

SEP 27

# Broadcasting of Cable

The Newsweekly of Television and Radio

## BUSINESS



**Diller's turn: The mounting billions for Paramount 6**

## RADIO



**White House's full-court press on health care 54**

## PROGRAMING



**TV trots out the Emmys; Seinfeld's officially funny 26**

# What nation's top broadcast journalists think of TV news

## AN EXCLUSIVE REPORT

# ABC's Peter Jennings First pick of his peers

Property of  
NORMAN B MEARS LIBRARY  
SIOUX FALLS COLLEGE  
1501 S PRAIRIE AVE  
SIOUX FALLS, SD 57105-1623

Vol. 123 No. 39  
62nd Year 1993 \$2.95  
A Cahners Publication

\*\*\*\*\*5-DIGIT 57105  
BR198902 NOV93 REG273\*\*CR18  
NORMAN B MEARS LIBRARY  
SIOUX FALLS COLLEGE  
1501 S PRAIRIE AVE  
SIOUX FALLS, SD 57105-1623

CONGRATULATIONS TO  
THE CAST AND CREW OF SEINFELD  
FOR PERFECTING THE ART OF MAKING  
SOMETHING FROM NOTHING.



  
CASTLE ROCK  
ENTERTAINMENT®  
© 1993 CASTLE ROCK ENTERTAINMENT. ALL RIGHTS RESERVED.

# THREE EMMYS!



## OUTSTANDING COMEDY SERIES

LARRY DAVID *Executive Producer*  
GEORGE SHAPIRO *Executive Producer*  
HOWARD WEST *Executive Producer*  
ANDREW SCHEINMAN *Executive Producer*  
TOM CHERONES *Supervising Producer*  
LARRY CHARLES *Supervising Producer*  
JERRY SEINFELD *Producer*  
JOAN VAN HORN *Line Producer*  
TIM KAISER *Coordinating Producer*



## OUTSTANDING SUPPORTING ACTOR IN A COMEDY SERIES

MICHAEL RICHARDS *as Kramer*



## OUTSTANDING INDIVIDUAL ACHIEVEMENT IN WRITING A COMEDY SERIES

"The Contest" LARRY DAVID *Writer*

#1 SHOW ON ALL NETWORKS!

SEASON PREMIERE



COLUMBIA PICTURES  
TELEVISION DISTRIBUTION  
a SONY PICTURES ENTERTAINMENT company

# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**Viacom accuses TCI of conspiracy**—Viacom has filed a lawsuit against Tele-Communications Inc., TCI spin-off company Liberty Media and Liberty's part-owned QVC Network, charging them with engaging in "a systematic conspiracy" to monopolize the U.S. cable industry. Viacom said the suit was planned long before QVC launched a rival bid for Paramount, which Viacom wants to buy. / **6**

**Cable gets a break**—The FCC issued cable programing and system ownership rules that were a bit more generous to the industry than expected. / **10**



FCC nominee Reed Hundt at Wednesday's hearing / **14**

**Justice favors elimination of fin-syn decrees**—In a setback for Hollywood, the Justice Department has affirmed its support for lifting the fin-syn consent decrees, which bar networks from the syndication business. / **11**

**Hundt sees FCC role in combating violence**—FCC chairman nominee Reed Hundt told senators at his confirmation hearing last week that the commission should be on "the cutting edge" of efforts to control TV violence. / **14**

**CBS keeps 'em guessing**—CBS's latest cable channel idea, sources say, has the network signing onto NewSports TV, whose current principals include NBC. The idea of two networks working together has some cable operators crying foul. / **16**

**PCS rules get mixed reviews**—No group got everything it wanted in the FCC's new personal communications services rules. The plan leaves room for more than 2,000 licenses nationally. / **18**

## PROGRAMING

### HBO tops list of Emmy winners

Pay cable network HBO beat each of the broadcast networks in this year's Emmy awards, taking home 17 statues compared with 16 for NBC, 14 for CBS, 12 for ABC and four for Fox. HBO dominated in the made-for-TV movie categories, while the networks captured nearly all of the other major awards. / **26**

### ESPN2 debuts

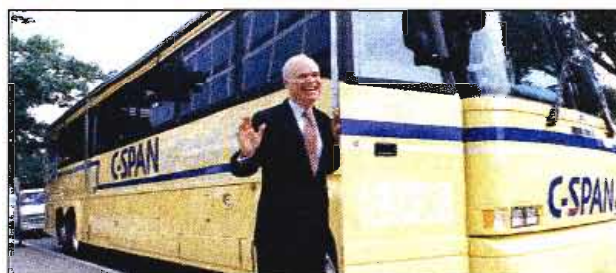
ESPN2 will have more than 9 million homes on board when it debuts this Friday, considerably more than the 3 million-5 million ESPN executives originally expected. They have retransmission consent to thank. / **26**

### Turner keeps NBA

Turner Broadcasting paid \$350 million—27% more than its current deal—to keep its regular slate of NBA games through 1998. The new agreement includes 25 Thursday night games, 20 other regular season games and 35 playoff games. / **28**

### BET's jazz à la carte

Black Entertainment Television plans to launch a jazz-based network, to be offered à la carte for between \$1



C-SPAN's Brian Lamb unveils the network's "School Bus," which will begin touring the country in November. / **30**

and \$2.50 a month, plus a home shopping service aimed at African Americans. / **28**

### Slow progress for minority syndicators

With the exception of Tribune's *Soul Train*, the market for minority-oriented syndicated programing is weak. Part of the problem, say some in the industry, is that Nielsen ratings underreport black households, making it difficult to convince advertisers to invest in the minority audience. / **30**

### Fun in the sun

All American Television is taking *American Gladiators* to the beach with *BeachQuest*, a surfside athletic competition being pitched for fall 1994 syndication. / **32**

**“Stations pay six figures for talking heads and about \$20,000 for news reporters.”**  
 —Response to BROADCASTING & CABLE survey on trends affecting TV news / 48

SEP 27, 1993

**SPECIAL REPORT: RTNDA**

**ABC no. 1 for news**

Survey respondents, regardless of network affiliation, picked ABC News as the strongest news operation. NBC affiliates were most satisfied with their network's newsfeed. / 41, 46

**AP aims for the cutting edge**

Expecting significant changes in the news business, the Associated Press is preparing to go into video. A plan under consideration this week by the AP board of directors would add TV crews to the existing cadres of reporters and photographers. / 44

**RADIO**

**Late night comes to early morning**

Call it a throwback or the wave of the future. Radio host Tom Joyner's new morning show for ABC Radio will feature a live band and elements of a live variety show. / 49

**AM talk comes to FM**

The news/talk format continues its march across the dial from AM to FM with the agreement between Atlanta's WGST(AM) and WCHK-FM Canton, Ga. WCHK-FM will switch call letters and simulcast WGST's highly rated AM format, including Rush Limbaugh and sports broadcasts of the Atlanta Braves and Hawks. / 50

**BUSINESS**

**How high is too high?**

Paramount's suitors are prepared to pay \$80 per share to acquire the company, but Wall Street analysts say that



**On the Cover:**  
 ABC's Peter Jennings, the favorite anchorman among news directors responding to a BROADCASTING & CABLE survey, talks about his future in the business and the future of news, including the influence of tabloid journalism and the growing demand for international reporting. / 36

amount may be about \$10 too high. Are they overpaying, or do QVC's Barry Diller and Viacom's Sumner Redstone know something the analysts don't? / 51

**WASHINGTON**

**Clinton woos local news**

In an effort to take its health-care message directly to the people, the Clinton administration is wooing local news organizations and talk show hosts. The campaign started with arrangements for local interviews with Americans with health-care horror stories, and moved into higher gear with a conference and reception for 124 radio talkers. / 54



Full media press to promote health plan / 54

**ADVERTISING & MARKETING**

**Preview provision for R-rated promos about to lapse**

The cable industry is poised to win a reregulation battle this week. Unless notices of appeal are filed by Thursday, a ruling will stand that allows premium channels to promote their R-rated movies without providing 30 days' notice. "It's a small problem for other people, but it's a big thing for us," says John Sie, chairman of the premium network Encore. / 57

**Late-night viewership jumps**

The number of households watching late-night TV has jumped 12%-14% from a year ago, suggesting that the heated talk show competition has lured new viewers to the daypart. The audience is splitting by age, with younger viewers flocking to Letterman, Chase and O'Brien and older viewers tuning to Leno and Koppel. / 57

**TECHNOLOGY**

**DBS market opens up**

A decision this month by the FCC breaks an 18-month logjam in the direct-broadcast satellite market, a holdup that had prevented half the companies from receiving orbital positions. With the bottleneck removed, the market could begin to shake out quickly, with the stronger contenders building on their advantage and the weaker ones dropping out. / 59

Changing Hands.....52	Editorials.....74	For the Record.....66
Closed Circuit.....73	Fates & Fortunes.....70	In Brief.....72
Datebook.....68	Fifth Estater.....69	Masthead.....74

## CHAPTER TWO

# The tug of war over Paramount

*Board must now decide whether to consider higher Diller-QVC counteroffer to Viacom's bid*



Viacom's Redstone



QVC's Diller

By Geoffrey Foisie

**T**he spotlight covering the Paramount takeover battle has shifted to Paramount's board of directors. The question before the board, perhaps to be resolved as early as today (Sept. 27), is whether it has a legal obligation to accommodate the higher proposal that QVC Network Chairman Barry Diller placed on the table last Monday. At \$30 cash plus

0.893 QVC share for each Paramount share, by late Friday the competing bid was worth roughly 28% more than the Viacom offer.

Viacom sought to pre-empt QVC on the field of public policy by raising antitrust issues in both Washington and the U.S. District Court in Manhattan (see story below). Paramount's stock, which closed Friday at 75 $\frac{7}{8}$ , said that Diller's bid was credible to

Wall Street.

Shareholder lawsuits already filed in Delaware, where Paramount is incorporated, argue that legal precedent requires the company's board of directors to seriously consider the QVC offer, and perhaps to encourage yet other bidders.

But the actual Paramount-Viacom merger agreement, released last week, contains phrases such as "long-term

## Taking off the gloves: It's Redstone vs. Malone

Now things are getting ugly. In a dramatic move to keep alive his bid for Paramount Communications, Viacom Chairman Sumner Redstone has leveled anti-trust charges against the man generally recognized as the most powerful player in the cable industry.

Tele-Communications Inc. chief executive John Malone is using "bullyboy" tactics to seize monopoly control of America's cable industry, according to a lawsuit that Viacom International filed last Thursday in New York federal district court.

Viacom, currently in a battle with QVC Network over ownership of Paramount Communications, is suing top multisystem cable operator TCI, TCI spin-off company Liberty Media Corp., Liberty's part-owned QVC Network and others (although not Malone individually) for allegedly engaging in "a systematic conspiracy" to monopolize the business. Viacom is seeking unspecified damages and an injunction to stop QVC's bid for Paramount.

The laundry list of allegations in the lawsuit is likely to make for interesting reading among Washington policymakers and others who closely follow alleged monopolistic activity in the cable industry. According to the lawsuit, even QVC Chairman Barry Diller himself

has called Malone "an unscrupulous monopolist."

To make sure the policymakers understand the action, Redstone and Paramount Chairman Martin Davis visited several last Thursday. Confirming meetings with the duo were House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and Acting FCC Chairman Jim Quello and Commissioner Andrew Barrett.

Among the many charges included in the suit:

The defendants have gained control of one of every five cable households in the country in an effort to obtain monopoly control over local markets for cable TV. That control enables them to deny programmers access to the necessary critical mass of viewers. It also enables TCI to force programmers into onerous carriage

agreements with the MSO, Viacom programming services include various pay TV channels as well as MTV, VH-1, Nickelodeon and Nick at Nite (and partial ownership in Comedy Central and Lifetime).

Through agreements with cable equipment manufacturer General Instrument, TCI has the power to determine the industry standard for tomorrow's digital



TCI's Malone

Continues on page 10

# ANSWERING THE CALL ALL ACROSS AMERICA.

## PREMIERE WEEK VS CURRENT WEEK

MARKET	STATION	AFF	% CHANGE*
CHICAGO	WBBM	CBS	+50
DALLAS	KTVT	IND	+17
DETROIT	WXON	IND	+33
HOUSTON	KPRC	NBC	+38
INDIANAPOLIS	WTTV	IND	+13
MINNEAPOLIS	KLGT	IND	+50
NEW YORK	WNYW	FOX	+30
PHILADELPHIA	WCAU	CBS	+30
PHOENIX	KPNX	NBC	+13
PITTSBURGH	WPXI	NBC	+13
PORTLAND	KPDX	FOX	+50
ST. LOUIS	KMOV	CBS	+9
SEATTLE	KCPQ	FOX	+13

\*PERCENT CHANGE BASED ON SHARE.

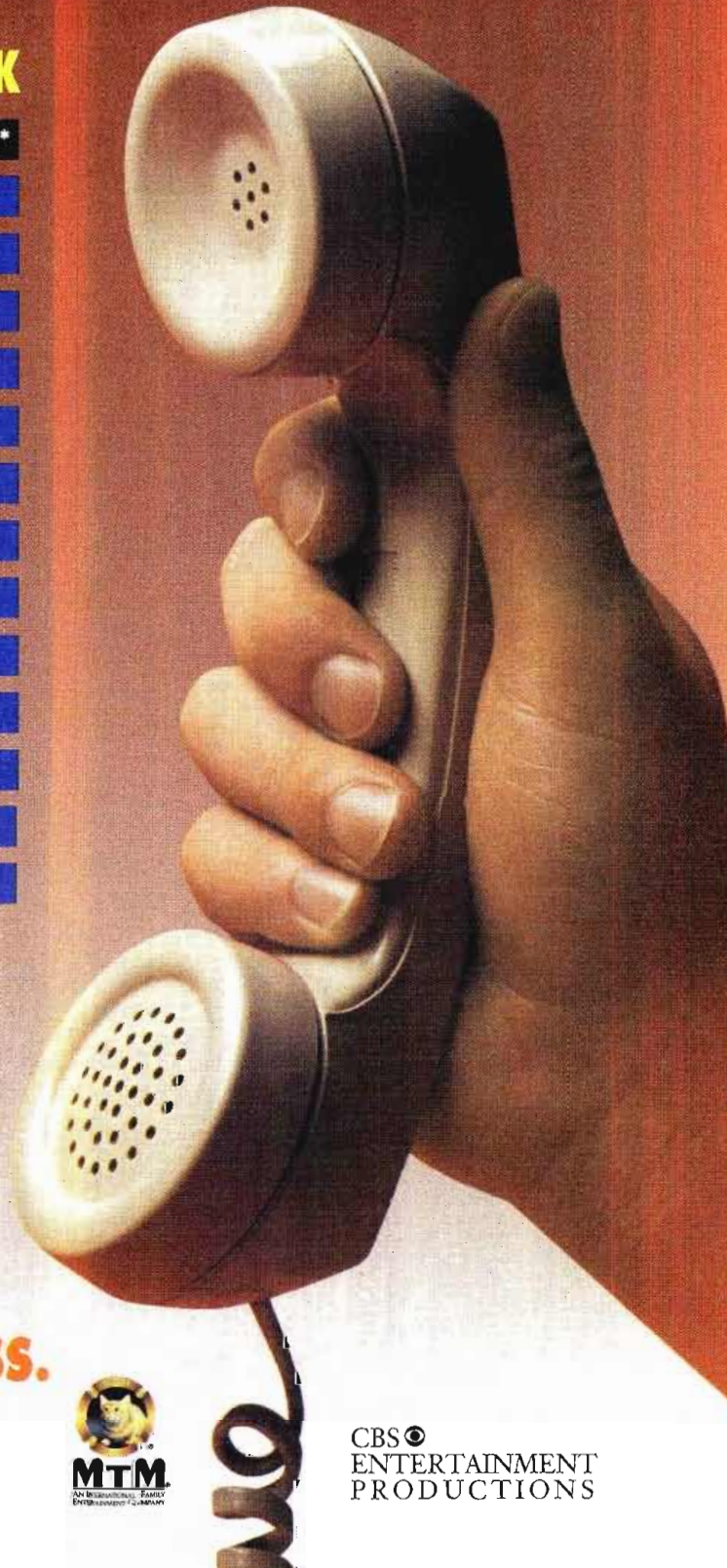
# RESCUE 911

THE DIRECT LINE TO SUCCESS.



CBS  
ENTERTAINMENT  
PRODUCTIONS

Source: NSI, Premiere week vs. 9/13 - 17/93, (ARB used for Detroit). ©1993 MTM. All Rights Reserved.



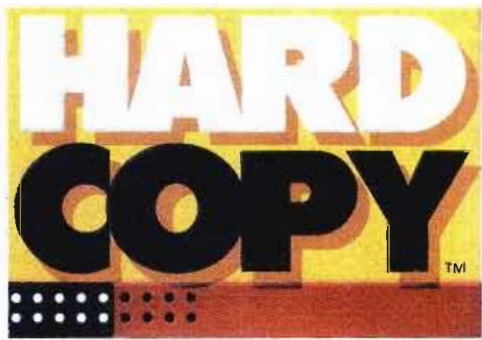
# OUR EXECUTIVE WANT U VERY GOOD SENSATI

Good vs. Sensational. How can you **tell** the difference? Simple. To our new executive producers, good means doing reports that inform and enlighten. Good means doing features that provide assistance to viewers in need, without exploitative excess. And, of course, good still means breaking big stories on a regular basis, only without sensationalizing just for effect. So how can you **sell** the difference? With the new spirit of HARD COPY, we think the difference sells itself.

**You can tell the difference**



# NEW PRODUCERS S TO BE D, BUT NOT IONAL.



**You can sell the difference**

business strategy" suggesting that Paramount's board intends to consider factors other than price. Would the board explore with Diller the strategic possibilities that QVC offers Paramount? That question was soon to be answered as well.

If Paramount's board refuses to engage QVC in formal discussions, Diller can launch a hostile tender offer. Getting financing in advance might not be easy, and it would trigger Viacom's option to buy another 24 million newly issued shares at roughly \$15 below the QVC offer price.

Although some professional inves-

tors do not consider a hostile tender to be immediately likely, QVC has other options. It could file a lawsuit to force the board to consider its proposal.

For its part, Viacom seems under no pressure to change its offer until either a Paramount board decision or a QVC tender is made. Emphasizing the point, Viacom's Chairman Sumner Redstone last week disparaged the QVC proposal, calling it "unfinanced" and "lacking the fundamental elements required for a valid bid—it isn't an offer we need to respond to."

The possibility of other bidders was not ruled out. The likelihood that one

of the three network parent companies might get involved was enhanced by last week's movement on the fin-syn question, although subsequent spin-offs of at least a part of Paramount's operations would almost certainly be required to comply with existing restrictions on syndication.

Almost lost among the focus on Paramount was QVC's merger with HSN. The latter's stock rebounded some last week when QVC controlling shareholders Comcast and Liberty Media said that they still supported QVC Networks' planned acquisition of the Home Shopping Network. ■

## Malone

Continued from page 6

compression systems and is therefore harming the competitive process. TCI is seeking to gain control over the delivery of video programming through its TCI Authorization Center, a new facility which will use GI's digital compression and encryption technology to distribute programming services to cable system headends, home satellite dish owners and Primestar DBS users throughout the country. According to the suit, programming services are denied access to that technology, except on onerous terms.

The defendants have launched their own programming services to crowd

competing services off the path of cable and home satellite dish subscribers. In addition to his roles as president and as a director of TCI and the controlling stockholder of Liberty, Malone has majority and minority interests in more than 25 national and regional cable networks, including QVC, Home Shopping Network, Discovery, Encore, WTBS(TV) Atlanta, CNN, TNT, BET and The Family Channel.

Ironically, the lawsuit reveals that Viacom had been working with the defendants about possible partnership deals. According to the lawsuit, Viacom's pay TV channel division, Showtime Networks Inc., had been in negotiations concerning a possible merger with Liberty's pay TV opera-

tion, Encore Media. Viacom charges that TCI was possibly trying to force the merger by lowering distribution of the Showtime Networks. During negotiations for a new affiliation agreement, representatives of TCI allegedly told executives at Showtime Networks that the MSO was planning a "crucifixion" of Showtime's The Movie Channel to make room for a new movie service from Encore Media.

Viacom also revealed in the lawsuit that it had been in negotiations with Liberty, Home Shopping Network and QVC about a possible music channel joint venture. The planned joint venture was almost identical to the music video channel announced by TCI and Bertelsmann Music Group earlier this month, according to the suit.

TCI issued a statement saying the company had "anticipated frivolous lawsuits in connection with the Paramount acquisition, given Mr. Redstone's routine use of the court system to gain advantages in business disputes." TCI said it had not had time to study the suit, but it said it "is in compliance with vertical and horizontal ownership limits issued by the FCC today, even though TCI believes the limits are too restrictive."

A QVC spokesman said the case is without merit.

Most lawyers believe that antitrust issues would not block either QVC or Viacom from merging with Paramount. "It is pretty evident that this is a dynamic competitive business," said Alan Silberman, chairman of the American Bar Association's antitrust division. "While we don't exactly know where technology will take us, we are pretty confident that other players will be present. Nobody has a blocking position." —Rich Brown

## No divesting under new cable cap

The cable industry got a break last week. Under the FCC's new 30% ownership cap, no existing MSO would be required to divest any systems. And the vertical ownership limit of 40% does not apply to systems with more than 75 channels. It's anticipated that during the next five to six years, many cable systems will upgrade their channel capacity to well beyond 75 channels.

The FCC could afford to be generous in establishing a horizontal ownership limit. Two weeks ago, District Court Judge Thomas P. Jackson struck down the 1992 Cable Act's ownership restrictions as unconstitutional. In light of that action, the FCC stayed the effective date of its new 30% ownership cap.

Cable asked for a national ownership cap of 35% or higher. "We're disappointed that the commission has imposed limits on our growth and development that the court thought appropriate," says TCI spokesman Bob Thomson. "Anyone who thinks they're being soft on cable is barking up the wrong tree."

However, the horizontal limit—which applies to the number of homes passed nationally by cable systems—can go as high as 35%, if 5% of the homes are passed by systems that are minority controlled. —KM

# SAVINGS CHECK

**Broadcasting  
& Cable**

Bearer  
entitled  
to save

FIFTY-FOUR DOLLARS NO/00

\$54<sup>00</sup>

*Phil Young*

**CREDIT O.K.  
SEND NO  
MONEY  
NOW!**

Send in this SAVINGS CHECK today to SAVE \$54 off the annual cover price. Act now, and you'll pay just \$99 for one full year of *Broadcasting & Cable*—the #1 industry magazine.

Payment enclosed  
Bill me. (U.S. only)  
Charge to  Visa  
MC  AMEX

Account No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name \_\_\_\_\_ (Please print) Address \_\_\_\_\_ Apt./Floor \_\_\_\_\_

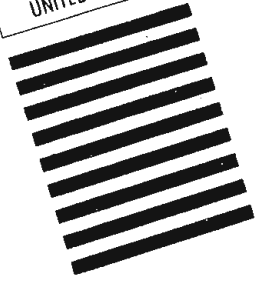
Title/Position \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Company Name \_\_\_\_\_ Type Of Business \_\_\_\_\_

Canada = \$129 (includes GST) Foreign Air = \$300. Foreign Surface = \$140



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**  
FIRST CLASS PERMIT NO. 222 TORRANCE, CA  
POSTAGE WILL BE PAID BY ADDRESSEE

**Broadcasting  
& Cable**

P.O. BOX 6399  
TORRANCE, CA 90504-9865





One of the scenes that led 57 ABC affiliates to drop 'NYPD Blue.'

## Affiliation violation over 'NYPD'

Apparently dissatisfied with the amount of editing done by Steven Bochco for the premiere episode of *NYPD Blue*, WHOA-TV Montgomery, Ala., made additional cuts before it aired the show last Tuesday. The station was one of 168 ABC affiliates that cleared the show, after 57 affiliates decided to pre-empt the network's Tuesday, 10-11 p.m., feed.

WHA-TV executives not only made audio and video cuts from the episode, but also ran a second parental advisory in addition to the network's warning. The station used the additional time from the editing to air promos for its syndicated *Coach* and *Vicki!*

The station's actions put them "in violation of the affiliate agreement," says George Newi, senior vice president, affiliate relations, ABC. "Any change of our product on screen is a violation." Newi said the station would not be paid compensation for the hour and the affiliate has agreed not to make any further editing on the series.

Some Montgomery viewers were apparently not only disturbed by the editing but also by the station promos inserted to fill the time. One promo touting the station's syndicated *Vicki!* showed Vicki Lawrence "appearing to get goosed offstage," according to Rick Harmon, reporter, *Montgomery Advertiser*.

"We have always put our trust in the viewing public to make an informed judgment about the acceptability of *NYPD Blue*," said Bochco in a statement. "We are tremendously grateful that a significant number of viewers seem to approve of our efforts."

In Charleston, S.C., WCBT-TV ran the episode in its entirety, but aired an editorial two weeks ago recommending that viewers interested in family programming avoid the new series.

"We editorialized that it was inappropriate for family viewing," says Bill Evans, the station's VP/GM. Although Evans says he does not like the show and found much of the violence and language gratuitous, "I've said I'm not going to censor a show based on my personal tastes. We asked people to exercise their own censorship by changing the channel, but we didn't feel it was appropriate for a few to censor for the whole. It's reminiscent of the 'burn the books' crowd."

In Sacramento, Calif., KOVR-TV conducted a phone-in poll following its airing of the show and found that of 4,907 calls, 56% (2,758) said the show should be on the air, as opposed to 2,149 (44%) who felt it should not be shown.

—SC

## Justice stays fin-syn course

*Department favors elimination of decrees*

By Harry A. Jessell

In another setback for Hollywood, the Justice Department last week affirmed its support for lifting the consent decrees that effectively bar the big three networks from the TV production and syndication businesses.

Assistant Attorney General Anne Bingaman, in a Sept. 22 letter to U.S. District Court Judge Manual Real, said Justice continues to favor eliminating the financial interest and syndication decrees.

Threatened by network competition, Hollywood has mounted a long and vigorous campaign to preserve the decrees and the parallel FCC rules.

At the industry's prodding, Justice earlier this year launched a review of the anti-fin-syn stance adopted during the Bush administration. Bingaman's letter ends the review, as well as Hollywood's hopes of reversal.

Real, who oversees the decrees, has scheduled a hearing for Oct. 18 in his Los Angeles courtroom to weigh the networks' petition for doing away with them. It is unclear when Real will act.

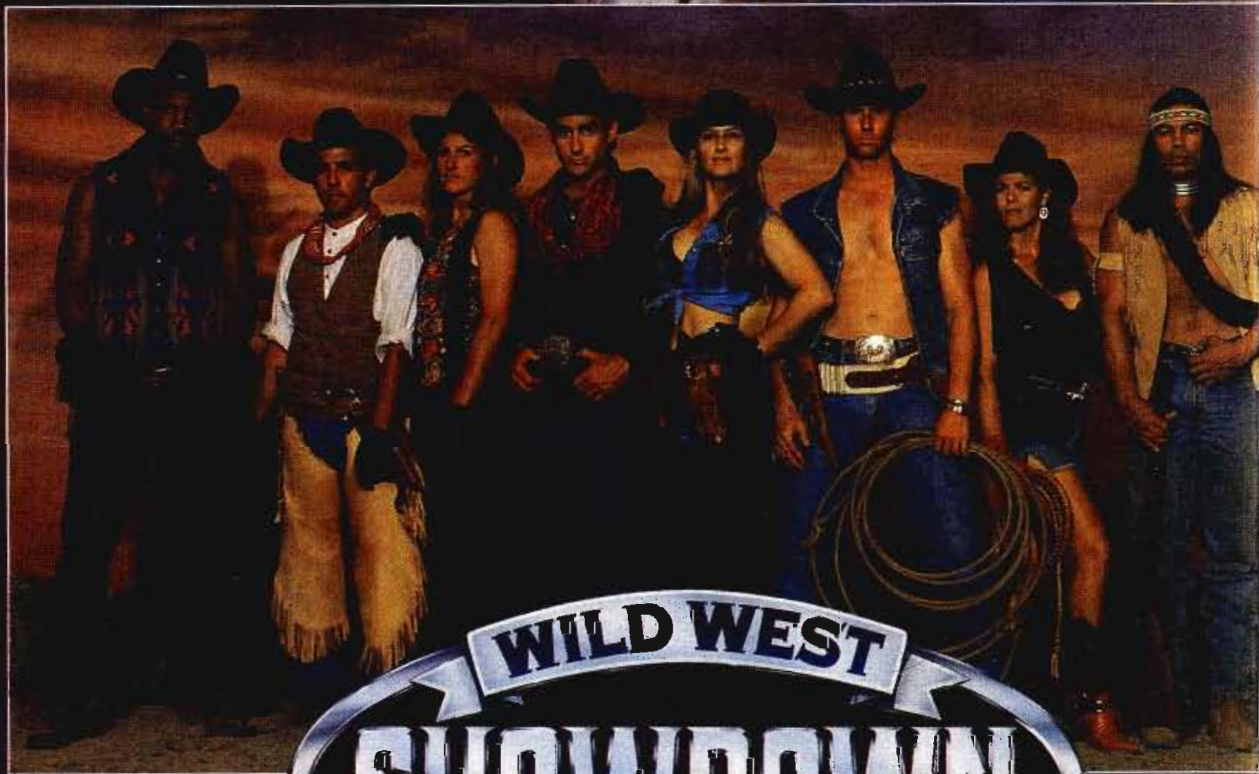
Network officials were pleased that Justice held the line. "This means that every Justice Department official who has looked at this for the past 10 years—Republican and Democrat—has concluded the restrictions have no merit," said NBC General Counsel Rick Cotton.

Acting FCC Chairman James Quello, who along with former FCC Chairman Al Sikes fought to repeal the FCC's fin-syn rules, also cheered Justice for staying the course.

"It would have been unconscionable for Justice to try to salvage an outdated consent decree that was started in 1979 when there was a dramatically different telecommunications market," he said.

Despite the blow to Hollywood's chances of keeping the networks out of its businesses, Diane Killory, an attorney for the Hollywood-led coalition to preserve the restrictions, was undaunted. "It's not over yet," she said.

The People Who Brought G  
Are About To Send The Wi



**WILD WEST**  
**SHOWDOWN**

Part Challenge. Part Western. All Action.

# Gladiators Into This Century and West Into The Next One.



From the producers of AMERICAN GLADIATORS,  
the people who know hard-hitting, thrill-packed action,  
comes a new arena of excitement. It's a new West, where  
everyone who ever dreamed of becoming a cowboy can  
compete in spectacular, action-packed events. With the West  
now an established part of '90s culture, crossing all areas of  
entertainment and lifestyle, the time is right for the ultimate  
Western experience.



*Samuel Goldwyn*  
SAMUEL GOLDWYN TELEVISION



Samuel Goldwyn Sales Offices

New York  
212 315-3030

Los Angeles  
310 284-9230

Chicago  
708 735-9041

Midwest  
616 329-0004

Atlanta  
404 591-5525

© 1993 The Samuel Goldwyn Company.



Reed Hundt, at his Senate confirmation hearing

## Hundt sees role for FCC in limiting TV violence

*Nominee tells Senate panel commission should be on 'cutting edge' of issue; confirmation could come this week*

By Harry A. Jessell

**R**eed Hundt, who appears headed for swift Senate confirmation as FCC chairman, thinks that the agency should be on "the cutting edge" of efforts to mitigate TV violence.

"Almost all Americans" would prefer to see less violence on TV, and evidence it affects behavior is "persuasive," Hundt said in written responses to questions posed by the Senate Commerce Committee and released last Wednesday at his confirmation hearing before the committee.

The issue is challenging because of the First Amendment, he said. But "there are reasons to believe that technological innovation and an increasing consensus in society...may lead to some breakthroughs," he said. "I would hope that the commission could be on the cutting edge in identifying solutions."

Hundt made it through the hearing without offering detailed views on any topic and without being pressed by the handful of senators on hand.

"Thank heavens for your legal background; I love those answers," quipped Committee Chairman Ernest Hollings (D-S.C.), after Senator John Danforth (R-Mo.) failed to extract Hundt's thoughts on what constitutes local telephone competition.

Endorsing Hundt at the hearing were Senator Joseph Lieberman (D-Conn.) and Representative Jim Cooper

(D-Tenn.). Both are outspoken critics of the cable industry.

Cable is already wary of Hundt because of his close personal ties to Vice President Al Gore, who recommended Hundt for the FCC job. During his years in Congress, Gore, too, was hostile to cable.

Hundt is a 45-year-old antitrust litigator, a partner with the Los Angeles-

based Latham & Watkins. Among those accompanying Hundt at the hearing was a communications lawyer with the firm, Karen Brinkmann, who said she will serve as a "legal adviser" to Hundt.

There is little doubt Hundt will be confirmed. Because the committee has no plans to convene again soon, Hollings said he is considering a parliamentary shortcut that could have Hundt's name on the Senate floor this week.

Winnowing Hundt's written responses yields a few kernels in addition to his proactive stance on TV violence:

- He said he would consider relaxing TV ownership limits.

- Without commenting on the merit of the law prohibiting broadcast indecency, he said he would strongly defend it from legal challenge. "As a litigator, I have always worked hard to win my cases."

- If Congress resurrects the fairness doctrine, he said, the FCC would enforce it. If Congress does not act, he added, the FCC should find out whether the public can now obtain a "diversity of views" in absence of the doctrine.

- If because of retransmission consent cable systems drop popular broadcast signals, he said, the FCC will "address" the situation or advise Congress on how it might. ■

### Gergen: 'diversity of voices'

White House Counselor David Gergen sees no need for the fairness doctrine. At least that's what he told a group of radio talk show hosts at a special briefing last week on health care (see page 54).

Gergen says the President has not indicated where he stands on the issue, but he gives his personal view.

"I believe that we now have a great diversity of voices in radio and TV. I have some colleagues who disagree with me on that. That's just where my personal view is.

"A lot of people say, 'well there are too many conservative talk show hosts out there.' I remember 20 or 15 years ago that a lot of people would say there are all these liberal talk show hosts. This is part of the ebb and flow of American life. It ought to be encouraged."

Overall, Gergen said, the President's press coverage has been fair. Gergen's comments mark the first time any official word on fairness has come out of the Clinton White House.

