dingell (D-Mich.) and Ed Markey (D-Mass.) have vowed to resurrect it; they're expected to introduce a fairness bill when Congress returns this month. Democrat Bill Hefner of North Carolina has already introduced H.R. 1985, which would codify the doctrine.

The bad guys are lining up. Where are the good guys?

## All the world's a stage

There are implications upon implications in this week's lead story about affiliates banding together to create their own shows. The focus in television is shifting from how to get it there to what to get there. As we read it, the Fifth Estate has decided that there is going to be a 500-channel universe and that it's every man for himself in making sure the program pipeline is filled.

What shouldn't be read into the story is that the network-affiliate marriage is on the rocks. Yes, program compensation will moderate. Yes, there'll be upset about the cable networks the big four are founding. But the trend in affiliations will remain toward more rather than fewer.

Ted Turner—who built his own superstation, then his own news network, then defied conventional wisdom to go after the MGM library, and has now acquired New Line and Castle Rock—isn't the first broadcaster/cablecaster to discover that the name of the game is programming. It's clear he won't be the last.

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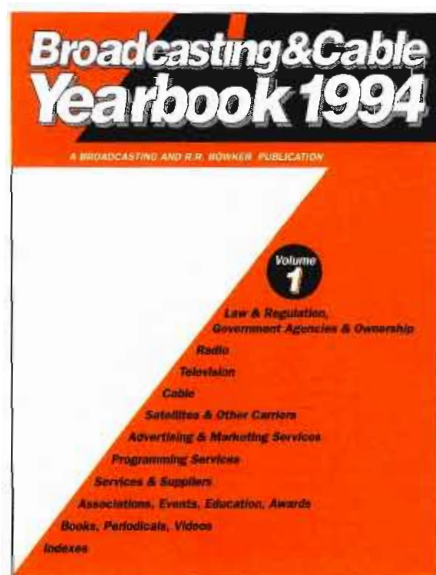


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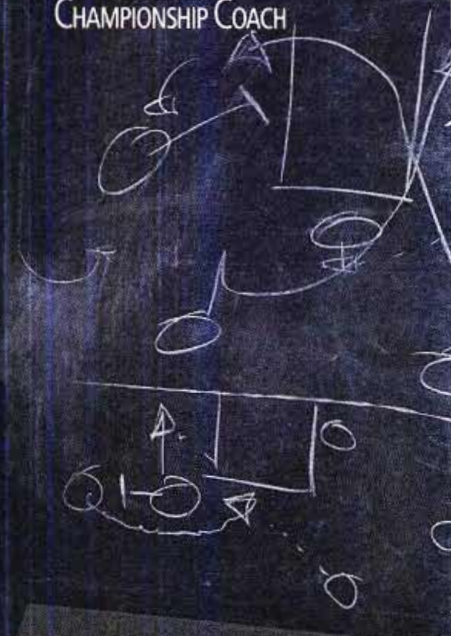
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