

OCT 25

# Broadcasting & Cable

The Newsweekly of Television and Radio

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## WASHINGTON



**Janet Reno on TV violence: Do something now 6**

## PROGRAMING

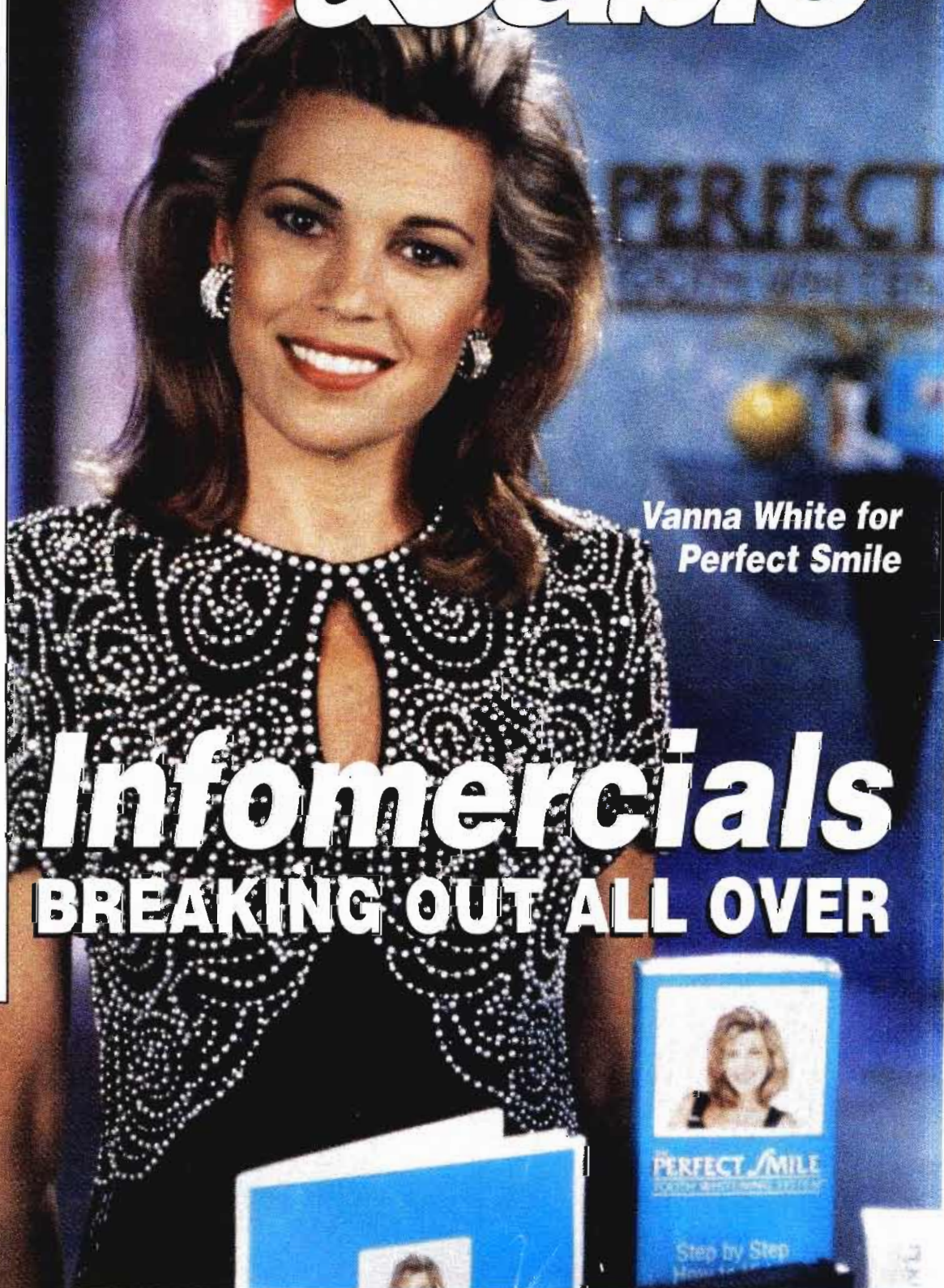


**'Lonesome Dove' sequel on tap for sweeps 11**

## TECHNOLOGY



**High-tech support for President on NAFTA 48**



**Vanna White for Perfect Smile**

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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK



**Senator Ernest Hollings (D-S.C.) says he wants to move quickly to restrict violence on television. / 6**

**Reno gives green light to violence legislation** Attorney General Janet Reno says she supports controls on violent TV programming and declared three anti-violence bills now in the Senate "constitutionally sound." The bills include channeling violence to hours when children don't watch, parental warning labels and quarterly violence reports. / 6

**Diller makes Paramount move** QVC Chairman Barry Diller has finally made his move on Paramount, officially offering \$80 per share in cash and stock. Industry observers are eager to see Paramount's response, because it will force the company to say why it thinks shareholders should reject Diller's offer. / 7

**Another telco-cable merger?** In the wake of the TCI-Bell Atlantic merger, rumors are running wild that US West and Southwestern Bell are courting cable operator Cablevision Systems. None of the companies will comment on the stories. / 10

**Networks ready for sweeps** The four networks are ready for the all-important November sweeps, with some big-name movies, such as "Ghost" on CBS, "Dances with Wolves" on ABC and HBO's *Barbarians at the Gate* on Fox. The networks are also lining up high-profile specials, including JFK documentaries on ABC and CBS and the return of *Bonanza* on NBC. / 11

**Cleaning up the tabloids** While Congress debates TV violence regulation, tabloid TV is already moving to clean itself up. The pressure's not coming from Washington, though, but from advertisers worried about sensational stories on shows such as *Hard Copy*, *Inside Edition* and *A Current Affair*. / 18

## SPECIAL REPORT: INFOMERCIALS

### The sweet buy and buy

Infomercials are hitting the big time. With such mainstream players as consumer electronics giant Philips getting into the game, traditional infomercial producers are worried they'll get priced out of the market. Meanwhile, the demand for infomercials, and the demand for scarce air time, is growing. / 20

### Broadcasters see green

Although they may not like to admit it, broadcasters, and increasingly cable operators, see infomercials as a valuable source of revenue. For some smaller operators, infomercials spell the difference between profit and loss every year. / 24

### Big players get in the game

As the infomercial market continues to boom, mainstream producers are beginning to stand up and take notice. King World and Tribune, both well known for their regular syndicated programming, are looking to break into the market. / 26

### Tapping the kids market

Infomercial producers are prohibited from targeting

children, but a New York company is looking at a way to pitch kids' products to parents, creating a paid program lacking the direct-response, hard-sell edge of most infomercials. Consumer groups say they're just finding ways to skirt the law. / 27

## PROGRAMING

### Chevy takes the final fall

After 29 shows, Fox pulled the plug last week on the late-night *Chevy Chase Show*. The network is looking at a new show, but won't comment on rumored occupants of the host chair: Howie Mandel, Greg Kinnear and FCC favorite Howard Stern. / 28



**Fox pulls the plug on Chase. / 28**

### The Cartoon Network scores big

Nielsen numbers show Turner's The Cartoon Network is a big hit with viewers, attracting double the viewing time of any other new cable network, and even surpassing Turner's mainstay, WTBS. / 29

### A la carte future is now

Discovery Channel founder John Hendricks's Your



**"We've seen euphoria from affiliates for acting on this one. I think they all thought we were going to hang with it."**—Fox Executive Vice President Preston Padden on decision to pull the plug on 'Chevy Chase' after 29 shows / **28**

Choice TV is allowing viewers in test market West Palm Beach to order on-demand programming after it has been shown in first run. Included in the test, which offers programming free, are ABC's *All My Children* and *20/20*, HBO's *Tales from the Crypt*, along with shows from The Discovery Channel, National Geographic and Turner's TNT. / **30**

**Telco could do video in New Jersey**

Bell Atlantic says it could provide video on the two proposed video dialtone systems in New Jersey, even though the company has worked deals with cable operators to provide those services. One operator, Sammons, says it won't play if Bell Atlantic does its own video. / **32**

**Newsweek targets Generation X**

Post-Newsweek will tap into material from its print cousin *Newsweek* to produce *Cool People, Hot Places*, a news magazine targeting so-called Generation X, viewers between 18 and 34. The show will be produced by Post-Newsweek station WPLG(TV) Miami, and distributed by DCL Media of Dallas. / **34**

**RADIO**

**Loosening up on crossownership**

Congress is moving to be more flexible in granting newspaper-radio crossownership waivers. A bill now on the floor in both houses would grant waivers in the 25 largest markets, provided at least 30 independent broadcast voices remain when the dust settles. / **36**

**Arbitron delays peplemeter**

In the wake of its decision to drop TV ratings, Arbitron has delayed the debut of the portable peplemeter, a

device to increase the accuracy of radio ratings. Arbitron says that it will continue development, but it needs a little extra time to recover from the changes on the TV side. / **37**

**BUSINESS**

**Half of Katz up for sale**

Want to buy half of Katz Communications, the nation's largest sales rep firm? Investors holding half of Katz are reportedly looking to get out, but the move isn't a sign of trouble, observers say. Instead, it's the normal turnover of venture capital investors. / **38**



**DEC tapped for US West trial**

Telco US West has tapped Digital Equipment Corporation to provide the backbone of a proposed video dialtone test in Omaha. DEC will provide digital servers and other computer equipment necessary to deliver interactive games, home shopping and video on demand to subscribers on the system. / **39**

**900 loses its luster**

With government regulation and closer content scrutiny by telephone companies, 900 numbers are losing some of their market appeal. The government has required a disclaimer up front, explaining per-minute charges, and telephone companies are clamping down on the lucrative phone sex business. / **40**

**WASHINGTON**

**Networks hope for fin-syn relief**

The broadcast networks are pinning their hopes on a Chicago judge, who may rule soon on the latest attempt to overturn the fin-syn rules, which bar networks from owning financial interest or syndication rights in the programs they distribute. Chicago courts have been sympathetic to network concerns. / **43**

**ADVERTISING & MARKETING**

**Arbitron drops TV ratings**

After 44 years in the business, Arbitron says it will drop its TV ratings service and lay off 700 of its 1,200 employees. The move leaves A.C. Nielsen the sole TV ratings service. Without Arbitron, three major markets, Detroit, Pittsburgh and Cleveland, find themselves without any local ratings service at all. / **45**



**On the Cover:**  
*'Wheel of Fortune' star Vanna White is among the growing list of big-name infomercial stars, turning her famous grin into an endorsement for Perfect Smile teeth whitener.* / **22**

Changing Hands.....40	Editorials.....66	For the Record.....56
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Attorney General Reno: 'TV violence legislation will pass constitutional muster.'



Senator Hollings (r): Would like to pass a bill 'this afternoon and have the President sign it.' Senator Danforth (l) favors labeling violent programs.

## TV rocked by Reno ultimatum

Attorney general says unless industry cleans up act, Congress will do it for them

By Kim McAvoy and Steve Coe

**T**he attorney general last week increased pressure on programmers to curb TV violence, giving Congress the green light to regulate the medium if it does not police itself. But many TV programmers believe that no matter what they do, Congress will act.

The broadcast networks, in particular, are frustrated. "We're not getting any credit for what we've already done," says one network source. "This issue is not going to be resolved unless Congress gets to vote on it."

Now it seems the networks may have to prepare for a battle. "I think you'll see us continue the dialogue with members of Congress who are interested, as well as the attorney general. We'll also be looking for support from other organizations who are concerned about government regulation of content," explains one network executive. The networks, for example, might team up with the American Civil Liberties Union and People for the American Way. "How about Bell Atlantic and TCI?" asks the executive. "Bell Atlantic is about to have their

future programming regulated. You don't think they'll be interested in fighting this?"

The networks may also want to challenge the constitutionality of any legislation Congress passes. "Up to now we have tried to be good guys and work with them [Congress]. I think we've gotten to the point where there is no reciprocity, and I think you'll see a change in how we react," says another network source.

"We think we're doing everything we can to be responsible," says an ABC spokeswoman. However, ABC won't be making any radical changes in the way it schedules programs in order to avoid legislation.

The creative community seems even more reluctant to work with Congress. Barney Rosenzweig, executive producer of *Cagney & Lacy* and *Rosie O'Neill*, called lawmakers "cowardly and incompetent, and the condition of the country is the proof in the pudding. If television executives or producers had done the kind of job that Congress has done in the past 10 or 15



### Quello's last hurrah?

Reed Hundt's Senate confirmation as FCC chairman continued to be held up last week by Republican senators waiting to see who the President would nominate to fill the agency's Republican vacancy. Nonetheless, most FCC watchers believed the impasse would soon be broken and that last week's FCC meeting (see story, page 42) would be the last with Jim Quello presiding as interim chairman. The next meeting is slated for Nov. 10.

Continues on page 14



**Upping the ante for Paramount:**

# Diller makes it \$80 per share

*Shareholders may use bid as way to pick QVC or Viacom*

**By Geoffrey Foisie**

**B**arry Diller escalated QVC's intervention into the Paramount-Viacom merger last week, announcing a two-stage, \$80-per-share tender offer for that Hollywood prize. It put the new ante at \$9.5 billion, almost two billion ahead of Viacom's \$7.6 billion.

The tender, scheduled to begin Wednesday (Oct. 27), offers cash for the first 51% of Paramount shares and stock for the remainder. Students of the takeover game saw the mere announcement as more important than the possibility that the tender would actually be completed. They noted that if the tender is begun, Paramount's board will have to issue a formal response to the Securities and Exchange Commission within 10 business days. If that response continues

to recommend the Viacom merger, it will have to offer a formal justification for shareholders' turning down QVC's offer, currently valued almost 25% higher on a pre-tax basis.

Professional takeover investors may hold only a small percentage of the outstanding Paramount stock. But some of the institutional investors holding a majority of stock, including the two largest outside shareholders, Capital Research and the Gabelli Group, have openly expressed their displeasure with the Paramount board for not having opened formal negotiations with QVC. If Diller does begin the tender offer, they may likely turn in their Paramount shares, formally signaling their displeasure with Paramount's board (while retaining their option to withdraw their shares should Viacom respond with a better offer).

## Barry's fifth network

If Barry Diller prevails in the Paramount bidding, he would sell off the studio's six TV stations, but forge its programming into a new entertainment network, sources say. It is unclear whether the network would be for broadcast or cable or both.

Current Paramount management has already begun floating a fifth network proposal (BROADCASTING & CABLE, Oct. 18). But most believe those plans would not survive Diller takeover as he would bring in new management.

Diller, in last Thursday's announcement, laid blame for the lack of negotiations at Paramount's door: "[T]he only actions taken by Paramount management and its board of directors have been designed to demean the value of our company or to create potential regulatory obstacles to make our superior offer unavailable to its shareholders."

Diller added that QVC would bring suit in Delaware against Viacom, Paramount Communications and certain Paramount directors, seeking to compel fair treatment of QVC by Paramount's board.

The Paramount-Viacom merger received good news last week from the Justice Department, which said that it saw no antitrust implications in their deal. On Friday, Paramount shares closed at 77½, up 1⅞ for the week. ■

## Broadcasters applaud new HDTV standard

The Broadcasters Caucus, a group of industry trade associations and major networks, says the new high-definition TV specifications unveiled last Thursday by the Grand Alliance are a major victory for broadcasters.

The Grand Alliance, a consortium of formerly rival HDTV developers, committed to support the emerging MPEG-2 digital compression system and settled on the six-channel, CD-quality Dolby AC-3 music system. Most important for broadcasters, it agreed to use a 1,920-pixel by 1,080-line interlaced scanning picture, the screen type used by current TV's, and progressive scanning, the picture used by computer monitors, at 720 lines. Current technology doesn't allow progressive-scan pictures of more than 1,000 lines. Broadcasters say that using the high-resolution interlaced scanning will give viewers the best possible picture while progressive-scan technology advances.

The sole remaining question, the method of sending the signal over the air, should be settled in January, says Joe Flaherty, FCC HDTV advisory committee technical subgroup co-chairman.

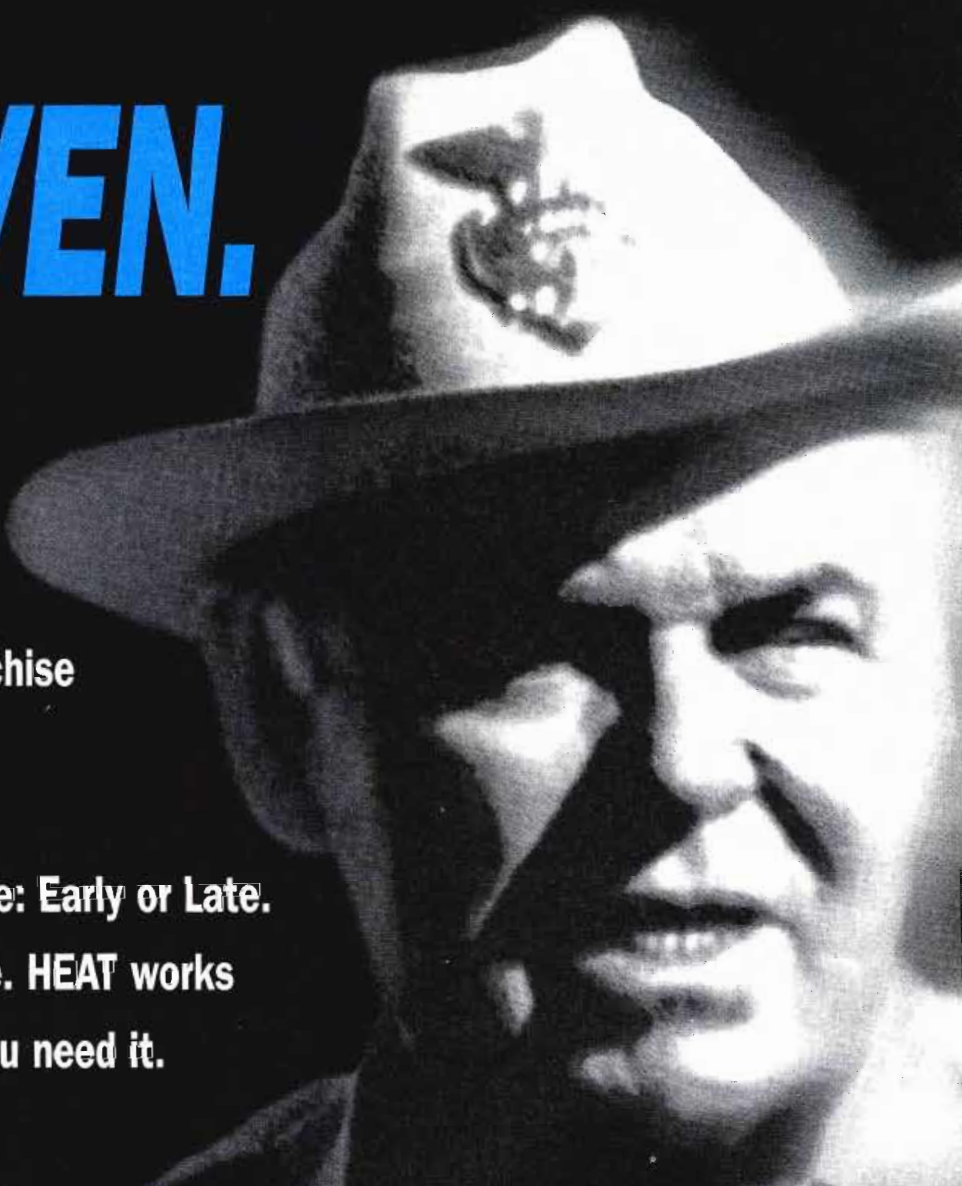
The big news of the Oct. 21 announcement, Flaherty says, is that all the parties, including broadcast, cable, manufacturing and computer interests, are converging on an acceptable and apparently workable standard. He compared the agreement to the development of the NTSC system for color television: "If the private sector is left alone to pursue this, I think we'll have another winner, like we had with NTSC."

With the new specifications, the testing schedule for the prototype will be pushed back from May 1994 to October, says Paul Misener, aide to HDTV advisory committee chairman Dick Wiley. The committee hopes to recommend a full HDTV broadcast standard to the FCC by the end of 1994.