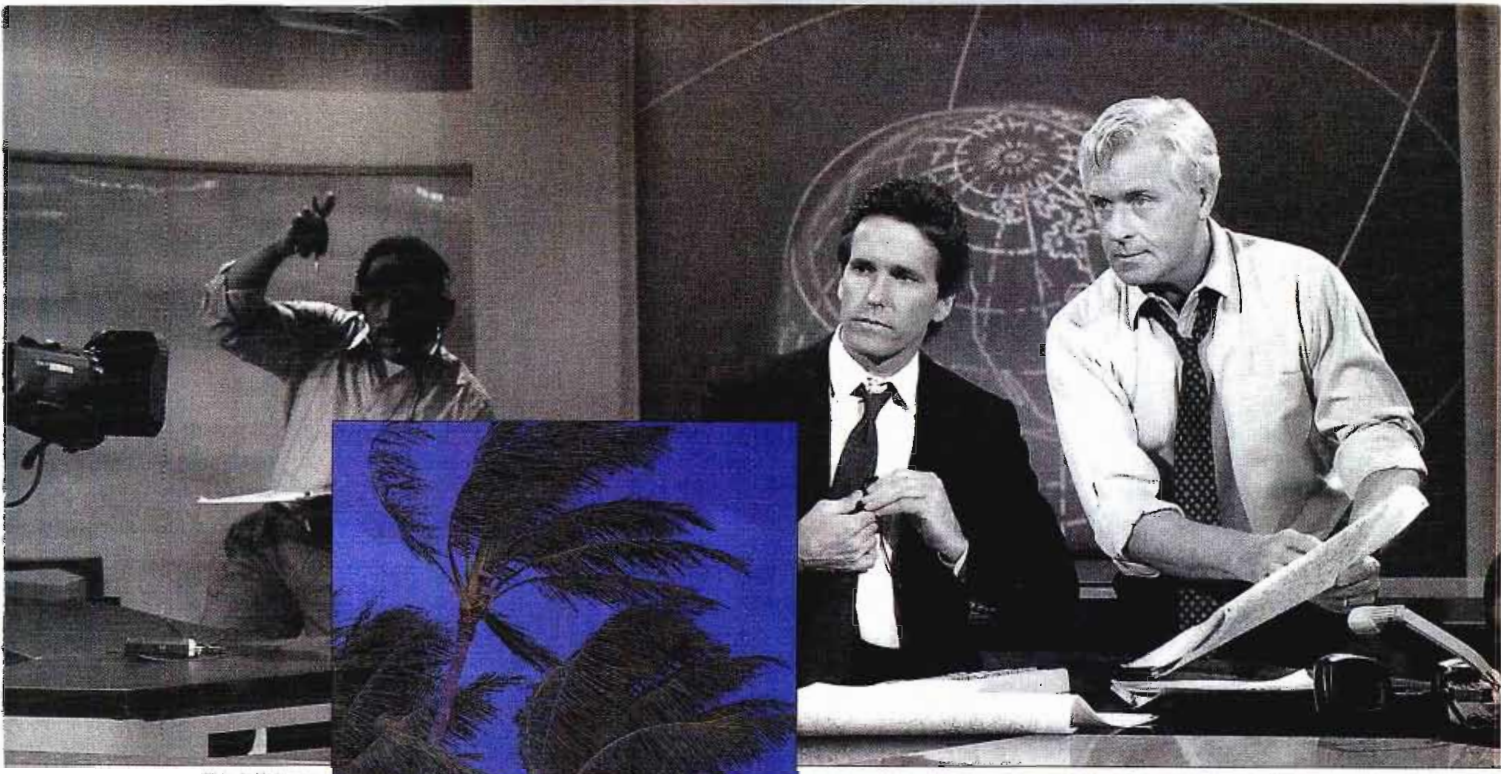
Gergen would not say whether he would advise the President to veto a fairness doctrine bill. The doctrine's proponents on the Hill are expected to send a fairness bill to the President.

—KM



David Gergen





© 1995 Vyvx, Inc. All rights reserved.

When Andrew hit, the trick was to keep news feeds to the broadcasters high and dry.

## Vyvx cleared the way with picture-perfect backhaul.

When Hurricane Andrew blasted ashore, high winds and rain knocked out virtually all communication links in South Florida and made news transmission by satellite nearly impossible. That's when Fox, ABC and CNN called Vyvx. They knew that even in an emergency, our fiber-optic television transmission system is a perfect complement to satellite news transmission.

Nothing handles point-to-point transmission as quickly and conveniently as the Vyvx system. And once you're connected to it, you can access the system with a single phone call, transmitting a

broadcast-quality picture in total security — at a rate that's competitive with satellite transmission.

### Vyvx frees up one of your most valuable assets.

For most stations, the satellite truck is the only way to get a signal back to the network or to another station. And while the truck's tied up transmitting backhaul, it can't cover anything else that might be breaking in your market.

With a connection to the Vyvx fiber-optic system, you can send point-

to-point or point-to-multipoint transmissions to any other city or cities on the system. Meanwhile, your satellite truck is freed up for other news assignments.

### Find out about getting connected today.

If you'd like to know more about Vyvx and how we can help you maximize your news-gathering assets, call 1-800-324-8686 for our brochure and Decision Kit. Find out for yourself how to get connected to our system and how Vyvx can significantly enhance your news department's capabilities.

So call Vyvx today. Because in the news business, it's never too soon to establish reliable connections.

Vyvx, Inc.  
Tulsa Union Depot  
111 East First Street  
Suite 200  
Tulsa, Oklahoma 74103



# CBS now considering sports channel

By Joe Flint

**C**BS continues to play spin the bottle in choosing a program format for its new cable network, and is now looking at signing onto yet-to-be-launched NewSport Television.

NewSport Television, a sports news and information channel, is currently headed by a partnership of Liberty Media (50%), NBC and Cablevision Systems' Rainbow Programming.

The channel was set to launch next week, but that date has been pushed back to December, apparently because of a difference of opinion between Liberty and its partners about the direction of the channel.

Liberty, industry sources say, is reluctant to invest more money in the effort, and CBS, they say, is willing to come in as a managing partner. Executives at CBS, NBC and NewSport did not return calls last week.

If CBS joins the channel, it would use it to negotiate retransmission-consent deals for its owned and operated stations. But the idea of one broadcast network working with another on a cable channel that will be used in retransmission negotiations may rub some operators the wrong way.

"Someone call Inouye," one cable operator remarked, referring to a threat by Senator Daniel Inouye (D-

Hawaii) to investigate cable for violating antitrust rules during retransmission-consent negotiations.

This marks the third time that CBS has changed direction on retransmission-consent negotiations. First, the network said it wanted cash only. Then it said it was planning a news and public affairs channel, but scrapped the idea because start-up costs were too high. CBS then had talks with Viacom about launching a general entertainment network, but Viacom's attention has been diverted lately to its planned acquisition of Paramount.

At the same time that CBS Senior Vice President Jay Kriegel was negotiating for a second channel, CBS Broadcast Group President Howard Stringer was blasting the proliferation of new channels and warning that "a cacophony of channels may come to be the enemy of original programming."

In a luncheon address in New York last week, Stringer said that it's time to think about the viewer. "How do we get better television when the medium is endlessly diluted and fragmented? Logic suggests that someday the free market approach will lock in—otherwise the viewers' search for original programming will be as elusive as the search for the Mars probe." ■

## Retransmission-consent update

Tele-Communications Inc. may launch a best-of-cable network to fill channels left empty by broadcasters who pull their signal on Oct. 6. Making the pitch to TCI, according to executives there, was Terry Rich, president of the Rich-Heritage production company.

A TCI spokesperson said the network was "under consideration," although the MSO expects to reach agreements with the majority of its stations. TCI would not have to look far to find programming for the new channel. The MSO and its offshoot, Liberty Media, have interests in Discovery Channel, Encore, CNN, TNT, WTBS(TV) Atlanta, American Movie Classics, Family Channel and several other cable networks.

■ TCI reached an agreement last week with Tribune Co. to carry the group owner's stations for free for carriage of and subscriber fees for Television Food Network, in which Tribune is a partner.

■ Multimedia Broadcasting's WBOR-TV Knoxville will launch a local cable channel as part of its retransmission-consent agreement with Scripps Howard Cable TV Co. Both station and cable operator will share in the investment and revenue of the new channel. Another system operator, East Tennessee Cablevision, will also carry the channel, although it isn't part of the partnership. The 24-hour channel will feature mostly local news.

■ While most of the attention during the retransmission-consent battle has been focused on the big markets where the networks and large groups own stations, there has been just as much activity in small markets.

The small markets have also been the only place where broadcasters have found cable operators willing to pay cash to carry their signals.

"We have received cash from small to mid-size systems," says Mike Bock, corporate vice president, Guy Gannett Broadcasting, which owns stations in Maine and Iowa. Bock says he also has value-added agreements with other operators that are equal to cash.

■ Many smaller broadcasters are also looking at second-channel options, including Stauffer Communications, which has nine stations and hopes to provide additional locally produced programming through second channels.

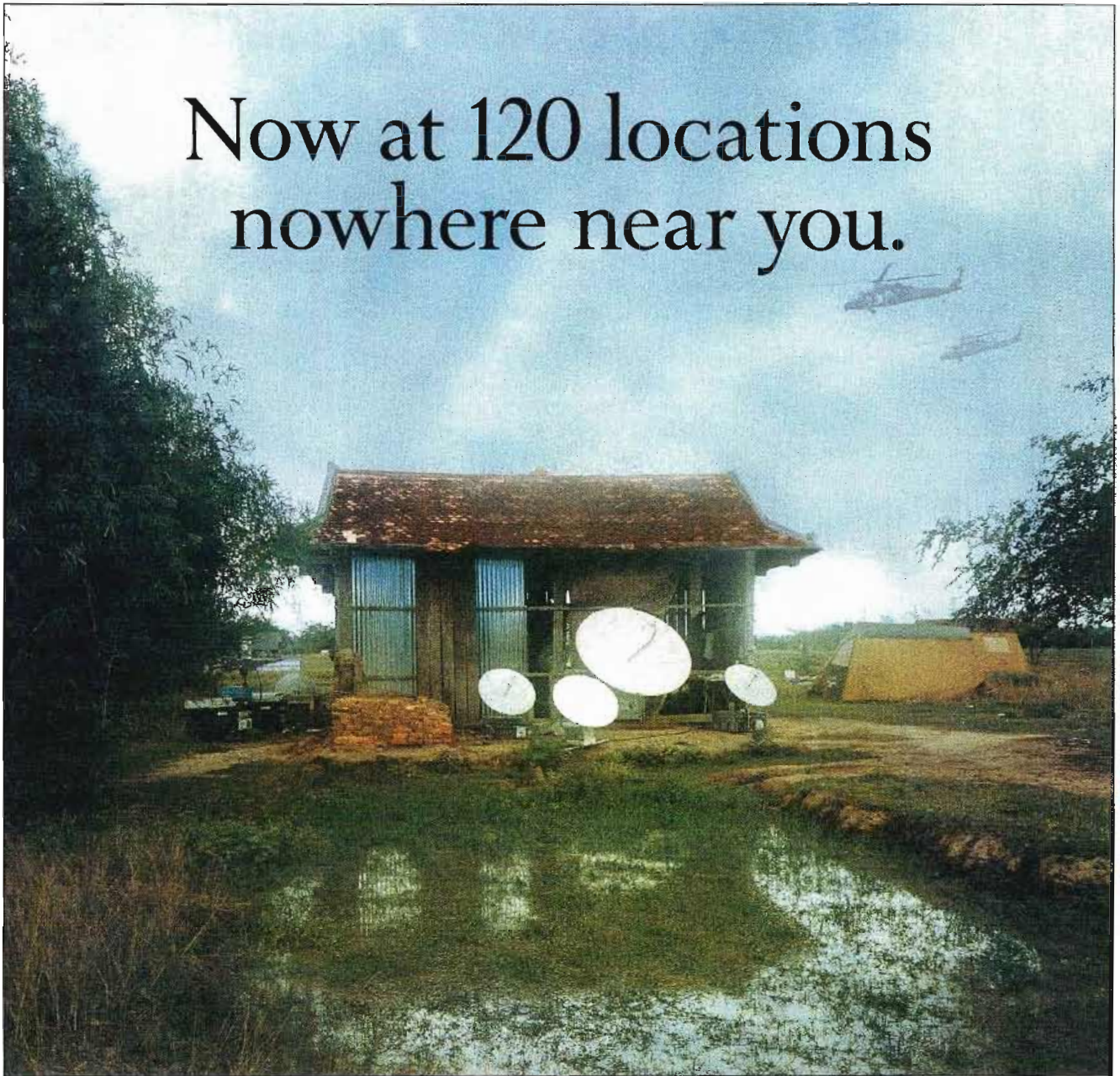
■ KNCB-TV Los Angeles says it expects to have retransmission-consent agreements in place with its 81 cable operators by Oct. 6. Most will renew CNBC and pay for NBC's new channel America's Talking in return for free carriage of the NBC station.

—JF



*Jim Quello was honored by the Media Institute last Tuesday for his interim chairmanship of the FCC, which saw the adoption of cable regulations and the birth of the personal communications service. Quello, who has served as a commissioner for nearly 20 years, was named interim chair by President Clinton after the resignation of Republican Al Sikes. The honor was bestowed at a black-tie dinner in Washington.*

# Now at 120 locations nowhere near you.



Every news editor knows the problem.

In a shrinking world, few news stories are considerate enough to break exactly where you have the full resources to cover them.

And when it's a question of extending your station's newsgathering reach, absolutely nobody can provide as many answers as Reuters Television.

Reuters has 120 bureaux in 80 countries – each capable of providing news in the form of television, text, graphics and still photography.

When it comes to supporting your own news teams, we can provide a service that's as basic as a single ENG crew – or as sophisticated as a transportable earth station including MCR, edit suites and multiple

uplinks to a satellite system that spans the world.

Plus all the local knowledge, experience and contacts of an organisation that's been dedicated to accurate and impartial reporting since 1851, and that numbers virtually every major broadcaster in the world among its customers.

For full details on the services of Reuters Television, contact your nearest bureau, or call +44 81 965 7733.

And get the news direct from the source.

**REUTERS**  
TELEVISION

# FCC takes second look at ad limits

*Inquiry is in response to congressional disfavor over  
FCC decision to give home shopping stations must-carry status*

By Kim McAvoy

**A**s anticipated, the FCC is revisiting its 1984 decision that eliminated commercial time limitations for broadcasters. In a notice of inquiry released last week, the FCC says it wants to know whether it should adopt a "strict rule setting specific limits on commercials."

The inquiry also asks whether such limits should be based on the amount of commercial programming per hour, "thereby precluding the broadcasting of program-length commercials, or whether they should be based on some longer period of time that would allow for infomercials and extended sales presentations."

Broadcasters reacted strongly. Jeff Baumann, executive vice president and general counsel for the National Association of Broadcasters, says the FCC "correctly determined [in 1984] that television broadcast commercial time restrictions were unnecessary and counterproductive." The commission's return to the issue, he says, is a matter of "grave concern."

Acting FCC Chairman James Quello says he wants to make sure the commission reaches a decision based on the current marketplace. "I think the commission's interest in preventing over-commercialization is far different today than we may have considered necessary in the past." And Commissioner Ervin Duggan, who voted against giving home shopping stations must-carry status, says he

looks forward to the proceeding.

The inquiry is in response to congressional disfavor with the FCC's decision to give home shopping stations must-carry status under the 1992 Cable Act. New commercial limits could result in home shopping stations losing their must-carry status or even license renewal. Critics say home shopping stations do not serve the public

interest because they are virtually all commercial.

FCC Commissioner Andrew Barrett issued a separate statement saying he hopes the notice "does not create one standard for home shopping stations and another for other commercial matter broadcast by television licensees. Home shopping stations must not become the sole focus of the notice." ■

## Commission unleashes PCS

By Sean Scully

**T**he much-heralded era of personal communications services opened to mixed reviews last week.

After a four-year battle over the shape of PCS, which promises to deliver voice, text and video to portable phones and computers, the FCC handed down a package of rules that will define the new industry. The commission appeared to strike a careful balance between dozens of competing interests.

"It's difficult to say whether we're satisfied or not satisfied, whether we can play or we can't play," says Alex Netchvolodoff, Cox Enterprises' vice president of public policy.

The commission divided the spectrum into a patchwork of large and small channels and license areas, from

10 mhz channels covering a small region (based on the 492 Rand-McNally Atlas Basic Trading Areas), up to 30 mhz blocks covering a large region, based on the 47 Rand-McNally Major Trading Areas. Although they may bid on more than one license, no company may collect more than 40 mhz in a single area.

The plan leaves room for more than 2,000 licenses nationally.

"We're very disappointed in the FCC in the fact that they created 2,562 licenses with no technical standard," says MCI Vice President for PCS Steve Zecola. "It's AM stereo all over." (AM stereo failed in the 1980's after the commission opted to leave standards decisions up to the marketplace.)

The rules also bar existing cellular telephone companies, or anyone holding at least a 20% stake in a cellular company, from bidding on large PCS licenses in areas where they control more than 10% of the population. Cellular companies may seek only one of the 10 mhz licenses in their own service areas.

The commission itself is split. While Acting FCC Chairman James Quello and Commissioner Ervin Duggan enthusiastically endorsed the plan, Commissioner Andrew Barrett dissented, issuing a lengthy criticism.

"I believe the decision has serious flaws, some of which the market may not be able to understand or sufficiently correct," he wrote. ■

### FCC asks how to auction PCS

Just as critical as the personal communications services rules themselves is how the PCS spectrum will be auctioned. The FCC is seeking comment on ways to conduct spectrum auctions, including possible alternative payment methods, block bidding for licenses across wide geographic areas and ways to protect small businesses and minorities. The commission is even examining such basic details as whether the auctions will be oral or written. The first auctions will take place in May 1994. The commission is seeking comment on the regulatory status of PCS, whether to define it as commercial or private mobile service and whether it should be regulated as a common carrier, meaning the airwaves must be available to all users. Congress has suggested it would like PCS to be treated as a common carrier.

—SS



# FREE STOCK TIP

Don't call your broker; call Nasdaq for the deal: FREE stock reports from the world's second largest stock market. The dividends are yours to keep.

**TELEVISION:** We deliver quotes on local stocks to major market stations. This hits home with thousands of viewers who care about your market's top employers.

**RADIO:** We produce hourly ready-to-air 30 second reports on the financial markets. 30 and 60 second closing reports are also available.

**The Nasdaq Stock Market<sup>SM</sup>**

Call Cameron Brown or Jeff Salkin at 1-800-777-NASD.

# AMERICA'S MOST WANTED LAWYER

AS A NEW YORK CITY ASSISTANT D.A.,  
SHE MADE WAVES.

AS AN NBC LEGAL CORRESPONDENT,  
SHE MADE NEWS.

AS AN EXCLUSIVE INTERVIEWER OF  
**MIKE TYSON** AND **RODNEY KING**,  
SHE MADE HEADLINES.

NOW **STAR JONES** IS ABOUT TO  
MAKE TELEVISION HISTORY  
WITH **JONES & JURY**.

# JONES & JURY

For Fall 1994, the verdict is Jones & Jury.

 **GROUP W  
PRODUCTIONS**  
A WESTINGHOUSE BROADCASTING COMPANY  
3101 FARMAN BOULEVARD, LOS ANGELES, CA 90068 (213) 850-3800



# Comes the revolution: digital wireless PCS

By Sean Scully

**T**he FCC has opened a new era in communications.

On Thursday, the commission laid down rules for the new Personal Communications Services frequencies, between 1850 and 1990 mhz. What makes the new band so exciting to potential players is that PCS technology allows digital information to be delivered to any number of devices, from the familiar portable telephone to the sophisticated digital personal assistants—portable personal computers developed by AT&T, Apple and other major computer companies.

Wireless digital communications could work a revolution in our daily lives, says Scott Shelle, vice president of American Personal Communications, a limited partnership with the Washington Post Co. A tourist could make travel reservations and receive guidebook information—even maps—through the PDA. Bank customers could access an automatic teller machine directly through a PDA or smart telephone for routine banking business.

The change could be more revolutionary still. Newspapers, magazines and books, even radio and television-like services, could be delivered directly to the consumer through the PCS. The *Washington Post*, for example, has developed a prototype electronic newspaper, a flat screen that displays a picture closely resembling a *Post* front page, including pictures. By touching a picture or headline, a reader can receive additional information in any form: video, sound or conventional text. Shelle says that such electronic newspapers could easily be transmitted through PCS.

"Communications technologies that we have grown up on for the last 100 years will be looked back at as the Neanderthal Age," predicts Cellular Telecommunications Industry Association President Tom Wheeler. "What? You mean you had one instrument you talked on and another that you watched? And then you had this thing called the computer?...What'd you have, big desks?"

PCS can be much more than just wireless entertainment or simple busi-



*One of the most interesting possibilities of Personal Communications Services is to serve personal digital assistants, such as the Apple Newton (above), which could send and receive text, video and a wide range of data including newspapers, books, business transactions and faxes.*

ness convenience. For example, an emergency medical technician transporting a patient to a hospital could transmit pictures and data to the hospital, allowing doctors to examine injuries, or even make diagnoses, before the patient arrived.

Shelle says manufacturers plan to put serial data ports, the familiar computer cable connections, on even simple PCS devices. This would allow users to plug home computers directly into PCS information, turning a portable phone into a wireless modem.

The financial stakes for PCS are high. The business could become worth hundreds of billions of dollars a year, according to PCS Action, a lobbying group. The CTIA doesn't have a specific estimate, but it points out that the existing cellular industry grew to \$8 billion annually in only a decade. The government expects to receive up to \$10 billion from the auctions for rights to the spectrum.

With so much at stake, potential players have waged a years-long battle for the soul of PCS, trying to impress their visions on the FCC's rules: how much spectrum to give each licensee, how large an area each license will cover, and how many licensees each area will contain.

A broad coalition of potential PCS players, centered largely on PCS Ac-

tion, sought large license areas, based on Rand-McNally's 47 Major Trading Areas. Each area would contain two or three licensees, each with 40 mhz. PCS Action members include American Personal Communications (owned by the Post Co.), The Providence Journal Co., Times Mirror Cable, Time Warner, Cox Enterprises, long-distance telephone company MCI, and manufacturers Motorola, Northern Telecom and Qualcomm.

On the other side of the issue was most of the present cellular telephone industry, which advocated small license areas based on the 734 current cellular areas. Within each area, they argue, there should be five licensees with 20 mhz each, which mirrors the current cellular system, with 25 mhz blocks for each licensee.

Overshadowing all this, though, was the question of who would be allowed to bid on the spectrum.

Cellular providers argue that bidding should be open to anyone. PCS Action disagrees, saying PCS is designed to compete with cellular, so it hardly makes sense to give the industry much more spectrum than its current 25 mhz.

"They're going around consistently arguing that 20 mhz is enough for anybody, but they're going to wind up with 45, which is a non sequitur," says Shelle. ■



# THE THREE MOST IMPORTANT LETTERS IN S-VHS.

# JVC

**JVC**  
PROFESSIONAL

More and more of today's video professionals have come to recognize S-VHS as the format for the 90's and beyond. And now more than ever, the name they look to for the most comprehensive and advanced line of S-VHS equipment is JVC. As the inventor of the S-VHS format, JVC has designed a system

that will appeal to every area of the broadcast and industrial video community - from acquisition to post production and duplication. And the future of S-VHS looks even brighter, with JVC's introduction of a myriad of new and innovative products. For more information on the full line of JVC S-VHS equipment visit your nearest JVC dealer or call us at 1-800-JVC-5825.

- **World's first Variable Tracking S-VHS Player with slow motion. The BR-S525.**
- **Lowest light 3-chip camera. The 2-Lux KY27.**
- **Lightest docking S-VHS portable. The BR-S422.**
- **First full-size 3-chip S-VHS camcorder. The X2.**
- **The world's only 3-chip S-VHS-C camcorder. The X1.**
- **First S-VHS editor with on-board controller and plug-in TBC. The BR-S822.**







Photos by John Loizides

Piecing it all together, right before your eyes...

**Standard News**

Radio network... wire service... all in one!  
 Customize your local newscast with world and  
 national news from The Washington NewsDesk.

Booth #835  
 or

Our Hospitality Suite at Doral Ocean Beach Resort

Call 800-283-4147.

## HBO tops prime time Emmy winners

By Steve Coe

**T**he cable industry stepped to the forefront of the television industry on Sunday, Sept. 19, during the 45th Annual Primetime Emmy Awards as HBO claimed more statues than any of the broadcast networks.

HBO's haul of 17 awards marks the first time that a cable service has led the broadcast television networks. NBC was second with 16 awards, CBS finished with 14 and ABC, which televised the event, garnered 12.

Although outnumbered by HBO, the big three networks still managed to capture nearly all of the major awards, including NBC's *Seinfeld*, which won for outstanding comedy series, and CBS's *Picket Fences*, which took the top drama award. HBO dominated in the made-for-television movie category, where two of the pay service's movies shared the award. Both *Barbarians at the Gate* and *Stalin* were honored. The networks were also shut out in the miniseries category as PBS's *Prime Suspect 2* took home the Emmy.

Overall, the networks won 42 awards, compared with cable's 20 statues. The network number was down by 12 from last year's tally.

Other winners included Roseanne Arnold, who won her first Emmy for



Jerry Seinfeld and his mom celebrate his show's winning three Emmy awards

outstanding lead actress in a comedy for *Roseanne*. Once again, however, her series failed to win, losing out to *Seinfeld*. Arnold's co-star Laurie Metcalf won outstanding supporting actress in a comedy for the second consecutive year. Ted Danson again won outstanding lead actor in a comedy for his work in the now-defunct *Cheers*.

Cable's strong showing at the awards was particularly noticeable by looking at the programs with the most awards. HBO's *Stalin*, the most heavi-

ly awarded with four, tied with ABC's *The Young Indiana Jones Chronicles*. In second place with three Emmys were seven shows, two from HBO, two from CBS, and one from NBC, syndication and PBS. ■

## ESPN2 ready for kickoff

By Rich Brown

**O**n the eve of its launch, ESPN spin-off network ESPN2 has retransmission consent to thank for almost half of its carriage deals with cable system operators.

ESPN2, targeting young and light-to-moderate sports viewers, is expected to have more than 9 million homes on board when the channel debuts this Friday (Oct. 1). Retransmission-consent deals cut between MSO's and ESPN parent companies Capcities/ABC and Hearst Broadcasting account for 15 of the top 20 MSO's aboard for the launch. About 115 of the 250 deals struck for ESPN2 with cable system operators are the result of retransmission negotiations. ESPN executives, who spent more than two years planning the new network, originally expected to launch with 3 million-5 million subscribers.

ESPN2 will target the age 18-35 audience rather than the traditional 25-54 target for ESPN. The network will be sold separately to advertisers because of the difference in demo targets, says Steve Bornstein, president and CEO. He declined to name advertisers for the new channel.

Programming on ESPN2 will include flagship show *SportsNight*, an irreverent sports news and highlights program, airing Fridays through Sundays 7:30-10:30 p.m. ET (the show will expand to include Mondays on Jan. 3); *Talk2*, a live, one-hour call-in show each weeknight at 10:30 p.m. ET.

## Emmys: big stars, low ratings

Thanks to strong counterprogramming by the other networks, ABC's presentation of the 45th Annual Primetime Emmy Awards fell to its lowest rating ever on one of the big three networks.

The three-hour telecast averaged a 13.6 rating and 21 share in Nielsen national numbers, putting it more than a full rating point behind the previous low of 15.0/29 pulled in by NBC in 1980 during the writers strike. In five of the six years that Fox televised the event, the ratings fell below this year's numbers. The 13.9/24 that Fox pulled in last year was the time that its coverage topped this year's viewership.

Although CBS won the night with a 14.3/23 average for 7-11 p.m.—thanks mainly to *60 Minutes* (17.5/31)—no program dominated the evening. NBC's *SeaQuest* had another strong showing, averaging a 13.8/21 at 8-9 p.m., leading into the broadcast television premiere of "Quigley Down Under," which pulled in a 13.5/21 at 9-11. CBS countered with the broadcast television premiere of "The Hunt for Red October" at 8:30-11 p.m., scoring a 13.4/21.

—SC



# MIPCOM

**International film and  
programme market for TV, video,  
cable and satellite**

**11th - 15th October  
Palais des Festivals, Cannes**

MIPCOM 1993 : *Seeing is believing.*  
Programming professionals from  
around the world gather for  
this annual event.

To buy and sell, make new contacts  
and forge new partnerships.  
Negotiate Co-productions  
and discuss joint ventures.

Meet almost nine thousand  
industry professionals  
from eighty countries : Producers,  
Distributors, Broadcasters,  
Acquisition Executives  
and Feature Film Makers.

# visual business

Get off to a good start... Book your  
participation now and advertise in the  
MIPCOM Preview distributed to  
delegates before the show. Use the  
MIPCOM Daily News to maintain  
your advertising message, and the  
MIPCOM Guide: the definitive reference  
source no one would be without.

Call **Barney Bernhard** now on (212) 689 4220,  
fax on (212) 689 4348 or write to :  
Reed Midem Organisation Inc.  
475 Park Avenue South, 9th Floor  
New-York NY 10016

 A MEMBER OF REED EXHIBITION COMPANIES

hosted by XETRA-FM Tijuana (San Diego), Mexico, personality Jim Rome, and *Jock and Roll*, featuring box scores and game summaries, set to contemporary music, daily at 3 a.m. ET (repeated each day at 9 a.m. and on Tuesday through Friday at noon).

In addition to the regularly sched-

uled shows, sporting events will appear on the 24-hour channel three nights a week, including events from the National Hockey League, Arena Football, college basketball (including ACC), volleyball, auto racing (including IndyCar), BMX racing and "extreme" sports such as sky-surfing and snowboarding. At least

75 NHL regular season games will air on the channel.

ESPN2 will also feature four-and-a-half hours of fitness shows each day, plus game shows, a home shopping show and other sports-related programming. The channel plans to present more than 2,500 hours of original programming in 1994. ■

## Turner gets four more years of roundball

*New \$350 million NBA contract runs through 1998*

By Steve McClellan

**T**he National Basketball Association and Turner Broadcasting System renewed their rights agreement, giving Turner exclusive national cable rights for four more years, through the 1997-98 contract season, for \$350 million, a 27% hike over the current deal.

The new agreement includes advertising revenue sharing (50-50) if Turner surpasses a sales figure close to the \$350 million rights figure, sources said.

The agreement also adds fuel to the ongoing battle between superstations and the NBA.

In addition to a TNT slate of games (45 regular season and 35 playoff games), the new deal adds a WTBS(TV) national package, including a Thursday night game of the week (25 games) and up to 10 playoff games. WTBS currently airs a 30-game slate of co-owned Atlanta Hawks, that the superstation will drop.

The Hawks will move those games to a local independent station and TBS-owned regional cable network Sports South, according to TBS Chairman Ted Turner. NBA's David Stern said the deal with Turner contractually precludes other superstations from airing games nationally. "Superstations are national cable networks, and we just made an exclusive national cable rights agreement with the Turner Broadcasting System."

The league has clashed repeatedly with Tribune-owned superstation WGN-TV and the Chicago Bulls over the issue. The league tried to get that team to limit to 20, the number of games it awarded to WGN-TV, but lost in court. Earlier this year the league passed a rule imposing a per-game fee on teams whose games are picked up

by superstations.

In April, the NBA renewed its rights deal with NBC for \$750 million (plus revenue sharing) for the same period as the Turner renewal. As part of that deal, the league also gave NBC veto power over superstation telecasts.

WGN-TV calls the per-game superstation fee (which it figures would cost it another \$7.5 million in rights) an illegal tax and is challenging it, and the relevant NBC contract provisions, in a

lawsuit set to go to trial on Oct. 18 in Chicago.

With its broadcast and cable network deals in place, the NBA will receive a minimum \$1.1 billion through the next rights cycle, plus shared advertising revenue. The deals assure that every NBA playoff game will have some form of on-air exposure and also give Turner added flexibility in scheduling games, with two networks to work with. ■

## BET to offer à la carte jazz

By Christopher Stern

**J**azz, largely ignored by existing cable music networks, will be getting a channel of its own, Black Entertainment Television announced last week.

BET President Robert Johnson also announced at a New York press conference plans for a home shopping channel aimed at the African-American audience.

BET on Jazz: The Cable Jazz Network will be offered on an à la carte basis for between \$1 and \$2.50 per subscriber per month, Johnson said. BET will retain 75% of the revenues, leaving 25% for cable affiliates.

At the press conference, Johnson declined to discuss start-up costs or subscriber targets. Outlining plans for the service earlier, however, he said he hoped to turn a profit with 5 million subscribers (BROADCASTING & CABLE, Sept. 13).

BET has sufficient cash and debt service to cover the start-up itself, Johnson said. "We are prepared to spend the money to make this channel

work."

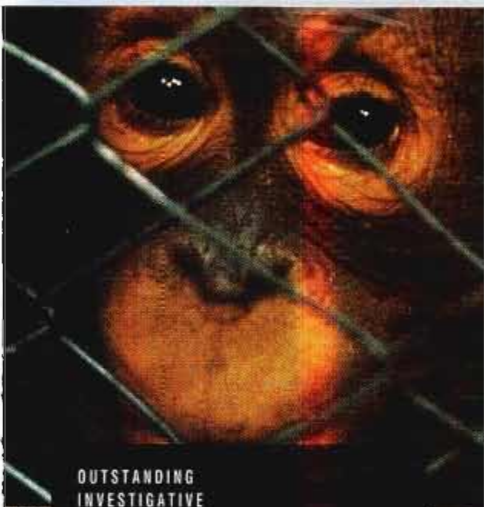
The jazz channel will have production facilities in Washington, where BET is headquartered, and in Burbank, Calif.

BET had been adamantly opposed to à la carte in the past. But Johnson said he is now willing to consider it not only for the jazz network, but also for BET, his flagship network now seen in 37 million homes.

The network is in the midst of negotiating 10-year contracts with cable systems, and carriage of the jazz channel may be a bargaining chip in those talks, according to Curtis Symonds, executive vice president, affiliate marketing.

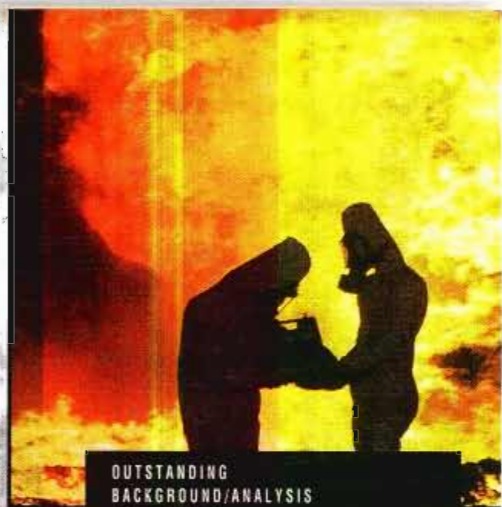
The jazz channel will play mostly jazz, with a smattering of blues. Although local all-jazz radio stations have not been particularly successful, BET believes that it can reach critical mass through a national network.

Johnson thinks that channel capacity created by advances in digital technology will create both room and demand for a service dedicated to jazz. ■



OUTSTANDING  
INVESTIGATIVE  
JOURNALISM

**APE TRADE**

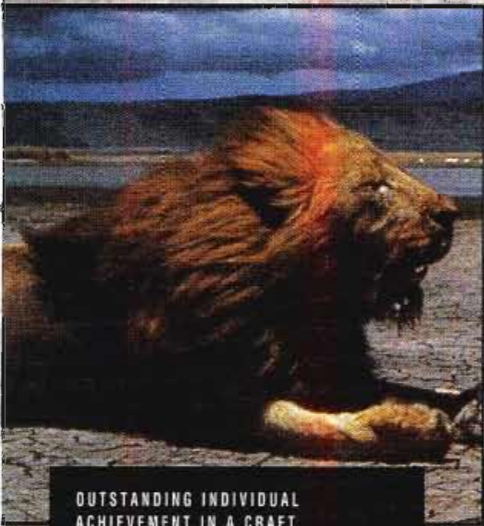


OUTSTANDING  
BACKGROUND/ANALYSIS  
OF A SINGLE  
CURRENT STORY

**TIDES OF WAR**

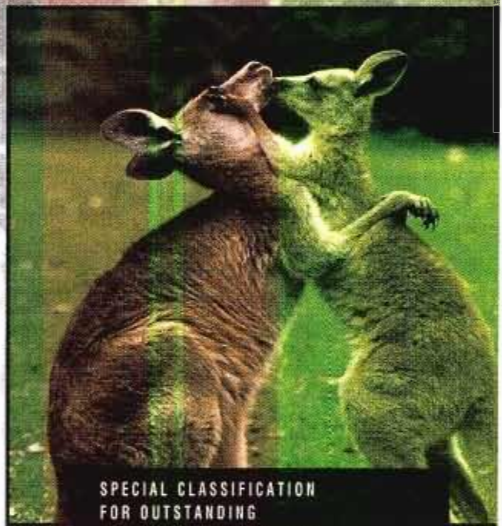
TBS SUPERSTATION  
*Congratulates*  
NATIONAL GEOGRAPHIC EXPLORER

WINNER OF MORE  
NEWS AND DOCUMENTARY  
EMMYS THIS YEAR  
THAN ANY OTHER SHOW  
ON TELEVISION



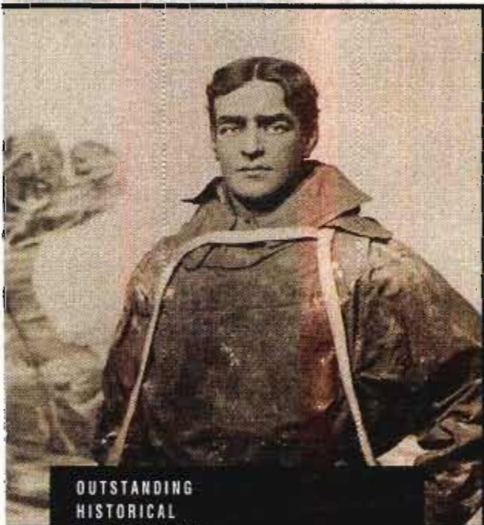
OUTSTANDING INDIVIDUAL  
ACHIEVEMENT IN A CRAFT  
(CINEMATOGRAPHER)

**CRATER OF THE RAIN GOD**



SPECIAL CLASSIFICATION  
FOR OUTSTANDING  
NEWS AND DOCUMENTARY  
PROGRAM ACHIEVEMENT

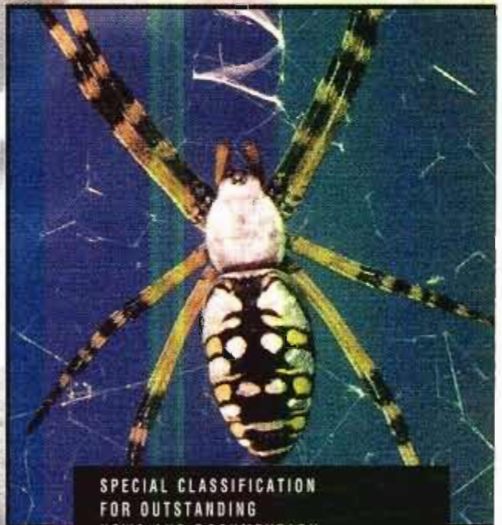
**VALLEY OF THE KANGEROOS**



OUTSTANDING  
HISTORICAL  
PROGRAMMING  
(SEGMENT)

**SURVIVAL!  
THE SHACKLETON STORY**

NATIONAL GEOGRAPHIC EXPLORER  
AIRS SUNDAYS 9:00PM/ET  
EXCLUSIVELY ON TBS SUPERSTATION



SPECIAL CLASSIFICATION  
FOR OUTSTANDING  
NEWS AND DOCUMENTARY  
INDIVIDUAL ACHIEVEMENT

**WEBS OF INTRIGUE**

# Ratings block minority syndicators

*Program suppliers say advertisers are skeptical of viewing power of African Americans; syndicators are using event programming to open doors*

By Mike Freeman

**T**he door has opened slowly for about a dozen syndicated African-American program offerings, but market forces continue to block product for the handful of minority program suppliers.

At the root of the problem, according to some of the half-dozen African-American program suppliers, is a Nielsen ratings system that allegedly underreports black television households (BROADCASTING & CABLE, Sept. 13). But many minority program suppliers say a larger obstacle is convincing major advertisers and their agency media buyers of the proportional ratings power of the black viewing universe.

Aside from Tribune Entertainment's *Soul Train* series and complementary annual music and comedy award specials, there are few examples of syndicated African-American programs approaching double-digit black household ratings. However, Alto-Mark founder and President Frank Mercado-Valdes has borrowed a page—not to mention programming—from the major Hollywood studios to make a case with advertisers that movies with African-American themes typically attract 7-10 ratings among black TV households.

Last January, Alto-Mark teamed with Washington-based distributor Baruch Entertainment to create the ad hoc *African Heritage Movie Network*, which, despite clearing only 73 stations representing 61% U.S. coverage, actually reaches 85% of black households concentrated in major urban markets.

By cutting individual licensing deals with such major distributors as Warner Bros., Paramount, 20th Century Fox and Viacom, Mercado-Valdes says *AHMN* has been able to "cherry pick" well-received African-American titles that, ironically, have not been further exploited by major studios.

Ed Baruch, president and CEO of Baruch Entertainment, claimed *AHMN* began hitting its stride last June and July with successive airings

of *Lady Sings The Blues* (starring Diana Ross) and *Shaft*, which scored respective 7.5 and 8.2 ratings (NSI) among black TV households. What follows is an impressive string of monthly broadcast windows at the beginning of the New Year, with *The Autobiography of Miss Jane Pittman*, *The Great White Hope*, *Souther* and *Mahogany* waiting in the wings.

"Of all the categories, African-Americans have accounted for 2.8 million tickets sold in the box office for classic movies and spend 40% more time watching them on television than any other viewing group," says Mercado-Valdes, adding, "Com-

bine the two together and what we have is a very dynamic situation in the syndication aftermarket."

However, as Mercado-Valdes concedes, advertisers are persistent about paying for national spot time based on general household or demographic ratings. According to a New York media buying source, 30-second spots on the straight barter *African Heritage Movie Network* typically sells for \$12,500 per unit, which is roughly based on a movie package posting a 1-3 general household rating. Even *Soul Train*, a weekly syndicated staple said to average a 5-7 rating among black households, is held to the general audience



## Leave the driving to C-SPAN

C-SPAN is hitting the road in November, traveling around the nation in a canary-yellow, 45-foot bus so that it can get to the bottom of things outside the Washington beltway.

C-SPAN President Brian Lamb (above) unveiled the bus during a press preview in Washington last week. The network then took it to New York so that attendees at the annual Walter Kaitz dinner could have a look.

When its national tour begins, the bus will hit various historic sites, presidential libraries and, most important, schools. Lamb hopes to use the bus as an opportunity to teach children about C-SPAN and the workings of the U.S. government.

—SS



yardstick at an estimated \$17,000 per unit.

"If you get a 1.5 rating in all households but score 100% to 150% higher with black households, many of the major advertising agencies are still reluctant to pay a premium for target marketing," said Mercado-Valdes, who has tried to get around the problem by selling a sponsorship to Pro-Line Hair Products and a 25% equity stake in *AHMN*. "Thank God there are some traditionally strong black advertisers—Ford, Chrysler, Procter & Gamble, General Motors, McDonald's, Burger King, Coca-Cola, Pepsi, Honda and Toyota—but a majority of the major retailers' accounts are handled by the mainstream agencies, with little understanding or respect for marketing to minorities."

Nonetheless, Mercado-Valdes also has licensed "Conrack" (Jon Voight, Paul Winfield) for broadcast in October 1994 and, most notably, has obtained 30-day rights to box office hit "Purple Rain" (featuring the singer Prince) from Warner Bros. for an August 1995 syndication window. In fact, Mercado-Valdes has completed another deal with Warner Bros. to co-produce a first-run documentary on late *Roots* author Alex Haley, which will air on *AHMN* as part of Black History Month in February.

**Tribune's eye on the prize**

The only other major distributor to produce first-run "event" programming for African-American viewers has been Tribune Entertainment's Target Marketing division, headed by Vice President Bob Cambridge. Two years ago, Tribune broke new ground with *The Hank Gathers Story*, a made-for-syndication telefilm that achieved a 30 rating among black households and a 9 general household rating.

One of the highest-profile, biggest-budget projects to date for Tribune is the upcoming made-for-syndication movie *The Vernon Johns Story*, starring James Earl Jones. The two-hour movie, which has a Jan. 15-22, 1994, broadcast window, recounts Rev. Johns's efforts to bring the Dexter Avenue Church into the civil rights movement during the 1950's (before Martin Luther King Jr. took over leadership of the Montgomery, Ala., congregation in the early 1960's). Tribune is projecting that *Vernon Johns* will achieve a 40 rating in black households and could deliver as high as a 15 rating in all U.S. households. ■

**Our fearless  
photographers  
risked peril  
- even death -  
to bring home  
the news.**

*And to think,  
all you have to do is  
pick up the phone!*



**60 MILLION FEET  
OF HISTORIC NEWS FOOTAGE**

Newsreels, premieres, documentaries,  
out-takes, short subjects, travelogues, sports,  
educational films, - all available to you  
on digitized video tape.

**MOVIE TONE NEWS is the largest  
resource for news-making footage  
from 1919 through 1963.**



FOX NEWS

**Call for Information:**

**212-556-2560.**

250 W. 54TH STR., NEW YORK, N.Y. 10019

# Battling on the beach

By Mike Freeman

**T**ake *Baywatch*'s popular mix of muscle-bound surfer dudes and bikini-clad babes, combine it with *American Gladiators*'s medieval-derived athletic competition, and you have *BeachQuest*, All American Television's newest fall 1994 offering for weekly syndication.

The show's title has drawn the most interest from Universal Television's legal department, which claims that *BeachQuest* is derivative of Steven Spielberg's copyrighted *seaQuest* DSV series, which recently debuted on NBC. However, All American's Paul Siegel insists that the titling of its beach competition is "purely coincidental." He claims that the original title for the series, *Malibu BeachQuest*, was registered with the Writers Guild in September 1992, about a month before Universal announced development of its series project.



All American hopes that hard bodies and action will make 'BeachQuest' a syndication success.

"Myself and [series creator] Bryan Taylor have been working on this [series] concept for more than a year, so there wasn't any overt strategy to tie into the 'quest' part of the title, since both shows weren't on television at the time," says Siegel. All American's executive vice president of programming.

Given the growing popularity of professional beach volleyball and life-

guard triathlon events, Siegel and Taylor hope they've got a show that will attract the coveted 18-34 male and female demographic rating groups. (Taylor, a personal manager whose clients include world champion surfer and *Baywatch* regular Kelly Slater, also serves as a programming consultant to Samuel Goldwyn Television's *American Gladiators* series.)

For the last three years, All American has delivered those younger demographics with its highly rated *Baywatch* series in weekly syndication (in addition to rolling out a similarly targeted *Acapulco H.E.A.T.* series next January).

Siegel sought out a co-production and equity partnership with First Media Entertainment, a live-action production company owned by the Marriott Corp. and housed in Florida at the parent company's WCPX-TV Orlando CBS affiliate.

First Media shot the pilot in Daytona Beach, and Siegel estimates that the per-episode production budget will be in the affordable \$150,000-200,000 range. Most weekly hour series, typically dramas, run about \$1 million per episode.

Each episode will feature two male and two female contestants doing battle against four of show's full-time "BeachQuest Hard Bodies," who compete in beach and water events, including "beach tug o' war," "bull's-eye" parasailing, "trampoline" volleyball and body surfing. David Hirsch, who has hosted *America's Top 10*, calls the action.

Siegel says the 26 episodes will be offered in 52-week contracts. ■

## Top cable shows and nets

Following are the top 15 basic cable programs (Sept. 13-19), ranked by households tuning in. Ratings are based on network's total households at time of program; U.S. ratings are based on 94.2 million TV homes. Source: Nielsen Media Research.

HHs. (000)	Cable Rtg.	U.S. Rtg.	Program	Time (ET)	Network
1.	6,581	11.0	7.0 NFL (Cowboys-Cardinals)	Sun. 8p	TNT
2.	3,058	5.0	3.2 College Football (Florida State-N.C.)	Sat. 7:25p	ESPN
3.	2,876	4.7	3.1 MLB (Reds-Braves)	Thu. 7:30p	TBS
4.	2,358	3.9	2.5 MLB (Mets-Braves)	Fri. 7:30p	TBS
5.	2,317	3.8	2.5 NFL Primetime	Sun. 7p	ESPN
6.	2,202	3.6	2.3 NFL Gameday	Sun. noon	ESPN
7.	2,178	3.5	2.3 MLB (Mets-Braves)	Sun. 8p	ESPN
8.	2,164	3.6	2.3 NFL Post Game Show	Sun. 10:45p	TNT
9.	2,126	3.5	2.3 MLB (Reds-Braves)	Tue. 7:30p	TBS
10.	2,018	3.4	2.1 Ren & Stimpy	Sun. 11a	NICK
11.	1,953	3.3	2.1 Rugrats	Sun. 10:30a	NICK
12.	1,861	3.0	2.0 College Football (Colorado-Stanford)	Sat. 10:42p	ESPN
13.	1,840	3.0	2.0 Murder, She Wrote	Fri. 8p	USA
14.	1,771	2.9	1.9 Saved by the Bell	Fri. 5:30p	TBS
15.	1,757	2.9	1.9 Murder, She Wrote	Mon. 8p	USA

Following are the top five basic cable services for the week, prime time 8-11 p.m. Ratings and shares based on coverage households of each network. Data supplied by outside sources based on Nielsen Media Research.

Network	Households (000)	Rating/Share
TBS	1,719	2.8/4.7
ESPN	1,535	2.5/4.1
TNT	1,374	2.3/3.8
USA	1,265	2.1/3.3
NICK	706	1.2/1.9

# Ratings Week According to Nielsen, Sep 13-19

	<b>abc ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>15.5/26</b>	<b>9.8/16</b>	<b>11.4/18</b>	<b>6.3/10</b>
8:00	61. Day One 8.7/16	51. Evening Shade 9.5/16	21. Fresh Prince 12.5/21	76. Fox Night at the Movies—Just One of the Girls 6.3/10
8:30		45. Major Dad 10.1/16	36. Blossom 11.1/18	
9:00	5. NFL Monday Night Football—San Francisco	28. Murphy Brown 11.6/18	35. NBC Monday Night Movies—Danielle Steel's 'Secrets' 11.2/18	
9:30	49ers vs. Cleveland Browns	50. Big Wave Dave's 9.7/15		
10:00	18.1/32	57. Northern Exposure 9.0/15		
10:30				
<b>TUESDAY</b>	<b>12.8/21</b>	<b>12.4/21</b>	<b>10.6/18</b>	<b>5.8/10</b>
8:00	21. Full House 12.5/21	15. Rescue: 911 13.8/23	47. Saved by the Bell: College* 9.9/16	85. Roc 5.2/9
8:30	33. Phenom* 11.3/18		46. J. Larroquette 10.0/16	82. Bakersfield, P.D.* 5.8/9
9:00	2. Roseanne 19.9/32	27. CBS Tuesday Movie—Distant Cousins 11.7/20	62. Second Half 8.4/14	78. America's Most Wanted 6.0/10
9:30	6. Coach 17.7/28		20. Dateline NBC 12.6/22	
10:00	66. ABC News Special			
10:30	7.7/14			
<b>WEDNESDAY</b>	<b>15.2/25</b>	<b>8.2/14</b>	<b>11.1/18</b>	<b>9.8/15</b>
8:00	9. Home Improvmt 16.1/27	77. Dr. Quinn, Medicine Woman 6.2/10	30. Unsolved Mysteries 11.5/19	43. Beverly Hills, 90210 10.2/17
8:30	10. Thea 15.0/24		30. Now w/Tom and Katie 11.5/18	55. Melrose Place 9.3/14
9:00	1. Home Improvmt 22.5/35		43. Law and Order 10.2/18	
9:30	13. Moon Over Miami 14.1/23	23. 48 Hours 12.2/21		
10:00	52. Coach 9.4/17			
10:30				
<b>THURSDAY</b>	<b>10.9/17</b>	<b>10.1/16</b>	<b>14.1/23</b>	<b>9.4/15</b>
8:00	56. Matlock 9.1/14	28. In the Heat of the Night 11.6/19	25. Mad About You 12.0/20	39. The Simpsons 10.8/18
8:30		41. Eye to Eye with Connie Chung 10.4/16	13. Wings 14.1/23	42. Sinbad Show* 10.3/17
9:00		62. Angel Falls 8.4/14	5. Seinfeld 19.3/29	52. In Living Color 9.4/14
9:30			3. Frasier* 19.4/30	73. Herman's Head 7.0/11
10:00	12. Primetime Live 14.5/25		47. NBC Super Special Comedy Hour 9.9/17	
10:30				
<b>FRIDAY</b>	<b>11.8/23</b>	<b>6.2/12</b>	<b>6.7/13</b>	<b>6.4/13</b>
8:00	33. Family Matters 11.3/23	69. How'd They Do That? 7.4/14	72. NBC Movie of the Week—The Awakening Land, Part 3 7.2/14	84. Brisco County, Jr. 5.5/11
8:30	60. Sat Morn Prev 8.8/17	85. Building 5.2/10		70. The X Files 7.3/14
9:00	37. Step by Step 11.0/21	87. Boys 5.1/10	82. Great Escapes: Trade Winds 5.8/11	
9:30	40. Hangin w/Mr. C 10.7/20	78. Picket Fences 6.0/12		
10:00	11. 20/20 14.6/29			
10:30				
<b>SATURDAY</b>	<b>6.5/12</b>	<b>10.3/19</b>	<b>12.1/22</b>	<b>4.9/9</b>
8:00	74. ABC Saturday Night Movie—Joe Versus the Volcano 6.8/13	57. Dr. Quinn, Medicine Woman 9.0/17	70. Miss America: The Untold Story 7.3/14	66. Cops 7.7/15
8:30		37. In the Heat of the Night 11.0/20	32. The Mommies 11.4/21	78. Bakersfield, P.D. 6.0/11
9:00			25. Cafe Americain 12.0/22	89. Front Page 3.0/5
9:30			7. Miss America Pageant 17.6/35	
10:00	78. The Commish 6.0/11			
10:30				
<b>SUNDAY</b>	<b>12.3/20</b>	<b>14.3/23</b>	<b>12.7/20</b>	<b>7.3/12</b>
7:00	62. Am Fun Hm Vid 8.4/15	8. 60 Minutes 17.5/31	19. NFL Football 13.4/25	88. Townsend Television 4.4/8
7:30	65. Am Fun People 8.3/14		66. I Witness Video 7.7/13	57. Martin 9.0/14
8:00	17. Emmy Awards 13.6/21	23. Had to Be You 12.2/19	15. seaQuest DSV 13.8/21	52. Living Single 9.4/14
8:30		19. CBS Sunday Movie—The Hunt for Red October 13.4/21	18. NBC Sunday Night Movie—Quigley Down Under 13.5/21	49. Married w/Childn 9.8/15
9:00				75. Daddy Dearest 6.7/10
9:30				
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>12.2/21</b>	<b>10.4/18</b>	<b>11.3/19</b>	<b>7.1/12</b>
<b>SSN. TO DATE</b>	<b>11.3/19</b>	<b>11.8/20</b>	<b>10.4/18</b>	<b>7.0/12</b>

RANKING/SHOW [PROGRAM RATING/SHARE] \*PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT  
TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES

## The Best, the Brightest and the Otherwise in Broadcast/Cable News

An exclusive survey of RTNDA members by BROADCASTING & CABLE

*Who's the best in the broadcast news business? Who better to ask than the news directors responsible for America's radio and television newscasts? BROADCASTING & CABLE polled the RTNDA on the industry's most pressing issues. The answers shaped this special report, which builds upon the most interesting results.*

**1** ABC's Peter Jennings is widely seen as the best network news anchor in the business. In fact, even news directors at NBC and CBS affiliates agree that Jennings is best. BROADCASTING & CABLE explores why in an exclusive interview. **See page 36.**

**2** And Jennings isn't ABC's only strength. The entire news division was voted the best in television in terms of overall strength of reporting. And while much-maligned NBC finished a distant fourth, there was some hope there—its affiliate newsfeed was voted the best in TV. **See page 41.**

**3** On the controversial topic of "tabloid TV," news directors are almost evenly split on whether there's too much crime and sex on the news. But most agree that some stations regularly air stories with little or no news value. **See page 42.**

**4** When it comes to news services, the survey found, the Associated Press is first and nobody else is close. Now the wire service, which provides news to nine out of 10 TV stations polled, is planning a major push into video journalism. **See page 44.**

**5** Complete survey results—on issues ranging from news budgets to the ethics of naming rape victims—are published in full text. **See page 46.**

**6** What trends most rankle news directors? And what developments give them hope for the future? In their own blunt words, they assess the state of their industry—a must reading of the good, the bad and the ugly. **See page 48.**

# We Can Give You Some Of The Best Quotes On The Market.



And we're not just talking stocks. Because in addition to our daily customized stock reports, we're offering you AMEX BusinessTalk. The award-winning program from the American Stock Exchange.

Our stock reports quote the stocks of interest to your listeners and are produced in a format that's tailor-made for your station.

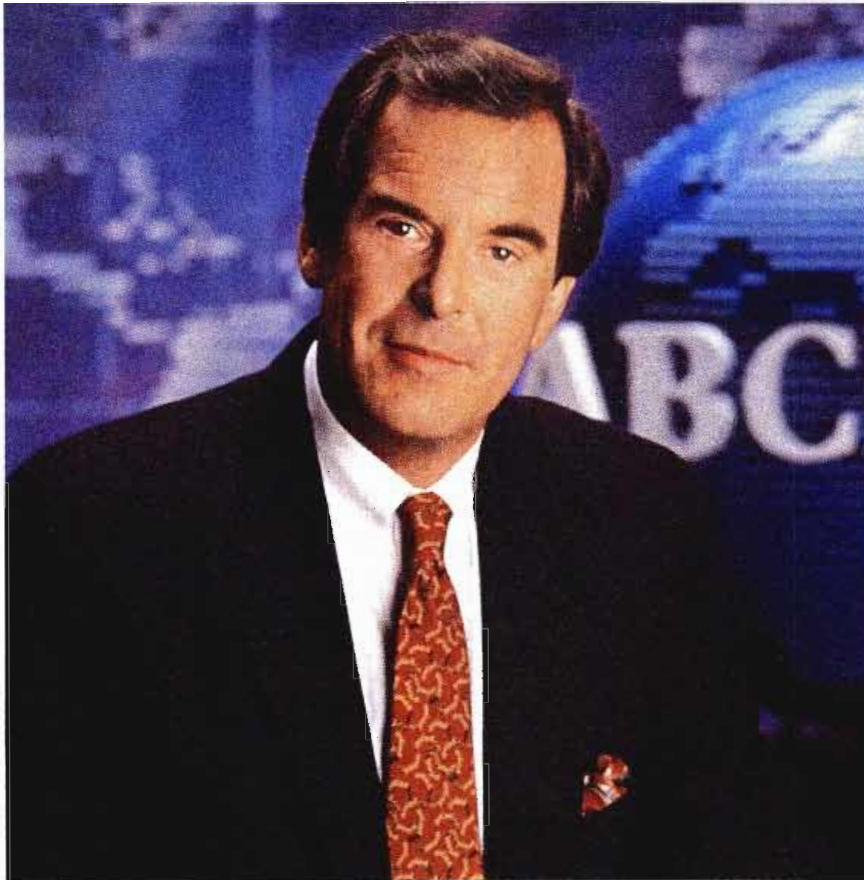
AMEX BusinessTalk quotes the leaders of American business and finance who share their views on the important economic developments

of our times during a fifteen minute interview with host Tom Mariam.

The one quote you won't get from us is a price. Both the stock reports and AMEX BusinessTalk are distributed free-of-charge.

For more information, call Tom Mariam at 212-306-1637. Or write him at 86 Trinity Place, New York, NY 10006-1881.

**radio**AMEX



The votes are in and it's Peter Jennings by a landslide.

Local broadcast news executives around the country say Jennings is the best network news anchor on the air today. Of those polled in a recent survey by BROADCASTING & CABLE, 67% said Jennings was tops.

The 29-year ABC veteran had widespread support: More than half of the CBS affiliates and two-thirds of the NBC affiliates responding to the poll voted for him. ABC also came out on top as the strongest overall news organization.

In the following interview, Jennings offers some thoughts on his future, and ABC News's, and on issues including the impact of tabloid journalism, the herd mentality of journalism today and the growing importance of covering events outside the U.S.

**We did a survey of news directors around the country and you came out on top as best anchor and ABC News was voted best overall network news organization. What do you think you bring to the role that distinguishes you from your colleagues?**

That's really a tough question. It's a question I even hate to venture answering. You know, I think that what we have been in this news organization is fairly consistent. I'm always pleased to see, at least in competitive terms, that the viewers can ratify consistency. And by that I

mean in a period when we are all under a variety of pressures—economic for one, neo-isolationism in the country for another and, to some extent, pressure from the new broadcasts such as *Hard Copy*, *A Current Affair* and the talk shows—we on this broadcast haven't changed very much. To that extent I think there are some people who think we're probably a bit stodgy.

**Stodginess implies a resistance to change.**

Perhaps. But I do like to think—and again, this is wishful thinking—that if you're consistent, your core audience

**COVER STORY**

audience will remain. We have tried very hard for the last 10 years never to pander to the audience. I always believe it's essential that we never talk down to them and that what we do—particularly in complicated issues—is clear but never simpleminded. And never hyped.

This is not a reflection on other broadcasts. But I know that we're very conscious of that around here. And I think, by the way, that's another thing about ABC News which people sometimes forget—this is a very collective place. I've said this a hundred times: this is not a place that has sort of one great news personality like CBS in Dan [Rather] or NBC in Tom [Brokaw].

**That's probably an advantage in terms of the depth of the organization.**

I think so. This is a place with a Koppel and a Donaldson and a Sawyer and a Brinkley and a Jennings, so there's always been a pretty collective atmosphere here. I'd have to give enormous credit to Paul Friedman [currently ABC News executive vice president] who was my executive producer [at *World News Tonight*] for the really crucial developmental years here and who has now gone up to the fifth floor, as we call it.

**The executive suite?**

Hell or Nirvana, depending on your perspective. Except that dear Paul has never worn a really good suit except one his wife gave him. But he is still so engaged. I remember maybe a year or so ago when somebody was doing a comparison of the three news divisions. They showed how many different bosses there'd been at NBC News and how many there'd been at CBS News compared to basically [ABC News President] Rooney Arledge at ABC. And I think that makes a difference to us—that we've had consistent, even leadership—so that those of us who work on the broadcast know what's expected of us and know the standards.

**Is there a comment there about the leadership at the competition?**

This isn't meant to be critical, but I think it's not a secret that at CBS [and NBC] the changes have been fairly dramatic in some cases, and it must be difficult for people in the ranks to know exactly what the new leadership wants at any given time.

**At the same time you have some good friends at the other networks, don't you?**

Garrick Utley has just joined us, as our new chief foreign correspondent, from NBC. And he and I are very close friends. We competed against each other in London for almost seven years and we were reminiscing the other day, now that we're into middle age, that some of the general standards didn't seem under assault 10 or 15 years ago, the way they sometimes do now.

**Could you clarify what you mean by 'general standards'?**

I think it's a little bit of what I said earlier about the pressure that's been imposed on the medium by the somewhat more salacious approach taken by *A Current Affair*, *Hard Copy* and talk shows to a greater extent. We've seen them change their character quite significantly, and therefore I think that the whole universe of information has become more open, more candid, unquestionably more salacious. And it's happened in print as well.

**How so?**

Think back to how we, at the beginning of the political campaign, were virtually forced by the pressure in the universe to do the Jennifer Flowers story, which appeared in the *Star*. In some respects that was very painful for us. I see that very much as a crucial moment. I remember the argument at the time: If we don't do this story today, every news director in the country who's an affiliate is going to say: 'Hey, what the hell's wrong with those guys?' At the network news level we validate the national events of the day to some extent, and the pressure was tremendous. We went with it; the *Star* played us like a violin.

**When you talk about the pressure, one of the many questions raised by the whole *Dateline*-GM story is whether there's too much pressure and competition in the magazine field, not only to do a great story but to take that good, solid story—as was GM—and then step over the line.**

I do not subscribe to that thesis at all, but I've heard it advanced before: that there's pressure to go the one step further. That's just not good journalism. What I find significant is that it did not appear that the audience level for *Dateline*—and they've had at least two difficult

Peter Jennings, 55, is probably one of the most accomplished high school dropouts in the history of television. Born and raised in eastern Canada, Jennings left school at the age of 17 and went to work for a small radio station in Ontario. He joined the CBC Radio's international service as a news reader in 1959, and got his first job as a television reporter at CJOH-TV Ottawa in 1961. He moved on to CTV Television as a reporter that same year. In 1963, Jennings's coverage of a financial crisis in Canada brought him to the attention of ABC News, and he joined the network in New York in 1964. In 1965, "going on a youth kick," as Jennings recalled once, the network made him anchor of its evening newscast. He became a national correspondent in 1967, served as a foreign correspondent from 1969 to 1975 and became chief foreign correspondent in 1976. He was named anchor and senior editor of *ABC World News Tonight* with Peter Jennings in 1983.

incidents—was affected. I find that more stunning than the argument over whether or not they were really pushed to go over the edge.

I mean, there are producers in our business who will go over the edge. We've had bad producers work here. We've made mistakes. When the GM thing happened, I bet you people in every newsroom in the country were saying to themselves: 'Thank God it didn't happen to me, but thank God it happened.' Because hopefully it made those people back off who might have been exerting pressure to give [the story] that extra bit of flash or flair.

**You've been doing this 'anchor thing,' as George Bush might say, for almost a decade. Have you given any thought to doing something else?**

Yes indeed. I just recently signed a new contract and it was no secret, I think, at the time, that I seriously considered stopping then and leaving to do something else altogether. Going back, pretty much, not to straight daily reporting, but to working in the field again. The decision in my family at the time was to leave this job at the beginning of a new presidential administration. It was probably not a very smart idea, because even though Mr. Clinton was not

# America's Pre

TV's Top Show Powers up fo

# HOME IMPROVEMENT



© Buena Vista Television



**Final Premiere!**  
**a Third Blockbuster Season.**

**2.5 rating/35 share\***

**1 Returning Series**

**1 Premiering Show**

Buena Vista  
Television



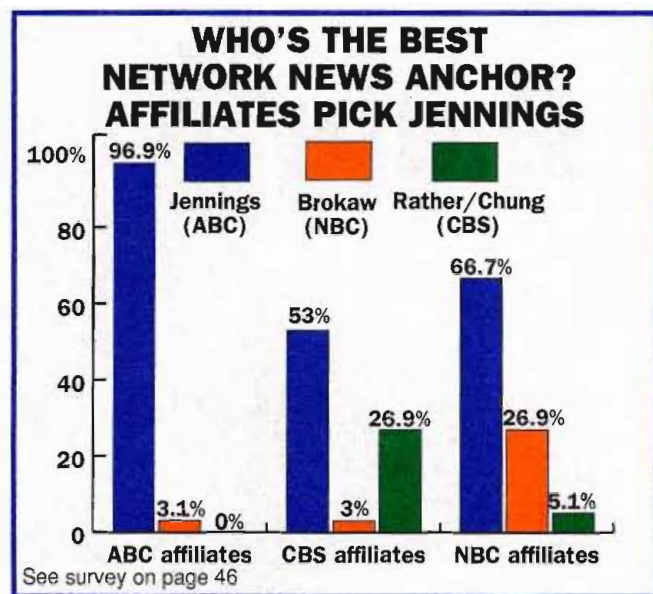
Source: NTL 9/15/93. \*Adults 18-49: 17.7 rtg./43 share. Includes all network premieres 9/13-26/93.



elected by any landslide, after 12 years of Reagan and Bush, it was something of a revolution in American politics. And the anchor chair, to use the most overworked cliché, does give you that front-row seat. So I wanted to stay here in this job at least for the first four years of the Clinton administration. But I don't think anybody in my news division, any of my management, would be surprised if I asked them if I could do something else.