—SS



# IN THE HEAT



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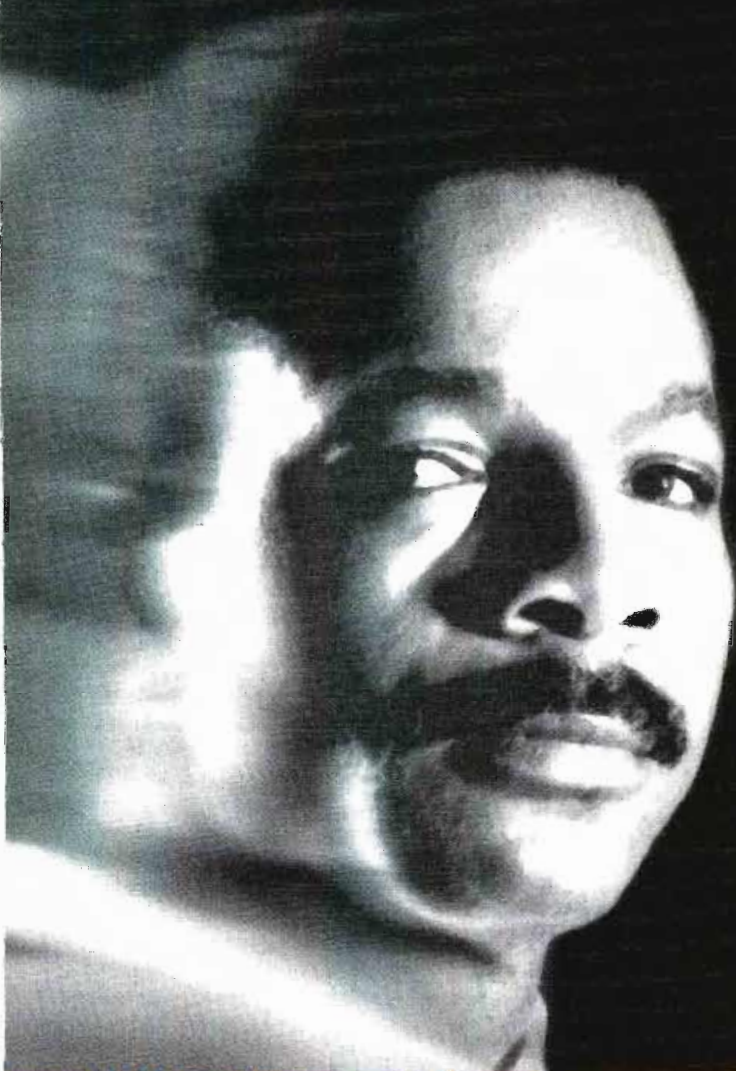
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## Cablevision: next candidate for cable-telco merger?

By Rich Brown

It looks as if Cablevision Systems Corp. could be the next multiple-system cable operator in line to cut a deal with a telephone company.

Officials at Cablevision at press time would neither confirm nor deny industry speculation that the nation's fifth largest MSO was about to be acquired in whole or in part by Southwestern Bell or US West and the telcos themselves also offered no comment. But many analysts say they would not be surprised to see another cable-telco deal in the wake of last week's Bell Atlantic-TCI merger.

"If you're going to cash out or align yourself, now is the time to do it," says Tom Wolzien of Sanford Bernstein. He says MSO's could see their value dip dramatically in the future if they wake up one morning to find that a telco plans to overbuild their market.

Neither US West nor Southwestern Bell is a stranger to the cable business. Southwestern Bell has already announced plans to buy two other out-of-region cable systems in the Washington area and is an investor in UK cable. US West earlier this year agreed to pump \$2.5 billion into MSO Time Warner, whose New York City systems are adjacent to Cablevision's large cluster of suburban Long Island systems. US West might be logical because of the adjacency, but Southwestern Bell has greater financial flexibility, says Bob Wilkes of Brown Bros. Harriman & Co.

Woodbury, N.Y.-based Cablevision reaches more than 2 million subscribers and has a cable programming division, Rainbow Programming, that includes American Movie Classics, Bravo, Prime SportsChannel Networks and the upcoming Romance Classics. The company also has a wholly owned advertising sales subsidiary, Rainbow Advertising Sales Corp., which runs top-spot cable sales company Cable Networks Inc. Cablevision stock rose steadily on rumors of a deal, closing at \$65.6 Thursday. ■

## TeleMediaWatch

**Megamedia future**—Keynoting last week's *Communications Week* seminar in Washington, John Sculley, ex-Apple chairman and now chairman of Spectrum Information Technologies, called it the "most profound systemic change since World War II."

He was referring to the convergence of television, cable, telephone and computer industries into one giant entertainment/information infrastructure. Bell South Chairman John Clendenin, who like other speakers discouraged governmental interference in the telemedia revolution, declared that "the market is going to find a way to get the technology it wants, irrespective of the MFJ."

TCI's John Malone, at the center of the media spotlight, said that creating the cable-telco superstructure is the "most pro-competitive thing we can do." MCI Communications Chairman Bert Roberts said that any company intending to be part of the telecommunications future had better make its move by the end of 1994. "If you're not in by then, it's too late."

**Barrett weighs in**—FCC Commissioner Andrew Barrett predicts Nynex and Pactel will be the next to make big cable TV plays. The Bell Atlantic-TCI merger, he says, "leaves the other RBOC's in the dust." Nynex has also gotten a foothold through investment in Viacom and a video dialtone trial in New York.

**Antitrust hearing set**—Senator Howard Metzenbaum's (D-Ohio) antitrust subcommittee will explore media merger mania at a hearing this Wednesday (Oct. 27). Bell Atlantic's Ray Smith will explain the competitive merits of BA's uniting with TCI, and Viacom's Sumner Redstone will testify on why his bid for Paramount is in the public interest.

**White House to speak its piece**—NTIA head Larry Irving may be ready to air the Clinton administration's views on telco-cable legislation at the next Senate Commerce Committee hearing on the topic, now expected before the Thanksgiving recess. The administration has said that it favors opening local telephone and cable "monopolies" to competition, but has been stingy with details.

**Wireless trial**—Home shopping channels from New York City retailers and an electronic newspaper from the *New York Times* are among the possible services that wireless cable operator Liberty Cable Television of Manhattan is developing for Nynex's upcoming video dialtone experiment. A full lineup is expected to be announced within next 30 days.

According to a letter Liberty sent to tenants of three Manhattan buildings where the FCC-approved test will be conducted, Liberty One, a video-on-demand service, will offer classic movies, TV series, news, sports and shopping channels. Prices top out at \$3.95 per showing. Local cable franchise Time Warner, which also will have access to the video dialtone experiment because of Nynex's status as a common carrier, plans to use the platform to offer near-video-on-demand movies, among other services.

**Just in time for Thanksgiving**—Southwestern Bell needs only the approval of the Montgomery County, Md., council at its Nov. 23 meeting to close on its \$650 million purchase of the Hauser Communications systems there and in Arlington County, Va. Montgomery County Executive Neal Potter last week recommended council approval of the deal. Arlington has already given its blessing.

**When you want it**—Southern New England Telephone is preparing to test video-on-demand services in 1,500 homes in West Hartford, Conn., by early 1994. The company last week received FCC approval on the plan, which calls for 110 channels of conventional TV services in addition to video on demand.



# Networks ready for November ratings war

By Steve Coe

The sequel to *Lonesome Dove* and broadcast TV debuts of *Barbarians at the Gate* and "The Fabulous Baker Boys" are some of the big-ticket programs the networks will unveil for the November sweeps.

## 'Lonesome Dove' returns to CBS

The most anticipated program of the month-long ratings period is *Return to Lonesome Dove*, a seven-hour, three-part sequel to CBS's critically acclaimed and highly rated 1989 miniseries. Part one will air Sunday, Nov. 14, at 9-11 p.m., with part two airing Tuesday, Nov. 16, at 9-11, and the last installment on Thursday, Nov. 18, at 8-11. The third part will go head-to-head with NBC's popular Thursday series lineup anchored by *Seinfeld*.

Other CBS sweeps highlights include two theatricals, two specials on John F. Kennedy and a slate of made-fors. "Ghost," starring Patrick Swayze and Demi Moore, debuts on the network on Sunday, Nov. 7, at 9-11:30 p.m. Two days later on the *CBS Tuesday Movie*, "Die Hard 2," with Bruce Willis, airs at 8:30-11.

On Sunday, Nov. 14, CBS celebrates *60 Minutes...25 Years*, an anniversary special. On Wednesday, Nov. 17, *Jack* looks at the life of JFK. The two-hour (9-11) special uses interviews, color home movies and behind-the-scenes footage. On Friday, Nov. 19, *CBS Reports* presents *Who Killed JFK?*, at 9-11 p.m. The CBS News special provides new evidence and some answers to the question of who killed the President.

CBS will gather members of *The Waltons* for *A Walton Thanksgiving* on Sunday, Nov. 21, at 9-11. The made-for-TV movie reunites Ralph Waite, Michael Learned and Richard Thomas.

## JFK and 'Wolves' on ABC

Not to be outdone by CBS's JFK-inspired specials, ABC's big-ticket program for the sweeps will be the two-part miniseries *JFK: Reckless Youth*. The four-hour movie will air on Sunday, Nov. 21, at 9-11, with the conclusion scheduled for Tuesday, Nov. 23, at 9-11.

ABC has also acquired "Dances with Wolves," the Academy Award-winning movie starring Kevin

Costner. More than 50 minutes of edited footage has been added to the original, and the movie—now five hours long—will air in two parts, on Sunday, Nov. 7, at 8-11, and on Wednesday, Nov. 10, at 9-11.

ABC has lined up guest stars for several series, including Milton Berle on *Matlock*, Thursday, Nov. 4, and NBA star Larry Johnson on *Family Matters* on Friday, Nov. 5.

cal and comedy stars of the decade; *Mariah Carey* (Thursday, Nov. 25, 10-11) in her first network special, and *Back to Bonanza* (Sunday, Nov. 28, 7-8), featuring Michael Landon Jr. and Dirk Blocker as hosts of the retrospective. It will be followed at 9 p.m. by the two-hour made-for-TV movie *Bonanza: The Return*.

NBC also will present two box-office blockbusters in "Backdraft,"



CBS hopes it has another hit in 'Return to Lonesome Dove.'

Heading the list of specials on ABC during November are a *Barbara Walters Special* on Tuesday, Nov. 9 (10-11) with Tim Allen, Julia Roberts and Whitney Houston, and *A Gala for the President at Ford's Theatre*, featuring musical and comedy performers, on Wednesday, Nov. 24 (10-11).

## 'Bonanza' returns on NBC

NBC's sweeps ammunition consists of a heavy mix of movies, both theatricals and made-fors, and several specials, including a retrospective of its long-running *Bonanza*.

NBC has also scheduled one miniseries, *A Matter of Justice*, to air in two parts. The four-hour movie, starring Patty Duke, Martin Sheen and Charles Dutton, will air on Sunday, Nov. 7 (9-11), with part two airing Monday, Nov. 8 (9-11).

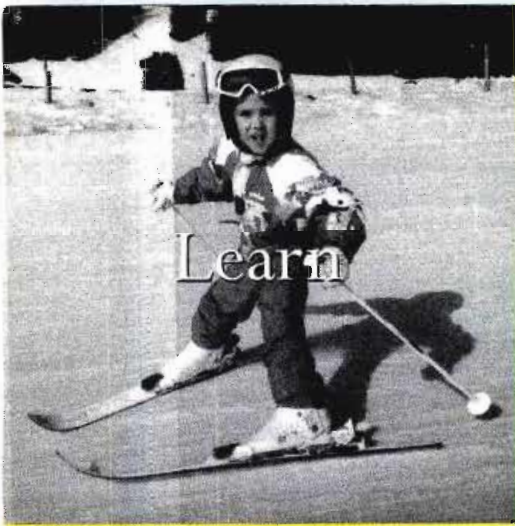
Among NBC's five specials: *A '70s Celebration: The Beat Is Back* (Tuesday, Nov. 16, 8-10), featuring musi-

starring Kurt Russell and Robert De Niro, on Sunday, Nov. 14 (8-11), and "Home Alone" on Thanksgiving night, Thursday, Nov. 25 (8-10).

## Baker Boys, Beethoven and Barbarians on Fox

The brunt of Fox's sweeps attack will consist of five theatricals making broadcast TV debuts. Four of the movies will air on Monday's *Fox Night at the Movies*: "Stop or My Mom Will Shoot," starring Sylvester Stallone and Estelle Getty (Nov. 8, 8-10); "The Fabulous Baker Boys," starring Jeff and Beau Bridges and Michelle Pfeiffer (Nov. 15, 8-10); "Beethoven," starring Charles Grodin and Dean Jones (Nov. 22, 8-10), and *Barbarians at the Gate* (Nov. 29, 8-10), the HBO original production that won an Emmy for outstanding TV movie. On Friday, Nov. 26, Fox will air "Teenage Mutant Ninja Turtles II: Secrets of the Ooze" at 8-10. ■

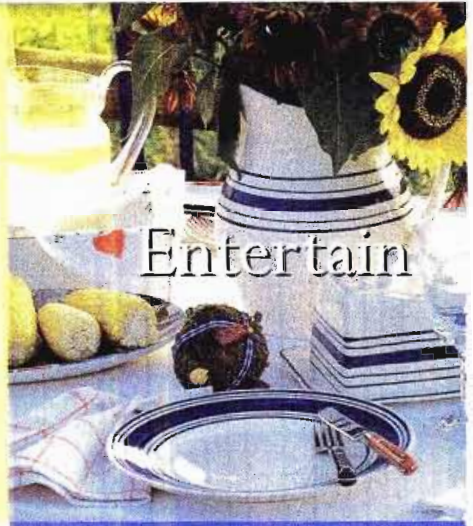




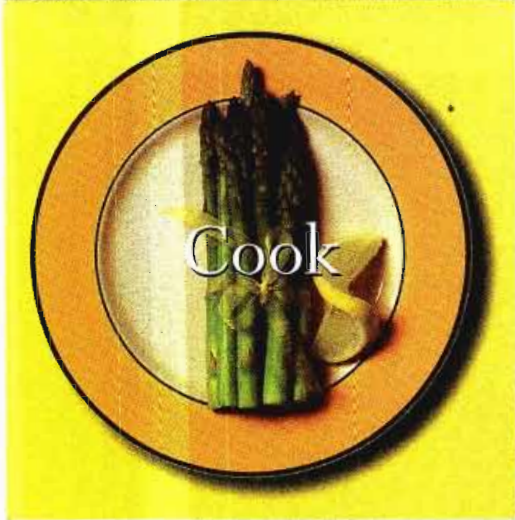
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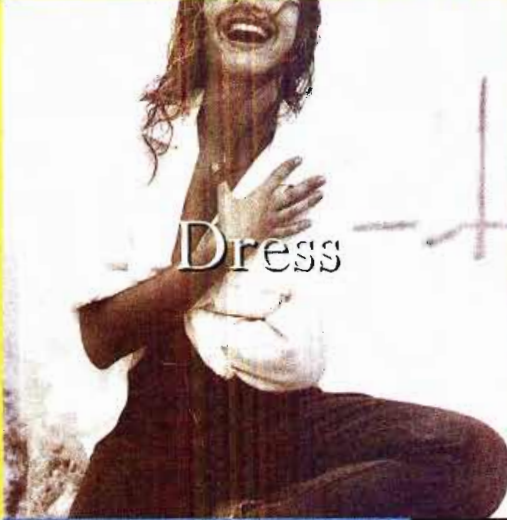
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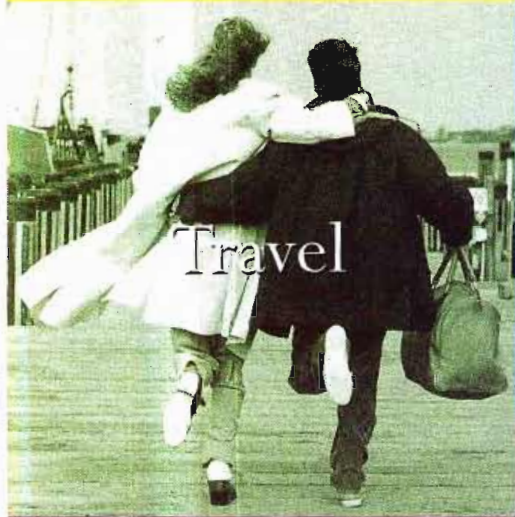
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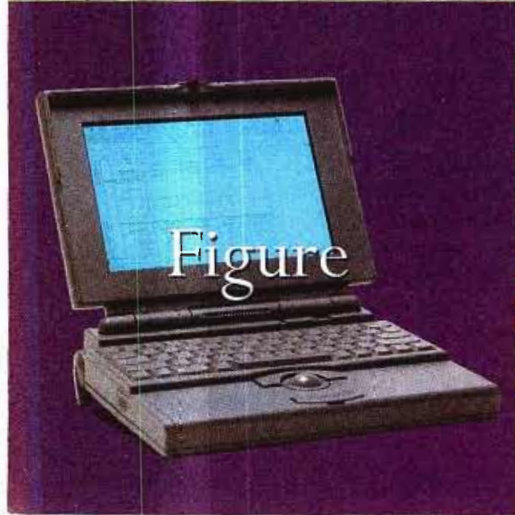
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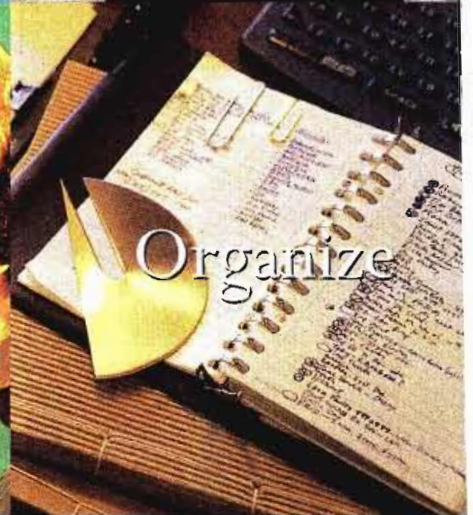
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## One man's brawl is another's farce

At last Wednesday's Senate hearing on TV violence, Ernest Hollings (D-S.C.) showed a segment of the CBS comedy *Love & War* featuring a barroom brawl. To him, it was an example of the excessive violence filling the airwaves. But to Senator Conrad Burns (R-Mont.), it was good clean fun. CBS's Howard Stringer defended the episode as "slapstick" in the same spirit as "the Three Stooges." "One man's meat is another man's poison," Stringer later told BROADCASTING & CABLE. "If that becomes our standard for violence, we're in trouble."



In a prepared statement, the sitcom's producer, Diane English, said the episode's "satirized violence" accomplished what was intended. If two senators "can't agree about content," she asked, "how can anyone expect to legislate it?"

-KM

## Violence

Continued from page 6

years, television screens would have gone dark by now.

"I'm not a person who makes particularly violent programming. But I am deeply resentful of being lectured to by a group of politicians who take money from the National Rifle Association," says Rosenzweig. "How dare that sanctimonious, bow-tied creep [Senator Paul Simon, D-Ill.]? I remember him at Sid Sheinberg's [MCA president] house when we paid

\$500 a plate so we could listen to him when he wanted to be President. There wasn't any problem with TV then."

Simon, who has been at the forefront of congressional efforts to curb TV violence, is giving the TV industry until January to establish an "Advisory Office on Television Violence" that would evaluate television programs (on broadcast and cable networks) at the end of each season and rank their violent content.

The pressure on the TV industry to respond intensified last week when Attorney General Janet Reno gave her blessing to Congress to regulate vio-

lence on television if the industry doesn't "substantially" reduce violent programming. Reno also told members at a Senate Commerce Committee hearing that the industry should clean up its act by January.

However, Commerce Committee Chairman Ernest Hollings (D-S.C.) is ready to move a bill. After the hearing, he told reporters that if he had his way, he would report a bill out of committee "this afternoon and have the President sign it."

Reno's testimony was key. She told lawmakers that certain Senate legislation is "constitutionally sound" based on the Supreme Court's ruling in *FCC v. Pacifica*. That case affirmed the statute against broadcast indecency, which prohibits broadcasters from airing indecent material at times when children are likely to be watching.