**How much of the year do you actually do the news from the anchor seat in New York? And are there any plans afoot to get you out in the field more?**

We sort of started that here. I mean, I was the first roving anchorperson when we had the three-anchor system. When I came back to this broadcast and became the sole anchor, we continued the travel. We really began to draw back a little on the travel at the time of the Gulf War when we were faced with a compulsion to go to the Middle East. We realized that to go to the Middle East was to do what has



become something of a norm, which is to go on a skyline trip. And so I stayed back and it was a good decision.

**Skyline trip meaning?**

Meaning the anchor just goes and stands up against a skyline and doesn't have the time to do any serious reporting.

**Overall, your audience levels are up. Any thoughts on why?**

I can tell you what I'd like to think it is, but I actually don't have the vaguest idea whether I'm accurate. Several years ago there was a dichotomy—confusion between network and local news. And network was sometimes trying to localize its approach to things. And we were trying, I always thought, to do things which local television news broadcasts do so much better than we do. We pretty much stopped doing local news. We pretty much stopped, on these broadcasts, putting on pictures for the sake of pictures and have tended to focus to a much finer degree on big national and international issues and give them somewhat more extensive coverage. Our American Agenda is a very good example.

**There's a general perception that ABC News tends to cover more of the international stories than its counterparts.**

**First, would you agree with that and do you believe that the international scene will continue to gain importance in the years ahead?**

I do believe it's the case, and I think this is one of the places where there's no question that I do play a role, and also where Ted Koppel plays a role. Ted and I are both former foreign correspondents. When we had a three-anchor system here, there's no question that this company was convinced that America's relationship and relevance to the rest of the world was very important. And that continued after I came back from overseas. That is why, in my view—and here I'm very proud of our news division—a superior journalist like Garrick Utley is happy to leave NBC and come to ABC.

**And in the future?**

The great joke is where in the hell are they going to make peace next? There will be nothing left for us to do. But the answer is in Somalia and the Middle East and Bosnia and [within what used to be the Soviet Union] and what's happening in Africa and Asia. [International news] I would argue is as crucial to America today as ever but it is no longer defined by that narrow prism of the Cold War. Those are still American markets. Those are still the countries which, if they do not find their way to stable economic democracies, will lead to trouble for us. Because they will either stabilize their markets or create enormous instability in other countries.

**Were you instrumental in bringing Garrick Utley to ABC?**

Yes. I didn't hire him, but the process certainly began with me.

**Roone Arledge agreed with you rather quickly?**

Roone and Paul [Friedman] both. [Utley] has already had his first [assignment]. We sent him off to Mexico City the other day to do a piece on the North American Free Trade Agreement and it was great. We all said: 'How wonderful to have him here.'

**Are there enough good stories to fill all the news magazines that keep getting added to the prime time schedules? Do you think these programs are taking the opportunity to delve into important stories, or do you think they're chasing the same sexy ones?**

I confess that as a viewer I'm inclined to think that there's too much chasing of the same sexy story. To some extent I think that's probably inevitable for a broadcast like *Dateline* or *Day One* until they establish their audience. *Primetime Live* and *20/20* have established themselves extremely well in the marketplace and thus have more freedom to do a variety of different things. There is a tendency, it seems to me, when new broadcasts come on the air, to be a little flashier than you probably want to be somewhat further down the road. And with this increase in magazine shows, yes, you get the impression that if you don't go with the high-profile stories in a hurry, several other broadcasts will have been there the day before.

**Will you continue to do a slate of prime time specials?**

I will still do six hours this year on single subjects, and I've just hired a wonderful new executive producer named David Gelber who came here from *60 Minutes*. So I'm very pleased about our news division, that we still continue to devote ourselves to hours, because it is not the trend elsewhere. ■

# ABC News is number one, but...

Survey shows network to be the best, but news execs say it's not perfect

By Steve McClellan

**A**BC News may be the strongest television news organization right now, but the network better not rest on its laurels.

A BROADCASTING & CABLE survey shows that ABC News is perceived in broadcast news circles as the strongest news division (see story, page 46)

It also finds ABC News's Peter Jennings to be the most popular anchor and ABC News President Boone Arledge the most capable news executive.

But follow-up interviews with local news executives and others indicate the network is not without problems—and that NBC and CBS may already be closing the gap.

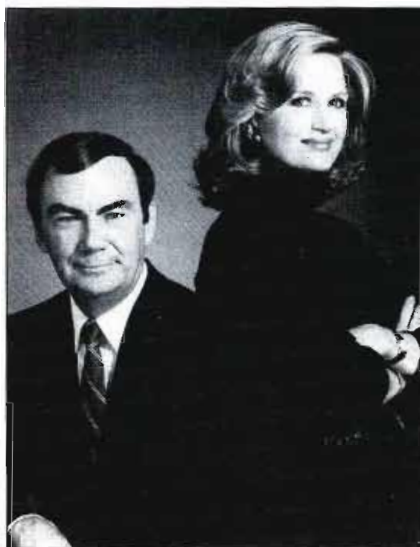
Steve Schwaid, news director at WVIT-TV Hartford, Conn., the NBC affiliate there, is among a majority who think that ABC News is the strongest in terms of reporting depth and the overall strength of its news programs. "That's not something that happens overnight," he says. "There has been a lot of consistency in upper management with Boone Arledge running the division."

To a large degree, ABC's strength is due to the network's aggressive development of news programs, says Schwaid. They haven't all worked, he says, but many have. "I think they understand how to do TV news for mass viewer appeal."

At KCRA-TV Sacramento, Calif., another NBC affiliate, news director Bill Bauman also agrees with the survey's conclusions. "I think overall ABC is the superior news product," he says. "Their news coverage has greater depth and their on-air correspondents are superior. They've also had the least amount of turmoil [in the management ranks], which has allowed them to focus more clearly on the productions."

Some CBS affiliates also tip their hat to ABC News. "ABC has done a terrific job," says Mark Efron, news director at WFSB-TV Hartford, Conn., and corporate news director for the Post-Newsweek stations.

New York-based network news analyst Andrew Tyndall says part of ABC's strength is due to its greater



'Primetime Live' anchors Diane Sawyer and Sam Donaldson

reach abroad. The network didn't reduce the number of foreign bureaus in the way CBS and NBC did, he says. "I believe they've been doing the best work for perhaps the last three years."

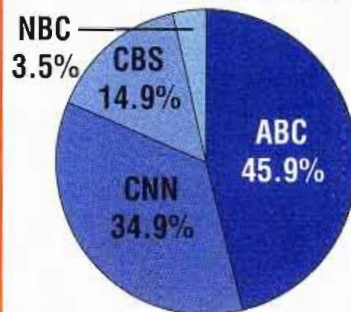
ABC *World News Tonight* was the first nightly newscast to introduce a regular feature focusing on domestic policy issues (American Agenda). And the program has continued to do it better than its competitors, says Tyndall. "It's consistently been more serious and more public policy oriented," he says.

To some extent, the news directors echo what the viewers have been saying for some time. ABC *World News Tonight* with Peter Jennings has consistently been the top-rated newscast for the last several years. In July and August, the program's ratings were up 8% with an average 9.6 rating and 21 share, and were more than a full rating point ahead of both CBS and NBC.

By comparison, the CBS and NBC evening newscasts spent the summer in a seesaw battle for a distant second place, with NBC eking out two second-place monthly victories in July and August.

ABC News has also demonstrated strength in prime time with *20/20* and *Primetime Live*, which regularly win their time periods. The network's newest magazine, *Day One*, has im-

## STRONGEST NATIONAL NETWORK NEWS



See survey on page 46

proved its viewership since moving to Monday. In late night, *Nightline* usually draws a competitive audience level and frequently a winning one.

On Sunday mornings, however, *This Week with David Brinkley*, which used to win consistently, has been dethroned by an expanded and rejuvenated *Meet the Press* on NBC.

ABC News is not without its flaws. Significantly, the BROADCASTING & CABLE survey shows 26% of the ABC affiliates naming some other news organization as strongest, with CNN getting most of the defectors.

There are signs of "wear and tear" at ABC, says Tyndall. For one thing, he says, ABC has lost its edge in Washington coverage, where NBC now reigns supreme.

Probably more important to affiliates is the network's newsfeed service. Among ABC affiliates, only 32% said they believed their network had the strongest newsfeed service. The largest block of defectors, 37%, thought CNN had the best newsfeed operation.

The survey shows NBC affiliates most satisfied with the job their network is doing in supplying and coordinating satellite-fed news footage. Two-thirds of the NBC stations responding say their three-year-old NBC News Channel, based in Charlotte, N.C., is the strongest.

ABC affiliates acknowledge their network needs to improve its newsfeed service. They say the network is well aware of the problems and is working on them. "It's a little bit of a

systems issue," says Candy Altman, news director at ABC affiliate WCVB-TV Boston.

CNN comes in second in the survey on the newsfeed service. "CNN has a very organized system for getting its News Source affiliates breaking news," says Altman. "It's instant access. It's more difficult for a network that's not a 24-hour news service to compete in that way."

ABC executives are aware they need to address some problems in their newsfeed service. "It's a money issue," says Altman. "And it's a pride issue."

NBC committed itself to improving its affiliate newsfeed operation four years ago, after bitter complaints from affiliates that they were getting better service from CNN on big national stories such as the San Francisco earthquake. Since then, the network has "done a remarkable job" of turning



'20/20's Barbara Walters and Hugh Downs

the situation around, according to KCRA-TV's Bill Bauman.

Other NBC and CBS affiliates also argue that while ABC may be stronger

at the moment, the moves their network news divisions have taken to strengthen their performance are encouraging.

Post-Newsweek's Effron says CBS has taken aggressive steps to freshen its staff of on-air correspondents. "I think there was a sense they were getting a little bit long in the tooth," he says. "But they've rejuvenated their correspondent corps with talented people like Giselle Fernandez and Bill Lgattuta. I think it's a closer race now than a few years ago."

WVIT's Schwaid says he has "tremendous hopes for NBC. I think [NBC News President Andrew] Lack understands the power of TV and the fact that television news is always most successful when it can tug at the emotions and involve the viewer." ABC does "compelling TV news," he says. "NBC is starting to do the same with *Dateline*." ■

## News execs grumble about tabloid TV

*But amid the criticism comes praise for some of the tabloid techniques*

By Peter Viles

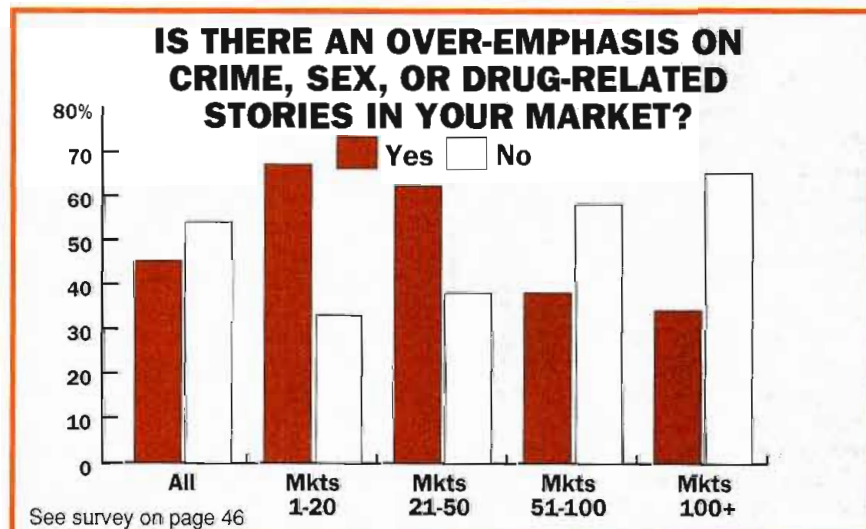
**B**roadcast news executives are deeply concerned about the trend toward more sensational coverage of local news, particularly in larger markets, according to a BROADCASTING & CABLE survey of newsrooms.

The news executives also criticize national tabloid shows such as *Hard Copy* and *A Current Affair*, which they say fuel sensationalism, blur the line between entertainment and news and hurt the credibility of TV journalists (see survey results, page 46).

But at the same time, they applaud some of the techniques widely identified with tabloid TV.

They say those techniques—flashy graphics, more creative editing, high-energy story-telling and increased use of music beds—don't necessarily undercut the journalistic traditions of fairness, accuracy and responsibility. And in an era of expanding video choices for consumers, executives say newscasts must be more compelling in order to grab and maintain an audience.

"I have no quarrel with quality tab-



loid news," says Paul Davis, former news director at WGN-TV Chicago and a consultant to Tribune Broadcasting. "Graphics and promotion have become very important, both outside and inside the newscast. Those aren't necessarily bad things. But they have to be treated journalistically."

The key issue, according to news executives, is content, not presentation. It is on that score that news exec-

utives voice their deepest concerns about tabloid-style news: that many stations are focusing on sex and crime at the expense of other serious but more complicated stories.

"Sometimes there's just too much random mayhem and death," Davis says. "A ski accident in Russia? Who gives a damn? Some of these stations are just searching the satellite heavens for any kind of violent material and

just creating a kind of jukebox of mayhem."

The station most often accused of that is Sunbeam Television's WSVN-TV Miami, which has successfully courted younger viewers with its glitzy, fast-paced local newscasts.

Joel Cheatwood, Sunbeam's senior vice president of news, contends that the station has been unfairly maligned by critics and others throughout the industry who distrust television's visual appeal.

"Television news for years and years has operated under the misconception that, because we're journalists, we couldn't use attractive images, that we had to be drab and boring," Cheatwood says. "We don't believe that."

WSVN-TV should get credit, he says, for attracting younger viewers who otherwise wouldn't watch news at all. "We're not just competing against other newscasts anymore," he says. "News viewing by obligation just doesn't exist anymore. We have to be competitive as an attractive vehicle for people to watch."

The competition to lure and keep viewers leads to another troubling trend that many news directors lump into the category of "tabloid TV"—the constant hyping, promoting and teasing of stories.

"Frankly, the industry is afraid of the [remote control] clicker," says Davis. "As an industry, we're desperate to try to keep our audience with us."

According to Jim Snyder, former vice president of news for the Post-Newsweek stations, growing competition for viewers has led some stations to overdramatize crime coverage.

"In most of the major cities in this country the increase in crime is a serious community issue," he says. "But in the tabloid style, they act like each crime they're covering, if not the end of the world, is almost the end of the world, and everybody in the city should huddle down in their homes to wait out the crime wave."

"I think that's a great disservice," Snyder says. "There are other stories that can be done about the dimensions of the problem, what people are doing about it, and how it's affecting the community."

There are some indications that the trend toward sensationalist coverage may be easing, at least on the nationally syndicated programs.

Facing new competition for clearances and advertiser support, *Hard Copy* says it has shifted emphasis this fall away from murder and sex stories and toward a broader range of topics.

"We're expanding the nature of the stories and moving toward stories that are more investigative, more advocacy-oriented, more viewer-friendly," says Linda Ellman, co-executive producer of the show.

*"Viewers in the '90s are far more sophisticated than anybody gives them credit for. They've grown up with TV."*

**WSVN-TV's Joel Cheatwood**

"The show isn't going to be murder every single day or sex every single day," Ellman says. "What I think

happened in the past is that [the program] found a niche of stories that worked well and kept doing them. But everything grows old."

So are television audiences tiring of so-called tabloid TV? "I don't know what 'tabloid' is other than a word invented by journalists," Ellman says. "But certainly I wouldn't describe *Hard Copy* and the kind of stories we're doing as tabloid."

Still, news directors blame the syndicated programs for introducing and popularizing a sensationalist style, and thus confusing the viewing public about the distinction between news and entertainment. In the BROADCASTING & CABLE survey, several complained that the syndicated programs have damaged the credibility of all television journalists.

Ellman, who is new to *Hard Copy*, says the show shouldn't be held responsible for trends on local newscasts.

"We are not a television news program of record," she says. "We're not like the nightly news. We are a news magazine program." ■

# Video In, Video Out.



Washington International Teleport provides you with all the services you need to deliver your feed... across town, throughout the country, and around the world.

A single call is all it takes.

**WASHINGTON INTERNATIONAL TELEPORT**

**(800) 243-1995** 24-HOUR PROGRAM BOOKING CENTER

Fax: (703) 642-8672

SEE US AT RTNDA BOOTH #524

# AP determined to stay on cutting edge

*Moves into PC-based services and video seen as key to wire service's future*

By Sean Scully

**T**he Associated Press can be found in most broadcast newsrooms, according to a BROADCASTING & CABLE survey of news executives.

And to insure that it remains ubiquitous, the news service is aggressively pushing new technologies and services.

At this week's Radio-Television News Directors Association convention in Miami, AP will show off its multimedia NewsCenter system. And if AP gets the expected green light from its board of directors, the news service will add video to its already long list of news offerings.

## And computers for all

NewsCenter "allows people who couldn't afford to get into computers to get into computers," says AP Broadcast Services Deputy Director Lee Perryman. Stations looking to upgrade from older newsroom computers will have a cheap and logical path into the PC market.

Like most newsroom computers, NewsCenter includes basic computer functions such as scheduling and word processing. What sets it apart, besides using the cheap PC platform, is the inclusion of what might be called "future features," notably video clips.

A reporter or editor will open a file on the newsroom computer and have access to four different kinds of information, says Broadcast Services President Jim Williams. "There's graphics to go with that story; there's two sets of words, a script of that story written in television style by AP and the source copy from AP. And there's video to go with this story and the video will have sound with it."

Perryman explains that NewsCenter isn't ready to do such elaborate video today. Rather, he says, it is set up for the day when digital compression allows computers to store clips at 30 or 60 frames per second, the broadcast standard. Currently, computers can manage just 12 to 18 frames, Perryman says.

Demonstrating, he opens a file including a clip of Senate confirmation hearing testimony by Supreme Court Justice Ruth Bader Ginsburg. The



AP Broadcast's Jim Williams in the Washington newsroom

NewsCenter file includes text and a brief audio clip. A small window in the corner shows a picture of Ginsburg, but at such a low frame rate that her movements are jerky, awkward and unusable for broadcast.

The feature is still useful, however. Even choppy clips can be used to help keep track of archived tapes, according to Perryman. That can save time and effort spent in retrieving file video, he says.

When storage and compression technology are sufficient, the feature can be used to browse digital archives. More important, when technology permits PC's to deliver broadcast-quality video, NewsCenter can be used to deliver items directly to air.

Eventually, digitally compressed video will come in from satellite feeds, the AP and other wire services, and the station's own electronic news-gathering. It will go directly into the newsroom computer. NewsCenter accepts up to eight feeds, including weather and sports wires and competing news wires. "Anything you can stick into it will work," Perryman says.

The system will organize and categorize video and sound the same way

newsroom computers now organize text, Perryman says. An editor will be able to call up the relevant video, review it, edit it and send it to air without leaving the desk.

"When that day happens, no more satellite room, taking feeds; no more edit booths," Williams says.

NewsCenter is an outgrowth of the four-year-old NewsDesk, a PC-based text-wire service that has replaced many of the traditional AP printers. After NewsDesk was introduced, AP realized that TV and radio stations were crying out for more complete newsrooms systems. The company decided to concentrate on TV first. A radio version is now under development.

The beauty of the system, Perryman says, is that AP doesn't have to spend a lot on development. Most of the features in NewsCenter exist today or are under development by many software companies. AP had only to figure out how to fit the features together to suit the needs of stations.

As a member cooperative serving most of the nation's TV and radio stations, AP has access to the opinions and expertise of a huge number of managers and news directors. "Every

station does everything different than every other station," Perryman says. "Every one is absolutely convinced that their way is the only way to do it."

NewsCenter is designed with that input and, as technology develops, it will evolve with that input, Perryman

says. "One of the great things about NewsCenter is that it will never be finished."

The inclusion of video functions, even though the technology doesn't exist to fully serve them, fits with that philosophy. If a station can get use to using PC-based video for some primi-

tive applications, it will have an easier time learning how to use more advanced video functions, he says.

Better yet, because video is built into today's products, stations won't have to throw away a NewsCenter bought today when video services are ready. ■

## The whys and hows of AP video

*The AP board of directors, meeting in Miami this week, is expected to approve the news service's entry into the video newsgathering business. AP Broadcast Division President Jim Williams explains some of the thinking behind the move*

### What's driving AP's interest in video?

The most significant development that we see on the horizon is digital video. When that arrives, and compression arrives along with it, it is going to significantly change the way companies gather and distribute their news. Once the technology gets to that point, we can transmit it as data over our existing network at no added expense. We have 230 bureaus already equipped to transmit in real time data.

### Do you visualize your reporters carrying digital video cams or digital still cams?

We have today a work force of about 3,157 employes and it is just gathering news and words and photos and audio for our radio members. We don't envision taking this existing staff and saying, "Here's a video camera, go gather video as well." Our entry into video will be with a television staff, not trying to leverage our existing staff.

### So the old fashion reporter with his notebook, the still photographer, and the TV camera crew all have separate roles?

The word will always be there. The reporter has to be there. The facts of the story, the copy is what drives the story. Pictures are great; they help tell the story. The sound is great; it helps tell the story. But getting the words right—copy—is the critical component of the story.

### Obviously video is a very expensive proposition even with the strengths you already may have.

Look at AP today. We are unique; we're not for profit, we're funded by our members, 74% of our revenues is derived from the membership; 26% of our revenues comes from non-

traditional activities—that is, taking AP information and selling it to markets that do not compete with our members and taking AP technology and selling it to markets that want to reach our members.

The structure is in place. The journalism is in place. The 230 bureaus are in place. The only missing component is gathering video.

It is going to be expensive. But I think the cost of the equipment is

traditional marketing efforts, through our own capital budgets and maybe through borrowing from the banks. No, we're not going to go to our members and say, "We're going to start this service that you may or may not need; give us \$2 million."

### How much extra staff will you need for video?

I'd rather not answer that right now. If the board approves it, I'll be happy to.

*"The structure is in place. The journalism is in place. The 230 bureaus are in place. The only missing component is gathering video."*

AP Broadcast's Jim Williams

coming down. And once it's digital, the cost of transmitting the video will come way down.

I would say the video plan is more ambitious economically than anything we've ever done. It's going to take a strong marketing effort to try and get commitments from customers, and it's going to take patience on the part of the membership to allow us to start this business and grow it, convert it, and become this comprehensive source of video as well as words. So, it's not going to happen overnight. There will be a price of entry. There's "X" losses that we'll have to fund to get to the point to where this pays off for the membership.

### Do you see asking members for a start-up investments?

Oh, no. We will fund it through our existing operations, through our non-

### How will the video information reach your members?

Once everything's digital, there will be one digital pipeline going into a station. Software is the key to making it user friendly so someone can sit down at a terminal, open up his story on the screen, and have everything he'll need to produce a story. When that day happens, no more satellite room taking feeds; no more edit booths.

Somebody is going to develop a keyboard on a computer where you can edit the piece sitting right there at your desk. The cost of the news business will change. And it will come down to where it will be a content driven business. Right now, I think we see the entire retail side of the television news being a technology driven business. ■

## News '93: an exclusive survey of RTNDA members

BROADCASTING & CABLE's first broadcast news survey paints a revealing portrait of an industry emerging from recession and expanding its programming. News budgets are up at 63% of all TV stations, and half of the TV stations in markets 1-100 report that they've increased news programming by 30 minutes or more in the past year. And significantly, 22% of top 20-market stations report that they're considering developing a local, prime time news magazine show.

But there are also signs of consolidation and cutbacks: Roughly half of all radio and TV stations polled say they are either engaged in or considering some sort of cooperative newsgathering venture involving another station. And when asked what they'd spend more money on if they had it, the result was overwhelming: 64% of all news directors say they'd hire more staff.

At the network level, the survey has good news for both ABC and CNN. ABC's Peter Jennings was the runaway winner as best anchor, and his network was named best at overall strength of reporting. CNN placed a strong second in that category, and was a close second to NBC for best affiliate newsfeed operation. Perhaps more significant: 44% of all TV stations that responded to the survey reported an affiliation with CNN.

### National news

**Which of the following nationally syndicated news services do you subscribe to?**

	All respondents	TV only	Radio only
AP	86.5%	90.1%	81.4%
CNN	31.9%	44.3%	6.2%
Conus	10.8%	15.4%	2.1%
Reuters	7.3%	7.9%	7.2%
UPI	6.8%	5.1%	9.3%

**Which national TV news organization has the strongest affiliate newsfeed operation? (TV only)**

	NBC	ABC	CNN	CBS	Conus	Fox
	30.4%	13.4%	27.7%	20.9%	3.2%	0.0%

**Which do you consider the strongest national TV news organization in terms of overall strength of reporting?**

	All	ABC affils.	CBS affils.	NBC affils.
ABC	45.9%	49.0%	31.8%	42.3%
CBS	14.9%	17.4%	48.5%	10.3%
CNN	34.9%	28.9%	19.7%	35.9%
NBC	3.5%	4.0%	0.0%	11.5%



The reporting crew of TV's longest-running newsmagazine, CBS's '60 Minutes'

**Who do you consider the best national TV news anchor on the air today?**

	All	ABC affils.	CBS affils.	NBC affils.
Jennings	67.0%	96.9%	53.0%	66.7%
Brokaw	10.0%	3.1%	3.0%	26.9%
Rather/Chung	8.1%	0.0%	26.9%	5.1%
McNeil/Lehrer	7.6%	0.0%	4.5%	1.3%
Shaw	4.1%	0.0%	6.1%	1.3%

**Which do you consider the best network news magazine?**

	All	CBS affils.	NBC affils.
60 Minutes	55.7%	Primetype Live	9.2%
20/20	17.3%	Dateline NBC	1.4%
48 Hours	15.7%	Eye to Eye	0.3%

**Which do you consider the best syndicated news magazine?**

	All	CBS affils.	NBC affils.
E.T.	30.5%	A Current Affair	4.3%
Inside Edition	9.7%	Hard Copy	2.7%
None of the above	50.5%		

**If you were going to build a national television news organization from scratch, whom would you hire to run it?**

Roone Arledge, ABC News	11.0%
Ted Turner, CNN	4.6%
Bob Horner, NBC Newschannel	3.8%
Ed Turner, CNN	3.5%
Other	21.4%

### Budgets

**How does your news budget compare to last year's?**

	All	TV	Radio
Up	54.3%	Up	62.8%
Down	16.8%	Down	12.6%
Flat	28.4%	Flat	24.1%
		Up	33.0%
		Down	23.7%
		Flat	42.3%

**On a percentage basis, how does your budget compare to last year's?**

Up 20% or more	1.9%	Down 1% to 5%	11.8%
Up 10% to 20%	8.7%	Down 5% to 10%	3.8%
Up 5% to 10%	20.9%	Down 10% to 20%	5.7%
Up 1% to 5%	43.7%	Down 20% or more	2.3%



**If budget was not an issue and you were given the go-ahead to upgrade your news operation, what would be at the top of the list?**

Staff expansion	63.8%
New Equipment	37.6%
Other	6.8%

**If you could factor new equipment purchases into your budget, what piece of equipment would you buy first?**

Camera/recorders	28.1%	Satellite links	11.9%
Computer package	24.9%	Helicopter	3.5%
Remote truck	16.8%	Other	16.2%

**Are you now using, or are you considering using, one-man news crews, reporter doubling as cameraman? (TV Only)**

	All	Mkts 1-20	Mkts 21-50	Mkts 51-100	Mkts 101+
Yes	55.3%	39.2%	31.0%	60.0%	68.0%
No	44.3%	58.8%	66.7%	40.0%	28.2%

**Is your station considering developing a local weekly prime time newsmagazine? (TV Only)**

	All	Mkts 1-20	Mkts 21-50	Mkts 51-100	Mkts 101+
Yes	10.7%	21.6%	11.9%	8.3%	5.8%
No	84.6%	70.6%	83.3%	86.7%	90.3%

**Have you expanded news programming within the past year by 30 minutes per day or more? (TV Only)**

	All	Mkts 1-20	Mkts 21-50	Mkts 51-100	Mkts 101+
Yes	42.3%	51.0%	52.4%	50.0%	29.1%
No	54.5%	45.1%	45.2%	43.4%	68.0%

**Are you now, or are you considering working in tandem with another local news organization (TV, Radio, Cable all-news station, etc.) in some form of joint venture to produce news programming?**

	All	TV	Radio
Yes	46.8%	Yes 46.6%	Yes 51.5%
No	50.3%	No 51.0%	No 45.4%

## Ethics

**If an authorized television feed of a state-sanctioned criminal execution became available, would your station consider airing it? (TV Only)**

Yes	49.0%
No	48.6%

**Would you consider being the first media outlet in your market to name a rape victim, depending on circumstances surrounding the case?**

	All	TV	Radio
Yes	42.2%	Yes 49.4%	Yes 30.9%
No	55.4%	No 49.0%	No 63.9%

## Local news

**In your opinion, has the proliferation of news magazines such as Hard Copy and A Current Affair influenced the tone of local newscasts in your market? (TV Only)**

	All	Mkts 1-20	Mkts 21-50	Mkts 51-100	Mkts 101+
Yes	53.4%	82.4%	57.1%	53.3%	38.8%
No	45.1%	15.7%	42.9%	43.3%	60.2%



Paramount's 'Hard Copy' anchors Alan Frio and Terry Murphy

**In your opinion, is there an overemphasis on crime-, sex- or drug-related stories in your market? (TV Only)**

	All	Mkts 1-20	Mkts 21-50	Mkts 51-100	Mkts 101+
Yes	45.1%	66.7%	61.9%	38.3%	34.0%
No	53.8%	33.3%	38.1%	58.3%	65.0%

**Do one or more stations in your market regularly air stories with little or no news value that are designed primarily to grab an audience? (TV Only)**

	All	Mkts 1-20	Mkts 21-50	Mkts 51-100	Mkts 101+
Yes	71.9%	80.4%	78.6%	71.7%	63.1%
No	25.7%	17.6%	21.4%	25.0%	34.0%

**If "Yes," are such stories confined to rating sweeps periods? (TV Only)**

	All	Mkts 1-20	Mkts 21-50	Mkts 51-100	Mkts 101+
Yes	19.8%	7.3%	3.0%	18.6%	32.2%
No	79.7%	92.7%	97.0%	81.4%	66.2%

BROADCASTING & CABLE sent questionnaires to 1,158 active members of the RTNDA, including primarily news directors, but also producers and reporters. Of the 370 (32%) who responded, 253 work in TV, 97 in radio. The TV respondents (by affiliation): NBC, 78; CBS, 66; ABC, 65; Fox, 14; PBS, 9, and independent, 25. The radio respondents (by affiliation): ABC Radio, 39; Mutual/NBC, 21; NPR, 20, and Unistar/CNN Radio, 14.

# 'If it bleeds it leads'

News executives ought to be good at spotting trends. Here, according to *BROADCASTING & CABLE's* newsroom survey, are the trends they now see shaping their own business.

## The Good

- "More feeds available from networks, less time for local reporters to ruin stories."
- "Technical advances are making it far easier for smaller stations to present more complete newscasts."
- "People getting in the business and staying in the business who still care."
- "The ability to expand air time to cover a breaking or important story."
- "Retransmission negotiations have prompted broadcasters to consider expanding local news operations, either on an additional cable channel or their own."
- "The success of CNN, which has punctured the arrogance of the former big three."
- "Acceptance by the audience of magazine shows featuring long-form story telling."
- "Reductions in anchor salaries, which are inflated."
- "Newsrooms are becoming more gender and ethnically diverse from top down."
- "The public's appetite for local news, which promises a bright, positive future for local TV news."
- "Explosion of news sources for viewers. It will encourage competition in content."
- "Greater creativity in production."
- "Expansion to nontraditional dayparts, including prime time magazines and weekend mornings."
- "There is more enterprise reporting on local and national newscasts."
- "A renewed focus on journalistic ethics."
- "TV's a growing medium and a source of employment for those having trouble finding work in radio or print."
- "The increasing sophistication of the public, enabling them to discern between news and trash."
- "CNN."
- "The increasing visibility of women and minorities in key, on-air roles."
- "Use of more ordinary, real-looking reporters."
- "The dwindling audiences of the national tabloid shows."
- "Local cable news channels."
- "More in-depth, investigative reporting."
- "Owners investing in the news product because they realize that a local commitment is the best way to reduce cable's drain of audience."
- "Nothing."

## The Bad

- "De facto control of content and editorial direction by salesmen, bean counters and ratings-oriented promotion personnel."
- "All or nearly all women in television news are pretty faces rather than bona fide journalists."
- "Many good and compelling news stories aren't told because reporters and editors can't find 'good pictures' to go with them."
- "Stations are still behind in minority news coverage and hiring minorities."
- "Reporter-cameraman one-man bands."
- "Voyeuristic and sadistic sensationalism."
- "If it bleeds it leads."
- "Stations pay six figures for talking heads and about \$20,000 for news reporters."
- "Show business production elements such as strobe effects and music beds overwhelming the substance of reports."
- "Rigging events, such as NBC's foray into moviemaking with GM's truck."
- "News as eye candy for the thinking impaired."
- "Proliferation of hidden cameras and tabloid style."
- "There is an extreme emphasis on negative news, not slanted to conservative or liberal, but just negative."
- "Overemphasis on promotion; it takes far too much time and attention away from journalism."
- "The proliferation of news magazines like *Hard Copy* and *A Current Affair*—Trash-o-vision!"
- "It's entertainment; it ain't news!"
- "Intense pressure for minority hiring, which can lead to the less-qualified rather than the best-qualified getting on the air."
- "Hiring of inexperienced twinkies in homage to station's budget director."
- "Wolfpack journalism—focusing on one specific event and blowing its significance way out of proportion."
- "Piracy—the pervasive pattern of thievery, in which TV stations routinely use (steal!) news and sports video for which they have no license."
- "Anchors who look good but don't have a brain cell alive in their head."
- "Reporters who editorialize in an attempt to appear dramatic and concerned."
- "The brutal invasion of personal privacy, the sheer lack of regard for the people we cover."

## A throwback? Joyner show to have live band

*ABC's new national morning program envisioned as 'best TV show on morning radio'*

By Peter Viles

It's either a throwback to the glory days of network radio or an attempt to bring the excitement of late-night television to morning radio. Maybe it's both. No matter what, ABC Radio's *Tom Joyner Morning Show*, set to debut in January, will be unlike anything now on network radio.

To start with, there's the live studio band. Sure, Jay Leno, David Letterman and the other late-night hosts have bands, but on morning radio?

"A live band is nothing new—it just hasn't been done in a long time," says Joyner.