Reno cited three Senate bills. Among them is legislation offered by Hollings that would put television violence on a par with indecency by prohibiting the airing of violent programming at times when children are most likely to see it.

Broadcast and cable witnesses failed to convince Hollings that they are doing enough. Hollings complained that Congress has been holding hearings on the subject of TV violence for 40 years: "We can't hold hearings for another 40 years."

George Vradenburg, Fox executive vice president, says Fox plans to air two public service announcements—one on the need to educate parents to be responsible for what their children

## Violence laws would violate law, say lawyers

The Senate anti-violence proposals, endorsed by Attorney General Janet Reno last week, won't pass constitutional muster, according to some First Amendment lawyers. "The problem, or practical problem, with trying to regulate violence is definitional...it's far more difficult to define than indecency," says Media Access Project Executive Director Andrew Jay Schwartzman.

Some of the bills endorsed by Reno, says Timothy Dyk, attorney for Washington firm Jones Day Revis & Pogue, propose to do things to control violence that were specifically struck down for indecent programming. In both 1987 and 1991, the D.C. Court of Appeals struck down attempts to ban indecency outright and to narrow the safe harbor for such programming without providing sufficient justification for such an action. Such bills for violence would clearly fail, he says.

Although some constitutional questions remain, courts have held that indecency can be somewhat restricted to help parents protect children. The same

logic could be applied to violence, Dyk says, but trying to define violence would be an outstanding obstacle.

Moreover, there is no case law connecting violence and indecency. In fact, Dyk says, courts have protected violent speech, including open exhortations to violence, unless there is a clear imminent threat to public safety. It would be hard to argue, he says, that network TV poses an imminent danger.

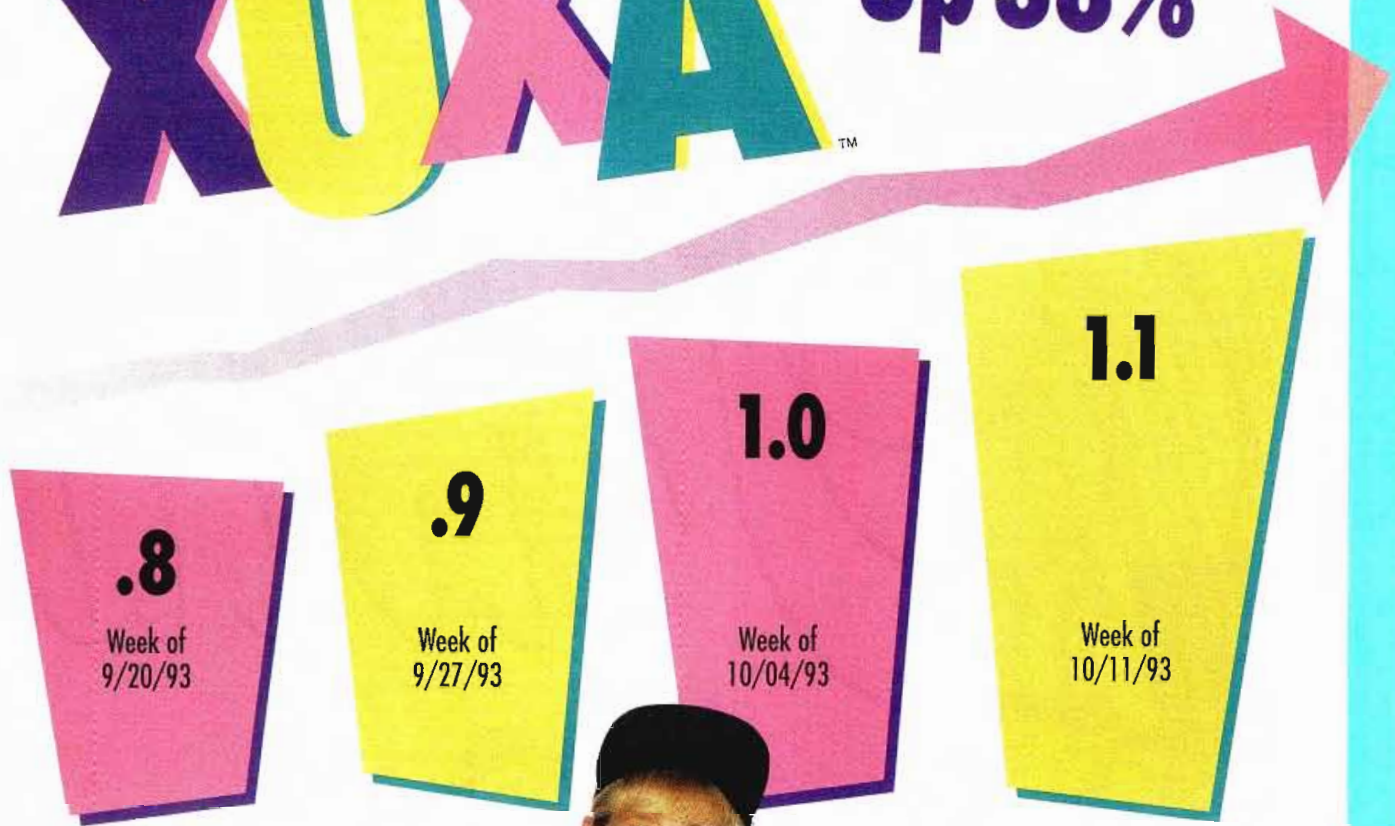
If the pending bills were targeted at violent pornography, he says, there might be a better constitutional foundation. As it is, the bills are targeted at programs that clearly have artistic merit, which courts have said deserve First Amendment protection. Schwartzman agreed, pointing to an example of violence used by Senator Ernest Hollings (D-S.C.) of a barroom brawl in CBS's *Love & War*: "Not that [it was] the greatest piece of television ever done, but it was so clearly a satirical homage to the B westerns of the '50s, which we were taken to as kids, I might add."

-SS



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- What bandleader finally stopped making his "Clash Music" for good in 1982?
- What did Entertainment Weekly dub "the sitcom version of Tuesday Night Football"?
- What, according to a hit TV series, is the ZIP code for Beverly Hills?
- What miniseries role did 410 women audition for in Atlanta?
- What sitcom ended its eight-season run with Theo prepping for his college commencement?

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watch on TV, and the other warns kids never to go near guns.

Jack Valenti, president of the Motion Picture Association of America, announced that the broadcast networks and studios are working on a special TV program. It discusses alternatives to violence in settling disputes and how parents can talk to their children about violence on TV. He says all the

networks will air it simultaneously and make videos available to schools.

Winston (Tony) Cox of Showtime notes that the cable networks, MPAA and the motion picture and TV creative guilds are holding meetings to develop a plan for the reduction of gratuitous violence in new movies and TV programs.

And CBS/Broadcast Group Presi-

dent Howard Stringer emphasizes that CBS's prime time schedule this fall has very little programming that could be characterized as violent. He also expresses concern about broadcasters being singled out on this issue. "We are no longer alone. It [TV violence] is a 500-channel problem; singling us out only makes citizen Malone die laughing," Stringer says. ■

## TV violence: what the market will bear

*Advertisers wield power to clean up television; tabloids soften approach and find that advertising dollars follow*

By Joe Flint

**W**hile the television industry tries to figure out what Congress wants it to do about violent programming, tabloid shows are cleaning up their act, but not to appease Capitol Hill. It's advertisers they want to please—because they pay the bills.

Whether or not it is a pre-emptive strike against advertiser hit-lists and new competition, shows such as *A Current Affair*, *Hard Copy* and *Inside Edition* have softened their approach to news and are trying to stay away from overly sensational stories and controversial re-enactments.

The effort has not gone unnoticed by station reps, who say that the shows are less exploitive than they used to be. "I don't think you will ever see them squeaky clean. If you are doing a news magazine, it has to have controversy—that is inherent in doing it," says one rep. And no matter how dramatic the change in the shows, "there are certain advertisers—Kraft General Foods, Procter & Gamble—that never go to those shows no matter how clean or dirty."

A Twentieth Television executive says that changes to its *A Current Affair* have helped ad sales. "We stopped doing re-enactments and sleazy stuff, and that brought in more advertisers."

Ironically, while the programming community sticks together in battles against Congress, when it comes to advertisers, it's everyone for himself.

For example, in trade ads for Warner Bros.' new strip, *Entertainment News Television (ENT)*, the studio lists lurid topics covered by other

strip shows and says that its format is "advertiser friendly," as opposed to that of the tabloid shows.

"Any kind of negative sell hurts everybody," says a sales executive at one of the rival tabloid shows. "They are trying to scare people." But the executive adds, "I would probably try to do the same thing."

With the television violence debate growing, some industry observers wonder how long it will be until Washington turns its attention to advertisers.

Already there has been one bill floated by South Dakota Democratic Senators Byron Dorgan and Kent Conrad that would list sponsors of "violent" programming.

"After the Aug. 2 violence conference, I told all clients that unless programmers cut back on violence, we could expect some sort of

congressional action legislating the monitoring of shows and advertisers. I have noticed in a number of conversations with clients that the issue is coming up more and more," says Bill Croasdale, president, network broadcast, Western International Media.

While media buyers and sellers are worried about the growing concern over violence on television, government intervention is not viewed as the answer.

"Janet Reno scares anybody with a sense of the free market," says one syndication executive. Pointing to the recent publicity over *Beavis and Butt-head*, arising from an incident in which a five-year-old set a fire, and the deaths of kids imitating a dangerous scene from the movie "The Program," the executive said: "You can't protect the lunatic fringe to the exclusion of the rest of society." ■

### Murphy seen returning as Capcities CEO

In what one Wall Street analyst described as a "curveball" in Capcities/ABC's closely watched succession plans, Chairman Thomas Murphy is now expected to return to his old job as chief executive officer.

Murphy's expected return set off a new round of speculation about whether Capcities has decided which executive will succeed soon-to-retire CEO Daniel Burke as number two to Murphy.

Capcities had little to say about Murphy's plans or Burke's successor. A company spokeswoman said, "Most executives expect Tom to stay, but he has not yet announced his specific plans." Murphy is 68; Burke turns 65 in February.

Several analysts said that the expected return of Murphy also could be tied to Capcities' plans for a possible merger or acquisition. Murphy has long been seen as the company's top deal-maker.

—PV





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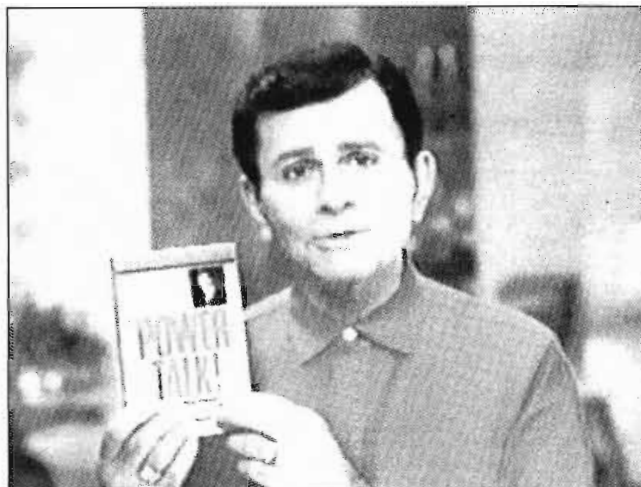
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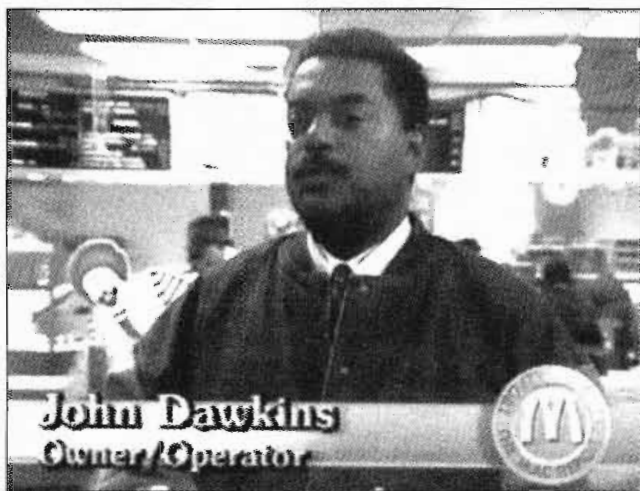
## INFOMERCIALS



Weight loss is Susan Powter's gain



Kasey Kasem pushes 'Personal Power'



McDonald's works on its Mc'Image'



Pia Zadora belts em' for bucks

## The sweet buy and buy

*Big-name advertisers and agencies are the newest broadcast time buyers for long-form commercials, a \$400 million-a-year—and growing—business for broadcasting and cable*

By Christopher Stern

**A** new infomercial has been striking fear in the hearts of those who have made small fortunes with the 30-minute format.

For the past few weeks, Philips Electronics has been airing a "program-length advertisement" for its CD-I interactive video player, inviting viewers to call an 800 number for the names of local retailers.

It's among the first entries of a blue-chip advertiser into the world of infomercials. And with heavy rotation in

the top 20 markets and on several national cable networks, it's the kind of campaign that some believe might push hawkers of Easy Glide and Thigh Master right out of the business.

Although the classic direct-response infomercial companies hate to admit it, says Steve Dworman, publisher of the *Infomercial Marketing Report*, they worry that the well-heeled newcomers will gobble up TV time or

drive up its price. "They are really afraid of the ad agencies and media buyers," he says.

Competition among existing infomercial producers for television time is already fierce, with some 175 products vying for half-hour slots this year. On any given Saturday or Sunday morning, a scan of the cable channels will turn up at least 10 separate infomercials.

During the past five years, media time for 30-minute spots has risen 15%-20%, according to industry

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**"Wheel of Fortune" letter-turner Vanna White has cashed in on her famous grin by endorsing Perfect Smile teeth whitener. The 30-minute infomercial, produced by Guthy-Renker Corp. and nominated for a NIMA award for "Best Product," has generated more than \$20 million in sales since its launch in June. White receives a flat fee of an undisclosed amount for pitching the product, plus a percentage of the total sales. Perfect Smile sells for \$49.95 and includes a bleachless gel, comfort tray (similar to a boxer's mouthpiece), booklet and video.**

sources. But infomercial marketers fear the price could soar if Madison Avenue jumps into the industry in a big way.

Direct-response infomercials will sell between \$750 million and \$900 million worth of goods this year. Of that, as much as 50%—or roughly \$400 million—goes for the broadcast and cable time.

That success has not escaped the notice of the big advertising agencies. Two of the largest, Saatchi & Saatchi and D'Arcy, Masius, Benton & Bowles, have started infomercial departments. The Saatchi division, Hudson Street Partners, is a joint venture with The Regal Group, a prominent infomercial producer. The DMB&B division is headed by Joel Feldman, a former Regal executive.

Also enticed by the millions of dollars that top infomercials can generate have been major program syndicators such as Tribune and King World (see story, page 26).

Many say that the newcomers pose no immediate threat. According to Chickie Bucco, vice president, director of direct-response sales, Katz Television Group, Philips and *The Psychic Friends Network* have different target audiences. Philips may be willing to spend as much as \$16,000 for a broadcast half-hour in prime access, but an infomercial marketer obsessed with keeping media costs low would rather

spend hundreds of dollars for a late-night slot when most of America is asleep. A half-hour in a small market can go for as little as \$250.

At the very least, the increasing competition for time will force the industry to evolve, says Greg Renker, president, Guthy-Renker Corp., which reported revenues in excess of \$60 million last year. With the price of media time largely out of their hands, he says, producers will tend to look for low-cost products, and viewers may be seeing fewer juicers and other gadgets and more video and audio tapes.

And Renker thinks that no matter how many Fortune 500 companies enter the infomercial medium, there will always be room for "breakthrough" products. Like Hollywood, the infomercial business is always looking for blockbusters, he says.

The biggest infomercial companies

buy large blocks of time on broadcast and cable to insure that they will have enough to sell their dozens of products, and sell excess time to competitors for a profit. National Media Corp. and The Regal Group are among the biggest time buyers. National bought \$38.4 million worth in its fiscal 1993, which ended in March. The Regal Group spent \$34.9 million.

**They'd rather switch than fight**

Rather than fight the invasion, some infomercial companies, such as Williams Television Time, Regal and World Media International, are taking on clients from the world of mainstream advertising. In fact, Tye Productions, a Portland, Ore.-based infomercial producer, produced the Philips infomercial, and Williams bought the time for it.

Some infomercial companies are offering stations equity deals along the lines of per-inquiry ads. By creating such partnerships, infomercial producers hope to secure time and persuade stations to make time available in day-parts when most people are awake.

Offsetting to some extent the increase in demand for TV time is the increase in supply. Avails for infomercials have increased dramatically since the industry's birth seven years ago, says Bucco. Only one of the 170 stations he represents still refuses infomercials, he says.

Given their druthers, says Dworman, stations would rather deal with Chrysler and Revlon. The direct-response infomercial business has been plagued by producers whose promises of cures for baldness, impotence and even cancer have incurred the wrath of government regulators. Another legacy of dubious infomercial producers is that most TV stations demand cash upfront.

Infomercial producers say that broken promises and unhappy customers are a thing of the past. Gone are the

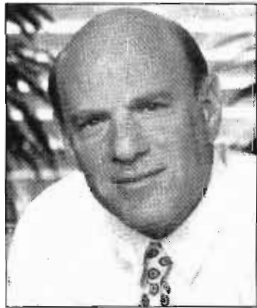
**Top infomercial money-makers over past three years**

Infomercial	Producer	Revenue
Nordic Track	Nordic Track	\$225 million
Juiceman (Jay Kordich)	Trillium Health Products	\$160 million
Victoria Jackson	American Telecast	\$155 million
Soloflex	Soloflex	\$150 million
Tony Robbins	Guthy-Renker	\$110 million



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Not a moment too soon, BROADCASTING & CABLE and the Federal Communications Bar Association are assembling a "Mega-Panel" of broadcasting/cable/telecommunications experts to make sense of today and give order to tomorrow. Their forum: the 2 hours and 15 minutes "Where Do We Go From Here" segment of the Seventh Annual Broadcasting/Cable Interface, in Washington's Omni Shoreham hotel. The mega-panelists:



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**Ray Smith**  
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Chairman **Edward J. Markey** of the House Telecommunications Subcommittee talking the nation's business. FCC Chairman **Reed Hundt** in what is expected to be his Washington debut. ABC News commentator **Sam Donaldson** examining journalism's

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days when infomercials appeared like patent medicine wagons and disappeared from town when customers realized the truth about the elixir, says Michelle Cardinal, manager, client Services, Williams Television Time.

Not only has the government stepped in to fine miscreants, she says, but customers also have become more discriminating in their purchases. "There are no more one-shot wonders where you produce the show in your backyard and just throw it on the air," she says.

In its infancy, in the mid-'80s, the infomercial industry spent most of its advertising money on cable, but quickly learned that it reached a much wider audience on broadcast stations. Now 70% of all media time bought by infomercial companies is on broadcast stations.

Infomercial companies are trying to cope with the proliferation of cable channels. Some think that all the new channels will slice and dice their audiences into oblivion. "It will cost more and more to reach a smaller and smaller audience," says Renker.

But others see opportunity in cable's 500-channel world. Niche audiences clearly offer intrinsic advantages, they say: The Golf Channel has obvious advantage for Golf Dynamics and Putt to Win.

While the influx of major advertisers, agencies and syndicators validates the established infomercial industry, it also will make it tougher for smaller producers to compete. There is probably not room for all, says Dworman. "A lot of them are going to fail and fall by the wayside." ■

## Broadcasters, cable: the airing of the green

*Most media outlets do not boast about paid programming, but nine out of 10 stations make money with it*

By Steve McClellan

**B**roadcasters and cable networks love infomercials. They don't always admit it on the record, but they do. For nine out of 10 TV stations, and all but a handful of basic cable services, the money is just too good to pass up. For some, it's the difference between profit and loss.

Ten years ago, the infomercial business was equated with humanitarian agencies raising funds in the wee hours. Several million juicers, woks and hair restorers later, it's a \$400 million business for broadcasters and cable networks that is no longer confined to graveyard time periods. In some cases, the production quality has improved so much that infomercials are gaining acceptance in prime time.

There was a time when fledgling cable program services controlled most of the infomercial inventory, largely because broadcasters would not accept the category for air.

But today it's a different story. According to Santa Monica, Calif.-based Williams Television Time, a major infomercial media buyer, broadcasters account for roughly 60% (or approximately \$240 million) of the \$400 million in annual infomercial billings. Cable accounts for the remaining

40%, or \$160 million.

Nine out of 10 over-the-air television stations now air infomercials, according to a survey done late last year by the Dallas office of Bozell Inc. The survey, to which 709 television stations responded, also showed that 50% of stations are doing more infomercial business now than they did in 1990.

Close to 15% of those surveyed said they now air infomercials in prime time; 25% air them in daytime.

### Shot in the arm for independents

On the broadcast side, independent stations were the first to go after infomercial revenues in a big way. Increasingly, however, network affiliates, including network owned and operated stations, are finding that the dollars from infomercials are just as green as those from other sources.

In New York, estimates are that infomercials account for roughly \$50 million of the \$1 billion in annual TV billings. The two independents in the market, as well as WCBS-TV, WNBC and Fox-owned WNYW all pursue the business, market sources say. WABC-TV also airs infomercials, but not with the same frequency.

Lou Abitabilo, general sales manager at WNYW, says that only in the past several years has the infomercial business "become a very lucrative business. In 1989 there was very little of it, but with more and more clients getting involved, it's clearly an industry that is here to stay."

Not all broadcasters are thrilled with the content of infomercials. But that doesn't deter them from airing them—for a price that's often double or more what comparable 15- and 30-second inventory in the same block of time would cost. "It's schlock TV," grouses one broadcaster at a major-market station. "But it's a lot of money. If your competitors do that business and you don't, then you lose."

Both buyers and sellers say that it's a seller's market right now, with growing demand for time among more

### America's top infomercial companies

Rank	Company	Annual revenue	Major clients/products
1.	American Telecast * Paoli, Pa.	\$150 million	Victoria Jackson Cosmetics, Richard Simmons' Deal a Meal
2.	National Media Corp. Philadelphia, Pa.	137.6 million	Amazing Discoveries, Juice Tiger
3.	USA Direct * <sup>1</sup> Minnetonka, Minn.	110 million	Susan Powter: Stop the Insanity'
4.	Regal Communications Corp. Fort Washington, Pa.	78.1 million	Incredible Sweater Machine, Lasting Kiss
5.	Guthy-Renker Corp. * Palm Desert, Calif.	60 million	Tony Robbins' Personal Power, Perfect Smile Tooth Machine

\* Private company, numbers supplied by Steven S. Dworman, *Infomercial Marketing Report*.

<sup>1</sup> Subsidiary of Fingerhut Companies Inc.



## A shopping channel for all

And what's the ultimate manifestation of the increasing interest in infomercial and home shopping? According to Craig Evans, it's a string of cable "marketing channels," each dedicated to the selling of one category of big-ticket consumer products.

In his just published "Marketing Channels: Infomercials and the Future of Televised Marketing" (Prentice Hall), former home shopping executive Evans identifies 16 industries that would benefit from their own channels—from cars to home appliances to photographic supplies.

"By making selections of automobiles from The Car Buyer's Channel," writes Evans, "prospects can narrow their choices from the comfort of their living rooms and remove most of the hassle inherent in the current retail system."

mainstream advertisers eager to explain a product or simply present a positive corporate image. According to Katie Williams, president, Williams Television Time, fourth-quarter infomercial rates are up dramatically, as much as 15% compared with fourth quarter 1992.

Williams also says she doesn't believe the gains are real: "We're seeing a lot of agencies coming into the market without a direct-response background. We've been pre-empted by people paying 10 times what the time has previously sold for." Already, she says, some of those buys have fallen through and the stations have called, ready to sell the time back to her.

As a rule, independents air infomercials in late-night and early morning time periods and, to a lesser extent, during the day. Affiliates tend to air them in weekend time periods, frequently in breaks between (or against) sports programs.

But the rules are not hard and fast. Knoxville, Tenn.-based Philips Consumer Electronics is breaking ground right now with a new infomercial that dozens of network affiliates are airing in prime time or prime access. Called *The Great Wall*, it promotes Philips's multimedia compact disc interactive player.

In Miami, ABC affiliate WPLG(TV) pre-empted *Wheel of Fortune*, the top-ranked program in syndication, to air *The Great Wall* at 7:30 p.m. In Pittsburgh, KDKA-TV aired the program at 10:30 p.m., between a key late-season Pirates game and the late news.

Jayne Adair, program director at KDKA-TV, is an unabashed fan of infomercials. "When this station first started using them there was a lot of skepticism about how well they worked as programing," she says.

"But I think they are now the fastest-growing program segment in terms of production values and the quantity of programs being produced. They are a legitimate form of programing."

Adair says that television programmers have much to learn from infomercial providers. "As producers they have a very clear idea of who their audience is. It's hard to find a better program flow to an NFL game than the Nordic Track infomercial or *The Great Wall*. They're all targeted to the upscale male audience."

In late August, KDKA-TV stripped a week's worth of infomercials in the 9:30 a.m. slot to bridge a gap between an outgoing show and a new series. "They did a pretty good number," Adair says. "Viewers are accepting these more as part of the broadcasters' schedules, and the production values are key to making that happen."

Lewis Freifeld, president and general manager of ABC affiliate WTNH-TV New Haven, Conn., says that infomercials have become an increasingly valuable source of revenue at the station. He says that a lot of the paid religious programing that used to take up much of the lesser-valued time has been displaced by infomercials.

WTNH-TV has created several local infomercial programs. In *Connecticut Business Review* the station gets five advertisers to buy in to a half-hour. Each advertiser gets five minutes or so to tell its story, and advertisers commit to a six-week period. "That's just one example of how we are trying to be creative in developing new revenue streams, which we feel is essential," says Freifeld.

At USA Networks, infomercials represent a multimillion-dollar category. Bob Bolbach, who handles the USA infomercial business out of New York, reports that USA does about 30 late-night half-hours during the week and another five half-hours on Saturday morning. The Sci-Fi Channel does roughly 45 half-hours each week in basically the same pattern.

"It's a respectable piece of business and demand far exceeds supply," says Bolbach. "So there has been growth, but there is a definite ceiling on how fast it can grow." At USA, the programing department controls the placement of the infomercials and has "subjective" guidelines about which ones are appropriate for the two networks, he says. ■





# Syndicators eye info-dollars

*King World, Tribune and others are staking claim to infomercial and home shopping businesses*

By Mike Freeman

**T**here are millions of dollars to be made in the direct-response infomercial business, so it seems only natural that syndicators who work in the "station direct business" would want a slice of the pie.

King World Productions and Gold Coast Productions have just formed infomercial production divisions (BROADCASTING & CABLE, Oct. 4, 11), and other syndicators may soon follow their lead.

Tribune Entertainment is teaming with the QVC home shopping network to launch a show hosted by Joan Rivers that will mix talk and entertainment with product sales.

David Sams Industries, a syndicator that made the jump into infomercials two years ago, has linked up with Inphomation Inc. (producers of *The Psychic Friends Network*) to test two infomercials next month featuring

relationship counselor Barbara De Angelis.

According to David Sams, DSI and Inphomation will produce each infomercial at a cost of \$600,000, with another \$100,000 allotted for late-night, morning and early fringe time period buys.

If the direct-response and 900-number revenues are substantial enough, Sams says, regular weekly time buys could range from \$50,000 to \$500,000, depending on the number and size of the markets chosen.

The reason that syndicators are getting into the infomercial business, according to King World Direct's Burl Hechtman, is the "tremendous growth pattern" in direct-response television marketing.

The entire direct-response television business—infomercials and home shopping networks—generates slightly more than \$3 billion in gross sales

revenues, he says. And that figure is only roughly 10% of the estimated \$30 billion in sales from direct-response print marketing—catalogues, mailers and magazines, according to Hechtman.

After Joan Rivers reportedly sold more than \$60 million of jewelry on QVC during the past year, the home shopping network, Tribune Entertainment and Regal Communications (a merchandising company handling Rivers's product lines) began discussing other potential opportunities for the first hybrid talk-home shopping show in broadcast syndication.

The Tribune-owned stations tested several *Can We Shop?!* specials last season, and Tribune's syndication arm decided to launch sales of the hour-long strip last summer for rollout next January or March.

It remains to be seen whether the traditional daytime talk show viewers—women 18-34 and 25-54—will find *Can We Shop?!*'s topical subject matter compelling enough to sustain the show's ratings, and whether they will call in droves to buy the merchandise showcased on the Rivers home shopper.

"If these revenues weren't good, we wouldn't be proceeding on a project of this scale," says Larry Ferber, executive producer of Tribune's *The Joan Rivers Show* and *Can We Shop?!*

"Depending on the number of clearances we wind up with [in broadcast syndication], theoretically we could reach double what QVC reaches in audience [on cable] and revenues. If you look at QVC's cadre of celebrities, Joan Rivers is their best-selling star."

"The economics are going to draw quality time periods from stations," says Tribune Entertainment's vice president of programing, Jim Lutton, referring to the incentive plan, in which stations are supposed to get 5%-15% of gross merchandise revenues depending on sales in their ADI coverage area.

Tribune Entertainment President Don Hacker has confirmed that all seven of the Tribune Broadcasting-owned stations probably will carry *Can We Shop?!*

Since last summer, no other major-market clearances have been announced. Hacker says only that talks are ongoing with other major-market station groups. ■

## The NIMA/NATPE connection

NATPE International has recognized the new-found clout of the infomercial. It is joining with the National Infomercial Marketing Association to create an "Infomercial Pavilion" at NATPE's 1994 programing conference in Miami in January.

NIMA Executive Director Helene Blake says that more than 20 infomercial companies have booked exhibition space in the pavilion. Blake also expects that a "significant" number of NIMA's 300 members, largely direct marketing and fulfillment companies, will register to attend the NATPE convention, and confirmed that NATPE will receive the revenue from booth space and NIMA-member registration. "But we get the showcase in return," she says. "By having this kind of exposure, it will have a reciprocal beneficial impact in getting broadcasters to attend future NIMA conventions," the latest edition of which takes place this week in Las Vegas.

NIMA's presence at NATPE, Blake says, also seems to mark a turning point for TV programers, many of whom once considered infomercials as having a disruptive effect on the flow of entertainment and news. "It's nice to see that program directors have given infomercials more serious consideration as part of their program schedules."

The participation of broadcast and cable will be evident at NIMA's convention this week, says Blake. Registered for the convention: King World Direct, Gold Coast Direct, 20th Century Fox Direct Response, Tribune Broadcasting's WGN-TV Chicago, PBS affiliate KCET(TV) Los Angeles (which leases out its production facilities), New York-based station reps Petry Television and Katz Communications, QVC and Home Shopping Network, USA Network, Nostalgia Network, Discovery Channel and Time Warner Cable.

—MF



# Will it play in Washington?

*Infomercial producers search for ways to reach children's market, avoid long arm of federal regulators*

By Sean Scully

Call it what you want—as long as you don't call it an infomercial. Horizon Media of New York says that it's gotten a bum rap over a plan to create an hour-long paid program featuring kids' toys. The so-called Story Gram format will be built from 12 three-minute segments showing children playing with various toys in realistic situations, says Ronald Tuchman, executive VP of Horizon's subsidiary Horizon Kid Media.

Unlike traditional infomercials, Tuchman says, the show won't feature a direct-response component: You can't go to the phone and order now while supplies last. He defends the program from charges that it illegally targets children, which is prohibited under the Children's Television Act of 1990, and he says that it will be an adult-oriented look at toys, games and educational products.

"The show is not creatively written for kids," Tuchman says. "It'll go right over their heads."

Some consumer organizations disagree and have launched a protest, accusing Horizon of attempting to target children. The reaction has been so strong that, Tuchman says, plans for the new show have been set back by as much as a year.

In general, the infomercial industry supports the children's commercial limits under the 1990 act, says Jeffrey

Knowles, general counsel for the National Infomercial Marketing Association. The definition of what is a child-oriented show must be handled case-by-case, as in the existing rules, rather than by narrowly defined content rules.

Knowles says that, generally, NIMA warns its members to approach children's programming cautiously, since the limits are so poorly defined. At the same time, he says, the fuzzy limits open the market for innovative ways to market products and allow producers to promote toys, such as video-game systems, that have high crossover potential for adults.

Knowles says that infomercial producers are trying to clean up their image through NIMA, which grew out of a spate of high-profile charges brought against infomercial producers by the Federal Trade Commission several years ago (see box). "Clearly, in the late '80s, the infomercial industry was like a town without a sheriff," Knowles says. "You could throw anything up on the screen."

Aware of the growing law enforcement and public relations problems, infomercial producers banded together to form NIMA and set down rules of conduct, including such basics as prohibiting deception, prohibiting the offer of a product without reasonable supplies on hand to meet demand, requiring speedy delivery and refunds,

and requiring specific scientific or clinical support for claims made in an ad.

Since the guidelines were created, Knowles says, the worst abuses have been curbed. Most of the major cases recently resolved by the FTC predate the guidelines. FTC Bureau of Consumer Protection Acting Director Christian White more or less agrees. He says that the FTC continues to investigate infomercial complaints and to file charges but that the industry seems increasingly to be aware of the rules and willing to play by them.

Despite the glut of media coverage about infomercial abuses in the late 1980's, White says, infomercials really weren't breaking new ground in advertising violations. The kinds of cases brought by the FTC were generally the same as those that came out of traditional advertisements.

The only exception is the format problem: A program-length commercial can easily be mistaken for, or disguised as, an independently produced news or talk show. The FTC continues to receive complaints about deceptions based on format, and several of the recent cases have involved format issues.

Knowles says that NIMA guidelines call for producers to identify infomercials as paid advertisements at the beginning, at the end, and at any point that ordering information appears on the screen.

A group of consumer advocates has asked the FCC to consider requiring a "paid advertisement" logo to crawl continuously across the screen during an infomercial, but there has been no movement on the request in the past year, Knowles says. ■

## Cracking down on infomercial claims

Recent major Federal Trade Commission actions against infomercial producers:

**National Media Corp.**—National Media and Media Arts International in March agreed to pay \$275,000 stemming from charges that they made unsubstantiated claims for a number of products, including Crystal Powers, claimed to be a cure for breast cancer.

**David and Yolanda Del Dotto**—The FTC alleged in April that ads for Del Dotto Enterprise's Cash Flow Systems contained misleading statements. The agency also accused the Del Dottos of failing to live up to promises to deliver merchandise or refunds.

**Michael Levey**—Infomercial producer Michael Levey,

a familiar sight as host of the infomercial series *Amazing Discoveries*, agreed in June to pay \$275,000 and to stop promoting the EuroTrym Diet Patch, baldness remedy Foliplex, supposed impotence cure Y-Bron and hand-held kitchen mixer The Magic Wand.

**Synchronal Corp.**—In June, infomercial producer Synchronal agreed to pay \$3.5 million for allegedly misleading claims about purported baldness cure Omexin and a supposed cure for cellulite called the Anushka Body Contouring Program.

*Note: In the above cases, the defendants entered consent agreements, meaning that they agreed to submit to the fines and other conditions but did not admit any guilt. Source: Federal Trade Commission*



## News update: Fox chucks Chase

Filling late-night hour is open to affiliate suggestions, says network

By Steve Coe

**T**hey were repainting the Chevy Chase Theatre last week.

Meanwhile, Fox executives traveled around the country to a series of regional affiliate meetings, explaining to station executives the decision to cancel *The Chevy Chase Show* and the network's plans for late night.

A week after canning the show, Lucie Salhany, chairman, Fox Broadcasting Co., and Preston Padden, executive vice president, Fox Inc., were telling affiliates that the network will be looking at a variety of possibilities to succeed the failed Chevy Chase experiment. (In the interim, Fox will use double runs of *In Living Color* to fill the 11 p.m.-midnight slot.)

"We haven't decided anything other than we're going to use *In Living Color* as a temporary replacement," said Padden last Monday. "We're involved in development now, as we always are, and there's no timetable or arbitrary deadline for when we'll have a decision [for a long-term replacement]. We'll be open to ideas from affiliates and we've ruled nothing out."

Padden wouldn't comment on any of the rumored replacements for the show, including projects involving Howie Mandel (currently co-starring in the Fox comedy *Daddy Dearest*), Greg Kinnear (host of E! Television's *Talk Soup*) or controversial Howard Stern. One affiliate who met with Salhany and Padden last week said Stern hasn't been considered by the network. "[Fox executives have] been aware of many of the names being bandied about in the press and have gotten a good laugh about it. Especially the rumor about Howard Stern," said the affiliate.

Fox apparently scored points with affiliates by quickly pulling the fundering show rather than have the local stations suffer through the November sweeps. "We've seen euphoria from affiliates for acting on this," said Padden. "I think they all thought we were going to hang with it."



Chevy Chase looked for help from Goldie Hawn as his show lurched onto Fox last month. He was forced to face the music for real when Fox pulled the plug.

What is left to be determined is the financial impact of *The Chevy Chase Show*, which had a total of 29 airings. A Fox spokeswoman said the network is renegotiating with advertising clients to decide "how the make-goods will be dealt." One of the major determinants will be whether advertisers who bought into the Chase show will remain in the daypart for *In Living Color*.

One advertiser said the comedy sketch show, which has generated controversy, probably won't appeal to some advertisers who bought into the talk show. The advertiser, who estimated that Fox's advertising revenue loss would be "major," said that "although *In Living Color* does well in repeats, money that was spent in

Chevy may not stay with Chevy gone."

Although the amount of make-goods is unknown, the network was promising advertisers a 5 rating in the first half-hour of the show and a 4 in the second half-hour. At its cancellation, the show was averaging just over a 2 rating for the hour.

Efforts to erase evidence of the show were already under way last week, as the Chevy Chase Theatre in Hollywood underwent something of a facelift. The building had been specially painted and decorated as the home of the show, with a humorous sculpture of the comedian at the top of the building. By last Wednesday, the building had been repainted and the sculpture taken down. ■

### USA gets 'Weird'

USA Network is betting that it can succeed where many others have failed—turning a movie into a successful television series. Early next year, USA Network will launch *Weird Science*, based on the 1985 movie of the same name. USA will not say when the show will run, but it likely will be paired in prime time with *Duckman*, the network's new animated series.

USA has ordered 13 episodes of *Weird Science*. The show is being produced by St. Clare Entertainment for Universal Television, which owns 50% of USA Network. Serving as executive producer for *Weird Science* is director John Landis.

—JF



## MTV moves 'Beavis and Butt-head'

Hoping to stem the ongoing controversy surrounding *Beavis and Butt-head*, MTV will drop the 7 p.m. airing. Instead, MTV will air an hour of the cartoon at 10:30-11:30 p.m.

The network also is considering a second version of the show that could play in the 7 p.m. time period, a spokesman said.

*Beavis and Butt-head* has been under fire the past two weeks after a Moraine, Ohio, woman blamed the show for a fire set by her five-year-old son that killed his two-year-old sister.

The boy's mother said that the child started playing with matches after watching the cartoon. In the series, the two characters often either talk about or play with fire.

MTV said that it would delete all references to fire from the show, although the network did not accept blame for the fire and said two weeks ago that it had no plans to drop the 7 p.m. airing.

But that was not enough. Newspaper columnists complained that the 7 p.m. airing should be canceled because too many children could see the show. Cable operators also expressed concern about the early airing and may have put pressure on MTV to drop it.

The schedule change also may take some of the steam out of Capitol Hill, where lawmakers expressed concern all week about the message the show was sending.

An MTV spokesperson said the move was the right thing to do. —JF

## Turner's toons get top tune-in

*Cartoon Network is most-watched new cable network for third quarter*

By Rich Brown

**H**ouseholds with access to The Cartoon Network are watching Turner Broadcasting's year-old channel an average of six hours per week, more than double that of any other new cable network.

The number, according to A.C. Nielsen Co. data supplied by Turner Entertainment Networks, even outpaces the average 3.8 hours per week that households spend watching well-established Turner superstation WTBS-TV.