The band, led by Morris "Butch" Stewart, will play music beds leading into and out of commercial breaks and occasionally will jam with musical guests. Through minor technological miracles, the band will be in Chicago, but Joyner and the show will broadcast from Dallas.

If it sounds like late-night TV, that's partly the idea. "Basically, we wanted to do the best television show on morning radio," says Robert Hall, vice president, programming, at ABC's Satellite Music Network. "We want it to be bigger than life. Our idea was, 'Let's do all the things that you would do with a show on television.' And Tom's a natural showman."

The Joyner show is shaping up as the most ambitious of the new syndicated offerings flooding the airwaves. It is the first morning show to be built from scratch for a national audience—Joyner will start with no particular allegiance to any market. The first announced affiliate is WGCI-FM Chicago, where Joyner now does afternoon drive (he also hosts a weekly countdown show on CBS Radio). ABC says another dozen or so affiliates are under contract, but is not releasing a list.

Among the features of the Joyner show:

- Six to eight songs per hour, from a "safe" list designed to appeal to urban listeners age 18-44. A typical artist: Janet Jackson.



Tom Joyner (right) is joined at the NAB Radio Show in Dallas by 'Butch' Stewart and the Live House band, which will accompany Joyner on his morning show.

- In-studio and telephone visits from black celebrities.

- Frequent live remotes, either in markets of affiliates or at major happenings, such as black cultural events or major sports events.

- News and sports.

The show carries some risks. If it succeeds, it will be the first music-based national morning show to do so. Only Howard Stern draws a wide audience in syndication, and Stern doesn't play music. The main obstacle facing music-based long-form programs is that they start with a small list of potential affiliates. The Joyner show also faces competition from Uni-

star, which is rushing to market with another urban morning show, hosted by Washington morning man Donnie Simpson.

David Kantor, executive vice president of ABC Radio Networks, says the network hopes to have 20-30 affiliates when the show debuts on Jan. 3. He stresses that the network is seeking strong FM stations, and would prefer not to have the show on AM.

"In the first year with Tom, we're really looking to develop some charter affiliates," Kantor says. "We're looking for either dominant urban stations like WGCI or the emerging urban adult contemporary stations." ■

### Katz Hispanic to rep SBS stations

In what it billed as the biggest agreement between a rep firm and a station group in 1993, Katz Hispanic Media last week began representing the seven stations owned by Spanish Broadcasting System, including KLAX-FM, the top-rated station in Los Angeles.

Those stations, previously represented by SBS's in-house rep firm, will expand Katz's share of the Hispanic national spot radio market to roughly 62%, according to Katz Radio Group President Gordon Hastings.

"I'm delighted to be working with Katz and to capitalize on the company's experience," said Raul Alarcon Jr., president of SBS.

The SBS stations are KLAX-FM and KXED(AM) Los Angeles, WSKQ-AM-FM New York and WCMQ-AM-FM and WZMQ-FM, all in the Miami area. —PV

# Atlanta news/talker to simulcast on FM

AM-type format finds new audience, or 'Limbaugh for "Beavis and Butt-head" crowd'

By Peter Viles

In yet another sign of the spread of news, talk and sports programming on the FM band, Atlanta news/talk station WGST(AM) last week announced plans to simulcast its programming on an FM station, to be called WGST-FM.

Jacor Broadcasting, which owns WGST, said it has signed a five-year local marketing agreement with Cherokee Broadcasting, owners of WCHK-FM Canton, Ga., under which WCHK-FM will switch call letters and simulcast the news/talk format.

WGST, Atlanta's top-rated AM station in the spring Arbitron survey, broadcasts Rush Limbaugh's show as well as play-by-play of the Atlanta Braves and the Atlanta Hawks.

Station Manager Robert Houghton said the simulcast was driven largely by WGST's desire to strengthen its signal. The AM station is a 50,000-watt daytimer that drops to 1,000 watts at

<b>Stop the music: news/talk on FM</b>		
Market (Rank)	Station	Spring '93 Arbitron*
Chicago (3)	WLS(AM)	2.5
	WLS-FM	1.1
Phila. (5)	WWDB-FM	5.0
Wash. (7)	WJFK-FM**	4.2
Atlanta (12)	WGST(AM)	5.6
	WGST-FM***	n/a

\*Arbitron ratings are 12-plus average quarter-hour share, total week  
\*\*Station has some music programming  
\*\*\*Station, now broadcasting as WCHK-FM, with a country format, does not show in Atlanta Arbitron survey

night. As a result, evening sports events and morning-drive news programming do not reach the entire Atlanta metro area, particularly its rapidly growing northern suburbs. To com-

pensate, Jacor has been simulcasting Braves' night games on its own FM station, WPCB-FM. Now, with a 50,000-watt FM signal for the simulcast, WGST expects to draw more listeners during the crucial morning daypart and during evening hours as well.

"We're not going on the FM to get on the dial," he said. "We're doing it to get better reach."


The simulcast will make WGST the fourth major-market commercial station to have significant talk and information programming on the FM dial (see box). The most similar arrangement is in Chicago, where ABC's WLS-AM-FM also simulcasts a news/talk format and broadcasts the Limbaugh show. Limbaugh is also on FM in Philadelphia, on WWDB-FM.

The Chicago simulcast, which began as a temporary arrangement two years ago, has demonstrated the drawing power of the FM dial for younger listeners. According to Tom Tradup, vice president and general manager of WLS, younger listeners are more likely to listen to Limbaugh on FM—listeners age 25-34 make up just 6.6% of Limbaugh's audience on WLS(AM), but account for 29.7% of his audience on WLS-FM. Tradup jokingly refers to the FM simulcast as "Limbaugh for the *Beavis and Butt-head* crowd."

But for the most part, news and information is an AM format. While industry observers expect a continued spread of news and information on FM, there is no prevailing opinion that AM stations will suffer.

"People have this notion that someday FM will take over and there will be no AM," says Charles Schwartz, vice president and general manager of WWDB-FM. "I don't buy that. If I owned a heritage AM station and I was hitting my numbers, I wouldn't be thinking about putting it on the FM just to protect myself."

Tradup, who sees both sides of the issue, agrees. "Look at the potential audience on FM. People who only listen to FM are not going to start listening to AM. But don't get me wrong—I've got a 50,000-watt AM stick that reaches 38 states, and I'm not going to saw it off and toss it into Lake Michigan."



**AES 95<sup>th</sup> Convention**  
**AUDIO IN THE AGE**  
**OF MULTIMEDIA**  
 October 7-10, 1993  
 Jacob K. Javits Convention Center • New York

Science emphasizes detached observation, objectivity, and logical deduction, but most who come away from the AES 95<sup>th</sup> and New York City this fall will find themselves feeling anything but detached—the combined dynamics of this city and this event simply won't allow it.

## Paramount: counting to \$10 billion

Diller's counter bid for studio includes hefty premium, Wall Street says

By Geoffrey Foisie

**H**ow high is high? Bidding for Paramount has already risen to nearly \$10 billion or \$80 per share. And that's about \$10 more than most Wall Street analysts would have predicted.

Recent valuations, such as that from Oppenheimer & Co.'s Jessica Reif (see chart), put Paramount's value at around \$70 a share. And to get even close to that figure, she said, she had to "stretch" some multiples, such as 17.5 times 1994 cash flow for the filmed entertainment operations.

The premium that Barry Diller, chairman of QVC, and possibly Sumner Redstone, chairman of Viacom, are willing to pay—and which may go even higher—may be attributable to a number of factors. Obviously, unlike securities analysts, Redstone and Diller have access to detailed information on Paramount—Redstone, because he is working with Paramount management, and Diller, because he was president of Paramount's entertainment and publishing group for several years.

### Putting a price on the pieces of Paramount

#### One analyst's view

	Multiple	Cash flow est. 1994	Asset value (\$ millions)
Publishing	11.5	222	\$2,553
Filmed entertainment	17.5	190	3,325
TV stations	9	50	450
Theaters	7	15	105
Madison Sq. Garden			1,000
50% of cable nets.	15	40	600
Debt			(1,000)
Cash			1,050
<b>Total</b>			<b>\$8,083</b>
Shares outstanding		119,700,000	
Net asset value/share			\$67.50

Estimates from Jessica Reif of Oppenheimer & Co.

For some divisions, the value uncertainty is high. Madison Square Garden, for instance, which includes the MSG cable network, New York Knicks basketball team and Rangers hockey team, was valued by Reif at \$1 billion. Just a little over a year ago, a

Furman Selz report valued it at less than half that. One major investor says there is also uncertainty about the value of Paramount's publishing operations.

It is possible, of course, that Diller could be overpaying for Paramount. A recent S.G. Warburg report noted that Paramount was expected to show only \$146 million in free cash flow for 1993.

But Ted Turner and Rupert Murdoch have already shown that media entrepreneurs who have unquestioned control of their own companies and clout with financial institutions can afford to overpay in the short run. Although Diller does not own a majority of QVC Networks Inc.—Turner and Murdoch did own their companies—he apparently has the backing of the shareholders that do: Liberty Media and Comcast.

Other reasons abound for the bidding premium. One is the "synergy factor," in which two-plus-two makes five. Said Lehman Bros. analyst Raymond Katz: "I don't know what Diller sees, but obviously he feels he can do a lot more with the company." ■

## Banks want approval for pay-to-go-away plan

Some major financial institutions, including Chemical Bank and Fidelity Management, have told the FCC that unless it approves a three-week-old settlement agreement by Wednesday, the consequences could adversely affect the supply of financing to the broadcasting industry. The settlement agreement is unusual in that it is the creditors of the licensee, and not the licensee itself, who are proposing to pay a competing applicant to withdraw the application.

The proposed payment, \$850,000, exceeds the expenses of the competing applicant, Shockley Communications. Shockley last November filed against license renewal for four of the TV stations owned by Tak Communications: WKOW-TV Madison, WXOW-TV La-Crosse, WQOW(TV) Eau Claire and WAOW(TV) Wausau, all Wisconsin.

The request for approval of the settlement agreement argues that the FCC's policy against excessive

settlement payments applies only to payments made by the licensee and not by others, such as the licensee's creditors. There is at least some irony in Shockley's joining in such an argument, since its competing application alleged that the creditors had in fact become the licensee (BROADCASTING & CABLE, Aug. 9).

The request also said the settlement should be approved because Shockley is a "bona fide" challenger, not someone who was merely trying to "abuse process" in hopes of a payoff.

The request said the agreement among creditors to resolve the bankruptcy would end Jan. 4, 1994, and that an extension would be "unlikely." Such a result, the financial institutions said, would "disserve the commission's desire to promote the availability of capital to the broadcast industry because of the extraordinary harm continuing delay would impose on innocent creditors." —GF

# Changing Hands

**WCGV-TV Milwaukee and WTTO-TV Birmingham, Ala.** □ Purchased by Sinclair Broadcast Group Inc. (Edwin L. Edwards) from ABRY Communications for \$60,000,000. **Buyer** owns WPTT-TV Pittsburgh. **Seller** owns KSMO-TV Kansas City, Mo., and WSTR-TV Cincinnati. WCGV-TV is Fox affiliate on ch. 24 with 1,510 kw and antenna 1,030 ft. WTTO-TV is Fox affiliate on ch. 21 with 1,042 kw and antenna 1,342 ft. Filed Aug. 16 (WCGV: BALCT930816KU, WTTO: BALCT930816KV).

**WGBS-TV Philadelphia** □ Purchased by FTS Philadelphia Inc. from Combined Broadcasting Inc. for \$57,000,000. **Buyer** owns KKTU-TV Los Angeles, KSTU-TV Salt Lake City, KRIV-TV Houston, KDAF-TV Dallas-Fort Worth, WTTG-TV Washington, WNYW-TV New York, WFLD-TV Chicago and WATL-TV Atlanta. **Seller** owns WBFS-TV Miami and WGBO-TV Joliet, Ill. WGBS-TV is Fox affiliate on ch. 57 with 5,000 kw and antenna 1,160 ft. Filed Aug. 18 (BTCCT930818KE).

**WVTV-TV Milwaukee** □ Purchased by WVTV Licensee Inc. (Edwin L. Edwards)

## Proposed station trades

By dollar volume and number of sales

This week:

AM's □ **\$980,147** □ **7**

FM's □ **\$9,422,627** □ **9**

Combos □ **\$11,150,000** □ **3**

TV's □ **\$177,645,000** □ **6**

Total □ **\$199,197,774** □ **25**

So far in 1993:

AM's □ **\$48,082,977** □ **171**

FM's □ **\$520,942,153** □ **273**

Combos □ **\$541,792,015** □ **148**

TV's □ **\$1,585,285,386** □ **75**

Total □ **\$2,696,102,621** □ **667**

For 1992 total see Feb. 1, 1993 BROADCASTING.

from WVTV Inc. (ABRY Communications) for \$37,395,000. See WCGV-TV Milwaukee, above. WVTV-TV is independent on

ch. 18 with 5,000 kw and antenna 1,008 ft. Filed Aug. 16 (BALCT930816KT).

**KVOA-TV Tucson** □ Purchased by KVOA Communications Inc. from H&C Communications Inc. for \$13,250,000. **Buyer** has no other broadcast interests. **Seller** owns KPRC(TV) Houston and KSAT-TV San Antonio, both Texas; KCCI-TV Des Moines, Iowa, and WESH(TV) Daytona Beach, Fla. KVOA-TV is NBC affiliate on ch. 4 with 3 kw and antenna 3,610 ft. Filed Aug. 16 (BALCT930816KG).

**WNUV-TV Baltimore** □ Purchased by WNUV Licensee Inc. (Edwin L. Edwards) from WNUV TV-54 LP, subsidiary of ABRY Communications, for \$10,000,000. **Buyer** owns WPTT-TV Pittsburgh and has applications pending for WCGV-TV Milwaukee and WTTO-TV Birmingham, Ala. (see above). **Seller** has no other broadcast interests. WNUV-TV is independent on ch. 54 with 5,000 kw and antenna 1,148 ft. Filed Aug. 16 (BALCT-930816KS).

**KVI(AM)-KPLZ-FM Seattle** □ Purchased by Fisher Broadcasting Inc. from KPLZ Inc. for \$10,000,000. **Buyer** owns KOMO-AM-TV Seattle and KATU-TV Portland, Ore. **Seller** owns KMPC(AM) Los Angeles and KLIT(FM) Glendale, Calif. KVI has talk format on 570 khz with 5 kw. KPLZ-FM has CHR format on 101.5 mhz with 100 kw and antenna 1,150 ft. Filed Aug. 12 (AM: BAL930812EA, FM: BALH-930812GJ).

**WQKB-FM New Kensington, Pa.** □ Purchased by EZ Communications from Signature Broadcasting for \$5,000,000. **Buyer** owns KRAK-AM-FM Sacramento, Calif.; WSOC-AM-FM and WMXC(FM) Charlotte, N.C.; WEZB(FM) New Orleans; KYKY(FM) St. Louis; WIOQ(FM) Philadelphia and WBZZ(FM) Pittsburgh, and KPMS-AM-FM Seattle. **Seller** owns WRMX-FM Nashville and KFRQ-FM McAllen and KIXL(AM) Austin, both Texas. WQKB-FM has adult contemporary format on 100.7 mhz with 17 kw and antenna 850 ft. *Broker: Gary Stevens.*

**WAFX-FM Norfolk, Va.** □ Purchased by Saga Communications Inc. from Radio Ventures I LP for \$4,000,000. **Buyer** owns 12 FMs and 9 AMs, including WNOR-AM-FM Norfolk, Va. **Seller** owns WXTR-FM Waldorf, Md., and WMBX(FM) Richmond, Va. WAFX-FM has classic rock format on 106.9 mhz with 100 kw and antenna 984 ft. *Broker: Media Venture Partners.*

**WHVK-FM Tullahoma, Tenn.** □ Purchased by Tennessee Valley Radio Inc. from Fortune Media Communications Inc. for \$2,500,000. **Buyer** owns WVNN(AM)-WZYP-FM Athens and WTXF-FM Fayette,

## SUNDANCE BROADCASTING

has acquired

# KOY-AM/FM

Phoenix, Arizona  
from

## EDENS BROADCASTING

### \$7,000,000.00

The undersigned acted as broker in this transaction  
and assisted in the negotiations.



## Kalil & Co., Inc.

3444 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

both Alabama. **Seller** has no other broadcast interests. WHVK-FM has classic rock format on 93.3 mhz with 100 kw and antenna 981 ft. Filed Aug. 12 (BALH930812GI).

**KCML-FM Hanford, Calif.** □ Purchased by KMPH NewsRadio, a California Ltd. Partnership, from Pappas Telecasting Companies for \$950,000. **Buyer** has no other broadcast interests. **Seller** owns KMPH(TV) Visalia, Calif., and KPTM(TV) Omaha. KCML-FM has Z-rock format on 107.5 mhz with 20.3 kw with antenna 784 ft. Filed May 13 (BALH930513GK).

**WXTO(AM) Winter Garden-WXXU(AM) Cocoa Beach, both Florida** □ Purchased by Rama Communications Inc. from Champion Broadcasting of Florida Inc. for \$950,000. **Buyer** and **seller** have no other broadcast interests. WXTO has sports format on 1600 khz with 5 kw. WXXU has sports format on 1300 khz with 5 kw day, 1 kw night. Filed Aug. 20 (WXTO: BAL930820EA, WXXU: BAL930820EB).

**KXRK-FM Provo, Utah** □ Purchased by ACME Broadcasting Inc. from The Great Stock Company of Vast International Import for \$925,000. **Buyer** has no other broadcast interests. **Seller** owns KOVO (AM) Provo, Utah. KXRK-FM has adult contemporary format on 96.1 mhz with 55 kw and antenna 2,620 ft. Filed July 20 (BALH930702GL).

**KOJJ-FM East Porterville, Calif.** □ Purchased by Azia's Entertainment Inc. from Tulare Lite Corp. for \$275,000. **Buyer** has 7% interest in KTAA-FM Kerman, Calif. **Seller** has 5% LP interest in WDKK(FM) Avis, Pa. KOJJ-FM has adult contemporary format on 100.5 mhz with 1.5 kw and antenna 465 ft. Filed Aug. 13 (BAPLH-930813GH).

**WBKZ(AM) Jefferson, Ga.** □ Purchased by Brown Broadcasting System inc. from Nomad Broadcasting Inc. for \$270,000. **Buyer** and **seller** have no other broadcast interests. WBKZ has talk format on 880 khz with 5 kw day. Filed Aug. 16 (BAL930816EA).

**WKQM-FM Churubusco, Ind.** □ Purchased by Frank Kovas from Robert M. Peters for \$259,000. **Buyer** owns WGL(AM) Fort Wayne and WGL-FM Roanoke, both Indiana, and WONX(AM) Evanston, Ill. **Seller** has no other broadcast interests. WKQM-FM is on 96.3 mhz with 18.5 kw and antenna 120 ft. Filed Aug. 20 (BAPH930820GE).

**WCSJ(AM) Morris, Ill.** □ Purchased by Barden Broadcasting of Coal City Inc. from Robert J. Maccini, receiver for M.M. Group Inc. for \$225,000. **Buyer** has no other broadcast interests. **Seller** owns WCFL(FM) Morris, Ill., and WQTL(FM) Ottawa, Ohio. WCSJ has adult contemporary format on 1550 khz with 250 w day, 6 w night. Filed July 8 (BAL930708EB). *Broker: Media Services Group.*

**KECH-FM Sun Valley, Idaho** □ Purchased by Wood River Communications Inc. from Ketchum Radio Inc. for \$215,000.

**Buyer** and **seller** have no other broadcast interests. KECH has classic rock format on 95.3 mhz with 435 w and antenna 2,168 ft. Filed Aug. 9 (BAPLH930809-GH).

**WMOP(AM) Ocala, Fla.** □ Purchased by WMOP Broadcasting Inc. from WMOP Radio Inc. for \$200,000. **Buyer** and **seller** have no other broadcast interests. WMOP has country format on 900 khz with 5000 w daytime and 50 w night. *Broker: Don Roberts, Kozacko Media Services.*

**WPEP(AM) Taunton, Mass.** □ Purchased by George Colajezzi from Anthony W. Lopes, both of SPACE Communications Systems Inc., for \$200,000. **Buyer** and **seller** have no other broadcast interests. WPEP has news/talk format on 1570 khz with 1 kw day, 227 w night. Filed Aug. 17 (BTC930817EA).

**WBAW-AM-FM Barnwell, S.C.** □ Purchased by H. Drew Wilder from Joseph B. Wilder, both of Radio WBAW Inc., for \$200,000. **Buyer** and **seller** have no other broadcast interests. WBAW(AM) has adult contemporary format on 740 khz with 1 kw daytime. WBAW-FM has adult contemporary format on 99.1 mhz with 25 kw and antenna 328 ft. Filed Aug. 16 (AM: BTC930816EB FM: BTCH930816-EC).

**WFFM-FM Ashburn, Ga.** □ Purchased by Wade Keck and Dawn Acree from Tift County Broadcasting Inc. for \$120,000. **Buyer** has no other broadcast interests. **Seller** owns WNNQ(AM) Ashburn, Ga. WFFM-FM has adult contemporary format on 105.7 mhz with 6 kw and antenna 328 ft. Filed Aug. 19 (BALH930819GG).

**WCRY(AM) Fuquay-Varina, N.C.** □ Purchased by Pinehurst Broadcasting Corp. from Ceder Raleigh LP for \$80,000. **Buyer** has no other broadcast interests. **Seller** owns WJYO(FM) Moncks Corner, S.C. WCRY has talk format on 1460 khz with 5 kw day, 122 w night. Filed Aug. 17 (BAL930817EB).

**KRSR-FM Coos Bay, Ore.** □ Purchased by KLYTT, an Oregon General Partnership, from Ray Penny for assumption of debt valuing \$64,400. **Buyer** owns KYTT-FM and KRSR(AM) Coos Bay, Ore. **Seller** has no other broadcast interests. KRSR-FM has news/talk format on 1420 khz with 1 kw day. Filed Aug. 9 (BALH-930809GG).

**WVNU-FM Greenfield, Ohio** □ Purchased by Southern Ohio Broadcasting Inc. from Danny M. Watson for \$35,227. **Buyer** owns WSRW-AM-FM Hillsboro, Ohio. **Seller** has no other broadcast interests. WVNU-FM is on 97.5 mhz with 2.75 kw and antenna 305 ft. Filed Aug. 11 (BAPLH930811GG).

# CLOSED!

Zapnews, Fairfax, Virginia from Fairfax Media of Virginia, Wayne Vriesman, Chairman to Broadcast Equities, Inc., a subsidiary of United States Media Corporation, Mark A. Barth, President.

Brian E. Cobb  
and  
Charles E. Giddens  
Brokers

Providing the Broadcast Industry with Brokerage Services Based Strictly on Integrity, Discretion and Solutions.

RANDALL E. JEFFERY  
RANDALL E. JEFFERY, JR.  
407-295-2572

ELLIOT B. EVERS  
415-391-4877

GEORGE I. OTWELL  
513-769-4477

BRIAN E. COBB  
CHARLES E. GIDDENS  
703-827-2727

RADIO and TELEVISION  
BROKERAGE • APPRAISALS



**MEDIA VENTURE  
PARTNERS**

WASHINGTON, DC  
ORLANDO • CINCINNATI  
SAN FRANCISCO

## White House woos local news outlets

*Part of push of President's health-care plan includes inviting radio talk show hosts to Washington, arranging interviews for radio and TV stations*

By Kim McAvoy

**P**resident Clinton's campaign to reform the nation's health-care system officially kicked off in Washington two weeks ago. But the real job of selling his plan to the public is in the hands of the White House Media Affairs Office.

The office hopes to use radio and TV stations to get the President's message out. The push began two weeks ago, when Media Affairs offered stations an opportunity to interview ordinary citizens about their nightmarish encounters with the health-care system. "We did 41 separate radio interviews in 19 markets," says Richard Strauss, radio services coordinator for the office. David Anderson, who handles local TV, arranged 42 satellite interviews.

An even harder sell began last week, when the White House invited radio talk show hosts to Washington for a special health-care briefing. "It's a classic PR move," said one of the 124 talk show hosts who came to hear the President; First Lady Hillary Rodham Clinton; Donna Shalala, secretary of health and human services; David Gergen, counselor to the President, and Ira Magaziner, senior adviser to Clinton on health care. There was also a surprise visit by the Vice President's wife, Tipper Gore.

It was clear from remarks by the President, Gergen and the First Lady that the White House recognizes the "power of radio."

"I hope this will be the first of a number of opportunities [for talk show hosts] to come to the White House for these kinds of briefings," Clinton said.

"It's important that the public be part of this process, and you all talk to the public," Gergen told the talk show hosts. "You all have the best grass-roots means of reaching the public. We want you to feel you can call on this administration if you want people to come on your shows. I happen to be a big, big believer in radio."



*President Clinton hopes coverage by the nation's television and radio stations will help him sell his new health-care plan.*

"We want to give you good and accurate information...and establish a two-way communications street," said the First Lady, who calls herself a "talk show junkie." Mrs. Gore also described herself as a "great fan of radio." Gore said she appears on radio more than on any other medium. "I want you to know you're a very important part of my communications strategy in reaching people."

There was no doubt the White House was courting the talk show hosts. After the briefing, they toured the White House. The Democratic National Committee held a reception for the group, and the talk show hosts were encouraged to broadcast live from the White House lawn last Thursday, the day after the President's major address on health-care reform to Congress.

The White House seemed to score some points. Gloria Allred, a talk show host with KABC(AM) in Los Angeles, said that "it's the first time any administration has invited such a large group of talk show hosts." In the past, she said, a handful may have been invited, but Clinton asked "everyone

whether they're liberal or conservative."

One of Clinton's harshest critics, Rush Limbaugh, declined to attend the event but was represented by some freelancers.

Clive Thomas, who hosts a show on WXTO(AM) Orlando, Fla., thought the President was "gutsy" bringing the talk show hosts to the White House. He said most are conservatives who have been critical of Clinton's policies. "He's a very smart President; he's going where the [public's] ears are," said Thomas.

Indeed, KTAR(AM) Phoenix's Pat McMahon thinks Clinton is "perhaps the most media-savvy President we've ever had." McMahon admitted that a personal summons to the White House can be "seductive," but said that he "knows when to fight it" and did not want to miss an opportunity to "hear and report back" to his listeners.

Also last week, reporters from more than 30 TV stations and 10 news services came to the White House for a background briefing on health care with Magaziner. Hillary Clinton also gave a brief statement. Some stations decided not to attend because the First Lady was not taking questions. (Some of the radio talk show hosts also complained that Mrs. Clinton did not answer any questions.)

The Media Affairs Office also scheduled a satellite press conference last Thursday for local stations with Magaziner. Reporters in 32 states could call in with their questions for him.

While the White House was busy wooing radio and TV stations across the country, the President's plan was getting ample coverage by the national news outlets.

A special edition of CBS's *48 Hours* included a live interview with the First Lady. NBC aired a taped interview with Mrs. Clinton and broadcast its *Nightly News* and *Today* show from Temple University Hospital in Philadelphia as part of its cover-



age on health care. The President was also slated to appear on *Nightline* for a national town meeting. CNN had a

special pre-address analysis program planned prior to the President's speech last Wednesday, and *Larry King Live*

originated from a Chicago-area bowling alley to discuss health care with a variety of people. ■

## Tauke predicts passage of telco-entry bill

Former representative says Congress will lift ban on telco crossownership by 1995

By Sean Scully

Congress is certain to pass legislation on telephone company entry into the video business by the end of 1994, says former representative Tom Tauke (R-Iowa).

Tauke, now Nynex vice president of government affairs, predicted last week that Congress will lift the ban on telco-owned video services while limiting the ability of telcos to buy existing cable systems in their service areas. That would allow telcos to provide cablelike services across their own wires, yet ease public fears that huge telephone companies could muscle out cable companies and create an information monopoly.

In addition, Tauke says, Congress may be inclined to impose structural limits on telco-cable, meaning video services could be provided only by affiliated companies, not directly by the telephone company. Bell Atlantic, which recently successfully challenged the telco-entry ban in federal court, already plans such a system with cable services provided by Bell Atlantic Video Services. Such structural restrictions could help prevent telephone companies from funding video services by rate increases on telephone customers, a practice called cross-subsidization.

Tauke's predictions, delivered before a conference in Washington, fit

with the Clinton administration's information superhighway position paper, issued earlier this month (BROADCASTING & CABLE, Sept. 20). The administration says it wants to open the telecommunications market for greater competition over the next year and promises to offer a package of legislation, which presumably would include telco-entry rules, sometime soon.

In the wake of the federal court decision last month finding the ban on telco video services unconstitutional, Congress seems inclined to act quickly. Senators John Danforth (R-Mo.) and Daniel Inouye (D-Hawaii) have introduced a bill to lift the ban. Repre-

XEROX

# You can't Xerox a Xerox on a Xerox.

But we don't mind at all if you copy a copy on a Xerox copier. In fact, we prefer it. Because the Xerox trademark should only identify products made by us. Like Xerox copiers and Xerox printing systems.

As a trademark, the term Xerox should always be used as an adjective, followed by a noun. And it is never used as a verb. Of course, helping us protect our trademark also helps you.

Because you'll continue to get what you're actually asking for. And not an inferior copy.

**Xerox**  
**The Document Company**

representatives Ed Markey (D-Mass.) and Jack Fields (R-Tex.), former colleagues of Tauke on the House Telecommunications and Finance Subcommittee, reportedly are working on a similar bill that would include a "universal access fund" created by communications companies and designed to guarantee all Americans basic access to any future information superhighway.

Meanwhile, powerful House committee chairmen Jack Brooks (D-Tex.), of the Judiciary Committee, and John Dingell (D-Mich.), Energy and Commerce, are also said to be working on a bill that would regulate the telephone companies' ability to provide information services. Both Brooks and Dingell pushed similar legislation in the last session of Congress, but the efforts foundered when the two began fighting over which committee had jurisdiction.

Despite clear congressional and administration interest in telco entry,

communications lawyer Jack Cole told the conference that no such legislation will be passed in this session of Congress. "I believe these [bills] are going to slow down," he later explained. "The issues are just too big."

Action won't come until after the mid-term elections in 1994, he predicted. Cole criticized the Clinton telecommunication infrastructure plan, saying it lacked enough specifics to result in concrete legislation.

Plus, he said, technology is not nearly as stable as people think. Telephone companies are not ready to deploy real cablelike services.

Fear of the economic power of telcos also could be a delaying factor. "I don't think they want to exchange one monopoly for the one they already know," Cole said.

Tauke dismissed this idea, saying the telephone companies will be no more dangerous to consumers than cable companies already are. "The entire history of the cable industry is

taking revenue from broadcast signals and building media empires," he said. "They are masters of cross-subsidization."

Bell Atlantic CEO Ray Smith, in a separate speech to the conference, agreed that the telephone companies are not looking to stifle competition. "We are not interested in buying existing cable plant in our area," he said, because it might cause antitrust problems.

Smith said some people are nervous about telco entry based on outdated assumptions. "I don't think blood is up for additional safeguards."

The National Cable Television Association has previously called for careful management of telco entry (BROADCASTING & CABLE, Sept. 20). NCTA said telcos shouldn't be allowed into cable until other companies are allowed into telephone. Smith and Tauke acknowledged that competition in standard telephone service is inevitable. ■

**The marketplace is responding** to the demand for educational and informational programming for children. That's what the Association of Independent Television Stations told the FCC last week. In a letter to the commission, INTV President James Hedlund says an INTV survey shows that by January 1993 the list of new educational and informational shows had grown to 21, compared with the five that were marketed during the 1991 NATPE conference. "We submit that this information confirms that a marketplace response to the demand for more educational and informational programming for children is well under way. Therefore, the need for more FCC action appears to be diminishing," writes Hedlund.

**In yet another sign that utilities are vying for a piece of the video services action,** the Telco-Cable V Conference in Washington last week hosted a panel on the future role of power companies. Included in the conference material was an article from the latest issue of *Public Power* magazine about the new drive by utilities to be the backbone of the information superhighway, surpassing that of both telephone and cable companies. The conference material also raises the prospect of three-way alliances: telephone, cable and power companies.

**The FCC says its survey of cable rates will ask 25 of the largest cable systems** for their rate cards and channel lineups for April 5 and Sept. 1. The commission wants the MSO's to complete a questionnaire for their 10 largest systems that they anticipate will be subject to benchmark regulations. And the operators are being asked to identify systems they expect will be part of a

cost-service hearing. The FCC wants the surveys returned by Oct. 1. Among those surveyed: TCI, Time Warner, Continental Cablevision, Comcast, Cablevision Systems, Cox Cable, Jones Intercable, Newhouse, Cablevision Industries, Adelphia Communications, Times Mirror Cable, Falcon Cable, Viacom, Sammons, Century Communications, Crown Media, Colony Communications, TeleCable Corp., Scripps Howard, TKR Cable, KBLCOM, Lenfest Group, Intermedia Partners, Prime Cable and Post-Newsweek Cable.



# Washington Watch

Edited By Harry A. Jessell

**Cable MSO Tele-Communications Inc. is dead-set against cross-ownership limitations**

when telephone companies are allowed into cable, TCI Technology Vice President Bruce Ravenel told the Telco-Cable V Conference. Forcing telcos and cable companies to build separate broadband communications networks can be ineffi-

cient and costly to the consumer, he said, and cross-ownership bans simply exacerbate that. "I wasn't saying that trying to drive up TCI's stock prices," he joked when his statement sent a ripple of laughter through the crowd. Ironically, telephone representatives at the conference suggested they aren't opposed to limited cross-ownership restrictions as long as telcos are allowed to provide cablelike services over their own lines.

**Sheila Tate is back for a second year** as the Corporation for Public Broadcasting chairman. She was unanimously re-elected by the CPB board to fill the one-year term. The board elected Martha Buchanan. ■

## Clock ticking on preview provision

*Declared unconstitutional by Judge Jackson, requirement that cable operators provide notice of promotions for R-rated films set to lapse if no appeal notices filed by Thursday*

By Jim Cooper

If the requirement that cable operators give subscribers 30-days' notice for previews of R-rated movies on premium channels lapses Thursday, the cable industry will have won a skirmish in the larger battle over regulation.

The removal of the preview provision was found unconstitutional by U.S. District Court Judge Thomas Penfield Johnson and represents a commonsense ruling to cable executives, who see the change as creating a more even playing field with their broadcast competitors.