Turner has a way to go with its year-old Cartoon Network—its distribution is now at more than 8 million homes—but the company is quick to share ratings it has achieved within that universe. And it is not just kids who are watching—total day ratings for third quarter 1993 show that a majority (58%) of its viewers are kids 2-11, but the network also finds viewers among women 18-49 (17%); women 50-plus (2%); men 18-49 (11%); men 50-plus (3%), and teens 12-17 (10%).

In releasing the latest ratings data, Turner Entertainment Network's vice president of audience development, Robert Sieber, took the opportunity to share his frustrations in getting A.C. Nielsen Co. to approve his company's ratings releases on a timely basis, a frustration shared by executives at a number of other top cable networks.

Sieber says part of the problem is



Ted Turner and Friends

that the cable networks do not approach Nielsen as a unified front. The Cabletelevision Advertising Bureau has taken on that role to an extent, say Turner executives, but the organization is somewhat limited because it is working for local and regional cable as well as national cable networks. Sieber says that he is scheduling a meeting with Nielsen to discuss the matter.

A Nielsen spokesman says that there have been delays in delivering cable data due to retransmission-consent negotiations and the complicated rollout of the rating company's new software system for cable audience measurement. ■

### Performance of 'new' cable networks

*Average time spent viewing (hours) per household per week, 3rd quarter '93*

<b>Cartoon</b> .....	<b>6.0</b>
<b>CMT</b> .....	<b>2.9</b>
<b>Sci-Fi</b> .....	<b>2.5</b>
<b>CNBC</b> .....	<b>1.9</b>
<b>Comedy Central</b> .....	<b>1.7</b>
<b>Prevue</b> .....	<b>1.6</b>
<b>E!</b> .....	<b>1.5</b>
<b>Nostalgia</b> .....	<b>1.4</b>
<b>Learning Channel</b> .....	<b>1.4</b>
<b>VH-1</b> .....	<b>1.2</b>

*Source: Turner Entertainment Networks research from A.C. Nielsen data*



# Your Choice for West Palm Beach

Discovery begins test of video on demand, including ABC programming

By Joe Flint

Television à la carte is official. Last week Discovery Communications launched a test of Your Choice TV, the video-on-demand system that enables cable subscribers to view shows when they want to—not when the programs are scheduled to air.

The premise of Your Choice is simple: If you miss a particular episode, you can order it through your cable system to view for \$1 per show (more for movies). During the test, the shows are free.

While the technology for the service is here already, issues over programming rights, revenue splits and advertising impact remain.

That being the case, the entertainment and advertising industries likely will closely monitor the reactions of 2,500 Comcast cable subscribers in West Palm Beach, Fla., to see whether there is a market for the service and how it might affect traditional television viewing.

But this first test on a not-for-profit basis may not provide enough information for analysis. Subscribers in the test will be offered eight simultaneous show selections from which to choose, including programming from PBS; ABC's leading soap opera *All My Children* and news magazine *20/20*; programming from Your Choice parent Discovery Networks; a basic cable special from TNT; a nature documentary from National Geographic Television, and HBO's weekly series *Tales from the Crypt*.

NBC plans to participate in an upcoming Your Choice experiment but has yet to decide what programming it will offer. CBS is also intrigued by the service and is conducting its own research before entering the testing arena.

Absent from the Your Choice programming lineup are network prime time shows that likely would shed real light on the level of demand for the service.

One reason for the lack of prime time programming is the inability of the networks to come to terms with their affiliates over network involvement in the service.

Affiliates are worried that Your Choice has the potential to take audience away from their stations. After all, if viewers can simply order an episode within days after its network run, affiliates can envision ratings—and advertising dollars—falling.

The networks and Hollywood also must come to terms on how potential revenue from Your Choice would be split between all parties. The test shows being offered by ABC, for example, are in-house productions and, according to one source, simply getting those shows in the test involved complicated negotiations.

"When it gets into studio-owned product, the issues get even more complicated," says one Your Choice

TV executive.

For now, Your Choice has decided to include advertising on shows ordered via the service. National advertising that appeared on the original run of a show also will appear on the Your Choice version. Local advertising will not appear.

Not participating in the experiment is Viacom Inc., which many expected to provide programming through its Showtime and MTV cable networks. Discovery Communications is partially owned by Tele-Communications Inc., Cox Enterprises and Advance Publishing, each of which has made investments with Barry Diller's QVC in the latter's war with Viacom to buy Paramount Communications. ■

## Blockbuster chief has global TV aspirations

By Joe Flint

Blockbuster Entertainment Chairman and Chief Executive Officer Wayne Huizenga is not worried about the threat to the home video business from cable, or telephone companies' ability to deliver video on demand. But he also says that Blockbuster eventually will be in the business, too.

"By the year 2000, less than 20% of all homes will have the ability to use video on demand. Audiences must learn to embrace the technology, and universal availability on a nationwide basis is a long way away," Huizenga said.

Making his first appearance before a Hollywood crowd at a Hollywood Radio & TV Society luncheon last week, Huizenga said he'd like to see Blockbuster participate in movie and TV production and become a "global distributor of entertainment."

Huizenga has started the groundwork already. In the past few months Blockbuster invested \$600 million in Viacom and acquired a 70% interest in



Blockbuster's Wayne Huizenga

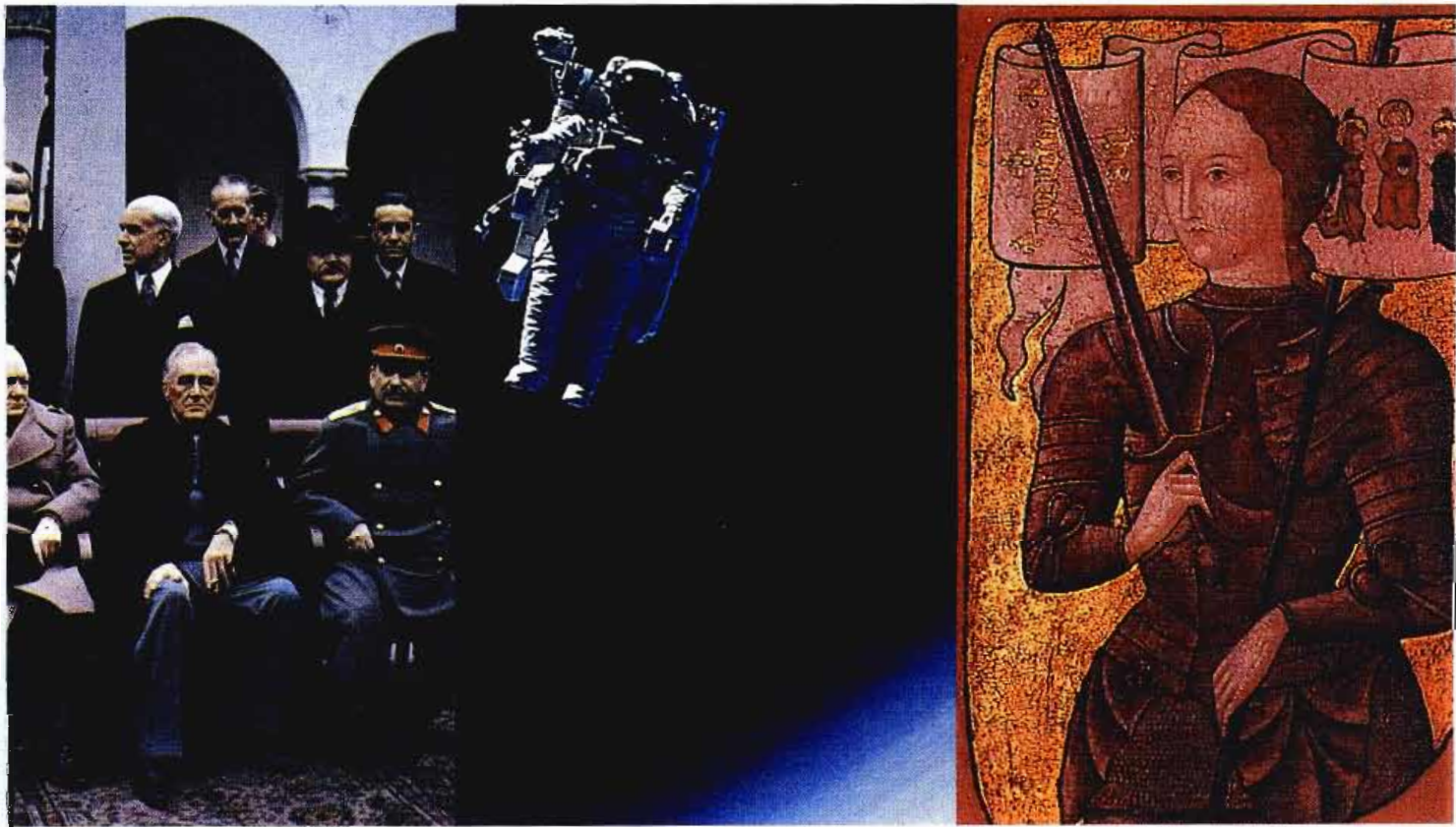
Spelling Entertainment and a 37% stake in Republic Pictures.

Huizenga downplayed talk of the video store going the way of the horse and buggy.

"The average family spends \$150 to \$160 annually on video rentals. We



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watch video on demand, and the estimates we see to make it work range from \$500 to \$1,300 per year," he said.

But don't take that to mean that Huizenga shuns video on demand. As

the technology improves and services become more widespread, he says, Blockbuster will be in the business.

As for Blockbuster's current business, he predicts the home video business will grow at a rate of \$1 billion

annually through 2000. Pay per view, Huizenga says, will have little impact on his business. "Home video's contribution to Hollywood was \$4 billion, while pay per view was \$50 million." ■

## Bell may roll its own programing

*Video dialtone plans for New Jersey could include forgoing third-party programers now that telco has TCI programing expertise on tap*

By Rich Brown

In the wake of the Bell Atlantic-TCI merger, it looks as though there could be a new wrinkle in the telephone company's year-old plan to offer video dialtone service in New Jersey.

Bell Atlantic officials say it is possible that the company itself could provide programing over its planned video dialtone platform in the state, based on its new-found cable programing expertise and the Aug. 24 federal court decision allowing Bell Atlantic to offer programing directly to subscribers in its telephone service area.

Another possibility is that Bell Atlantic might offer wholesale programing to cable operators looking to use the telephone company's video dialtone platform.

It has been roughly one year since Bell Atlantic subsidiary New Jersey Bell unveiled its ground-breaking plan to work with outside programers to offer video dialtone service in three New Jersey communities. At the time of the announcement, Bell Atlantic did not have permission to provide programing in its telephone service areas and said that it would instead provide a video dialtone platform for multisystem cable operator Sammons Communications; West Conshohocken, Pa.-based program packager Future Vision and any others interested in using the platform. Under that plan, Bell Atlantic would collect a percentage of revenues based on usage.

Now, Bell Atlantic's merger with TCI gives the telephone company cable programing expertise that could prompt them to offer programing themselves on their video dialtone platform, says company spokesman Jim Carrigan.

"That decision hasn't been made," says Carrigan, "but it is possible."

That possibility does not sit well with Ed Comstock, vice president of operations for Sammons Communications. He says that his company would have no interest in delivering programs over Bell Atlantic's video dialtone platform in direct competition with Bell Atlantic programing.

An alternative plan is that Sammons and Future Vision may end up being the retailers of wholesale programing provided by Bell Atlantic, says Stu Johnson, group president, business and information services group. He says that could be an "excellent" model for other areas of the Bell Atlantic system.

The video dialtone plan, currently awaiting FCC approval, is expected to bring service to some New Jersey customers by early 1995. And while Bell

Atlantic awaits FCC approval on the New Jersey video dialtone experiment, the company continues to lay down the advanced fiber optic cable that will make video dialtone possible.

Between now and 1999, New Jersey Bell will spend approximately \$1.5 billion on top of its usual \$600 million-a-year budget to upgrade the system. The company is far along in its plans to lay fiber optic cable throughout the state, but FCC approval is needed to install the video components necessary to provide video dialtone.

Elsewhere, Bell Atlantic is approximately 18 months away from launching a video dialtone platform in Alexandria, Va. The company's long-standing plan to offer its own programing on that system was given the green light in the Aug. 24 federal court decision. ■

### 'Haven' for Saban

Confirming previous speculation, Saban Domestic Distribution is teaming with The Home Furnishing Council (HFC) on the launch of *Haven*, an April 1994 syndicated weekly series hosted by Joy Philbin (wife of veteran talk show host Regis Philbin) and highlighting home decorating trends. According to David Goodman, Saban's senior vice president of domestic syndication, the half-hour *Haven*, which takes its name from HFC's monthly consumer publication, is intended to be an "information and entertainment vehicle [with Philbin conducting celebrity interviews] that also provides home furnishing advertisers targeted spot buys with stations." The HFC trade association represents more than 3,500 furniture retailers and manufacturers, just over 1,000 of which, Goodman says, have made commitments to buy local spot time from stations agreeing to pick up the weekend early fringe offering. According to Saban, five stations picked up the show before Saban began full-scale market pitches. SDD is offering *Haven* to stations in even three-and-a-half-minute local/national barter splits, with HFC handling national ad sales. Goodman adds that HFC is also committing approximately \$10 million for print, radio and television promotion.

—MF

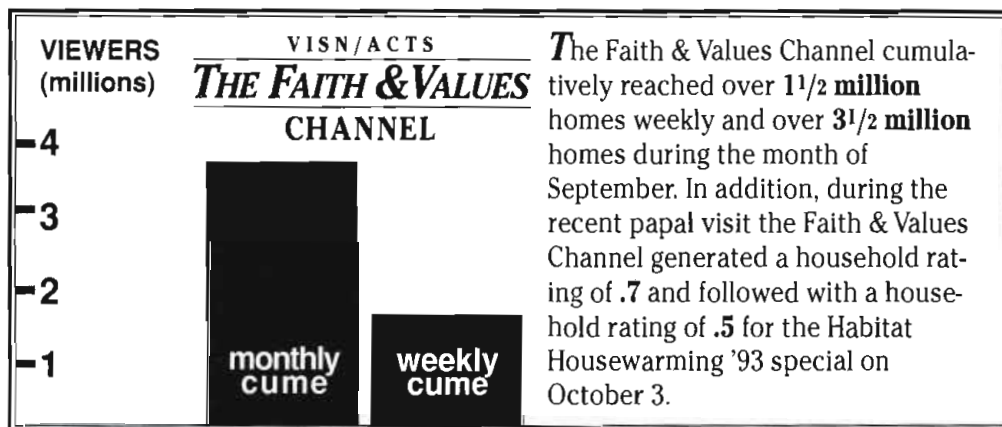


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1. Source: Nielsen HomeVideo Index; September, 1993.
2. NHI Custom Analysis 8/15/93 1p - 2p, 11a - 3p.
3. NHI Custom Analysis 10/3/93 4p - 5p.

*Subject to qualification upon request.*



# P-N plays it 'Cool' for 94

Post-Newsweek Stations is producing *Generation X*-targeted weekly, tapping into 'Newsweek' magazine

By Mike Freeman

Post-Newsweek Stations is tapping into the parent company's *Newsweek* print property for help with a youth-oriented weekly series targeted for syndication.

Confirming previous speculation (BROADCASTING & CABLE, June 28), Post-Newsweek's programming division has formally introduced a potential 1994 weekly, *Cool People, Hot Places*, aimed at the newly anointed "Generation X" (18-34) demographic.

Plans are to introduce the project as a special, which will be produced by Post-Newsweek's WPLG(TV) Miami. Dallas-based distributor DCL Media has already cleared it in 26 markets for a Nov. 22-Dec. 22 broadcast window. (Carnival Cruise Lines has signed on as a charter sponsor, buying two minutes of national ad inventory in the hour-long special, which is being offered to stations on an even seven-minute national/local barter basis.)

Post-Newsweek's four owned stations (WDIV(TV) Detroit, WFSB(TV) Hartford, WJXT(TV) Jacksonville and WPLG) lead the clearance list, which also includes WCBS-TV New York and Paramount Stations Group's WTXF-TV Philadelphia, WDCA-TV Washington, KTXA(TV) Dallas and KTXH(TV) Houston.

If all goes well with the ratings for the special, says Jim Dauphinee, Post-Newsweek's director of development and executive producer of *Cool People, Hot Places*, the weekly series could roll out as early as second quarter 1994. In that case, Dauphinee stresses, stations picking up the special would get right of first refusal on a series offering in their market.

Dauphinee says he's talked with *Newsweek* editorial staffers about sharing some stories with the TV

## Top cable shows and nets

Following are the top 15 basic cable programs (Oct. 11-Oct. 17), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Ntwk	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. NFL (LA-Atlanta)	TNT	Thu. 7:30p	3,471	5.8	3.7
2. NFL Post Game	TNT	Thu. 10:30p	2,384	4.0	2.5
3. NFL Gameday	ESPN	Sun. noon	2,250	3.6	2.4
4. Murder, She Wrote	USA	Tue. 8p	2,105	3.4	2.2
5. Rugrats	NICK	Sun. 10:30a	2,073	3.5	2.2
6. Ren & Stimpy	NICK	Sun. 11a	2,023	3.4	2.1
7. Rocko's Modern Life	NICK	Sun. 11:30a	1,985	3.3	2.1
8. Ren & Stimpy	NICK	Sat. 9p	1,938	3.3	2.1
9. Saved by the Bell	TBS	Wed. 5:35p	1,892	3.1	2.0
10. Doug	NICK	Sun. 10a	1,823	3.1	1.9
11. Saved by the Bell	TBS	Thu. 5:35p	1,787	2.9	1.9
12. Murder, She Wrote	USA	Mon. 8p	1,780	2.9	1.9
13. Legends of Hidden Temple	NICK	Sun. 6:30p	1,771	3.0	1.9
14. WWF Monday Night Raw	USA	Mon. 9p	1,758	2.9	1.9
15. NFL Primetime	ESPN	Sun. 7p	1,714	2.8	1.8

The top five basic cable services for the week of Sept. 20-26 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their TV sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/Share
TBS	1,778	2.9/4.7
ESPN	1,462	2.4/3.9
TNT	1,365	2.3/3.7
USA	1,200	2.0/3.1
NICK	683	1.1/1.8

show. He says that a *Newsweek* music correspondent based in Paris is helping to set up a TV feature on a young

*"As we go ahead, we'll continue to brainstorm with 'Newsweek' reporters about some ideas for the series."*

**Jim Dauphinee**  
Post-Newsweek

French singing star hoping to make it big in America.

"We all talk among ourselves, and as we go ahead, we'll continue to brainstorm with *Newsweek* reporters about some ideas for the series," Dauphinee says.

Post-Newsweek has been developing programming for syndication (last

January's hour-long *Hoffa: The True Story* special) and for the networks (most recently a co-production with CBS News, *Watergate: The Secret Story*) over the past two years.

Other major station groups have recently established similar in-house production units in an effort to guarantee a flow of programming independent of the major studios and to grab a larger share of the revenues from syndication. During the past two months, the Scripps Howard station group formed its own series production group, and former Twentieth Television President Michael Lambert linked up with several major affiliate station groups to form Partner Stations Network.

*Due to delays in Nielsen reporting, ratings for week of Oct. 4-10 (see page 35) were not issued in time for last week's deadline. Ratings for Oct 10-17 can be found on page 59.*



# Ratings Week According to Nielsen, Oct 4-10

	<b>abc</b> <b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>15.0/24</b>	<b>15.2/24</b>	<b>14.5/22</b>	<b>4.7/7</b>
8:00	59. Day One 9.5/16	31. Evening Shade 12.6/20	18. Fresh Prince 14.9/24	83. Fox Night at the Movies—Out on a Limb 4.7/7
8:30		23. Dave's World 14.0/22	20. Blossom 14.5/22	
9:00	7. NFL Monday Night Football—Washington Redskins vs. Miami Dolphins	5. Murphy Brown 17.8/26	21. NBC Monday Night Movies—In the Shadows, Someone's Watching 14.4/22	
9:30		11. Love & War 16.3/24		
10:00		14. Northern Exposure 15.3/25		
10:30	17.1/28			
<b>TUESDAY</b>	<b>16.8/27</b>	<b>12.1/20</b>	<b>9.0/14</b>	<b>5.6/9</b>
8:00	12. Full House 15.7/26	44. American League Championship Game 1—Toronto Bluejays vs. Chicago White Sox 11.3/19	69. Saved by the Bell 8.0/13	80. Roc 5.4/9
8:30	17. Phenom 15.1/24		67. Getting By 8.5/13	82. Bakersfield, P.D. 5.0/8
9:00	2. Roseanne 20.4/31		62. J. Larroquette 9.3/14	78. America's Most Wanted 6.0/9
9:30	4. Coach 18.5/29		69. Second Half 8.0/12	
10:00	13. NYPD Blue 15.4/26		57. Dateline NBC 10.0/17	
10:30				
<b>WEDNESDAY</b>	<b>13.8/22</b>	<b>14.9/24</b>	<b>12.0/20</b>	<b>10.0/15</b>
8:00	51. Thea 10.5/17	16. National League Championship Game 1—Atlanta Braves vs. Philadelphia Phillies 15.2/25	25. Unsolved Mysteries 13.6/22	49. Beverly Hills, 90210 10.7/17
8:30	46. Joe's Life 11.0/17		54. Now with Tom and Katie 10.4/16	64. Melrose Place 9.2/14
9:00	1. Home Improvmt 21.9/32		35. Law and Order 12.1/21	
9:30	6. Grace Under Fire 17.6/27			
10:00	47. Moon Over Miami 10.9/18			
10:30				
<b>THURSDAY</b>	<b>12.9/21</b>	<b>12.0/20</b>	<b>14.9/24</b>	<b>9.6/15</b>
8:00	58. Missing Persons	40. National League Championship Game 2—Atlanta Braves vs. Philadelphia Phillies 11.5/20	32. Mad About You 12.3/20	32. The Simpsons 12.3/20
8:30	9.8/16		19. Wings 14.7/23	55. Sinbad Show 10.2/16
9:00	24. Matlock 13.7/21		3. Seinfeld 19.1/29	66. In Living Color 8.8/13
9:30			8. Frasier 16.9/26	76. Herman's Head 6.9/11
10:00	14. Primetime Live 15.3/26		26. L.A. Law 13.3/23	
10:30				
<b>FRIDAY</b>	<b>14.1/26</b>	<b>10.8/20</b>	<b>7.3/14</b>	<b>6.2/12</b>
8:00	27. Family Matters 13.2/25	48. American League Championship Game 3—Chicago White Sox vs. Toronto Bluejays 10.8/20	75. Against the Grain 7.0/13	79. Brisco County, Jr. 5.8/11
8:30	35. Boy Meets World 12.1/22		72. NBC Movie of the Week—Great Escapes: Secrets Success Part 2 7.4/14	77. The X Files 6.6/12
9:00	29. Step by Step 13.0/24			
9:30	29. Hangin w/Mr. C 13.0/24			
10:00	9. 20/20 16.5/31			
10:30				
<b>SATURDAY</b>	<b>10.0/19</b>	<b>10.1/19</b>	<b>10.9/20</b>	<b>6.7/12</b>
8:00	64. ABC Saturday Night Movie—Three Fugitives 9.2/17	51. American League Championship Game 4—Chicago White Sox vs. Toronto Bluejays 10.5/20	59. The Mommies 9.5/18	69. Cops 8.0/15
8:30			61. Cafe Americain 9.4/17	67. Cops 8.5/15
9:00			32. Empty Nest 12.3/22	81. Front Page 5.2/9
9:30	40. The Commish 11.5/22		38. Nurses 11.9/21	
10:00			45. Sisters 11.1/21	
10:30				
<b>SUNDAY</b>	<b>12.3/20</b>	<b>14.5/24</b>	<b>10.9/18</b>	<b>7.7/12</b>
7:00	40. Am Fun 'n' Vid 11.5/20	30. Am Lg Game 5 12.9/24	73. I Witness Video 7.3/13	84. Adventures of Brisco County Jr. 4.5/8
7:30	51. Am Fun People 10.5/18	10. 60 Minutes 16.4/27	37. seaQuest DSV 12.0/18	62. Martin 9.3/14
8:00	39. Lois & Clark 11.7/18	22. National League Championship Game 4—Philadelphia Phillies vs. Atlanta Braves 14.2/24	43. NBC Sunday Night Movie—Flood: Who Will Save The Children? 11.4/18	56. Living Single 10.1/15
8:30				49. Married w/Childn 10.7/16
9:00	27. ABC Sunday Night Movie—Shameful Secrets 13.2/21			74. Daddy Dearest 7.1/11
9:30				
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>13.5/22</b>	<b>13.0/22</b>	<b>11.3/19</b>	<b>7.2/12</b>
<b>SSN. TO DATE</b>	<b>12.7/21</b>	<b>13.2/22</b>	<b>11.0/18</b>	<b>7.1/12</b>

RANKING/SHOW (PROGRAM RATING/SHARE) \*PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW HINTS W/ INNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE, OUR RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES



## Congress may open door for increase in paper-radio crossownership waivers

*But it tells FCC to keep close watch on public interest considerations*

By Peter Viles

Congress is moving to give the FCC more flexibility in granting crossownership waivers involving newspapers and radio stations in the same market, but only in the largest cities and only if the waiver is found to be in the public interest.

The liberalized policy allows the FCC to grant crossownership waivers in the 25 largest markets, provided that at least 30 independent broadcast voices remain after the waiver.

The changes were made by a House-Senate conference committee in a rider to the FCC's appropriations package, which awaits approval from the full House and Senate. A committee staffer said the changes were made at the request of Cox Enterprises and several other companies with both newspaper and broadcasting interests. The committee was swayed by rapid changes in the media world that have decreased concerns about undue concentration involving newspapers and radio stations, the aide said.

"The general idea is that, as the bigger markets grow more competi-

tive, a little bit more flexibility appears to be warranted—as long as the FCC upholds the public interest and makes a finding that each waiver is in the public interest," said the aide, on the condition that he not be identified.

The Media Access Project, which often frowns on crossownership, said it was pleased that the committee stressed the public interest. "I see this modifying a policy that made radio-newspaper waivers essentially unavailable to making them permissible," said Andrew Schwartzman, executive director. "But in the process, the intention appears to be to strengthen the burden that all applicants face in getting crossownership waivers from the FCC.

"In particular, as we read it, the language reflects a disapproval of the ease with which the FCC has granted crossownership waivers in recent years."

Although observers said that several large companies could benefit from the change—including the Tribune Co. and Capcities/ABC—particular attention focused on Cox, which owns

a TV station, two radio stations and a newspaper in Atlanta and is seeking to buy a third radio station there.

Cox, however, has contended that it will not need a waiver to purchase the third station, WYAI(FM), because a pending application to modify the station's signal will reduce the station's coverage in Atlanta.

Cox's attorney in Washington, Kevin Reed of Dow, Lohnes & Albertson, declined to comment.

Jacor Communications, which owns stations in Atlanta, is fighting to block both the signal modification and the acquisition. Without the signal modification, Jacor contends that Cox would need a waiver.

"It's our opinion that Cox would not be able to justify a waiver given that it's about the most egregious case of concentration you could have—where they're grandfathered with not just newspaper but also a television interest—and they are dominant in the Atlanta media market, with at least 50% of market revenues," said Jacor's attorney, Marissa Repp of Hogan & Hartson. ■

### Talk boosted AM listening in 1993

Boosted by the popularity of talk radio, AM radio stations actually gained listeners from the FM band in 1993, interrupting FM's slow but steady growth in audience share.

Research by radio analyst Jim Duncan, based on Arbitron ratings reports, shows FM's share of commercial audience dropping slightly from the spring 1992 Arbitron survey to the spring 1993 survey (see chart).

The analysis shows FM's audience share dipping from 74.6/33 to 74.4/10, marking only the second such decrease for FM since Duncan began monitoring the two bands 17 years ago.

"It's my opinion that all of that decrease, and more, was due to the success of talk radio," Duncan says. "If not for the success for talk radio, FM share would probably have continued to show small increases."

Other findings from Duncan's analysis:

■ The market where FM's share of commercial listenership is highest is Tallahassee, Fla., where FM accounts for 98.6% of listening.

■ The market least dominated by AM is Santa Rosa, Calif., where FM accounts for a 62.0 share.

### FM's rise interrupted

Year	FM Share*
1976	43.8
1980	54.2
1985	66.5
1986	68.8
1987	71.8
1988	71.4
1989	73.4
1990	74.0
1991	74.1
1992	74.6
1993	74.4

\*FM share of commercial listening.  
Source: Analysis by Jim Duncan based on Arbitron surveys.

—PV



# Liberty doubles in D.C., adds Richmond

\$30 million-plus deal makes Carlyle Group a Liberty stockholder

By Peter Viles

In a deal valued at more than \$30 million, Liberty Broadcasting last week announced plans to acquire stations in Washington and Richmond, Va., from Four Seasons Communications.

Under the deal, details of which were not released, Liberty adds WXTR-FM Washington and WMXB(FM) Richmond in exchange for cash and Liberty stock, making the Carlyle Group—the parent of Four Seasons—a Liberty stockholder.

The deal, if approved by the FCC, will give Liberty its first duopoly, in Washington, where it already has announced plans to buy WHFS(FM). Lib-

erty, founded by Michael Craven and Jim Thompson, also owns WBAB-FM and WGBB(AM) Long Island.

WMXB, with an adult contemporary format, has traditionally been among Richmond's top-rated stations. In the summer Arbitron survey it ranked first in the market among listeners 25-54. The station was third in the market in billings in 1992, with an estimated \$3.7 million, according to *Duncan's Radio Market Guide*.

In Washington, WXTR-FM has an oldies format and faces new competition from WBIG-FM, which adopted the same format, launched a promotional blitz during the summer and drew higher ratings than WXTR-FM, the mar-

ket's franchise oldies station.

Among listeners 12-plus, WBIG-FM drew a 3.7 share and WXTR received a 2.5. WHFS, with a modern rock format, drew a 2.7 share among listeners 12-plus in Washington, and draws almost as strongly in nearby Baltimore.

WXTR-FM billed \$7 million in 1992, and WHFS billed \$3.4 million, according to *Duncan's* estimates.

"The combined ratings and signal reach of WXTR and WHFS in both Washington and Baltimore offer exciting sales and promotional possibilities for Liberty which we intend to explore to the fullest," Craven and Thompson said in announcing the deal. ■

## Arbitron delays test of peplemeter

Ratings company urges radio broadcasters to sign up for sample increase

By Peter Viles

Arbitron last week said it is delaying its timetable for developing a new portable peplemeter to measure radio listening, saying that the company needs a "time of evaluation" after closing its television ratings division.

Arbitron had said that it planned to develop and test the new devices, which could someday replace the written diary system, in two markets by the end of 1994. But after announcing last week that it was leaving the television ratings business and laying off 700 employees (see page 45), Arbitron said that it had also changed its plans for the radio peplemeter.

Arbitron spokesman Thom Mocarsky stresses that the ratings company remains committed to developing the new technology: "We're not saying that we're definitely going for two markets in the end of 1994," he says. "We have to look at that again. We have eased off the schedule just a tad.

"We have things to do to absorb the change in our business," he says, referring to the layoffs. "It's essentially just a time of evaluation."

That decision notwithstanding, radio broadcasters said last week that they hoped Arbitron's decision to cut back television research would lead to improvements in the company's radio service. Broadcasters were particularly anxious to hear more about Arbitron's plans to develop qualitative research about radio listening.

Radio Advertising Bureau President Gary Fries interprets Arbitron's decision to leave the TV ratings business as a vote of confidence in radio. "I think it's a major endorsement of the radio industry, a show of confidence, if you will, in where radio is going."

The television decision did not ap-

pear to have any impact on the most pressing radio issue facing Arbitron—its attempt to win radio industry support for a 4% rate increase over the next two years to help pay for an increase in the sample sizes for Arbitron reports.

Mocarsky says that roughly 55% of the company's radio subscribers have formally endorsed the increased sample size, but he adds that the level of acceptance is not enough to expand the sample for the winter survey.

Unless more companies accept the proposal, Mocarsky says, there will be no expanded sample in the winter survey. ■

### Wall St. reaction: two stocks up

A chart in the Oct. 18 issue showing the stock prices of Westwood One and Infinity Broadcasting was in error—the names of the companies were reversed. Here is a corrected version, with additional closing prices:

	Closing prices on:							
	10/8	10/11*	10/12	10/13	10/14	10/15	10/18	10/19
Westwood One (WONE)	\$3.50	4.50	5.38	5.69	6.69	5.75	5.38	5.38
Infinity (INFTA)	\$45.50	49.25	51.25	53.00	50.50	51.50	49.75	47.50

\*Date of announcement of Infinity's investment in Westwood. Source: Alex. Brown.



## Half stake in Katz for sale

*Rep firm's outside investors retain investment banking firm*

By Geoffrey Foisie

**W**ant to buy half of the broadcasting industry's largest sales rep firm?

Investors owning roughly 50% of Katz Communications have retained Lazard Freres to review their options. Other than a sale of their stake, less likely options could include an initial public offering of stock by the company.

The decision to retain Lazard, revealed at a Katz management meeting, apparently has nothing to do with the financial needs of Katz. Rather, says one source, it reflects the typical desire of such "venture capital" investors to exit their investment after a given number of years. That they should consider doing so now may be to take advantage of the financial market's interest in stock and in media companies.

Katz itself is not currently anticipat-



ing purchasing the stock, says Arnold Sheffer, executive vice president and CEO. He adds that any outside buyer would "as a practical matter have to be acceptable" to Katz management.

The shareholders considering the sale of stock, Sandler Media Partners (38.8%) and 61 K Associates (12.5%), already had much of their investment returned to them when Katz redeemed preferred stock a little

more than a year ago.

Even if nothing is done immediately, it is expected that the two outside shareholders will be cashed out soon. Beginning May 2, 1995, Katz can require Sandler and 61 K to sell the common stock back to Katz at a price that would net a "predetermined" profit. If Katz were unable to undertake the stock purchase, Sandler and 61 K could force the sale of the entire firm as of May 2, 1997.

First Boston recently recommended the company's bonds, saying that for the first six months of the year Katz saw 7% growth in revenue and 10% growth in cash flow, defined as earnings before interest, taxes, depreciation and amortization (EBITDA). First Boston said the firm's radio results were particularly strong, and it estimated that for 1993 Katz would generate \$160 million of revenue and \$33 million of cash flow. ■

## SCI-TV taking national sales in-house

*Seven-station group to establish own rep firm, dropping HRP and Telerep*

By Geoffrey Foisie

**S**CI-TV is about to establish its own in-house firm to sell national advertising for its seven TV stations. Controlled by New York-based financier Ronald Perelman's Andrews Group, SCI-TV just two weeks ago notified its outside rep firms, HRP and Telerep, that their contracts will end, probably around next May.

Farrell Reynolds has been hired to head the effort.

The group's SCI-TV's national advertising billing is running about \$150 million. One source speculated that the in-house firm would take a more aggressive attitude toward working directly with advertisers, as opposed to

agencies.

The news intrigued Wall Street institutions that are awaiting still more news from SCI-TV's recently established Atlanta headquarters (the company previously was based in Denver). The thinly traded and unlisted SCI-TV stock moved up to 11½ last week from about 10 a month ago. Shareholders expect programing and/or station acquisitions in advance of a possible listing of the company's stock on NASDAQ. One source said that Andrews Group President Bill Bevins had retained New York-based investment bank Furman Selz, and the law firm of Wachtell Lipton, to advise on acquisition opportunities.

To justify the millions of dollars

necessary to establish an in-house firm, SCI-TV and Perelman may be looking beyond just selling national spots for the stations. The Andrews Group also has equity interests in New World Television, Genesis Entertainment and Reeves Entertainment, and may be considering using the rep firm to sell barter time for those companies' shows. Any additional stations also would help justify the cost of an in-house firm.

The decision to establish an in-house firm possibly was not unanimous. George Gillett, who manages the stations, closed down the group's in-house rep when he took SCI-TV private in 1987.

How much the move will cost SCI-



TV depends in part on how many offices the company establishes and how many of the existing rep contracts it has to buy out. Telerep will lose three stations: WITI-TV Milwaukee, WJW-TV Cleveland and WTVT Tampa. HRP will lose four stations: WAGA-TV Atlanta, WSBK-TV Boston, WJBK-TV Detroit and KNSD San Diego.

Reynolds is a veteran of television sales, going back at least two decades to MMT Sales, where he was senior vice president before leaving in 1978. He later was president of Turner Broadcasting Sales for almost 10 years. In 1990 he left to become chairman/CEO of the educational network at Whittle Communications. ■

## US West to use Digital servers in Omaha test

By Sean Scully

**F**itting another major piece into place for its proposed video dialtone test in Omaha, US West has tapped computer manufacturer Digital Equipment Corp. to build the backbone of the system.

DEC, a newcomer to the television business, got the nod last week to provide the servers for the test. (Servers are computer systems that receive, organize, store, retrieve and distribute digital information.) The test will try out both the technical and the market aspects of video dialtone, which promises to offer a variety of interactive services, including games, home shopping and video on demand.

US West already has named several important participants in the trial, which is still awaiting approval by the FCC. Most recently, the telephone company tapped California animation company 3DO to provide the graphics for the system. DEC may play a role with 3DO in developing the set-top box for subscribers' homes, says Charlie Christ, vice president of DEC's storage business unit, but he refused to elaborate.

The DEC servers will use existing equipment, including the Alpha AXP processors, the StorageWorks disc storage system and the Digital Linear Tape library system. According to Sultan Zia, DEC's manager of video

## Capital flows to River

River City Broadcasting completed a refinancing that added \$45 million to the group owner's equity base.

President Barry Baker says that the new capital should allow River City to spend between \$150 million and \$300 million for new TV properties. Baker adds that the company also is interested in buying radio stations in the same markets where it has TV stations. Among the new equity investors in the St. Louis-based group owner are Boston Ventures Limited Partners and Bankers Trust. Existing principals include Baker; Chief Financial Officer Larry Marcus, and Communications Equity Associates executives J. Patrick "Rick" Michaels and Don Russell. River City owns WTTV(TV) Bloomington, Ind., KDSM-TV Des Moines, KFXB(FM) and KDNL-TV, both St. Louis, and KAAB(TV) San Antonio, Tex.

## Baltimore brouhaha

A petition filed to deny purchase of WNUV-TV Baltimore argues that the FCC should rule on the impact of a proposed LMA agreement between the station's would-be buyer and principals of co-located WBFF-TV. Scripps Howard, which filed the petition, argued that while it "may be within [the commission's] discretion not to act to prevent local programming arrangements [that] do not violate any existing rule or television policy where no affirmative public interest finding is necessary, its discretion does not extend to ignoring fundamental principles of its licensing policies—promoting diversity and competition—when it is forced by

its authorizing statute to assess whether a particular proposal would serve the public interest." The proposed assignee of WNUV-TV, Glencairn Ltd., has agreed to have 20 hours of the station's daily schedule programed by WBFF-TV principals.

Among other arguments made by Scripps, which owns co-located WMAR-TV, is that interests of proposed buyer Glencairn Ltd. (75% owned by Carolyn Smith) are linked with interests of WBFF-TV licensee Sinclair Broadcasting, owned by Smith's four sons. Smith, Scripps asserts, continues "participation" in WBFF-TV—which she and husband Julian previously owned—by virtue of a promissory note she obtained from their sons in exchange for stock in the station.

The petition to deny could be retaliation for the fact that the Smith brothers, using a separate corporate entity from Sinclair, have filed a competing application for Scripps Howard's channel 2 license, currently in renewal proceedings. Four Jacks Broadcasting has claimed it would provide more diversification than Scripps, since three of the four brothers would be in station management—they have promised to divest themselves of interest in WBFF-TV should they win the channel 2 license. They also claim that Scripps Howard is not entitled to any renewal expectancy in the proceedings, presumably because the 1991 assignment of license from Gillett Holdings to Scripps occurred relatively close to the end of the license period. A lawyer for one of the parties said that a comparative hearing on the channel 2 license renewal is scheduled for Nov. 8. —GF

and interactive information services, the software to drive the servers is flexible enough to accommodate any sort of application. The company is working with several companies that offer billing programs, for example. DEC could easily integrate into the system whatever program seems to work best.