Eliminating the provision is part of a larger challenge against the 1992 Cable Act brought by Time Warner Entertainment and other cable companies. Robert Joffe of Cravath, Swaine & Moore, Time Warner's legal counsel, said any appeal of the removal would be challenged by Time Warner and by the pay service Encore on the grounds that the notice requirement is unconstitutional.

"It was a small thing for other people, but a big thing for us," says John Sie, chairman and chief executive officer of Encore, regarding Judge Jackson's removal of the preview provision two weeks ago. The 10-day window for notice of appeals to the judge's ruling closes Thursday.

Sie says the laws governing broadcasters' and cable operators' use of R-rated films are inconsistent because the 30-day-notice restrictions would not apply to broadcasters. The cable provision is overly broad in that it does not take into account changing standards of film ratings over time, he says, and uses regulation by a third party—the Motion Picture Association of America—to set government policy.

Sie says the provision was especially difficult for Encore because it made it inconvenient for cable operators to run free previews, given the 30-day-notice requirement.

"The one-month preview of Encore

is an effective tool to introduce it into a community," says Sie.

Showtime spokesman McAdory Lipscomb Jr. says that, although his company had not been part of the suit against the government, the removal of the preview provision will help the marketing of Showtime.

"Previews are a big part of our marketing mix, and we are pleased it will continue to be a vital tool in our marketing repertoire," says Lipscomb.

A HBO spokesman declined to comment on how the ruling would affect his company, saying only that HBO's parent company Time Warner would speak on the issue.

In writing on the preview position, Judge Jackson agreed with the plaintiffs that the provision was unconstitu-

tional because it was indisputably content related, burdened protected speech and could not survive the strict scrutiny to which such legislation must be subjected.

Jackson also rejected the government's case that the provision was necessary to protect "unwilling viewers, especially children, from indecent television messages."

Unlike broadcast outlets, Jackson wrote, premium cable offerings are not "pervasive," because "someone in the household must take affirmative steps to bring the premium channel into the home" and keep it there by paying the bill. Jackson also pointed out that devices can be provided by the cable operator to lock out unwanted programming. ■

## Late-night HUT levels post double digit increases

*Talk shows attracting ratings by age, gender*

By Jim Cooper

The number of households using television (HUT) in the late-night daypart has grown significantly since last year, according to

analysis of Nielsen data by the Network Television Association.

The growing number of late-night viewers could provide a more fertile ratings base for talk shows in the daypart, and many more could survive

### More to watch, and more to watch it, in late night

Nielsen ratings, Aug. 30-Sept. 10

	Late Show (CBS)	Tonight Show (NBC)	Nightline (ABC)	Arsenio Hall (synd.)*	Chevy Chase (Fox)**	Conan O'Brien (NBC)***
Women 18-34	4.6	2.0	2.2	2.0	3.3	2.4
Women 25-54	4.2	2.3	2.6	1.6	3.0	1.4
Men 18-34	4.7	1.5	1.6	1.5	3.8	1.9
Men 25-54	4.3	1.9	2.5	1.4	3.2	1.5

\*Ratings for last three weeks of original (non-rerun) programing Aug. 2-22

\*\*Total hour average ratings for first week Sept. 7-10

\*\*\*Average of first two overnights

than in the past.

HUT's increased 12% from 11:30 p.m. to 12:30 a.m. for the week of Aug. 30-Sept. 3, compared with the same week a year ago. For of Sept. 6-10, HUT's increased 14% versus a year ago.

According to the NTA, an examination of people using television (PUT) found that key demographic groups are watching late-night TV in large numbers. Viewership among adults

18-34 increased 17% for the week of Aug. 30-Sept. 3. Viewership among adults 18-49 and adults 25-54 was up 13%.

David Poltrack, vice president of research at CBS, says the numbers are evening out following the hype that surrounded debuts. Poltrack says he expects CBS's *Late Show with David Letterman* to level out at about a 5 household rating, with NBC's *The Tonight Show with Jay Leno* and Fox's

*Chevy Chase Show* settling at 4.3 and 3, respectively. In its first two outings, NBC's *Late Night with Conan O'Brien* had an average household rating of 2.7.

The ratings may be settling into late-night niches divided by age and gender. The most recent numbers show Letterman, Chase and O'Brien skewing to younger viewers, while Leno and Koppel have captured more of the older audience. ■

## Nielsen predicts delay in overnights

*Three-to-five-day lag expected to begin with Oct. 6 retrans deadline and last two weeks*

By Christopher Stern

**N**ielsen Media Research says the Oct. 6 retransmission-consent deadline will cause delays of three to five days in reporting overnight ratings.

Nielsen is anticipating widespread changes in cable lineups as broadcast stations and cable channels fail to reach agreements by the deadline. Under the federal regulations, any cable system that has not received permission to carry a station's signal by Oct. 6 must drop that station.

The delays are expected to last no longer than two weeks, according to John A. Dimling, president of Nielsen Media Research. Dimling said the delays are necessary "to confirm retransmission arrangements between TV stations and cable systems." The rating service currently does not ex-

pect delay in the November books.

On a normal day, Nielsen tracks an average of 250 lineup changes. New rules such as the Sept. 1 rate regulation deadline have put an added burden on the rating services. During the first two weeks of September, Nielsen counted more than 13,000 channel lineup changes among the more than 11,000 cable systems.

The decision by Nielsen was warmly received by several industry executives who said they asked the rating services to value accuracy over meeting deadlines. "At NBC we believe that [overnight ratings] should be withheld as long as they have to insure they are accurate," said Kathryn Lenard, vice president, television stations division research. Lenard is also the chairperson of the television committee of the Electronic Media Ratings

Council.

Although the overnights have become an industry staple, it is unlikely that two weeks of delays will have a critical impact. "It means that the psychological fix we look for first thing in the morning will not be there," said Lenard. The delays may occur just as the new season is starting and curiosity over new shows is at a peak.

The overnights are also a valuable tool at rep firms, which use them in selling stations across the country. However, executives at three firms said that two weeks of delayed overnights will not be insurmountable.

At least one rep firm executive questioned Arbitron's ability to meet the demands of accuracy over speed. "If Nielsen thinks they need to delay, I wonder why Arbitron thinks it does not," said Petry's Harry Stecker, executive vice president, director of client services. Arbitron is not anticipating delays in its overnight reports, but that could change, says Arbitron's Tom Mocarisky, vice president of communications. Arbitron is maintaining two databases for its metered service: one to keep track of current cable lineups and another to track changes in channel lineups.

Both Arbitron and Nielsen are beefing up staff in their departments that track cable channel lineups. Nielsen also announced it would provide an 800 number so cable systems can call and fax in additional information. Data on channel lineups is expected to change daily, especially as the Oct. 6 deadline approaches. "We believe that most [of the retransmission consent] negotiations will go right down to the wire," said Dimling. ■

### Goodwill Games sign another

While international athletes dream about world records in St. Petersburg, Turner Broadcasting will claim a Goodwill Game victory if the network breaks even on the 16-day event next summer.

A sixth sponsor has signed up: the National Federation of Coffee Growers of Columbia, joins Anheuser-Busch, Delta Airlines, Pepsi, Reebok and SmithKline Beecham. Negotiations are still under way in electronics, candy, paint and automobile categories. "These are major million-dollar sponsorships," says Mark Mariani, executive vice president.

The sponsorships give advertisers category exclusivity during the games. The deals give the brands time on both TBS and ABC, which will air 64 hours and 17 hours, respectively. Overall coverage of 81 hours is down by five hours from 1990. More than 2,000 athletes from 50 countries will compete in 24 sports.

The TBS sales staff, trying to get out of the shadow of the 1990 games, which lost \$44 million for the cable network, has lowered its expectations. "We didn't deliver the ratings we sold," says Mariani. "We are selling rates which are much more achievable." TBS promised a 5.0 rating in 1990.

—CS

## DBS frequencies falling into place

FCC decision moving Dominion to back of line likely to spur horse-trading for positions

By Sean Scully

**T**he direct-broadcast satellite business may be about to take off.

DBS permittees say privately that an FCC decision this month denying frequencies to permittee Dominion

mental assignments are resolved.

Once orbital assignments are handed out, Solberg says, there is nothing in the FCC's rules to prevent consolidations and business alliances among companies, as the DBS permittees suggested will happen.

Dominion President Bob Johnson has filed a petition for reconsideration with the FCC, but has not yet filed court action. He argues that the commission unfairly singled out his company for detailed examination. "The poorer and richer companies routinely break the rules, he says, but the commission looks the other way." Johnson says he expected the commission to treat his company, one of the applicants for a DBS permit, a

helped legitimize DBS by "working with it [during the 1980's]."

"This is the kind of abusing the rules for doing it."

Johnson pointed a finger at other permittees, particularly cable-owned Continental Satellite, accusing them of "abusing the FCC to knock Dominion out of the back of the line."

Johnson denies the charge. Dave Johnson, vice president of technology at TCI, which owns the operator Tempo, says his company had no in-

volvement in the commission's decision. In fact, he says, the ruling does not affect Tempo much.

Beddow also plays down Johnson's speculation that Tempo plans to buy out DirectSat or DBSC. "At some point, we might do something with some folks," he says, "but we don't have any actual plans at this point."

The 119-degree spot may soon be subject to some dealmaking. Eleven of the 32 channels are held by EchoSphere, headed by Charlie Ergen, and Tempo holds 11. The remaining were held open pending the outcome of the Dominion ruling. Common wisdom says that 11 channels are insufficient to challenge USSB and DirecTV, which have all 32 channels at 101 degrees, and Advanced Communications, which holds 28 of the 32 at 110 degrees. Tempo, therefore, would need to work a deal with Ergen—or whoever ends up with the last spots at 119 degrees—to build a viable system.

The FCC based its Dominion ruling on a period in 1991 when the company was renegotiating its contract with GE. The commission says Dominion failed to provide all the elements of the contract. Johnson acknowledges that he could not provide certain elements of the contract but says Dominion responded quickly to commission letters and provided as much detail as possible. He claims that the FCC never indicated that his replies were insufficient until he received a notice on Christmas Eve 1991 that his DBS permit had been canceled.

The permit was reinstated within a few days, and the case revolved around whether Dominion deserved its old position in the first-come, first-served DBS queue or whether the reinstatement constituted a new permit. The commission said last week that, since the first evidence of a signed contract with GE arrived in January 1992, Dominion came in behind all other applicants.

"Someone's really stretching to make the case here," Johnson says. ■

LOOK FOR THE  
NASDAQ AD  
IN THIS ISSUE

now in the back of the line. Dominion faces the prospect of receiving frequencies at the 61.5-degree position, which covers only the East Coast.

With the Dominion issue resolved, says FCC senior staff attorney Mark Solberg, orbital positions can be set quickly for the remaining companies, starting with Virginia-based DirectSat. The commission is now waiting for DirectSat, which is approved for 11 channels, to tell it which channels it would like at 119 degrees.

After DirectSat will come Direct Broadcast Satellite Corporation, also approved for 11 channels, then Continental Satellite. The commission may run into a snag with Continental, which is involved in several disputes over its satellite contracts, Solberg says. Dominion will be issued slots after the DirectSat, DBSC and Conti-

### 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.

# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**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.

**Regional sales manager position** is now open in Unistar Radio Networks' Affiliations Department based in Valencia, CA, for the placement of 8 satellite delivered formats and CNN News. Position requires an extensive overall knowledge of the radio industry on the management level of programming, marketing and sales with an understanding of basic technical aspects. 8-10 years of overall radio experience involving a number of stations and markets is preferable. Must be able to establish credibility with industry knowledge and experience to negotiate contractual points and sell via phone, fax and mail as well as in person. Interested applicants should send letter and resume with references to: Department A.R., Unistar Radio Network, 25060 West Avenue Stanford, Suite 100, Valencia, CA 91355 or fax to 805-294-9382. Unistar is an equal opportunity employer.

**Local sales manager:** Seeking an individual for the Quad City area who can motivate, generate sales, lead by example, is detail-oriented, and thorough. Advancement possibilities. Send resume to: WKBF/WPXR, 225 18th Street, Rock Island, IL 61201. EOE.

**Ball of fire manager** who can personally sell big. Lead sales department to produce big. Get involved and active in this medium market community. Become the focal point of this young and fast growing successful FM station located in a very fast growth area in Central Florida. County population 230,000 alone. Gross sales 3.8 billion. Owner wants a real winner. A win-win deal. In confidence! Reply to Box P-30. EOE

**Manager for FM Country** located in fast growing suburban communities. Must be successful at selling and managing sales executives, setting priorities and communicating. Great opportunity... little competition! Excellent compensation package. EOE. KVST FM, 1212 South Frazier, Conroe, TX 77301 or fax to 713-466-4501.

**Controller/business manager MBA/CPA.** Min 2-3 years radio exp. A/P, A/R, budgeting, payroll, forecasting, cash management, etc. Operating knowledge of computer incl Lotus, traffic & acctg systems. \$30-36,000. EOE. Fax resume 516-653-5864.

**Sales manager wanted** for small market SC AM-FM combo coming under new ownership. Must be able to train, motivate and sell. Send resume, training and sales philosophy, track record, and references. Strict confidence. Blanchard Broadcasting, Inc., 1623 Ardsley St., Winston-Salem, NC 27103. EOE.

### HELP WANTED SALES

**National radio representatives:** Seeks account executive for New York office. National or local radio sales or buying experience necessary. EOE. Reply to Box P-31.

**Immediate opening** for aggressive account executive. Previous radio sales experience preferred. Send resume to: Matt Gillon, WHO Radio, 1801 Grand, Des Moines, IA 50309. EOE.

**Money, sunshine, success.** Salesperson needed at North Central Florida's most listened to radio station. Opportunity to be top biller with large radio group. Fax resume to 904-377-1884 or call Gary Granger 904-377-0985. EOE.

**Y 106, Monroe's** hot new Country seeks AE for top list. We are an Opus Media Group station that believes in being the best. If you are looking for a fast track growth opportunity. Call 318-387-3922. EOE-M/F/H or send to Y 106, 1200-D North 18th, Monroe, LA 71201.

**Small market New Jersey** station has A.E. opening for professional with 3+ years experience developing new local business. Draw vs. comm. Send resume to Box P-26. EOE.

**WLAV-AM/FM is looking for** a local sales manager. Applicant must possess prior sales management experience. Send your resume and sales philosophy to: Personnel Department, Radio Group Corp-WLAV, 50 Louis, N.W., Grand Rapids, MI 49503. No phone calls. EOE.

**Established Oldies FM** with consistently strong audience seeks experienced sales manager. Exceptional leadership and planning skills required. Background using innovative new business strategies helpful. Enjoy the benefits of excellent sales resources while living in a market always ranked near top in quality of life. Write Bill Hazen, WRKA, 10001 Linn Station Road, Louisville, KY 40223. Equal opportunity employer.

**WDIZ Rock 100, Orlando:** Sales rep for established account list. Previous advertising sales experience required. Resumes to WDIZ, 2180 W. State Rd., 434 Longwood, FL 32779. 407-682-7676. EOE.

### HELP WANTED TECHNICAL

**Sales engineer** for growing manufacturer. Only applicants with AM radio/TV transmitting and sales experience considered. Excellent salary and commission. Prefer international experience. Spanish capability. Resumes and salary history to Human Resources, PO Box 8026, Greenville, NC 27835. EOE.

### HELP WANTED NEWS

**Wanted: Newshounds,** Mid-West Family's grown, needing purebreds. 18 stations in Michigan, Illinois, Wisconsin, Missouri. Current, future openings—entry level reporters, experienced anchors, news director candidates. Tape, resume, salary history: Bob De Witt, PO Box 253, Madison, WI 53701. EOE.

**"Free skiing"** New England Ski Areas Council needs full-time seasonal broadcasters for ski reporting network. Must be prepared to ski more than 30 days/season. We're looking for good writers/voices with at least 2 years professional broadcasting experience. Candidate must understand skiing and work under heavy deadline pressure. Rush T&R to: Chuck Devine, NESAC, 10 Cox Road, Woodstock, VT 05091. Telephone 802-457-3123. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Take charge program coordinator/production** person for East Coast Country FM. Air shift required. Only dedicated team players need apply. Call between 8 a.m. and 9 p.m. E.S.T. 804-336-1170. EOE.

**News/talk program director:** Kansas City opportunity with Bonneville. Design, implement and manage complementary programming on News/Talk giants KMBZ and KCMO. Minimum 2 years programming experience in medium or larger market. Ideal candidate is a leader with proven success record, who understands talent and product development. People and detail skills a must. Send resume to Ron Carter, VP/GM, 4935 Belinder Road, Westwood, KS 66205. EOE.

**Morehead State University invites applications** for the position of program and production director in the office of WMKY radio. Salary: \$21,296. Responsibilities: Coordinates programming and production input from support staff, assists in planning and administering budget; maintains FCC and funding guidelines and provides required data for reports to funding and regulatory agencies; works with staff in raising funds and promoting station; recruits, trains and supervises student personnel; manages equipment inventory; serves as on-air host of regular weekday program; provides vision and leadership in developing program initiative plus guidance and direction for special productions. Qualifications: Bachelor's Degree in Communications or related field. Five years in broadcasting with good skills in writing, announcing, and audio production. Strong organization and communications skills plus supervisory experience. Understanding of audience research and promotion. Working knowledge of FCC rules and regulations. Must have appreciation for and commitment to public radio mission. Masters degree with program or production management and fund raising experience preferred. To ensure consideration, submit letter of application, resume, writing samples, audio tape including air check of announcing and samples of production work, and references by October 15, 1993, to: Office of Human Resources, Attn: PPD/WMKY, Morehead State University, HM 101, Morehead, KY 40351. MSU is an affirmative action, disabled, equal opportunity employer. MSU is committed to the principles of diversity and encourages applications from women, minorities and individuals with disabilities.

### SITUATIONS WANTED MANAGEMENT

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

**Sales driven manager** with character and commitment. Professional leadership skills, innovative, outstanding accomplishments. Seeking GM/GSM opportunity. Small or medium market. 513-453-2262.

**Seeking general manager/sales manager** position in small Northeast or Southeast market with eventual possible buyout or least interest. Ambitious, conscientious top biller. Currently in radio and real estate management. Call Ted 914-357-9425 or 914-357-3100 or write 399 Rte. 202, Suffern, NY 10901.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**70s/80s Oldies, Album AC, Hot AC.** Travel formats. Digital, automation, computer-literate. Profit conscious. 14 years experience. Jim, 404-933-0147.

## TELEVISION

### HELP WANTED MANAGEMENT

**General manager:** Exceptional opportunity for the right individual with experience and successful broadcast leadership. Station management experience and successful sales history are required. Excellent benefit and compensation package. Send letter of introduction and resume to Box P-13. EOE.

**General manager:** Southeast Texas ABC affiliate is seeking GM. Experience to include three years as GM/station manager and strong sales background. Send complete information to: Personnel, McKinnon Broadcasting, Suite 2700, 800 North Shoreline Drive, Corpus Christi, TX 78401. Confidentiality respected. EOE.

## HELP WANTED RESEARCH

Senior media research analyst: Group W Satellite Communications is looking for a candidate for our New York office. 3+ years related media and TV experience and solid analytical and writing skills. Cable TV network experience a plus. Position calls for heavy computer activities including spreadsheets, graphics, word processing, data bases, Nielsen, MRI and other third-party suppliers. Excellent computer skills required, computer-phobics need not apply. Interested candidates may forward resumes to: Group W Satellite Communications, 250 Harbor Drive, Stamford, CT 06904-2210. An equal opportunity employer.

## HELP WANTED SALES

**Account executive:** WRIC-TV, the ABC affiliate in Richmond, VA, has an opening for an account executive. Emphasis on new business, special events and sales promotion. A minimum of two years television sales experience is required. Send resume to Personnel, WRIC-TV, Arboretum Place, Richmond, VA 23236. Excellent benefits. No phone calls please. WRIC-TV is an equal opportunity employer; minorities encouraged to apply.

**General sales manager:** Applicant should possess skills necessary to lead and grow a successful sales department, must have strong national sales, marketing and management experience. Send resume to: Howard Meagie, KFVS-TV, PO Box 100, Cape Girardeau, MO 63702. EOE.

**Genesis Entertainment** seeks a highly motivated mid-market station sales rep for its winning sales team on the 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: Ed Wasserman, Genesis Entertainment, 30501 Agoura Road, Suite 200, Agoura Hills, CA 91301. EOE.

## HELP WANTED TECHNICAL

**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.

**TV maintenance engineer:** Fox affiliate needs a technician with extensive studio equipment experience. Computer maintenance and programing background a major plus. Must possess minimum 2 years proficiency repairing Sony Type 5, Hitachi VTR's, Satellite Systems, and/or similar equipment. UHF transmitter knowledge important. Resume and salary history to Chief Engineer, PO Box 30033, Shreveport, LA 71130-0033. No phone calls. EOE.

**CMX editor** wanted for Miami's #1 TV station. Pref. candidates with a min. of 5 yrs. exp. in commercial TV/post production work & a min. of 2 yrs. CMX editing exp. Familiarity with Omni software is desirable. Send resume to: Nanci Ross, Exec. Prod., WPLG-TV, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

**SNG/maintenance technician:** Immediate opening. Must be acquainted with all aspects of SNG operation, studio and transmitter maintenance. Minimum of three years experience, FCC license or SBE certification required. Send resume to: Chief Engineer, WXII-TV, PO Box 11847, Winston-Salem, NC 27116. EOE, M/F.

**Maintenance technician** for equipment installation, repairs and maintenance at UHF NBC affiliate. Two years previous experience and hold electronics degree. Full-time position with excellent benefits. Send resume to WAFF-TV, Department Post Office Box 2116, Huntsville, AL 35804. EOE. No phone calls.

**Studio/transmitter maintenance engineer:** Wanted with minimum 5 years experience. RF maintenance experience with older VHF transmitters required. Resume to Chief Engineer KEYT-TV, PO Box 729, Santa Barbara, CA 93102. EOE.

**Video network specialist:** Engineer needed to provide broad based technical operations and maintenance support to technical activities of Educational Broadcast Services at Texas A&M. Activities include KAMU-TV, Trans-Texas Video Network, EBS productions, Classroom Video Support and Satellite uplink services. B.S. in Engineering or Electronic Technologies or related field, or Associate Degree and equivalent work experience (minimum 2 years broadcast TV and/or post-production operation and maintenance needed) required. FCC Restricted Operator license (General Class preferred) also required. Knowledge of PC based applications (including MS-DOS/Windows), experience in installing, configuring and troubleshooting local area networks is highly desired. Salary: \$30,000. Excellent university benefits. Contact: Employment Office, Human Resources Dept., Texas A&M University, College Station, TX 77843-1474, Job #930589. An affirmative action/equal opportunity employer committed to diversity.

**TV engineering supervisor:** Long Island UHF station seeks an experienced hands-on person with experience in: 1" Beta, HI-8 and 3/4" tape machines, switchers, editors, cameras and all TV support equipment. UHF transmitter experience a plus. Send resume and salary history to Michael Wach, WLIG-TV, PO Box 1355, 270 South Service Road, Melville, NY 11747. EOE.

## HELP WANTED NEWS

**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.

**KIFI-TV Idaho 8** is seeking an assignment editor/producer. Must have high energy, mature judgement and an openness to pursuing news in an innovative, non-traditional way. Some news experience required. Positions needs to be filled ASAP. EOE. Send resume to Tonia Ellis, PO Box 2148, Idaho Falls, ID 83403.

**Executive producer:** Number 2 position in fast paced dynamic newsroom. Looking for someone who is dynamic, aggressive, crazy and wants to lead. Position is open now. Send your info today to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Give it your best shot the first time. We're looking for the best. Women and minorities... encouraged to apply. EOE. Tapes are non-returnable.

**Chyron operator:** If you're a creative chyron operator locked in a boring look by your conservative news director, we've got the opportunity for you. A once-in-a-lifetime chance to put your signature on a Top-10 network affiliate's look. You'll get a loaded chyron infinit including dual channel with transform. If you can push the infinit to the max without looking at a handbook and you've got the vision to match, RUSH us your resume to Box P-22. We are an equal opportunity employer.

**Assignment editor:** Experienced journalist to take charge of a 26 person news staff. Join our top rated newsteam. Send letter and resume to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. No phone calls please. EOE.

**Assistant news director:** Top 20 affiliate looking for the best. Must be great with day-to-day coverage, series, production. People skills a must. Send news philosophy and letter to Box P-34. EOE.

**Reporter:** KCCI-TV in Des Moines has an opening for a reporter. Two years experience required. We are looking for an assertive person with lots of ideas. Please send tape and resume to: Dave Busiek, News Director, KCCI-TV, Box 10305, Des Moines, IA 50306. No phone calls. EOE.

**Main co-anchor sought** to complement male counterparts at 5, 30, 6 & 11. Only the best need apply. We are an Emmy award-winning, quality-oriented, winning news department on the move in the 44th market. You must be an experienced, intelligent, polished, hard-working anchor/reporter ready to embrace all that the main co-anchor job demands and implies: Multiple newscasts, community involvement, promos, series reporting and more. This is an outstanding opportunity. Please send tape and resume with brief salary history to: Holly Stewart, News Director, WHTM-TV, 3235 Hoffman Street, Harrisburg, PA 17110. EOE.

**Anchor:** Our net affil. weekends require previous success in small/med markets. Eastern time. Send letter with salary requirements. Box P-35. EOE.

**News producer:** Candidate should have experience as a major market news producer. Must be an excellent writer, self-starter and be highly organized. Must oversee writing, reporting, graphics, and assignment desk staffs. Familiarity with NewStar computer systems a plus. Send resume to: Henry Florshiem, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

**Weekend director/weekday editor:** Some ENG. Direct and switch highly complex newscast for small-to-medium East coast station with high standards. One year experience. Tell us what you can do in reply to Box P-32. EOE.

**Midwest affiliate will be expanding.** Hiring full and part-time reporters, photographer and production assistant. Join an established team. We need people who know how to tell a story with a creative eye and team attitude. Production assistant will need to edit tape and write. Applicant should have a college degree in broadcasting or TV news experience. Minorities and women are encouraged to apply. Send resume and references to Box P-33. EOE.

**KRON-TV in San Francisco** is looking for an aggressive, creative, crank-it-out promotion producer who will eat, sleep and breathe KRON-TV news product. Responsibilities include creation of riveting news series, topicals and POP's. Qualified candidates must have demonstrated talent in the original production of news advertising and promotion. 1-5 years experience in television broadcast operations including any of the areas listed here: Promotion, news or program production. A college degree is preferred. Please send resumes and non-returnable tape in confidence to: Jan van der Voort, VP, Human Resources, KRON-TV, PO Box 3412, San Francisco, CA 94119. EOE.

**KRON-TV in San Francisco** has an immediate opening for an experienced broadcast manager to launch a new 24-hour regional cable news and information channel. (We are not looking to set up a local CNN.) We are looking for an idea person to put together an exciting news/information/talk channel: a round-the-clock programing source that will be innovative and experimental. Qualified candidate must be a team player with proven management skills, a track record as a flexible, creative programmer and experience in the cable/broadcast field. You must possess 5-10 years news management experience; producer experience is helpful. Knowledge of Bay Area contacts, sources and issues preferred. Please send resumes in confidence to: Jan van der Voort, VP, Human Resources, KRON-TV, PO Box 3412, San Francisco, CA 94119. EOE.

**Meteorologist:** AMS seal. At least two years experience. Familiarity with Kavouras Art Paint a plus. Comfortability with "live"/location weather shots. We offer a well-equipped weather center and view weather as a primary component of the framework of our news operation. 3/4 tape, resume, references to: Weather, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE M/F.

**Reporter:** WSAZ-TV, a division of Lee Enterprises Inc. a top 60 market leader seeks an aggressive, enterprising hard news reporter who writes well. Looking for a creative story teller who is strong live. Five years experience and shooting skills preferred. Please send resume and tape to Ken Selvaggi, News Manager, WSAZ-TV, 645 Fifth Ave., Huntington, WV 25701. EOE.

**Video editor:** Capital News Network seeking editor with V/O capability. National newscast for conservative stations. 3 yrs news min. Washington, DC area. 1-800-332-9855 Fax 1-703-369-1910. PO Box 3150, Manassas, VA 22110 EOE.

**TV director wanted:** Candidate should have two years experience directing newscasts. College degree preferred. Responsibilities include directing live newscasts, special events and promotional spots. Will work closely with news director. Send resume and non-returnable VHS (cue track only) to Bob Turner, Program Director, KGMB, 1534 Kapiolani Boulevard, Honolulu, HI 96814. No phone calls please. KGMB is an equal opportunity employer. M/F.

**HELP WANTED PROGRAMING  
PRODUCTION & OTHERS**

**Broadcast designer** wanted for Miami's #1 TV station. Produce high quality video & print design using Quantel Paintbox, Macintosh, Dubner. Must have strong creativity & energy. Min 2 yrs. TV exp. Send resume & tape to Jim Hayek, Creative Svc. Dir., WPLG/TV, 3900 Biscayne Blvd., Miami, FL 33137. EOE.

**Writer/producer, promotion:** Top 20 affiliate TV station rising in the ratings seeks writer/producer with topical experience in news promotion. Applicant must write sizzling copy that sells the daily newscasts, enjoy the challenge of working with news people, handle the daily work load of topical promo production and have an insatiable desire to succeed. Half inch computerized editing a plus. Metered-market experience real plus. This job demands an experienced, seasoned promo pro with 2 or more years of experience. Send resume to Box P-36 EOE.

**Electronic graphics specialist:** Houston Public Television seeks an experienced person to serve primarily in Chyron computer graphics activities in the broadcast design department. Candidates should have a bachelor's degree in a closely related field and experience with Chyron Super Scribe, Vidion IV or similar system in a broadcast environment. Salary of \$23,000 plus excellent benefits. Resume to: Flor Garcia, KUHT-TV, 4513 Cullen Blvd., Houston, TX 77004 postmarked by October 15, 1993. The University of Houston system is an equal opportunity employer.

**Technical operations manager.** Manhattan. Maintain integrated system of electronic TV production equipment, incorporating such components as CCD and Tube cameras, video switchers, audio consoles, tape machines, and implement interrelated video, audio and communications systems and set-ups for specific clients needs for studio and field operations. Supervise staff of up to 40. Associates degree in Electronic Engineering Technology plus two years experience in job offered or as telecommunications engineer. 5 days/40 hours/week \$40,000/year. Send resume in duplicate to FR908, 1 Main Street, Brooklyn, NY 11201. EOE.

**Promotion producer:** Produce great sports! Live in a great place! ABC affiliate in top 50 market looking for an experienced promo producer with great ideas, creative writing, and a keen eye for visuals. Send tape, resume and salary requirements to: Personnel Director, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. No calls please EOE.

**SITUATIONS WANTED MANAGEMENT**

**Experienced general manager** seeks new challenges. Reputation for creativity and leadership in sales, news and promotion. I know how to improve your bottom line. Reply to Box P-24.

**SITUATIONS WANTED NEWS**

**Meteorologist** seeking employment. AMS seal plus experience. Stu 817-776-4844.

**SITUATIONS WANTED PROGRAMING  
PRODUCTION & OTHERS**

**Documentary writer/producer** needs dist. outlet, agent or financial backing to produce high-interest, high-draw, shocking truth documentaries. Call 303-741-2739.

**MISCELLANEOUS**

**LI News Tonight** alumni 10th anniversary reunion celebration October 13, 1993. Call New York Institute of Technology 516-686-7952.

**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

**Washburn University** invites applications and nominations for the position of chairperson of its newly created department of mass media. The department includes the areas of broadcast, public relations and journalism. It has five full-time positions and uses several adjunct faculty to serve over 120 student majors. It is supported by a fully operational TV studio broadcasting on cable and KTWU, the PBS station located on campus. Qualifications: Ph.D. in Mass Media/Communications with professional background in broadcasting, public relations, and/or advertising. Administrative experience in college or university preferred. Responsibilities: Teach courses in areas of media promotion and sales, broadcast management, advertising, and/or public relations. Initiate and coordinate short and long-term planning, collaborate with professional advisory council, make recommendations on promotion and tenure, develop academic budget, coordinate advising and recruitment activities, be responsible for all other standard departmental policies and procedures required by chairperson in the college of arts and sciences. Rank and Salary: Commensurate with qualifications and experience. Starting date: 1994-1995 academic year. Application procedure: Send letter of application, current vitae, transcripts of all graduate work, and names, addresses and phone numbers of three qualified professional references by November 19, 1993, to: John C. Hunter, Acting Chairperson, Department of Mass Media, Washburn University, 1700 College Avenue, Topeka, KS 66621. Position will remain open until a suitable candidate is identified. Washburn University is an equal opportunity/affirmative action employer. All qualified applicants will receive consideration without regard to race, color, sex, age, religion, national origin, sexual orientation or disability. Minorities and women and especially encouraged to apply.

**HELP WANTED ASSISTANTSHIP**

**Graduate assistantships available** for both Spring and Fall 1994 semesters for qualified students studying in our M.A. program. designed to develop advanced skills and knowledge for professional communications fields and/or prepare students for doctoral study. Assistantship assignments may involve teaching, production, or research assistance in broadcasting, journalism, photography, or speech communication. Write to: Dr. Joe Oliver, Graduate Program Coordinator, Department of Communications, Stephen F. Austin State University, Nacogdoches, TX 75962. EOE.

**FINANCIAL SERVICES**

**Equipment leasing:** Application only to \$50,000. Jp 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**

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

**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.

**EDUCATIONAL SERVICES**

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

**Workshop for would-be reporters** Oct 30: qualifications, demo tapes, resumes, marketing. Call Julie Eckhart, ESP 914-937-1719.

**WANTED TO BUY EQUIPMENT**

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

**FOR SALE EQUIPMENT**

**AM and FM transmitters,** used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom 800-441-8454, 215-884-0888. Fax 215-884-0738

**Broadcast equipment (used):** AM/FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

**Computers:** Complete 386 and 486 packages. Low prices. Fast delivery. Write, call, fax Morningstar Group, PO Box 1010, Homewood, IL 60430-0010; voice 1-708-754-8998, fax 1-708-754-9557.

**Blank tape, half price!** Elcom magnetically evaluated blank 1", 3/4", Betacam and SP videotape available. Also have VHS, M2, D2 and 2". We'll beat any price! Call Carpel Video for catalog. 800-238-4300.

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

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

**Jampro antenna:** Four years old, directional, channel 49. 713-820-4900 Tim.

**LPTV transmitters used,** Acrodyne/TTC 100 watt UHF early 1980's units, very clean condition. Some 1000 watt units. Kidd Communications 702-826-4347.

**Bogner LPTV antennas,** 16-Bay Channels 41-52, 8/16 Bay Channels 25-40 16-Bay 53-69. Other sizes, channel groups and Andrew Antennas also available. Call Kidd Communications 702-826-4347.



**TELEVISION**

**HELP WANTED NEWS**

**REPORTER/PRODUCER**

Magazine format weekly series on CNN/TBS seeks candidates for a freelance, on-camera reporter/producer position. Substantial experience required in field reporting and producing.

Tape and resume to:  
**Chet Burgess, Executive Producer**  
 CNN Environmental Unit  
 P.O. Box 105366  
 Atlanta, GA 30348  
 EOE

**HELP WANTED PROGRAMING PROMOTION & OTHERS**

**CO-EXECUTIVE PRODUCER: GOOD COMPANY**

We're taking 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 Ave. S.  
 Minneapolis, MN 55414  
 Equal Opportunity Employer

**FREELANCE ON-LINE EDITORS**

We are one of the most innovative cable television programing organizations in the country. To maintain our commitment to high quality productions, we are seeking On-Line Editors to join us on a freelance basis (flexible availability, mostly evenings, is essential).

Overall duties involve cutting music-intensive, effect-driven packages; a working knowledge of Grass Valley, 241 Editor, GV200 Switcher, Chyron Scribe, Beta and 3/4 required; familiarity with Grass Valley DPM-700 Effects Unit a plus.

Please send resume with earnings requirements to:

**BHA Box #73-BC**  
 555 Madison Avenue,  
 New York, NY 10022

An equal opportunity employer

**HELP WANTED RESEARCH**

**Research Analyst**

Fox Broadcasting Company is seeking a Research Analyst for our Los Angeles Research and Marketing Department. This position has great opportunity for growth.

You will be responsible for processing and analyzing national and local ratings data in the affiliate, programming, sales and publicity support efforts of the department with particular emphasis, initially, on children's television.

The selected candidate will have computer aptitude, excellent written and verbal communication skills, and experience in television ratings analysis. A working knowledge of Nielsen MicroNode, Dailies Plus, Lotus 1-2-3 and/or Excel is preferred.

For consideration, please send resume and cover letter to:  
**Fox Broadcasting, Personnel Director, P.O. Box 900, Beverly Hills, CA 90213.** EOE.



FOX BROADCASTING COMPANY

**HELP WANTED MANAGEMENT**

**EXECUTIVE DIRECTOR**  
 for  
**United States Public Television International Consortium**

The U.S. Public Television International Consortium, a nineteen member co-production activity of public television stations, seeks an Executive Director to lead the Consortium in three broad areas: Financial, Editorial-Production, and Administration. This person will have primary responsibility for generating financial support for all financial, fundraising, and marketing activities of the Consortium. In addition, this person will be responsible for providing creative leadership and editorial input on a broad range of productions and co-productions with a variety of international broadcasting partners and be responsible for increasing the quantity and quality of program proposals submitted by the U.S. stations to the International Consortium. Finally, the Executive Director will be responsible for creating and administering the organizational plans and budgets. A salary of up to \$80,000 (U.S.) plus generous benefits is offered. The position will be based in Washington, D.C. Qualified candidates should possess a minimum of five years of successful executive experience in finance, fundraising, marketing, administration and production. Bilingual ability preferred (English plus another language). To apply, send **four (4) copies each** of a cover letter and resume to:

Margaret Feige  
 Personnel Coordinator  
 KCTS/9 Television  
 401 Mercer Street  
 Seattle, Washington 98109  
 U.S.A.

Applications must be received at the above address **NO LATER THAN 15 October, 1993.**  
**PRINCIPALS ONLY, PLEASE** EOE

**HELP WANTED NEWS**



**In Beautiful San Diego**

Is Looking For On-Air Personalities  
 For A News And Schmooze  
 Morning Show.

Send Resume, Non -returnable tape  
 And Letter Telling Us Why you're  
 Right For The Job. Please Don't  
 Call !

**KUSI-TV Morning News**  
 P.O. BOX 719051  
 SAN DIEGO, CA. 91171

We Are An Equal Opportunity Employer

**SITUATIONS WANTED VOICEOVER**

**A NETWORK VOICE FOR YOUR STATION!**

For 30 years a major voice for ABC, Bill Owen Sells!

He'll record your id's, commercials, promos or tags to match your budget.

Choice of styles (hard-sell, warm or tough)  
 (914) 268-2036

**Blind Box Response???**

Box Letter-Number  
 1705 DeSales St., NW  
 Washington, DC 20036  
 Please Do Not Send Tapes!

**SALES TRAINING**

**PREPARE FOR A  
CAREER IN  
TV TIME SALES**

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

**RADIO  
SITUATIONS WANTED MANAGEMENT**

**General Manager/GSM**

Strong leader with the skills and vision to win! 16 years in the broadcasting industry. Track record will substantiate abilities. Possesses strong desire and determination to win! Sales and bottom-line oriented manager without loss of perspective on product. Knows how to make a property profitable and employ a team that enjoys their careers. I won't last long.

Reply to Box P-37.

All replies will be kept in strict confidence. Just finished turning a group around so you don't have to worry about the name behind this blind box.

**PUBLIC NOTICE**

**PUBLIC NOTICE**

The Board of Directors of National Public Radio will meet in open session Thursday, October 21, beginning at 12:30 p.m. in the Board Room of National Public Radio, 2025 M Street, N.W., Washington, D.C. Subject to amendment, the agenda includes: Seating of Newly Elected Station Manager Members, Public Members and Non-Board D/I Committee Member. Election of Chairperson, Vice Chairperson and Officers, Appointment of Committee. The Committees will meet on Thursday, October 21, in the same location. The Board of Directors will continue its open session on Friday, October 22, at 9:00 a.m. in the same location.

**CABLE**

**HELP WANTED SALES**

**Local Sales Manager**

Tidewater Cable Interconnect is seeking a Local Sales Manager to supervise the complete sales activities of a local advertising sales staff in the cities of Norfolk, Portsmouth, and Virginia Beach, VA. Ad sales experience required. College degree and management experience preferred. Send resumes to Tidewater Cable Interconnect, 257 Expressway Ct., Bldg. #4, Virginia Beach, VA 23462. Division of Cox Cable Communications, CableRep, and equal opportunity employer.

**ALLIED FIELDS**

**SITUATIONS WANTED MANAGEMENT**

**DREAM COMPANY FINDS  
DREAM MANAGEMENT EXECUTIVE**  
with over ten years experience in business affairs, law and management in broadcasting, cable and telecommunications. Superior negotiating and deal-making skills have established proven track record. Creative and effective problem solver. Call Glenn at 212-787-1879.

**EMPLOYMENT SERVICES**

**ENTERTAINMENT EMPLOYMENT JOURNAL™**

Professional, Technical & Production  
• Job opportunities in TV, cable, film...  
• Career profiles & articles  
2x/month, 6 issues/\$35, 12/\$60, 22/\$95.

To subscribe, send check/MO to:

**ENTERTAINMENT EMPLOYMENT JOURNAL**  
Dept. 550, 7095 Hollywood Bl. #815  
Hollywood, CA 90028  
For more info call (213)969-8500.

**STARTING A TV WEATHER CAREER?**

**Media Talent Introduces . . .  
Demo Tape Weather Workshops**  
Receive the most comprehensive weather demo tape services available - studio and remote weather segments plus reporter package - conducted by a major market meteorologist. Phone: 408-446-3323



**1-900-40-RTNDA Updated Daily**

**RTNDA Job Service**

85 cents a minute. Listings free.  
Call 202-659-6510 (Fax 202-223-4007).



Radio-Television News Directors Association  
1000 Connecticut Ave., N.W., Suite 615  
Washington, D.C. 20036

**California Broadcast Job Bank**

For application information call

**(916) 444-2237**

California Broadcasters Association

**TV JOBS**

• Anchors • Reporters • Producers  
• Videographers • Editors • Personalities

**DIRECT VIA SATELLITE**

Your Tape Uplinked Nationwide to  
News Directors • Agents

Head Hunters • Programmers

**ENTRY LEVEL TO MAJOR MARKET**

High Impact • High Visibility  
Low Cost • Tremendous Value

**TALENT/INK**

Call Toll Free 1-800-766-3331  
Your Link To A Career

**EARLY DEADLINE  
NOTICE**

**Due to the  
observation of  
Columbus Day,  
the deadline for  
the Oct 18, 1993  
issue will be  
Friday, Oct 8,  
1993 at Noon.**



**WE'LL GIVE YOU ALL THE CREDIT!**

We also accept American Express



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

**CLASSIFIED DEPT., 1705 DESALES ST., NW WASHINGTON, DC 20036**

**FOR SALE EQUIPMENT**

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

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



**FOR SALE STATIONS**

**MEDIA BROKERS • APPRAISERS**

RADIO • TV • LPTV  
A Confidential & Personal Service

**MURT SHERWOOD INC.**  
4171 Dundee Rd., Suite 268, Northbrook, IL 60062  
**708-272-4970**



**FOR SALE**

50KW AM AND CLASS C FM, IN  
SOUTHWESTERN TOP 50 MARKET.  
SERIOUS BUYERS ONLY PLEASE.

P.O. BOX 25670  
HONOLULU, HAWAII 96825

**Broadcast Communications Division  
BUSINESS BROKER ASSOCIATES**

•MBA—HARVARD UNIVERSITY & HONOR GRADUATE ENGINEER

•MEDIA BROKER SINCE 1973

•"BROADCASTER" SINCE 1957

•APPRAISALS, FINANCING PRO FORMAS FCC PROCESSING

C. ALFRED DICK 615-756-7635



**PRICED TO SELL**

AM-FM Combo, C3 Approved  
Top 100 Market, Southeast  
Assets, Leases, A+ Facility  
Ideal Starter Stations  
Call Dan Phillips @ (804) 977-4181

FL AM Price reduced \$275K  
FL FM College Town \$750K  
FL FM 100KW Coastal "Steal"

**HADDEN & ASSOC.**  
**407-365-7832**

N. CA FM Upgrading to C-1  
Good Cashflow/Upside \$425K  
N. CA Combo w/Upgrade Available  
Positive Cashflow \$325K  
S. CA Combo w/Upgrade Pending  
Cashflow, Growth Area \$600K  
Kansas Combo w/Good Cashflow  
Strong Market Position \$925K  
Miller & Associates (800) 632-2757

**FOR SALE STATIONS CONTINUED**

**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.  
**(305) 462-7406.**

AM STATION LOCATED IN EASTERN PENN-  
SYLVANIA 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 EXPERI-  
ENCE. RESPOND TO: BOX P-29.

**PUBLIC SALE**

The bankruptcy trustee for Windsor Com-  
munications, Inc. of Wyoming, will publicly  
sell radio stations KUUY-AM, Orchard Val-  
ley, and KKAZ-FM, Cheyenne, Wyoming,  
on October 15, 1993. For information, con-  
tact Jim Dinneen, 202 East 18th Street,  
Cheyenne, WY 82001 (307) 634-8364.

**Florida 100K FM  
Texas AM + FM 3K With 100K LMA**  
Major Broadcaster looking for  
investor/Partners/stockholders  
in new venture corporation.  
**Phone # (916) 722-5500**

**Arizona Radio Stations**

AM/FM Vacationland	217K
FM Stand alone W/CP for 100K	500K
AM 5K Phx Metro Sports	600K
AM/FM Vacationland, CP 100K	1M

**Bruce Normandin, Broadcast Broker**  
**(602) 451-1000 Scottsdale, AZ.**

**SALE OF MDS STATION AND  
EQUIPMENT IN PLACE - MILWAUKEE**

By Bankruptcy Court Order, a hearing to author-  
ize the sale and transfer of MDS station  
WKR27 and equipment "as is, where is" in  
Milwaukee, Wisconsin and assumption and as-  
signment of site lease obligations of Microband  
Corporation of America is to be held on October  
27, 1993 at 9:30 AM at the U.S. Bankruptcy  
Court located at One Bowling Green, New York,  
New York. The terms and conditions of the sale  
(which are subject to higher and better offers)  
and overbidding procedures are available at the  
offices of the Court Clerk, One Bowling Green,  
New York, NY 10004; Kensington & Ressler,  
P.C., 400 Madison Avenue, New York, NY  
10017 and at owner's offices at 286 Eldridge  
Road, Fairfield, NJ 07004.

**BROADCASTING & CABLE'S  
CLASSIFIED RATES**

All orders to place classified ads & all corre-  
spondence pertaining to this section should be  
sent to: BROADCASTING & CABLE, Classified  
Department, 1705 DeSales St., N.W., Washing-  
ton, 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 Ex-  
press). Full and correct payment must accom-  
pany 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 con-  
taining a legal holiday. A special notice an-  
nouncing 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** cate-  
gory desired: Television, Radio, Cable or Allied  
Fields; Help Wanted or Situations Wanted; Man-  
agement, Sales, News, etc. If this information is  
omitted, we will determine the appropriate cate-  
gory according to the copy. NO make goods will  
be run if all information is not included. No per-  
sonal 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 De-  
partment 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. Publi-  
sher reserves the right to abbreviate, alter, or reject  
any copy.

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

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

**Rates:** Classified display (minimum 1 inch, up-  
ward 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, Pub-  
lic Notice & Business Opportunities advertising  
require display space. Agency commission only  
on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic adver-  
tising costs) Situations wanted: No charge. All  
other classifications: \$15 per ad per issue. The  
charge for the blind box service applies to ad-  
vertisers running listings and display ads. Each  
advertisement must have a separate box num-  
ber. 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 num-  
bers** should be addressed to: Box (letter & num-  
ber), c/o BROADCASTING & CABLE, 1705 De-  
Sales 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 compa-  
nies and subsidiaries you do not want your reply  
to reach. Then, enclose both in a second enve-  
lope 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 Sept. 13-17 based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 52). FCC actions on ownership change filings with file numbers and action dates follow:

### Approved

- WTID-FM Reform, AL** (BAPLH901218HI)—Aug. 24.  
**KOLD-TV Tucson** (BALCT930716KL)—Sept. 7.  
**KCML-FM Hanford, CA** (BALH930513GK)—Sept. 7.  
**KMYX-AM-FM Taft, CA** (AM: BAL930719ED, FM: BALH930719EE)—Sept. 2.  
**KRKY(AM) Granby, CO** (BAL921207EA)—Sept. 3.  
**KRKM-FM Kremmling, CO** (BALH921207EB)—Sept. 3.  
**WCRJ(AM) Jacksonville, FL** (BAL930713EC)—Sept. 2.  
**WSGC-FM Ringgold, GA** (BALH930224GJ)—Sept. 1.  
**WSAV-TV Savannah, GA** (BALCT930716KK)—Sept. 7.  
**KJGG-FM Spencer, IA** (BALH930713GF)—Sept. 3.  
**WEHR-FM Shepherdsville, KY** (BALH930610GE)—Aug. 26.  
**WFPR(AM)-WHMD-FM Hammond, LA** (AM: BALH930615GK, FM: BAL930615GJ)—Sept. 7.  
**WLQV(AM) Detroit** (BAL930701EE)—Sept. 1.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; cb.—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.

- WQTV Boston** (BALCT930719KF)—Sept. 7.  
**WZON(AM) Bangor, ME** (BAL930709EA)—Sept. 1.  
**WHLT-TV Hattiesburg, MS** (BALCT930716KP)—Sept. 7.  
**WJTV-TV Jackson, MS** (BALCT930716KO)—Sept. 7.  
**WECT-TV Wilmington, NC** (BALCT930716KJ)—Sept. 7.  
**WCSC-TV Charleston, SC** (BTCCT930719KE)—Sept. 3.  
**WSSX-FM Charleston, SC** (BALH930528GG)—Sept. 3.  
**WDXZ-FM Mt. Pleasant, SC** (BALH930528GE)—Sept. 3.  
**WDXZ-FM Mt. Pleasant, SC** (BALH930621GJ)—Sept. 3.  
**KABY-TV Aberdeen, SD** (BALCT930716KQ)—Sept. 7.  
**KPRY-TV Pierre, SD** (BALCT930716KR)—Sept. 7.

- KSFY-TV Sioux Falls, SD** (BALCT930716KS)—Sept. 7.  
**WYBM-FM Minor Hill, TN** (BALH930617GF)—Sept. 3.  
**KBHT-FM Crockett, TX** (BALH930625GF)—Sept. 7.  
**KMHT-AM-FM Marshall, TX** (AM: BAL930706EE, FM: BALH930706EF)—Aug. 24.  
**KDLF(AM) Port Neches, TX** (BAL930723EA)—Sept. 8.  
**KXRK-FM Provo, UT** (BALH930702GL)—Sept. 2.  
**WERL(AM)-WRJO-FM Eagle River, WI** (AM: BTCH930624GL, FM: BTC930624GK)—Sept. 3.  
**WNB(AM)-WCOM-FM Park Falls, WI** (AM: BTC930624GM, FM: BTCH930624GN)—Sept. 3.  
**WBDK-FM Algoma, WI** (BTCH930624GO)—Sept. 3.

### Dismissed

- KBHS(AM) Hot Springs, AR** (BTC930809EA)—Sept. 8.

## NEW STATIONS

### Applications

#### FM's

- **Yavapai, AZ** (BPH930804MC)—21st Century Radio Ventures Inc. seeks 103.9 mhz; 1.4 kw; ant. 201 ft. Address: 9222 Loma St., Villa Park, CA 92667. Applicant has interests in KBMK Bismarck, ND.
- **Marksville, LA** (BPED930805MA)—American Family Association seeks 88.1 mhz; 100 kw; ant. 366 ft. Address: PO Box 2440, Tupelo, MS 38803. Applicant owns noncommercial WAFFR(FM) Tupelo, MS.
- **Pocomoke City, MD** (BPH930901MC)—Sound

## SERVICES

BROADCAST DATABASE  
**dataworld**<sup>®</sup>  
 MAPS  
 Coverage-Terrain Shadowing  
 Allocation Studies • Directories  
 P.O. Box 30730 301-652-8822  
 Bethesda, MD 20814 800-368-5754

**LEDS**  
 BROADCAST DATA SERVICES  
 A Div. of Moffet, Larson & Johnson, Inc.  
 • AM, FM, TV, H-group databases  
 • Coverage, allocation and terrain studies  
 • FCC research  
 703 824-5666 FAX: 703 824-5672

**dataworld**<sup>®</sup>  
 LPTV/TV Translator  
 Detailed Interference Studies  
 Regional Directories  
 Maps - Terrain - Popcount  
 301-652-8822 800-368-5754

**DSI**  
 COMMUNICATIONS, INC.  
 • Radio and Television System Design  
 • Transmitter and Studio Installation  
 • Microwave and Satellite Engineering and Installation  
 627 Boulevard  
 908-245-4833 Kenilworth, NJ 07033

**Stainless, inc.**  
 New Towers, Antenna Structures  
 Engineering Studies, Modifications  
 Inspections, Erection, Appraisals  
 North Wales, PA 19454  
 215 699-4871 FAX 699-9597

**Shoolbred Engineers, Inc.**  
 Structural Consultants  
 Towers and Antenna Structures  
 Robert A. Shoolbred, P.E.  
 1049 Morrison Drive  
 Charleston, S.C. 29403 • (803) 577-4681

**LDL COMMUNICATIONS, Inc.**  
 RF DESIGN & INSTALLATION SPECIALISTS  
 LARCAN SOLID STATE TRANSMITTERS  
 ALAN DICK ANTENNAS & COMBINERS  
 LEBLANC & ROYLE TOWER SYSTEMS  
 14440 CHERRY LANE CT. LAUREL MD 20707  
 TEL: 301-498-2200 FAX: 301-498-7952

**IDB** FOR WORLDWIDE  
 SATELLITE  
 TRANSMISSION  
 SERVICES CONTACT:  
 IDB COMMUNICATIONS GROUP  
 10525 WEST WASHINGTON BLVD.  
 CULVER CITY, CA 90232-1922  
 213-870-9000 FAX: 213-240-3904

**TNS TOWER NETWORK SERVICES**  
 NATIONWIDE SERVICE  
 (305) 771-7180  
 WE • STROBE LIGHT SYSTEMS  
 SERVICE • TOWERS AND ANTENNAS

**AM FM TV**  
 Addresses, Mailing lists,  
 Data Discs, Mailings to P.D.'s  
 & General Managers. For  
 details, call The Radio Mall  
**1-800-759-4561!**

Phone 202-452-1422 Fax 202-296-3780  
**DATA COMMUNICATIONS COMPANY**  
 Telecommunications Consultants  
 ANN VOGT 1950 M Street, NW, #640  
 Washington, DC 20036

**PROFESSIONAL/SERVICE DIRECTORY RATES**  
 52 weeks - \$45 per insertion  
 26 weeks - \$60 per insertion  
 13 weeks - \$75 per insertion  
 There is a one time typesetting charge of \$20. Call (202) 659-2340.

# PROFESSIONAL CARDS


**du Treil, Lundin & Rackley, Inc.**  
A Subsidiary of A.D. Ring, P.C.  
240 North Washington Blvd.  
Suite 700  
Sarasota, Florida 34236  
(813) 366-2611  
MEMBER AFCCCE

**CARL T. JONES**  
CORPORATION  
CONSULTING ENGINEERS  
7901 YARNWOOD COURT  
SPRINGFIELD, VIRGINIA 22153  
(703) 569-7704  
MEMBER AFCCCE

**LOHNES AND CULVER**  
CONSULTING RADIO ENGINEERS  
8309 Cherry Lane  
Laurel, MD 20707-4830  
(301) 776-4488  
  
Since 1944 Member AFCCCE

**COHEN, DIPPELL AND  
EVERIST, P.C.**  
CONSULTING ENGINEERS  
1300 "L" STREET, N.W. SUITE 1100  
WASHINGTON, D.C. 20005  
(202) 898-0111  
Member AFCCCE

**MLJ**  
**Moffet, Larson & Johnson, Inc.**  
Consulting Telecommunications Engineers  
Two Skyline Place, Suite 800  
5203 Leesburg Pike  
Falls Church, VA 22041  
703-824-5660  
FAX: 703-824-5672  
MEMBER AFCCCE

**HAMMETT & EDISON, INC.**  
CONSULTING ENGINEERS  
Box 280068  
San Francisco, California 94128  
 (415) 342-5200  
(202) 396-5200  
Member AFCCCE

**CARL E. SMITH**  
CONSULTING ENGINEERS  
AM-FM-TV Engineering Consultants  
Complete Tower and Rigging Services  
*"Serving the Broadcast Industry  
for over 50 Years"*  
Box 807 Bath, Ohio 44210  
(216) 659-4440

**Jules Cohen & Associates, P.C.**  
Consulting Electronics Engineers  
Suite 600  
1725 DeSales, N.W.  
Washington, D.C. 20036  
Telephone: (202) 659-3707  
Telecopy: (202) 659-0360  
Member AFCCCE

**E. Harold Munn, Jr.,  
& Associates, Inc.**  
Broadcast Engineering Consultants  
Box 220  
Coldwater, Michigan 49036  
Phone: 517-278-7339

**Mullaney Engineering, Inc.**  
Consulting Telecommunications Engineers  
9049 Shady Grove Court  
Gaithersburg, MD 20877  
301-921-0115  
Member AFCCCE

**HATFIELD & DAWSON**  
CONSULTING ENGINEERS  
4226 SIXTH AVE. N.W.  
SEATTLE, WASHINGTON 98107  
(206) 783-9151; Facsimile: (206) 789-9834  
MEMBER AFCCCE

**F.W. HANNEL & ASSOCIATES**  
Registered Professional Engineers  
911 Edward Street  
Henry, Illinois 61537  
(309) 364-3903  
Fax (309) 364-3775

**STRUCTURAL SYSTEMS  
TECHNOLOGY, INC.**  
J. Cabot Goudy, P.E.  
PRESIDENT  
TOWERS, ANTENNAS, STRUCTURES  
New Tall Towers, Existing Towers  
Studies, Analysis, Design Modifications,  
Inspections, Erection, Etc.  
6867 Elm St., McLean, VA 22101(703) 356-9765

**C.P. CROSSNO & ASSOCIATES**  
CONSULTING ENGINEERS  
P.O. BOX 180312  
DALLAS, TEXAS 75218  
TELECOMMUNICATIONS (FCC, FAA)  
CHARLES PAUL CROSSNO, P.E.  
(214) 321-9140 MEMBER AFCCCE

**JOHN F.X. BROWNE  
& ASSOCIATES, P.C.**  
525 Woodward Ave.  
Bloomfield Hills, MI 48013  
(313) 642-6226  
Washington Office  
(202) 293-2020  
Member AFCCCE

**D.C. WILLIAMS, P.E.**  
Consulting Radio Engineer  
Member AFCCCE  
Post Office Box 1888  
Carson City, Nevada 89702  
(702) 885-2400

  
**COMMUNICATIONS TECHNOLOGIES INC.**  
BROADCAST ENGINEERING CONSULTANTS  
Clarence M. Beverage  
Laura M. Mizrahi  
P.O. Box 1130, Marlton, NJ 08053  
(609) 985-0077 • FAX: (609) 985-8124

  
**LAWRENCE L. MORTON, P.E.**  
AM • FM • TV  
APPLICATIONS • FIELD ENGINEERING  
MEMBER AFCCCE  
(805) 733-4275 / FAX (805) 733-4793

**STEVEN J. CROWLEY, P.E.**  
Consulting Engineer  
1133 15th St., N.W., Suite 1200  
Washington D.C. 20005  
Telephone (202) 223-1101  
Fax (202) 383-2906  
Member AFCCCE

**Suffa & Cavell, Inc.**  
Consulting Engineers  
3975 University Drive, Suite 450  
Fairfax, Virginia 22030  
(202) 332-0110 (703) 591-0110  
Fax (703) 591-0115  
Member AFCCCE

  
**SPECTRUM  
ENGINEERING COMPANY**  
**BILL CORDELL, P.E.**  
11211 Katy Freeway, Suite 390  
Houston, Texas 77079  
(713) 984-8885 or (713) 438-3838  
Communications Engineering Consultants  
Member AFCCCE

**DON'T BE A STRANGER**  
To Broadcasting & Cable's 117,323 Readers  
Display your Professional or Service Card here.  
It will be seen by station and cable TV system  
owners and decision makers  
1989 Readership Survey showing 37 readers  
per copy.

*contact*  
**BROADCASTING MAGAZINE**  
1705 DeSales St., N.W.  
Washington, D.C. 20036  
for availabilities  
Phone: (202) 659-2340

**AFCCCE**  
Association of  
Federal Communications  
Consulting Engineers  
P.O. Box 19333  
20th Street Station  
Washington, DC 20036-0333  
(301) 776-4488

## PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$45 per insertion  
26 weeks - \$60 per insertion  
13 weeks - \$75 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340

## THIS WEEK

**Sept. 27**—"Sports Migration from Broadcast Television to Cable: Problem or Progress?" sports law symposium sponsored by **Federal Communications Bar Association** and the **Arts, Entertainment and Sports Law Section, District of Columbia Bar**. Caucus Room, Cannon House Office Building, Washington. Information: Lisa Levy Koppel, (202) 833-2684 or Ellen Schned, (202) 663-9074.

**Sept. 29**—Prospective Member Mentoring Event sponsored by **New York Women in Cable**. 15th Floor Terrace, HBO, New York. Information: Jane Strachan, (914) 725-5519.

**Sept. 29-Oct. 2**—**Society of Broadcast Engineers** national convention. Miami Beach. Information: (317) 253-1640.

**Sept. 29-Oct. 2**—**Radio-Television News Directors Association** conference and exhibition. Miami. Information: (202) 659-6510.

**Oct. 1-3**—**National Broadcasting Society-Alpha Epsilon Rho** East/Northeast regional convention. Roy H. Park School of Communications, Ithaca College, Ithaca, N.Y. Information: Christy Hubley, (607) 274-3232.

**Oct. 2**—"Career Enhancement/Advancement" seminar sponsored by **Associated Press Television-Radio Association of California-Nevada**. California State University, Northridge, Calif. Information: Rachel Ambrose, (213) 626-1200.

## 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, Sheraton Bal Harbour Hotel, Bal Harbour, Fla. Information: (317) 653-9333.

**Oct. 17-19**—**Association of National Advertisers** 84th annual meeting and business conference. Naples, Fla. Information: (212) 697-5950.

**Oct. 23-26**—**Radio Advertising Bureau** fall board meeting. Phoenix. Information: (212) 387-2100.

**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: (800) 898-2282.

## JANUARY 1994

**Jan. 14-20**—**National Association of Broadcasters** winter board meeting and legislative forum. Carlsbad, Calif. Information: (202) 429-5300.

**Jan. 23-24**—**Association of Independent Television Stations** 21st annual convention. Intercontinental Hotel, Miami. Information: (202) 887-1970.

Enterprises Inc. seeks 92.5 mhz; 6 kw; ant. 100 m. Address: 6107 Elmendorf Dr., Suitland, MD 20746. Applicant has interests in permit of WXFJ(FM).

■ **Pocomoke City, MD** (BPH930830MA)—Big Bay Broadcasting seeks 92.5 mhz; 6 kw; ant. 99 m. Address: 15010 Carrollon Rd., Rockville, MD 20853. Applicant has no other broadcast interests.

■ **Tupelo, MS** (BPED930818MA)—American Family Association seeks 90.9 mhz; 3.5 kw; ant. 130 ft. Address: PO Box 2440, Tupelo, MS 38803. Applicant owns noncommercial WAFR(FM) Tupelo, MS.

■ **Falls City, NE** (BPH930818MD)—KNZA Inc. seeks 101.3 mhz; 3.4 kw; ant. 81.2 ft. Address: PO Box 104, Hiawatha, KS 66434. Applicant owns KNZA(FM) Hiawatha and KMZA(FM) Seneca, both Kan.

■ **Three Lakes, WI** (BPH930818ME)—Northwoods Broadcasting Inc. seeks 93.7 mhz; 50 kw; ant. 93 m. Address: PO Box 738, 4791 County Hwy C, Rhinelander, WI 54501. Applicant owns WOBT (AM)-WRHN(FM) Rhinelander, WI.

■ **Barrigada, Guam** (BPED930827MD)—Harvest Christian Academy seeks 88.1 mhz; 8 kw; ant. 144 m. Address: PO Box 23189, GMF, GU 96921. Applicant has no other broadcast interests.

■ **Colfax, IL** (BPH930901MF)—Mark L. Rollings seeks 92.9 mhz; 6 kw; ant. 100 m. Address: 16005 Nantucket Pointe Court, Grover, MO 63040. Applicant has no other broadcast interests.

■ **Sterling, KS** (BPH930831MF)—Ad Astra Per Aspera Broadcasting Inc. seeks 95.7 mhz; 6 kw; ant. 100 m. Address: 106 North Main St., Hutchison, KS 67501. Applicant owns KSKU(FM) Lyons, KS.

■ **Lexington, TN** (BPED930831MD)—Guiding Hands for the Blind Inc. seeks 88.7 mhz; 15 kw; ant. 167 m. Address: 1970-D North Highland Ave., Jackson, TN 38305. Applicant owns WIRJ(AM) Humboldt, TN.

## Actions

## FM's

■ **Tuscaloosa, AL** (BPED930223MB)—Returned app. of Stillman College for 89.7 mhz; .1 kw-V; ant. 18 ft. Address: 3600 15th St., Tuscaloosa, AL 35403. Action September 3.

■ **Lake Havasu City, AZ** (BPH920610ME)—Dismissed app. of Lake Communications Inc. for 92.7 mhz; 50.0 kw; ant. 150 ft. Address: 698 East Wetmore, Suite 200, Tucson, AZ 85705. Applicant has no other broadcast interests. Action August 26.

■ **Glenwood Springs, CO** (BPED920710MA)—Granted app. of Valley Christian Radio Inc. for 91.9 mhz; 0.22 kw; ant. 788 ft. Address: 207 Basalt Center Circle, Suite 103, Basalt, CO 81621. Applicant has no other broadcast interests. Action September 7.

■ **Cottonwood, ID** (BPED930113MB)—Granted app. of Washington State University for 90.1 mhz; 25 kw; ant. 612 ft. Address: 382 Murrow Communications Center, Pullman, WA 99164. Applicant owns KWSU-AM-TV and KZUU-FM Pullman, KFAE-FM and KTNW-TV Richland, both WA; KRFA-FM Moscow, ID, and is permittee of KNWR-FM Ellensburg and KNWY-FM Yakima, both WA. Action September 1.

■ **Hattiesburg, MS** (BPH930208MA)—Dismissed app. of Abundant Life Inc. for 93.1 mhz; 3.9 kw; ant. 123.9 ft. Address: 700 Hall Avenue; P.O. Box 787, Hattiesburg, MS 39402. Action August 26.

■ **Hattiesburg, MS** (BPH930208MB)—Dismissed app. of Community Broadcasting Company Inc. for 93.1 mhz; 6 kw; ant. 100 ft. Address: P.O. Box 723, Wiggins MS 39577. Applicant owns WIGG(AM) Wiggins and WLUN-FM Lumberton, both MS, and is permittee WESV-FM Richton, MS. Action August 26.

■ **Austin** (BPED880722MA)—Granted app. of University of Texas at Austin for 91.7 mhz; 2.0 kw; ant. 85 ft. Address: 2500 Whitis Ave., Austin, TX 78705. Action September 8.

■ **Hornsby, TX** (BPED880401MG)—Granted app. of Texas Educational Broadcasting Cooperative

Inc. for 91.7 mhz; 3.13 kw; ant. 27 ft. Address: 2500 Nueces St., Austin, TX 78705. Applicant has no other broadcast interests. Action September 8.

■ **Ashland, WI** (BPH920716MB)—Granted app. of Gerald J. Hackman for 93.3 mhz; 100 kw; ant. 299 ft. Address: 222 11th Street West Ashland, WI 54806. Buyer has no other broadcast interests. Action August 26.

## FACILITIES CHANGES

## Applications

## AM'S

■ **Nevada, MO** KNEM(AM) 1240 khz—KNEM Communications Inc. CP to change TL to section 31, Washington Township, Vernon Co., 1.2 km NW of Nevada, MO; reduce power 500 watts and make changes in antenna system.