DEC has secured agreements to install two other server systems abroad, says Christ, but he would not say what

those agreements entail. Likewise, he would not comment on the cost or the precise configuration of the servers in the US West trial.

Zia says that, in general, the server setup is flexible enough to support any kind of network: the cable model, which features a central head-end serving several small neighborhood nodes; or the telephone model, in which customers are connected to various points by huge central switches. ■



# Expectations lowered for 900 numbers

By Christopher Stern

Until two or three years ago, 900 numbers seemed to be a gold mine for savvy television marketers to exploit. But government regulation and a crackdown by long-distance companies on the content of 900 services have greatly lowered expectations for the industry.

In fact, more than expectations have been lowered. In 1992, when regulations went into effect, 900-number revenue fell from a reported \$980 million to \$540 million, according to Strategic Telemedia, an industry consultant. Roughly half of the revenue is from sex lines and other entertainment uses, according to industry experts; the rest comes from business use and personals ads.

While the industry may have recorded \$980 million in business, the money is notoriously difficult to collect. "A lot of people did not pay their bills," says Carol Ginsburg, publisher of *Audiotex*, a pay-per-call industry newsletter. "That [\$980 million] may have been billed, but it wasn't what was collected."

A major impact on the business has been the so-called preamble requirement mandating that callers be told upfront how much the call will cost. Callers then have the option to hang up and avoid a charge on their telephone bill.

In addition to government regulation, the long-distance carriers, including AT&T, MCI and Sprint, have placed severe restrictions on content for the services they carry, putting a crimp in sexually explicit services.

But some businesses have profited in the newly regulated environment. Inphomation is clearly a leader in the 900-number business with its *Psychic Friends Network* infomercial, which urges viewers to call in for a psychic reading. The company, which had revenues of \$75.6 million in 1992, was acquired in August by Regal Communications Co. for \$35 million.

Although the restrictions have had an effect, some industry experts think

that consumers simply are not as interested in 900 numbers as they once were. "The bottom line is that the

novelty has worn off," says Mark Plakias, managing director of Telemedia Marketing Research. ■

## Changing Hands

This week's tabulation of station and system sales

**KEBC-FM Oklahoma City** □ Purchased by Clear Channel Communications Inc. (L. Lowry Mays) from Independence Broadcasting Co. (John Goodwill) for \$7.5 million. **Buyer** owns 17 AM's, 15 FM's and 8 TV's. **Seller** owns WLIP(AM)-WIL-FM Kenosha, Wis.; KSAL(AM)-KYEZ(FM) Salina, Kan., and KOEL-AM-FM Oelwein, Iowa. KEBC-FM has country format on 94.7 mhz with 98 kw and antenna 1,387 ft.

**WFDF(AM)-WDZZ(FM) Flint, Mich.** □ Purchased by Connoisseur Communications Corp. (Jeffrey Warshaw) from McVay Broadcasting (Mike McVay) for forgiveness of \$5.5 million in debt. **Buyer** has minority interests in KPCC(AM) Pasadena, Calif. **Seller** has no other broadcast interests. WFDF has big band/oldies format on 910 khz with 5 kw day, 1 kw night. WDZZ has urban contemporary format on 92.7 mhz with 3 kw and antenna 260 ft. *Broker: Media Venture Partners.*

**WJQI(AM) Chesapeake and WJQI-FM Virginia Beach, both Virginia** □ Purchased by Sunshine Wireless Company Inc. (Dan Cohen) from Radio WJQI Inc. (Aylett Coleman) for \$3.5 million. **Buyer** owns WFOG-FM Suffolk, Va. **Seller** owns WXLK(FM) Roanoke and WLYK(FM) Lynchburg, both Virginia. WJQI(AM) has adult contemporary format on 1600 khz

with 5 kw days. WJQI-FM has adult contemporary format on 94.9 mhz with 50 kw and antenna 499 ft. Filed Sept. 27 (AM: BAL930927G1; FM: BALH930927GJ).

**WWAT-TV Chillicothe, Ohio** □ Purchased by Fant Broadcasting Co. (Anthony J. Fant) from Triplett and Associates (Marc S. Triplett) for \$2 million. **Buyer** owns WNAL-TV Birmingham-Gadsden, Ala., and TV CP in Cedar Rapids, Iowa. **Seller** has interests in WHBU(AM) Anderson and WAXT-FM Alexandria, both Indiana. WWAT-TV is independent on ch. 53 with 3,250 kw visual, 325 kw aural and antenna 679 ft. *Broker: The Connelly Co.*

**WNSS(AM)-WEZG-FM Syracuse, N.Y.** □ Purchased by The Radio Corp. (Ed Levine, Frank Toce, Robert Raide) from Syracuse Broadcasting Group for \$1.375 million. **Buyer** owns WTKW-FM Syracuse and WKLL-FM Utica, both New York. **Seller** has no other broadcast interests. WNSS has CNN Headline News format on 1200 khz with 1 kw. WEZG-FM has solid gold format on 100.9 mhz with 6 kw and antenna 164 ft. *Broker: Blackburn & Co.*

**WELQ(AM)-WZLQ-FM Tupelo, Miss.** □ Purchased by San-Dow Broadcasting Inc. (J. Morgan Dowdy) from Phoenix of Tupelo Inc. (Samuel Howard) for \$880,000. **Buyer** has interests in WAPF(AM)/WAKK(AM)-WAKH-FM McComb, WRFM(AM)-WZKX(FM) Poplarville, WROA(AM)/WGCM-AM-FM Gulfport and WSUH(AM)-WWMS-FM Oxford, all Mississippi; WMLT(AM)-WQZY-FM Dublin, WDBN-FM Wrightsville and WMCB-FM Milan, all Georgia; KNWA(AM) Bellfonte, KCWD-FM Harrison, KPFM-FM and KKTZ-FM Mountain Home, all Arkansas, and KMMX-FM Lamesa, Tex. **Seller** owns WVOL(AM) Berry Hill and WQOK(FM) Hendersonville, both Tennessee. WELQ has oldies/talk format on 580 khz with 1 kw day, 500 w night. WZLQ-FM has classic rock/AOR format on 98.5 mhz with 100 kw and antenna 381 ft. Filed Oct. 12 (AM: BAL931012GE; FM: BALH931012GF).

**KJNE-FM Hillsboro, Tex.** □ Purchased by Sonance Waco LC (Thomas and William Hicks) from Moran Broadcasting Co. (R.J. Moran) for \$850,000. **Buyer** owns WTAW(AM)-KTSR-FM College Station, KLVI(AM)-KYKR-FM Beaumont, KLTN-FM Port Arthur, KKAM(AM)-KFMX-FM Lubbock, 10% of KULF-FM Brenham and

### Proposed station trades

By dollar volume and number of sales

This week:

AM's □ **\$250,010** □ **2**

FM's □ **\$9,176,500** □ **7**

Combos □ **\$646,166,394** □ **6**

TV's □ **\$2,000,000** □ **1**

Total □ **\$23,006,510** □ **16**

So far in 1993:

AM's □ **\$55,962,384** □ **194**

FM's □ **\$570,216,449** □ **321**

Combos □ **\$646,166,394** □ **177**

TV's □ **\$1,622,610,386** □ **80**

Total □ **\$2,894,955,613** □ **772**

For 1992 total see Feb. 1, 1993 BROADCASTING.



## Vision sets its sights on radio

A partnership led by NewMarket Media, a North Carolina-based radio group, is on the prowl for stations in medium-size markets.

Vision Media Inc. will be headed by NewMarket's Chairman/CEO Stephen Robertson and President/COO Peter Schulte, with financial backing of \$20 million-\$25 million from Bridge Capital Inc. and BCI Advisors Inc.

The initial capital is earmarked for the purchase of two stations in different markets, Schulte says. Further funds, he explains, will come on a "need basis" and may involve other, undetermined investors.

NewMarket Media and BCI Advisors will remain separate entities, although Schulte says that there "may be a merger down the road." NewMarket Media owns WSJS(AM)-WTQR-FM Greensboro-Winston Salem-High Point, N.C.; WNOE-AM-FM New Orleans; WREC(AM)-WEGF-FM Memphis; KXXY-AM-FM Oklahoma City, and, pending FCC approval, WYYA-FM Memphis and KGTR-FM New Orleans. BCI Advisors has no other broadcast interests.

-JAZ

20% of KCHX-FM Midland, all Texas. **Seller** owns KWON(AM) Bartlesville, Okla. KJNE-FM has country format on 102.5 mhz with 100 kw and antenna 450 ft. Filed Sept. 29 (BALH930929GH). *Broker: John Barger.*

**WYBM-FM Minor Hill, Tenn.** □ Purchased by Broadcast One Inc. (Hundley Batts Sr.) from Hometown Broadcasting Inc. (Glenn Gordon) for \$310,000. **Buyer and seller** have no other broadcast interests. WYBM-FM has C&W format on 92.1 mhz with 1.2 kw and antenna 460 ft. Filed Oct. 7 (BALH931007GE).

**KTOZ-FM Marshfield, Mo.** □ Purchased by GMR, MO Inc. (Frank Copsidas Jr.) from Ladco Communications LP (Larry Campbell) for \$280,000. **Buyer** owns WKGO(AM) Milledgeville, WCHZ-FM Harlem and WMGZ-FM Sparta, all Georgia, and CP for KCWX-FM Columbia Falls, Mont. **Seller** owns KTOZ(AM) Springfield, Mo. KTOZ-FM has country format on 104.7 mhz with 3 kw and antenna 299 ft. Filed Oct. 1 (BALH 931001GH).

**WMSR(AM) Manchester, Tenn.** □ Purchased by Coffee County Broadcasting Inc. (Notie A. Ramsey) from WMSR Inc. (W.R. Daniel) for \$250,000. **Buyer** owns WBMC(AM)-WTRZ-FM McMinnville, Tenn. **Seller** has no other broadcast interests. WMSR has C&W, farm, religious format on 1320 khz with 5 kw day, 79 w night. Filed Sept. 29 (BAL930929EA).

**WMXY(AM)-WEIZ-FM Hogansville, Ga.** □ Purchased by Magnolia Broadcasting Inc. (Ann Bolton) from T. Wood & Associates (L.A. Wood) for \$200,000. **Buyer and seller** have no other broadcast interests. WMXY has black urban format on 720 khz with 10 kw days. WEIZ-FM has adult contemporary/oldies format on 97.5 mhz with 3 kw and antenna 394 ft. Filed Oct. 6 (AM: BAL931006GI; FM: BALH931006GJ).

**WEKX-FM Jellico, Tenn.** □ Purchased by

Trio Broadcasting Corp. (Randy Thompson) from Fate Lamont McAnally for \$150,000. **Buyer** owns WJJT(AM) Jellico, Tenn. **Seller** owns WEKC(AM) Williamsburg, Ky. WEKX-FM is on 102.7 mhz with 630 w and antenna 1,008 ft. Filed Sept. 22 (BALH930922GO).

**WLEM(AM)-WQKY(FM) Emporium, Pa.** □ Purchased by Priority Communications Inc. (Jay Philippone) from Emporium Broadcasting Inc. for \$125,000. **Buyer** owns WDSN(FM) Reidsville, Pa. (Du-Bois). **Seller** has no other broadcast interests. WLEM has adult contemporary, oldies, country format on 1250 khz with 2.5 kw day, 30 w night. WQKY has adult contemporary, oldies, country format on 99.3 mhz with 3 kw and antenna 492 ft. *Broker: Kozacko Media Services.*

**KNCD-FM Columbia, Mo.** □ Stock purchased by Thomas T. Cooke and Elmo L. Donze from NCD Broadcasting Co. (Richard Nichols) for \$46,500. **Buyer** owns KSGM(AM) Chester, Ill., and KBDZ-FM Perryville, Mo. **Seller** has no other broadcast interests. KNCD-FM is on 93.9 mhz with 3 kw and antenna 328 ft. Filed Oct. 1 (BTCH931001GE).

**WQLJ-FM Oxford, Miss.** □ Purchased by David W. Kellum and Jack G. Gadd from Oxford Radio Inc. (Russell Lamb) for \$40,000. **Buyers and seller** have no other broadcast interests. WQLJ-FM has adult contemporary format on 93.7 mhz with 25 kw and antenna 328 ft. Filed Sept. 22 (BTCH930922GQ).

**WGVA(AM) Geneva, N.Y.** □ Stock purchased by Robert W. Martin from George W. Kimble, both of Lake Country Radio Consultants Inc., for \$10. **Buyer** has interest in WNYR-FM Waterloo, N.Y. **Seller** has interests in WNYR(AM) Syracuse, WNYS(AM) Canton, WJTA-TV Jamestown and WNYR-FM Waterloo, all New York, and WNHA(AM) Concord, N.H. WGVA has MOR format on 1240 khz with 1 kw. Filed Sept. 29 (BTC930929EB).

# SOLD!

KMXK-FM, Cold Spring/St. Cloud, MN has been sold by Gross Communications Corporation, Herb Gross, President to Andrew Hilger for \$1,200,000.

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## FCC hands out \$80,000 in fines

Commission says four TV stations violated commercial limits in kids programming

By Kim McAvoy

**T**he FCC last week slapped harsh fines totaling more than \$80,000 on four TV stations for exceeding commercial limits during children's programming in 1992.

Last summer, the FCC fined three other TV stations \$15,000 each for repeatedly violating the commission's rules, which were established under the 1990 Children's Television Act.

The agency's tough stand was reflected in remarks made by Commissioner Ervin Duggan. "We mean business when it comes to enforcing this act. If we encounter future instances over an extended period, we're going to let the punishment fit the crime," Duggan said. Commissioner Barrett seemed to concur with that view, while FCC Chairman James Quello, a former broadcaster, appeared more sympathetic to the stations. He pointed out that "things do happen" but that "we have to issue a warning...people need to check their operations."

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

The commission levied a \$30,000 fine against Koplars Communications' KPLR-TV St. Louis for exceeding the

limits 197 times, 98 times by a minute or longer.

KTTW(TV) Sioux Falls, S.D., and its satellite station, KTTM, received a \$27,500 fine for 121 commercial overages (51 ran a minute or more). KTTW's general manager, Charles Poppen, said the station will appeal the FCC's decision. Poppen said a majority of the overages were mistakenly identified as commercial spots when they were actually promotional spots. The station did not discover the mistake until after it reported the overages to the commission. Poppen also said

that KTTW corrected its computer software so the problem would not happen again.

KXRM-TV Colorado Springs, Colo., which is owned by KXRM Partnership, was fined \$25,000 for exceeding the limits 87 times (49 by a minute or more). KXRM-TV's Washington attorney, Roy R. Russo of Cohn & Marks, said he was disappointed with the FCC's decision, but could not comment on whether the station would appeal.

The stations have 30 days in which to appeal the fines. ■

## Early line on FCC cable survey: More rates dropped than rose

By Kim McAvoy

**T**he FCC last week delayed the release of its cable rate survey until November. But preliminary results from the survey indicate that 68% of subscribers to 14 of the nation's largest cable MSO's saw their rates go down, while 31% experienced a rate increase.

The FCC was slated to discuss the final results of its survey at last week's meeting. But Acting FCC Chairman James Quello says the commission is still analyzing data from 11 other cable MSO's that have introduced à la carte packages. "We will wait until we have all the facts and then decide what to do," says Quello.

The FCC conducted the survey in response to a series of media reports that its new cable rate regulations had resulted in an increase in rates. It surveyed 25 MSO's (representing 245 systems) that provide service to approximately 75% of the nation's 58 million cable subscribers. The preliminary results cover roughly 8 million cable subscribers.

Quello has promised that if the sur-

vey shows that cable rates are being raised illegally, there will be refunds, fines and possibly another rate rollback. He said again last week that "it's possible" the FCC could roll back rates another 10%.

According to the FCC's preliminary results, the average bill for regulated services declined approximately 8%, while subscribers received, on average, approximately 6% more channels.

The cable industry wasted little time in responding to the FCC's initial report. "The results show that the FCC's rate regulations have achieved their objective," says a spokeswoman for the National Cable Television Association. "Regulated cable rates are lower for the average monthly bill and for the majority of individual subscribers," she says.

"With at least 68% of cable customers receiving lower cable bills, the survey affirms that cable companies are striving to comply with both the letter and the spirit of the law," says Steve Effros, president, Community Antenna Television Association. ■



FCC's Duggan: "We mean business."



# Coming to the end of the fin-syn road?

Upcoming court decisions in Chicago and Los Angeles may put networks in syndication

By Joe Flint

**T**he networks have renewed hopes that rules keeping them out of the production and syndication businesses will be dropped, clearing the way for ABC, NBC and CBS to acquire financial interest and syndication rights in all their programs.

The so-called fin-syn rules and the consent decrees that mirror them are under the microscope again—perhaps for the last time.

In Chicago, the U.S. Court of Appeals will rule on challenges to the FCC's new fin-syn rules. Passed earlier this year, the rules cleared the way for networks to acquire stakes in the programs they air as well as an interest in the rerun sales of those shows.

The FCC also conditioned part of its relaxed fin-syn rules on removal of antitrust consent decrees that mirror the original 1972 fin-syn rules. The big three are barred for two years from the demise of the decrees from acquiring backend rights in first-run syndicated programming, except that produced in-house, and from syndication of any program in the U.S. market.

Chicago is home field for the networks. It was the Chicago court that in November 1992 struck down the commission's fin-syn rules and told the FCC to further relax the policy in the network's favor. Now it will decide whether the commission went far enough or if it must rework the rules.

The pro fin-syn forces protested the three-member panel's decision last year, in part because one member—Judge Richard Posner—provided CBS with an affidavit arguing against the rules in 1977. Posner, Hollywood said, should be forced to recuse himself from hearings. The recusal request failed, and now Posner is not only still on the panel, he is expected to head it.

If the panel lets the current rules stand, the Supreme Court is the next stop for challengers of fin-syn. But an appeal request there by no means guarantees the case will be heard.

No matter what the Chicago court decides, until the consent decrees rules are lifted or modified, the networks will continue to sit on the side-

lines.

There is good news on that front as well. Last week, Los Angeles U.S. District Court Judge Manuel Real collected written arguments for removal of the decrees. There is no word on when Real will rule, but he has a reputation for speedy decisions and could make a ruling this week.

The networks got a boost in their fight to remove the decrees when President Clinton's Justice Department said it agreed with the previous administration's call for lifting the decrees.

And Hollywood won't even be able to argue against lifting the consent decrees. The Los Angeles court denied the producers' request to be heard in the case, meaning that if the decrees are lifted, pro fin-syn forces have no means of appeal.

The portion of the consent decrees that the networks want modified includes Section IV, which imposes a perpetual prohibition against network acquisition of financial interests in shows produced in whole or in part by independent producers and bars the networks from the domestic syndication business. Section VI prevents each network from conditioning the right to network airing of a show on the receipt of a financial interest from the show's producer.

But if the Chicago court sends the rules back to the FCC for further relaxing, the commission could lift the two-year sunset on syndication, meaning instant entry into that business for the networks once the decrees are removed.

Wall Street already thinks fin-syn is on its way to becoming history. Stocks of both Capital Cities/ABC and CBS

have risen in recent weeks in anticipation of new business possibilities or mergers with a studio.

With the momentum apparently going their way, network executives would seemingly be breaking out the bubbly. Logic says that the recent merger between Bell Atlantic and Tele-Communications Inc., along with the possible sale of Paramount Communications to either Viacom Inc. or Barry Diller's QVC, makes it virtually impossible for any court to say that programmers still need protection from the networks.

But the networks have been through this too many times to get excited now. "When Sony acquired Columbia [in 1989], reporters called me up and asked if the writing was on the wall for fin-syn," says one network lawyer who is not holding his breath while waiting for the end of the rules.

As for the consent decrees, "the only significant thing that happened last week is that something happened."

If everything goes the networks' way, negotiations for the 1994-95 programming season could take place without the financial interest rules in effect. However, says one network source, that is "the most optimistic schedule."

And, as an Oct. 4 article in BROADCASTING & CABLE pointed out, even if the rules are relaxed enough for a merger, a network may not automatically be able to take advantage of having a financial interest in in-house first-run shows, since the programming originally was not network property.