■ **Lewisville, NC** WSGH(AM) 1040 khz—Winston-Salem/Greensboro-High Point seeks CP to add night service with 0.182 kw; and make changes in antenna system.

■ **San Juan, PR** WKAQ(AM) 580 khz—El Mundo Broadcasting Corp. seeks CP to increase power to 10 kw and make changes in antenna system.

## FM's

■ **Texarkana, AR** KUKB(FM) 106.3 mhz—State Line Broadcasting seeks mod. of CP (BPH-850712SF) to make changes; change: ERP: 50 kw; ant. 150 m.; TL: on half mile S of Ferguson Cross Rd., just off highway 71. Fouke, AR., Miller Co.; change class C2 per MM docket 89-440.

■ **Glendale, AZ** KCWB(FM) 103.5 mhz—Newmountain Broadcasting Corp. seeks mod. of CP (BPH890210IC) for change TL: Bureau of Land Management near Peak Communications site, White Tank, MT.

■ **St. Johns, AZ** KQZE(FM) 95.7 mhz—Plateau Communications Inc. seeks CP to make changes: ant. 363 m.

■ **Lake Charles, LA** KZWA(FM) 105.3 mhz—B & C Broadcasting Inc. seeks mod. of CP (BPH-880602NO) to make changes: TL: N side of Charlie Moss Rd., 3.8 km E of intersection of Charlie Moss Rd. and Gum Cove Rd., Calcasieu Parish, LA.

■ **Kennebunkport, ME** WXPT(FM) 104.7 mhz—Vega Corp. seeks mod. of CP (BPH-871105MK) as mod. to make changes: ERP: 6 kw. ant. 87 m.

■ **Detroit** WJOI(FM) 97.1 mhz—CBS Inc. for mod. of lic to change: ant. 272 m., ERP: 15 kw.

■ **Thief River Falls, MN** KKDQ(FM) 99.3 mhz—Ault Marketing Inc. seeks CP to make changes ant. 51.4 m., ERP: 6.5 kw change class of station to C3 (per MM docket 90-544).

■ **Columbia, MO** KARO(FM) 101.5 mhz—Columbia FM Inc. seeks CP to make changes; ERP: 95 kw; ant. 145 m. TL: KOMU-TV tower, U.S. Highway 63 S. 9. 18 km SE Columbia Main P.O., antenna-supporting-structure height and to change, class: C11 (per docket no. 89-558).

■ **St. James, MO** KZYQ(FM) 99.7 mhz—KTRR-KZNN Inc. seeks mod. of CP (BPH-910612IB) to make changes: ERP: 12 kw; ant. 144 m.

■ **Quitman, MS** WYKK-FM 98.3 mhz—Quitman Broadcasting Co. seeks CP to make changes; change: ERP: 25 kw; ant. 100 m.; change class to C3 per MM docket 90-445.

■ **Billings, MT** KRKX(FM) 94.1 mhz—Sunbrook Communications LP seeks CP to change ant. 180 m., TL: 4.7 km SE of Post Office, Sacrifice Cliff, Billings, Yellowstone Co., MT, and to change, class: C11

■ **Lexington, NC** WWGL(FM) 94.1 mhz—Davidson County Broadcasting Co. Inc. seeks mod. of CP to change ant. 309 m., change directional pattern.

■ **Greencastle, PA** WKSL(FM) 94.3 mhz—Benjamin F. Thomas seeks CP to make changes; ERP: 3.5 kw; ant. 131 m. and to change, antenna supporting-structure height.

## Gary Lloyd Hanson

**W**hen the Radio-Television News Directors Association gathers this week in Miami, its main order of business will be to begin charting its course through the complex and rapidly changing future of electronic communications.

The RTNDA's leader in this discussion is in some ways an unlikely candidate. Born and raised in North Dakota and now well settled in Youngstown, Ohio, Gary Hanson is a medium-market news director who has avoided the grasshopper-like path that many of his colleagues travel in search of major-market jobs.

Says RTNDA President David Bartlett: "He's an old-fashioned journalist, one of those rare and lucky news directors who has served a long tenure at a dominant local television station."

But it was Hanson, as chairman of the RTNDA board, who formed RTNDA 2000, a task force assembled to develop long-range strategies to position RTNDA for the next century.

"RTNDA really needs to be in a position to address the needs of a changing marketplace," Hanson says. "The old definitions of radio and television are being changed."

One possibility for growth that Hanson sees is the expansion of the association's membership beyond news directors to include other categories of video journalists—reporters and producers, anchorpeople and photographers, even sports anchors and meteorologists. Hanson counts roughly 40,000 video journalists in the country—only about 10% of whom are associated with the RTNDA. "It's my contention that, if we're going to grow and have the financial stability that we need to have, we need to have some of that 90% as part of the fold," he says.

In one bold move toward financial stability on Hanson's watch, the RTNDA has entered into an agreement with the National Association of Broadcasters and two engineering groups to hold joint fall exhibitions, an arrangement that should make the fall convention a larger, and perhaps more profitable, venture for the RTNDA.



"What I've found gratifying about working with Gary is that he has a vision of the future of the business,"

says Bartlett. "It's all too easy, particularly if you run an overwhelmingly dominant news organization, as he does, not to look too far into the future. But he is a visionary."

As the universe of electronic journalism expands to include cable, direct-broadcast satellite, telephone companies

and whatever else, the RTNDA must adapt if it is to survive, Hanson says. And if it doesn't survive, how will journalism's best traditions be carried on in an electronic age?

"We need to make sure that there is an organization that represents the highest standards of ethics, fairness, objectivity and credibility," Hanson says.

Hanson traces his own roots in journalism to November 1963—almost exactly 30 years ago.

"Believe it or not, I remember watching the coverage of the Kennedy assassination. I was in the seventh grade, and I was fascinated by the story. But I was even more fascinated by how it was covered. I think it really made me aware of the power of television."

Hanson dabbled in radio during col-

lege, and afterwards hit his stride in small- and medium-market television newsrooms. His understated, even modest, approach flourished. With 13 years of tenure, Hanson is still a relative newcomer at WKBN-TV—the lead anchor, Tom Holden, has been with the station 21 years, as has senior reporter Ode Aduma.

It is an environment in which Hanson can school younger reporters and producers from an oral manual of "Hanson's Handy Hints"—tried-and-true advice such as "Don't confuse the viewer, not even for an instant," and "Never underestimate the intelligence of the audience, but never overestimate what they know."

It may sound quaint to some major-market colleagues, but Hanson believes that there's something good about a family-owned station that

counts among its viewers the station owner, as WKBN-TV does. Hanson is not uncomfortable using words like "responsibility" and "bed-rock values."

"There really is a strength in medium- to smaller-market journalism in radio and television that's often overlooked," he says. "A lot of

people measure their success in market size. But there are a lot of very hardworking journalists out there in smaller markets. I'm real comfortable in that atmosphere."

Hanson believes that journalism at its best and at its simplest consists of dramatic, compelling storytelling. But he also thinks that "there's a real danger in having the coverage become the story."

"The most successful day-in, day-out journalism is that which puts stories into context so that they mean something to somebody," he says. "I really see us as a logical extension of the troubadours back in the Middle Ages who would go from town to town and tell stories at the campfire. That's the function we perform. And there's an art to it." ■

**News director, WKBN-TV, Youngstown, Ohio, and chairman, Radio-Television News Directors Association; b. March 2, 1951, Jamestown, N.D.; BA, speech, radio and television, University of North Dakota, 1973; news reporter, KXON-TV, Mitchell, S.D., 1973-75; news director, KXON-TV, 1975-1980; executive news producer, WKBN-TV, Youngstown, Ohio, 1980-84; current position at WKBN-TV since 1984; m. LuEtt Rahn, Nov. 8, 1975.**

# Fates & Fortunes

## TELEVISION



**Blangiardi**

**Rick Blangiardi**, VP, new business development, CBS, New York, joins KPIX-TV San Francisco as VP/GM.

**Carolyn Wean**, VP/GM, KPIX-TV San

Francisco, named VP, news development, Group W Television, there.

**Matt Cooperstein**, western division manager, New Line Television, Los Angeles, joins ITC Entertainment Group there as VP, western region, program development, domestic television.

**Perry Simon**, former executive VP, prime time programs, NBC Entertainment, Burbank, joins Viacom Entertainment Group, Los Angeles, as president, Viacom Television, West Coast.

**Mary Neagoy**, director, business public relations, National Basketball Association, New York, joins NBC there as VP, corporate communications.

**Michael Zingberg**, co-executive producer, NBC's *Quantum Leap*, named president, creative affairs, NBC Productions, Burbank, Calif.;

**John Agoglia** signed new long-term agreement to continue as president, NBC Productions, Burbank.

**John Bianchi**, press representative, CBS News, New York, joins NBC there as manager, news information, NBC Media Relations.

Appointments at King World's *Les Brown Show*, New York: **Vivian Klint**, former manager, affiliate relations, Multimedia's *Sally Jessy Raphael* and *Rush Limbaugh Show*, joins in same capacity; **Domenick Giofre**, independent publicity consultant, New York, joins as manager, publicity.

**Earl Bellamy**, executive VP in charge of production, Universal Television, Universal City, Calif., retires.

**Steven J. Papazian**, senior VP, production, Warner Bros. Television, Burbank, Calif., joins Universal Television, Universal City, Calif., as VP, production.

**Steven Hodder**, account executive, Grove Television Enterprises, Chicago, named VP/national sales manager.

**Mark Dubas**, systems coordinator, Columbia Pictures Television Distribution, Burbank, Calif., named advertiser sales system manager, Columbia Television Advertiser Sales, there.



**Rubenstein**

director, current programing.

**Sheryl Rubenstein**, director, development, Spelling Television, Los Angeles, joins Fox Broadcasting Company, Beverly Hills, Calif., as director, current programing.

**Lloyd Scott**, manager, programing, Fox Net, Beverly Hills, Calif., named director, programing, Fox Net and Fox Latin American Channel, there.

Appointments at Republic Pictures International, Los Angeles: **Carmela Spencer**, VP, international distribution, South Gate Entertainment, Los Angeles, joins as executive director, Republic Pictures International Distribution; **Gavin Reardon**, VP, sales, acquisition, Newberger Entertainment Group, Los Angeles, joins as executive director, Republic Pictures Television.

**Penelope Selwyn-Levey**, VP, publicity, Warner Bros. Television, Burbank, joins Stephen J. Cannell Productions Inc., Hollywood, as VP, public relations.

Appointments at WPTV-TV West Palm Beach, Fla.: **David Welsh**, assistant creative services director, named creative services director; **Wayne Cunningham**, director, creative services, named manager, market, research development.

**Carol Jones**, senior account executive, KLRT-TV-KASN-TV Little Rock, Ark., named national sales manager.

## RADIO

**Edward Krampf**, former VP/GM, KSFO(AM)-KYA-FM San Francisco, joins The Park Lane Group, Menlo Park, Calif., as VP, northern California stations.

**Charlie Seraphin**, VP/station manager, Texas State Networks, Dallas, named VP/GM, KRLD(AM) Dallas.

**Donald (Don) Peterson**, GM, KLUC-FM Las Vegas, joins KHM-FM Houston in same capacity.

**Terry Butz**, sales development director, WOWO-AM-FM Fort Wayne, Ind., named GSM.

**Steve Smith**, VP, programing, KKFR-FM Phoenix, joins WQHT-FM New York as program director.

**Rob Dunlop**, operations manager, KOMO(AM) Phoenix, named program director.

## CABLE

Appointments at Nickelodeon, New York: **Albie Hecht**, executive producer/founding principal, Chauncey Street Productions, New York, joins as VP, production, development; **Brown Johnson**, VP, production, Nickelodeon/Nick at Nite, named executive producer/VP, production, development, Nick Jr.

Appointments at American Movie Classics, Woodbury, N.Y.: **Gemma Toner**, regional director, AMC Eastern Region, named VP, Eastern Region; **Carolyn Buchanan**, regional manager, AMC Central Region, named regional director, Central Region.

Appointments at Newschannel 8, Springfield, Va.: **Terry Cornwell**, producer, WTEM(AM) Washington, joins as producer, *Sportstalk with Glenn Harris*; **Michelle Leigh**, weathercaster, American Transportation Television Network, Washington, joins in same capacity; **Michelle Brafman**, producer, Newschannel 8 documentary series *Who We Are*, named community relations manager, audience development; **Kristin McCartor**, producer, specials, named senior producer/director, com-



## Help with background checks

The problem of obtaining accurate information on job candidates from former employers is being addressed by Joe Sullivan & Associates. The Southold, N.Y.-based executive search and recruitment firm said it is establishing a new division to conduct reference and background checks of preselected final candidates. "It is becoming more and more difficult for firms to obtain accurate and candid information from former employers regarding an individual's prior record of performance. Regardless of position, employing a new manager without the benefit of a thorough and complete background check is simply asking for trouble," says Sullivan, who said the new division is called R&B. —GF

mercial, promotion, public service production, audience development; **Kara Greely** and **Danielle Sawicki**, production assistants, audience development, named associate producers.



**Young** joins as director, program development; **Linda Isaac**, director, affiliate marketing, The Learning Channel, Bethesda, Md., joins as director, program management; **Nancy LeBrun**, series producer, *Wildlife Tales*, London, joins as senior producer.

## TECHNOLOGY

**W. Neil Bauer**, president, Orion Network Systems, Rockville, Md., named CEO/president and member, board of directors.



**Seth** named national sales manager.

**Elizabeth McLean**, VP, Fleishman-Hillard Inc., Washington, joins Comsat Corporation, Bethesda, Md., as director, corporate communi-

cations.

**Jack Albert**, VP, broadcast services, Pam Am Sat, Greenwich, Conn., joins Orion Satellite Corporation, Rockville Md., as senior VP/GM.

Appointments at Jerrold/General Instrument, Hatboro, Pa.: **Dario Santana**, wireless products manager, named product manager, addressable systems; **Mike Pulli**, manager, business planning, named manager, wireless systems.

## ADVERTISING

**Stuart Kauder**, sales manager, Harrington, Righter & Parsons Inc., New York, named VP/group manager.

Appointments at Television Advertising Bureau, New York: **Lisa Brown**, VP/GSM, TeleRep, New York, elected chairman, TVB Sales Target Committee; **Kathryn Whitehouse**, senior account executive, Ogilvy & Mather, Atlanta, joins as manager, retail marketing; **Jennifer Squires**, administrative assistant, named manager, national sales, membership.

Appointments at D'Arcy Masius

Benton & Bowles, St. Louis: **Patrick Kronin**, art director, Rumrill/Hoyt, Rochester, N.Y., joins in same capacity; **David Martise**, account supervisor, McCann-Erickson Event Marketing, St. Louis, joins as account manager.

**Janel McKenna**, VP, club relations/services, American Advertising Federation, Washington, joins The American Advertising Museum, Portland, Ore., as director, museum operations.

## WASHINGTON

Appointments at Corporation for Public Broadcasting: **Philip Smith**, VP, corporate communications, named senior VP; **Maria Eitel**, senior manager, communications, MCI Communications, Arlington, Va., joins as director, public affairs; **Michael Schoenfeld**, director, communications policy, planning, named director, communications.

**William Billick**, senior partner, Paul, Hastings, Jonofsky and Walker, Los Angeles, joins Motion Picture Association of America as senior VP/general counsel.

## DEATHS

**Gerald Lob**, 61, retired engineering manager, WETA-TV Washington, died Sept. 17 of cancer at the Hospice of Northern Virginia. During the 1950's he worked as a broadcast engineer with Grenada Television, Manchester, England. In 1968 he came to the U.S., where he worked for a Philadelphia TV station until 1972, when he joined WETA-TV. He retired in 1991. Survivors include his wife, Sylvia, and one son.

## Somewhere

there is a superior executive exactly right for your company

## Joe Sullivan

will find that person



**Joe Sullivan & Associates, Inc.**  
Executive Search & Recruitment

44210 North Road, Southold, NY 11971  
(516) 765-5050

BROADCASTING • CABLE  
SATELLITE • ENTERTAINMENT

# In Brief

**Combined Communications and Chris-Craft Industries terminated negotiations over the sale of Combined's WBFS-TV Miami and WGBO-TV Chicago.** Subsequently, Combined issued a statement saying it had "decided to continue to operate the company's TV stations." Chairman Albert Krivin cited the "recent increase in media market activity and the emergence of new programming sources" to explain why the stations were pulled off the market. But one source close to the negotiations said disputes over relatively minor points finally resulted in the talks with Chris-Craft breaking off. Other parties had expressed interest in the two UHF independents, but Combined's board, according to the source, negotiated with Chris-Craft, in part because of the latter's assured financing.

**Group W Productions has a new fall 1994 half-hour strip.** *Jones & Jury* is a "real-life" courtroom series moderated by Star Jones, a former Brooklyn prosecuting attorney who left NBC News last month to pursue the series development deal

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 12. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.4/227/97
2. Jeopardy!	10.8/204/95
3. Oprah Winfrey Show	10.4/224/98
4. Star Trek	7.9/243/98
5. Star Trek: DSB	7.2/237/99
6. Entertainment Tonight	6.6/176/95
6. Married... With Children	6.6/188/96
8. Inside Edition	6.4/154/91
9. Roseanne	6.1/150/84
10. Baywatch	5.7/180/95
10. Wheel Of Fortune-wknd	5.7/168/75
12. Kung Fu	5.6/170/92
13. Sally Jessy Raphael	5.4/207/96
14. Donahue	5.0/208/97
15. Designing Women	4.9/132/90

with Group W (which former *Studs* executive producer-turned-syndication packager Howard Schultz helped to complete). The show is being marketed as an early fringe news lead-in, compatible with other talk shows, tabloid or sitcom "programming blocks." The secondary target for the cash-plus-barter strip (one-and-a-half minutes of national ad time) is late fringe, most likely ABC affiliates

looking for lead-out programming from *Nightline*.

**Sharp gains were posted Friday by stocks of Capital Cities/ABC and CBS,** presumably in reaction to favorable news on financial interest and syndication. Capcities/ABC opened at 553½, up 4½, and gained another 17½ by late afternoon, to 571. CBS shares were trading late Friday at 274, up 8¼.

Either due to—or in spite of—the controversy surrounding the show, **NYPD Blue helped power ABC to a Tuesday night win.** In fact, the network won the first three nights of the 1993-94 television season. Through last Thursday night, ABC captured Monday, Tuesday and Wednesday nights, with NBC getting its traditional Thursday night win. *NYPD* won the 10-11 slot by posting a 15.9 rating/27 share, according to Nielsen. The numbers were the network's highest in that time period since the days of *thirtysomething*.

In Los Angeles, KCBS-TV named **Bob Jordan**, news director at KING-TV in Seattle, to the same position there, filling a spot vacant since John Lippman departed five months ago. Jordan's departure leaves open two jobs in Seattle—in addition to news director at KING-TV, he had recently been named GM of Northwest Cable News, a new regional news channel.

**Don Browne**, who last month left his post as executive VP of NBC News, has been named president/GM of WTVJ-TV Miami, replacing Richard Lobo, who has been running the station since 1988. A network spokeswoman said Lobo resigned to pursue other opportunities, but sources said Lobo's departure

## A&E, USA sue to block a la carte

Arts & Entertainment Network and USA Networks filed separate suits in federal court last week to block cable systems from offering the networks' services on an individual basis, or à la carte, to cable customers.

A&E filed suit against Century Communications over à la carte carriage in Los Angeles, and USA Networks filed suit against C-TEC Cable Systems over its carriage in several markets.

"The suit is to make sure we are distributed in accord with our agreement," said an A&E spokesman. USA's complaint accuses C-TEC of breach of contract, copyright infringement and trademark infringement.

C-TEC Corporate Counsel John D. Filipowicz refused comment on the case. "We will answer the complaint and proceed accordingly," he said. Century Communications President Andrew Tow said he had not seen the complaint and could not comment, but he says Century is offering several networks, including A&E, on an à la carte basis in several markets around the nation.

—CS

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. \*Reg. U.S. Patent Office.

### Incorporating The Fifth Estate TELEVISION Broadcasting

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consultant/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1993 by Reed Publishing USA. Rates for non-qualified subscriptions, including all issues: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Except for special issues where price changes are indicated. Single copies are \$2.95 US. Please address all subscription mail to: *Broadcasting & Cable*, P.O. Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

came because network brass didn't feel the station was performing up to potential. Browne was instrumental in turning NBC News from an annual \$100 million liability to a modest profit center.

ABC News has tapped National Public Radio's **Nina Totenberg** to be a contributing correspondent for *Nightline*, effective Sept. 27. She'll continue to report for NPR and will remain a panelist on the weekly Washington public affairs TV show *Inside Washington*.

**WJMH(FM) Reidsville, N.C (Greensboro)**, was purchased Max Radio of the Triad from Beasley Broadcasting of Reidsville Inc. (George Beasley) for an estimated \$3 million. **Buyer** owns WNVZ(FM) and WWDE(FM) Norfolk, Va., and pending FCC approval, WMQX(FM) Winston-Salem, N.C. **Seller** owns 4 AM's and 6 FM's. WJMH has contemporary/urban format on 102.1 mhz with 100 kw and antenna 1,165 ft. **Broker:** Richard A. Foreman Associates Inc.

Three weeks after the debut of David Letterman, **it's Dave, Ted, Jay and Chevy** in that order. In the late-night battle for the week of Sept. 13-17, CBS's *The Late Show with David Letterman* is number one with a 5.0/17 Nielsen ranking (from 11:35-midnight the show averaged a 5.7/17), followed closely by *Nightline* with a 5.6/16. NBC's *The Tonight Show* averaged a 4.3/13 and Fox's *The Chevy Chase Show* is holding steady with a 2.8/7.

**Fox Children's Network finished atop the Monday-Friday afternoon kids race**, where its 3-5 p.m. block averaged 3.2 rating/9 share household mark (NSI, Sept. 13-17) in the Nielsen metered markets.

**The NCTA is up in arms about a proposal in the House Ways and Means Committee to extend the communications tax on telephones to the cable industry**, placing a 3% tax on cable TV services. NCTA Acting President Decker Anstrom warns that such a tax could raise average bill \$1 per month and "in effect penalize the 58 million households in the United States who turn on cable television for news information and entertainment."

## 'Seinfeld' set for syndication

Hoping to capitalize on its Emmy triumphs, Columbia Pictures Television Distribution is expected to start pitching *Seinfeld* to stations within the next two to three weeks.

Columbia declined comment on its syndication plans, but one rep source whose independent station clients carry Columbia's *Ricki Lake* talk show, has already been receiving the "soft sell" on the merits of *Seinfeld's* strong female demo appeal. Word has it that Columbia will be heavily pushing early fringe; however, most sitcom blocks on independents also stress teen demos. That shouldn't preclude Columbia from seeking afternoon clearances on network affiliates, but their time periods are largely occupied by talk show strips. — MF, JF

### TUCSON

#### On hold

Two high-profile TV station transactions may be delayed due to a petition filed by the League of United Latin American Citizens. The petition seeks to block license renewals of KVOA-TV and KOLD-TV Tucson, Ariz., alleging EEO violations. Contracts for sales of both stations, by H&C Communications and News-Press & Gazette Co., respectively, indicate the deals won't go through until the licenses are renewed, which could take months.

### HOLLYWOOD

#### What if?

Anytime a group of TV operators get together with a studio, the rumors fly that a fifth—or sixth—network is in the works. This week, Disney executives are meeting with stations that carry the Buena Vista's Disney Afternoon children's programming block, and some rep firms speculated that the studio is also planning a pre-emptive fifth network against Warner Bros. Disney executives said there was nothing to those rumors.

If Disney did want to start a network, it would probably want more than its KCAL-TV Los Angeles for a base (although owning no TV stations doesn't seem to faze Warner Bros.). One rumor making the rounds is that if QVC succeeds in acquiring Paramount, the merged companies—assuming the HSN-QVC merger goes through—would be over the FCC's TV ownership limit and

would sell some of the Paramount stations to Disney.

### WASHINGTON

#### Searching for compromise

NCTA held a closed board meeting last week, admitting only directors and Acting NCTA President Decker Anstrom. It was believed that such an approach would foster a franker discussion. The hot topic was said to be cable system buyouts by telcos in their service areas. Small and mid-size operators don't like the idea of prohibiting mergers between local phone companies and cable systems. And they'd like to insure that telcos are subject to some type of "effective competition" test before they're allowed to enter the cable business. According to reports, the larger cable MSO's have held a contrary view and NCTA has been trying to find a way to "go forward" on these two fronts. Reports out of the meeting indicated that the larger MSO's were willing to be more flexible on buyouts and that some type of consensus could be reached on effective competition.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"I called the FCC about our new phone answering requirements. I've been on hold now for a half hour."

## A little bit of mo

Hallelujah. At last there's a suggestion from the Clinton White House that the administration may not go along with the growing congressional initiative to reinstate the fairness doctrine. To be sure, this new promise is less than graven in stone, but to the hopeless, any hope is a big deal.

We're talking about remarks made by presidential counselor David Gergen to a briefing of talk show hosts, who see their livelihood threatened by a governmentally imposed judgment of what is and isn't fair. Gergen believes there's already a diversity of voices on the air, and although the President hasn't yet spoken on the issue, he sees no need for the fairness doctrine.

Governor Mario Cuomo of New York has already addressed the subject (in an exclusive interview with BROADCASTING & CABLE on Sept. 6), and last week advanced the ball with an op-ed piece in the *New York Times*. There's reason to believe he will keep up the beat.

We are cheered by the possibility that the presidential barrier erected by Ronald Reagan and maintained by George Bush won't disappear under Bill Clinton. This is one of those issues that supersedes partisan politics, and goes to the future of the republic.

## Hundt emergent

Reed Hundt is off to a less than auspicious start with the First Amendment. His confirmation hearing last week was distinguished by his venturing no opinions on most major telecommunications issues ("Thank heavens for your legal background; I love those answers," quipped Chairman Fritz Hollings), or giving opinions that indicated an itch for controlling program content.

In his written response to the committee's question on "excessive violent content in television programing," Hundt replied: "...there are reasons to believe that tech-

nological innovation and an increasing consensus in society about excessive violence on television may lead to some breakthroughs in this area. I would hope that the commission could be at the cutting edge in identifying solutions to this problem."

When asked if the FCC was correct in repealing the fairness doctrine, Hundt punted, saying: "If Congress mandates the fairness doctrine, of course the FCC will effectuate the intent of Congress." But if Congress doesn't enact the doctrine, then the FCC should re-examine it, he said. It wasn't clear whether Hundt was trying to take Congress off the scent by promising his own inquiry; we'll hold that thought.

Asked about indecency, Hundt paired it with violence as the subject of "a tremendous amount of concern" in the country, presumably shared by the FCC's presumptive chairman. We wouldn't expect him to favor indecency—whatever that means—but it would have been refreshing to have him declare a hands-off policy toward program content.

Where are Mark Fowler and Dennis Patrick when we need them?

## Better left behind

From out of the past rises the specter of commercial limits on broadcast stations, a mea culpa to Congress for the FCC's daring to grant must-carry status to home shopping stations. The inquiry announced last week is not only a needless proceeding but a misguided one; the deregulatory Reagan administration had it right when it swept out the old limits in 1984 (Mark Fowler was there when we needed him).

If limits were a bad idea at that stage of multimedia development, they're ridiculous now, when there's so much more commercial inventory and so much more in prospect. We hope this is just an aberrant twitch, not another indication that the regulatory tide is returning.

**Lawrence B. Taishoff**, chairman.  
**Peggy Conlon**, publisher.

### Editorial

**Donald V. West**, editor/senior vice president.  
**Harry A. Jessell**, executive editor.  
**Mark K. Miller**, managing editor.  
**Kira Greene** (special projects), **John S. Eggerton**, assistant managing editors.  
**David R. Borucki**, art director.

**Washington** □ **Kim McAvoy**, bureau chief; **Patrick Watson**, assistant editor; **Sean Scully** (technology), staff writer; **Marsha L. Bell**, **Julie A. Zier**, editorial assistants; **Winslow Tuttle**, **Catharine Garber**, proofreaders; **Denise P. Smith**, **Kenneth R. Ray**, production artists.

**New York** □ 475 Park Avenue South 10016; 212-340-9860; Fax 212-340-9874.

**Geoffrey Folsie**, bureau chief; **Stephen McClellan**, chief correspondent; **Rich Brown** (cable), **Peter Viles** (radio), assistant editors; **Christopher Stern**, **Jim Cooper**, staff writers.

**Los Angeles** □ 5700 Wilshire Blvd., Suite 120 90036; 213-549-4100; Fax 213-937-4240

**Steve Coe**, bureau chief; **Mike Freeman** (syndication), **Joe Flint**, assistant editors.

**London** □ Europa House, 54 Great Marlborough St., W1V 1DD; 44-71-437-0493; Fax 44-71-437-0495.  
**Meredith Amdur**, international editor.

Founder and Editor  
**Sol Taishoff (1904-1982)**

**Broadcasting & Cable**

1705 DeSales Street, N.W.,  
Washington, D.C. 20036  
Phone: 202-659-2340  
Circulation: 800-554-5729  
Editorial Fax: 202-429-0651 □ Administrative Fax:  
202-331-1732 □ Advertising Fax: 202-293-3278

### Advertising

**New York** □ 212-340-9860; Fax 212-340-9869

**Lawrence W. Oliver**, advertising director; **Randi T. Schatz**, international sales director; **William C. Schenck**, account executive; **Antoinette Fasulo**, executive assistant; **Joan Miller**, executive secretary.

**Los Angeles** □ 213-549-4100; Fax 213-937-5272.

**Gary Rubin**, national marketing director, director of syndication advertising; **Nancy Logan**, West Coast sales manager; **Sandra Klausner**, editorial-advertising assistant.

**Washington** □ 202-659-2340; Fax 202-293-3278.

**Doris Kelly**, sales service manager; **Mitzi Miller**, classified advertising manager.

### Advertising Representatives

**Lewis Edge & Associates** (Southwest regional and equipment advertising); 609-683-7900; Fax 609-497-0412

**Ayer Communications** (West Coast equipment advertising); 714-366-9089; Fax 714-366-9289.  
**Yukari Media** (Asia); (06) 925-4452; Fax (06) 925-5005.

### Circulation/Distribution

**Michael Borchetta**, subscription promotion director (800-554-5729); **William Cunningham**, distribution manager; **Leonard Weed**, fulfillment director (303)-666-2862.

### Production

**Harry Stevens**, production manager;  
**Rick Higgs**, assistant production manager.

### Corporate Relations

**Patricia A. Vance**, director.

### Broadcasting & Cable Yearbook

Editorial 908-464-6800 □ Circulation 800-521-8110  
□ Advertising 212-340-9860

### Cahners Consumer/Entertainment Publishing Division

**John J. Beni**, senior VP-general manager.  
**Lawrence B. Taishoff**, adviser.  
**Phyllis Ehrlich**, director of customized communications.

□ Cahners Publishing Co./  
Reed Publishing (U.S.A.) Inc.

**Robert L. Krakoff**, chairman-CEO.

**SPECIAL REPORT**

Issue Date  
November 1, 1993

Closing Date  
October 15, 1993

Bonus Distribution:  
SMPTE

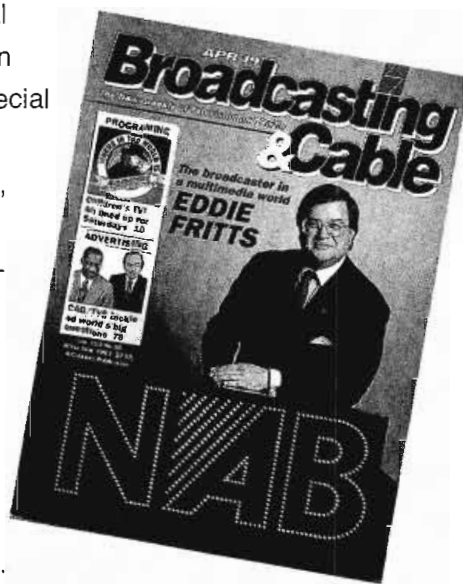
# The Migration To Digital

## HOW TO AVOID LOSING YOUR WAY

On November 1, 1993, in conjunction with National Teleconsultants, a leading consulting firm for television broadcasters, Broadcasting & Cable will publish a Special report entitled, The Migration to Digital.

This report will explore, in non-technical language, the decisions today's bottom-line-oriented General Managers must now face to make significant improvements to both present and future operations.

If you are a manufacturer of VTR'S, cameras, routing switching, equipment, post-production/graphics equipment, monitors, non-linear editing equipment, and digital test and measurement products, this is an ideal opportunity to speak directly to the people now charged with purchasing technical products like yours.



*To take advantage of this unique opportunity to target your product directly to your best customers and prospects, please call:*

Eric Trabb  
Winfield Boyer  
Lewis Edge & Associates, Inc.  
Phone: (609) 683-7900  
Fax: (609) 497-0412

Rick Ayer  
Ayer Communications  
Phone: (714) 366-9089  
Fax: (714) 366-9289

**Broadcasting  
& Cable**  
The Authority of Broadcasters and Their



# Digital News Gathering Is A Lot Closer Than You Think.

*Avid's comprehensive DNG solution is here today with breakthrough technology that puts news to air more efficiently.*



They say digital disk-based production will be the biggest change in broadcast news since tape replaced film. It will mean faster, more creative production. Greater playback flexibility. Increased productivity. Less tape. Lower costs.

And those who don't have it will be swept aside.

Well, Avid Technology has news for you. Leading broadcast companies are already using it to get news to air. Only Avid has a comprehensive news solution. Today. Right now, Avid can take you through production with a suite of compatible Digital News Gathering (DNG) products. For a price that's *significantly less* than conventional tape-based systems.

Use our Media Recorder™ to record material to disk and prepare it for editing. Use Avid's NewsCutter™ nonlinear editing system, instead of the old A/B roll suite, to edit your stories and features in *a fraction of the time*.

Organize and play your show directly to air with AirPlay™/News.

And this is only the beginning. Avid is using its unparalleled experience in integrated disk-based systems to offer the first totally digital solution for broadcast news. All of which makes the future a lot closer than you thought.

Call 1(800) 949-AVID. Find out how companies like the BBC are already using Avid's DNG products to gain a competitive advantage. We'll help you catch up with the latest news technology – before it catches up with you.