That, one FCC lawyer said, would "violate the spirit and letter of the rules. Buying a non-network converts those shows into ones that are solely purchased, not solely produced."

If the Chicago circuit does send the fin-syn rules back to the FCC, some observers also fear that a Hollywood-friendly Clinton administration might hamper rather than help the networks' fin-syn battle. "Who knows what could happen?" a network source asks, adding that the latest mergers make fin-syn a term that even "anachronism" fails to describe. ■

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**FCC chairman designate Reed Hundt went outside the Washington beltway** in choosing a chief of staff. He is Blair Levin of the Raleigh, N.C., law firm Parker, Poe, Adams & Berstein.

Levin (accent on the second syllable) is reportedly a long-time friend of Hundt's. In addition to Yale Law School (Hundt is class of '74; Levin, class of '80), they have in common work on the Clinton-Gore campaign.

Although he has no telecommunications background, says a Hundt associate, Levin is politically connected and a "superb writer."

Levin did not return phone calls. But a law directory pegs him as a 39-year-old Los Angeles native who specializes in administrative and corporate law.

Levin will head Hundt's personal staff, which so far also includes communications lawyer Karen Brinkmann and personal assistant Ruth Dancey, who will follow Hundt from Latham & Watkins, and Hill aide Merrill Spiegel.

The White House has begun placing favorites at the agency. Last week, Susan Lewis Sallet joined the FCC as special assistant to the still-unnamed director of the Office of Public Affairs.

**Here's something for Hundt to consider when he finally arrives at the FCC.** A coalition led by the political watchdog Common Cause last week called on the FCC to require broadcasters to set aside free time for political campaigns.

"The airwaves belong to the public, and broadcasters have a responsibility in return for the licenses they receive from the government," says Common Cause President Fred Wertheimer.

Under the proposal, TV stations would provide four 5-minute blocks to candidates each day; radio stations, six 1-minute blocks. Stations would have the flexibility to decide which races to cover as long as they didn't favor one candidate. And the obligation only applies 30 days before general elections in even-numbered years and 15 days prior in odd-numbered years.

**The House last week approved a \$160.3 million appropriations package for the FCC's fiscal 1994 budget**, giving the agency \$30 million more than both chambers originally appropriated. Of course, \$60.4 million must come from annual spectrum user fees, which Congress approved earlier this year; the balance (\$99.9 million) actually will come from Congress. The additional funds are earmarked: \$16.1 million for implementing the 1992 Cable Act, \$9.3 million to modernize and upgrade their technical equipment and infrastructure, and \$5 million to handle the extra "workload resulting from the President's technology initiatives." And the commission was given permission to hire as many as 240 full-time employees to help implement the Cable Act.

Attached to the bill is a provision permitting the FCC to establish a "more liberal policy with respect to waivers permitting crossownership of newspapers and radio stations." Waivers, it says, should be granted "only in the top 25 markets where at least 30 independent broadcast voices remain in the market after the transfer is completed" (see story, page 36).

**The Justice Department says it will appeal the district court ruling that struck down the telco-cable cross-ownership prohibition** in the 1992 Cable Act. The ruling basically would permit Bell Atlantic or other telcos to offer cable services where they also provide telephone service.

Only two weeks ago Bell Atlantic and Tele-Communications Inc. announced plans to merge the two companies which they say will lead to the development of an information superhighway providing as much as 40% of the country with video and telephone services.

In August, federal district Judge T.S. Ellis III in Alexandria, Va., said the telco-cable cross-ownership was unconstitutional on First Amendment grounds. TCI and Bell Atlantic have already promised to spin off TCI cable systems within Bell Atlantic's service area. However, Bell Atlantic is still interested in entering the video business within its region through new builds.

And despite the fact that its largest dues payer eventually may be Bell Atlantic, the National Cable Television Association also declared last week that it would appeal.

**The Copyright Royalty Tribunal may soon be history.** The House unanimously passed a bill earlier this month that would abolish the tiny agency by Jan. 1, 1994. The Senate is expected to take a similar stand. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) is likely to move his legislation that would also eliminate the CRT. Arbitration panels would take over one of the CRT's chief duties: determining how much cable systems must pay to carry distant signals such as superstation WTBS(TV) Atlanta.

**The FCC notified KARW(AM) Longview, Tex., that it may be fined \$250,000** and is subject to a license renewal hearing for "willful and repeated violations" of the Communications Act and FCC rules. The FCC says the station filed a renewal application on behalf of a person who had died three months earlier and that the person who signed the application had no legal authority. The commission also says the people who now operate the station have "refused to identify who controls the station and have refused to describe how such control was obtained."

**Hoping to persuade Congress not to resurrect the fairness doctrine**, the National Association of Broadcasters has begun making the case against fairness by circulating a primer on the doctrine to House and Senate members. NAB maintains that the doctrine is unconstitutional and that it would have a "chilling effect" on debate. The doctrine, says NAB, would make the government the "ultimate editor," placing an "unreasonable burden" on stations.

**Justices of the Supreme Court fear that television coverage will turn them into easily recognizable public figures.** That's one of the reasons most oppose any experiment with TV coverage, according to Associate Justice John Paul Stevens, speaking last week to the Federal Communications Bar Association. Another reason: The system works well now, and to change it might distort the court in unpredictable ways. Stevens said he favors a TV experiment, but he doesn't expect one in the foreseeable future.



# Washington Watch

Edited By Kim McAvo



## Arbitron drops local TV and cable ratings

*Station economics and failed ScanAmerica cited; Nielsen now has monopoly*

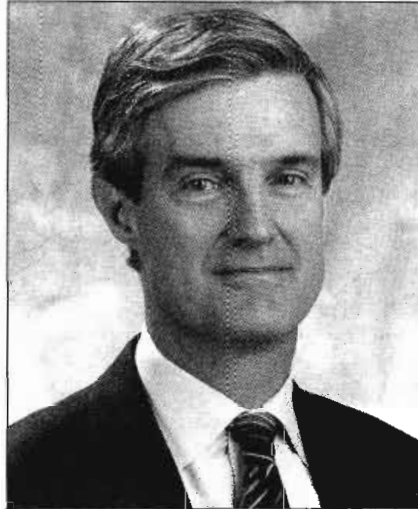
By Jim Cooper

**T**he Arbitron Co. announced last week it is pulling out of the television and cable ratings business, citing a marketplace that won't financially support two ratings services.

Arbitron, which has recorded television ratings since 1949, will lay off 700 of its 1,200 employees, and Ceridian, Arbitron's Minneapolis-based parent company, will take a restructuring charge of \$67 million dollars as a result of the decision.

In January 1994, A.C. Nielsen will be the sole provider of quarterly ratings diaries, overnight ratings in metered markets and the analysis of network, cable and syndicated ratings performances.

The prospect of having only one ratings source worries some broadcasting and advertising executives who



*Stephen Morris, president, Arbitron Co.: "We are exiting the ratings service....We are not exiting the television business that very much needs information to grow and prosper."*

say that two competing services was good for the industry (see box).

"We are stopping one aspect of the business we had been in for 42 years with a great deal of reluctance," said Arbitron President Stephen B. Morris at a press conference last Monday.

Morris said the economics of a rapidly changing electronic media marketplace no longer support two ratings services and cite the growing number of stations that subscribe to only one service. About 275 stations pay for both Arbitron and Nielsen; Arbitron has 180 exclusive clients, Nielsen 359.

Arbitron also lost market share after it unsuccessfully bet on ScanAmerica, a single-source ratings service that combined viewing measurement with product purchase surveys and was recorded through an electronic peoplemeter and a bar code wand to scan

### Arbitron exit sparks concern about lack of competition

The past two years have been the season of the long knives between Arbitron and Nielsen.

The users of ratings information who enjoyed the price cutting battles and other competition between the two services are worried about Arbitron's decision to get out of the TV ratings business.

Station reps and others are concerned about having to depend solely on Nielsen for the information they use to allocate billions of dollars in advertising.

"I'm shocked, I think competition is healthy," says Sharron Lalik, DMB&B, adding that Nielsen would not have worked as hard if Arbitron hadn't pushed it to do so.

A spokesman for Nielsen says that Arbitron's exit will mean the industry's scrutiny will be trained on Nielsen. "This doesn't mean we can be complacent," he says.

"It's a really bad statement as to what is going on with advertising research," says Alice Sylvester, vice president of media research with J. Walter Thompson in Chicago.

Sylvester points to the demise of Home Scan and ScanAmerica—and now Arbitron's changed agenda—as an indication that "there's not a lot of money to be made in advertising research."

"It's so paradoxical," says Sylvester, pointing to the

mounting pressure on agencies for more accountability in advertising. "It's sad that research services are going by the wayside."

Both rating services "essentially were equal in quality," says Betsy Frank, senior VP, Saatchi & Saatchi.

Tom Olson, president of Katz Television, which has station clients in the Arbitron metered markets of Pittsburgh, Cleveland and Detroit, says that not having overnights might change sales approaches there briefly, "but it won't be an insurmountable change."

Frank says monopolies usually are difficult to work with, but he does not think that Nielsen is likely to abuse its power with rate hikes or a drop in the quality of its service.

"It would be an extremely negative signal to the industry," says Frank.

Howard Nass, senior vice president, director of spot broadcast for Foote, Cone & Belding, says he was "surprised it took them so long to close down."

Arbitron and parent company Ceridian, in Nass's opinion, were "not minding their basic business." Rather than getting stations to buy its services, Arbitron became bogged down in technological projects such as ScanAmerica and was "leapfrogged" by Nielsen into metered markets, says Nass. "That was really the kiss of death," he says.

—JC



groceries. Meanwhile, Nielsen continued to add peplemeters in TV markets—about 12 between 1986 and 1990—while Arbitron did not. Nielsen now has 29 metered markets compared with Arbitron's 19.

In discontinuing its service, Arbitron will:

- Conduct all scheduled October and November surveys and deliver local market reports.

- Produce peripheral reports dealing with syndicated and network program analysis to be delivered in January 1994.

- Collect data to maintain the regular schedule of overnight, weekly and monthly reports for its metered markets through December 1993.

- Shut down the Television AID and Arbitrends software systems on Jan. 4, 1994.

- Cancel the previously scheduled start of local demographic meter service in Minneapolis.

- Finally, it will not issue a 1994 County Coverage Report based on television data collected in 1993.

Three Arbitron-only metered markets, Detroit, Pittsburgh and Cleveland, will lose their overnight ratings

service when Arbitron bows out of the business on Jan. 1, 1994. Nielsen currently provides diary service in each of those markets. Asked if Nielsen would maintain Arbitron's sample and equipment in markets in the interim, a spokesman for the company says that is possible but that no decision has been made.

"We're just starting to meet with Nielsen," says Alan W. Frank, vice president/GM of Post-Newsweek's WDIV(TV), the NBC affiliate in Detroit.

"Obviously, we'll be without a ratings service," says Bill Scaffide, general manager of Multimedia's WKYC-TV Cleveland, which as of last week had yet to hear from Nielsen. If Nielsen decides to provide overnight ratings in Cleveland, Scaffide expects it will take until about May. Scaffide added he will be able to survive using Arbitron's November diary, which he says will carry the station until February.

"The advertisers have historical perspective on ratings in the market," says Scaffide. "I'm not overly concerned."

Arbitron will continue with a

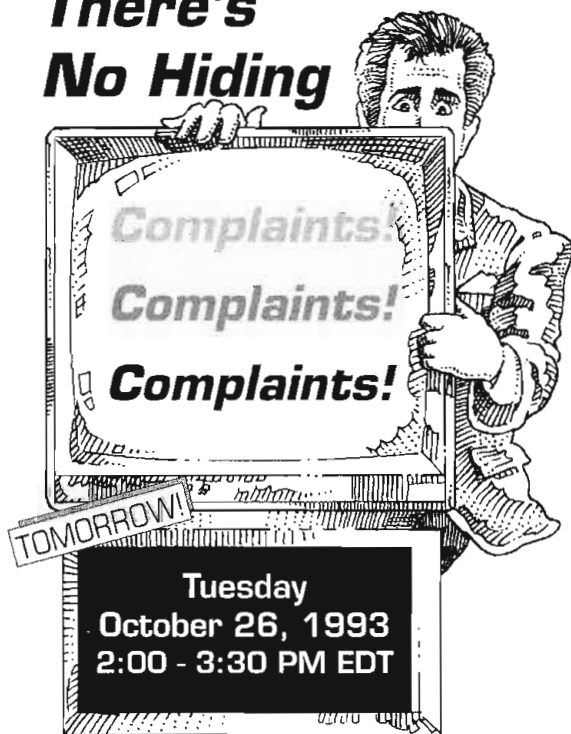
"qualitative" measurement service that is being tested in five markets. Rather than provide the number, sex and age of viewers, Arbitron will attempt to measure what type of consumer is prone to watch what type of programing. The qualitative measurements will be taken in small-to-medium markets and if successful will be rolled out to additional markets.

"We are exiting the ratings service," says Morris. "We are not exiting the television business that very much needs information to grow and prosper."

Morris also says Arbitron will continue with its passive peplemeter, "which we continue to believe is the right bet for the 1990's. It is the only way a company like ours can accurately collect information about listening and viewing, especially in the interactive and complex world that is unfolding at an extraordinary pace," he says.

Asked whether Arbitron will re-enter the ratings business if its passive peplemeter is successful, an Arbitron spokesman says that is a possibility if broadcasters widely embrace the technology. ■

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 Community Antenna Television Association (CATA)

**George Wood**  
 Director of Education & Training Eastern Region and Europe, AT&T School of Business

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# Doctors try dose of TV

*Palm Springs station charges \$1,500 for 'Health Minute'*

By Jim Cooper

There isn't much glamour in vascular surgery; dentists don't bring to mind images of broadcast celebrities and plastic surgeons don't advertise on television.

As many as 11 physicians in Palm Springs, Calif., however, are attempting to change that image by breaking into the broadcasting business with advertising segments on the market's ABC affiliate.

"We capitalized on the fact that doctors don't like to advertise but would be part of a program that has something to do with the health field. We also played on their egos—they're on TV," says Rusty Kirkland, general sales manager, KESQ-TV.

Ego has been a strong selling point, says Kirkland, who adds that doctors who see their colleagues on television are anxious to get involved. "We just had a doctor call because he was sick of seeing his friend on the air and wants to be part of the program," says Kirkland.

The ads, called *Health Minute*, feature a doctor who answers a medical question that pertains to his specialty. That doctor pays roughly \$1,500 to be featured in a segment that airs a minimum of three times per week. The station airs a variety of such segments six times a day in most dayparts and expects to make \$12,000 a month from the promotion, which began last month. The doctors' segments are "freshened up" with new questions once each month, says Kirkland.

The spots open with the segment's health question. The doctor, whose name and medical practice are flashed on screen, discusses the question and medical procedures associated with it. "There's a market out here for plastic surgeons and other doctors who make you look better," says Kirkland, pointing to the affluence of Palm Springs, the 165th-ranked ADI. ■

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**Joe Smith**, Executive Producer, World Cup USA; President, Unison Productions;  
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#### SPEAKERS

<b>Tom Abramson</b> , Sega of America	<b>Mike Nadler</b> , Uncyk, Borenkind & Nadler
<b>Lauren Bryant</b> , Coca-Cola	<b>Nancy Overfield-Delmar</b> , 20 <sup>th</sup> Century Fox
<b>Bob Freese</b> , Liberty Records	<b>Chris Pula</b> , New Line Cinema
<b>Kerry Graeber</b> , Suzuki	<b>Mike Rapino</b> , Labatt
<b>Doug Harris</b> , Harris & Scott	<b>Karen Raugust</b> , The Licensing Letter
<b>Bill Harvey</b> , Next Century Media	<b>Pam Schechtman</b> , Musicland
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## SMPTE to highlight compression, digital

By Sean Scully

**T**he television and motion picture industries are undergoing dramatic changes, and this year's Society of Motion Picture and Television Engineers conference is trying to keep pace with those changes.

For television engineers, the convention will offer extensive presentations on compression, the key to virtually everything anyone wants to do with digital television, says John Erland, the program chairman. SMPTE and the International Broadcast Union will sponsor an all-day session on terrestrial digital broadcasting. Although the session will be conducted in English, it will feature speakers from around the world, including France, Italy and Japan. Issues on the table besides compression will include encryption, modulation, scalability and channel coding.

The conference also will feature a series of seminars on digital moving pictures, including: "Video and Computer Integration," led by computer system expert Craig Birkmaier, covering hardware and software tools for digital video; "Data Storage and Exchange," led by software designer and animator Reid Baker, focusing on file formats and data storage methods; "Digital Film Effects Systems" on digital workstations, led by visual effects consultant Christopher Woods, and "Getting Color Right," led by producer Joseph Kane Jr., on interpreting the video signal and specifications for monitors.

The Grand Alliance of high-definition-television developers will offer an update on its effort to jointly develop an HDTV broadcast standard to present to the FCC.

The SMPTE conference will for the first time recognize a rapidly expanding field: special-venue films, such as the IMAX and SHOWSCAN theaters. "There are simply masses, in various sizes, of that sort of thing springing up all over the planet, with hundreds of billions of dollars invested," Erland says.

Also for the first time, SMPTE will break out a special session for multi-

media technology, including demonstrations of some new equipment.

Erland explains that in each case—digital video, special venues and multimedia—past SMPTE shows have featured some presentations and demonstrations. This year, however, the

society will make a conscious effort to recognize the fields in their own rights.

The SMPTE Technical Conference and Exhibit begins Oct. 29 in the Los Angeles Convention Center. It runs through Nov. 2. ■



### High-tech help for Clinton, NAFTA

Nearly 200 companies turned out for a pro-North American Free Trade Agreement event with President Clinton on the White House lawn last week. Above, Clinton talks with Guy Numann, president of the Harris Communications Sector, which includes the Harris Broadcast Division. Also attending the event were computer manufacturer Hewlett Packard and mobile communications equipment-maker Texcom.

All pointed out that NAFTA will pay off for high-tech companies, since Mexico and Canada have some barriers to easy transfer of equipment, technology and service. They downplayed the fear that Mexico would steal American high-tech jobs, noting that such manufacturing requires a well-educated work force and a sound national infrastructure. Hewlett Packard, in fact, says that it probably wouldn't have set up its Mexico factory at all if NAFTA had been in place at the time.

Current Mexican law requires that companies maintain a presence in Mexico for certain types of businesses. NAFTA would replace that law, making it possible for Hewlett Packard to deal in Mexico without having to move factories out of the U.S.

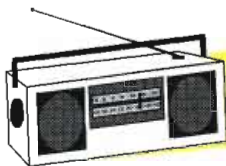
Harris says that NAFTA would make it practical to set up cross-border toll-free telephone numbers making sales, service and support simpler and more profitable.

— SS



# Cutting Edge

Edited by Sean Scully



**With only days to go before the FCC sets a standard for AM stereo,** commission Chief Engineer Tom Stanley says not to expect any great surprises. Although he was unable to discuss specifics of the staff recommendation to the commission, due Oct. 26, he noted that the two competing systems, Motorola's C-Quam and the Kahn system developed by Leonard Kahn, have been competing now for more than a decade so there isn't much to add to the debate this time around.

This spring, after Congress ordered the FCC to set an AM stereo standard, the commission proposed to use C-Quam, saying it has a larger penetration in the marketplace and has demonstrated good performance. Kahn strenuously objected and renewed his charges that Motorola has engaged in unfair tactics to promote its product. "We have artfully avoided any specific legal claims they many have against each other," Stanley said.

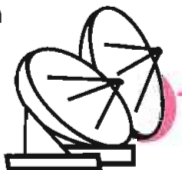
Some critics have suggested that the commission is 10 years too late in setting an AM stereo standard, after refusing to set a standard when the issue first arose. Stanley said this may be true, but,

he pointed out, the commission is now under a direct order from Congress to set the standard. "I don't think we would have picked this up and run with the ball [otherwise]," he said.

**Sony is the first consumer electronics company** to secure rights to make the Digital Satellite System, the in-home receiver and dish combination for the DirecTv and United States Satellite Broadcasting direct broadcast satellite service, after Thomson's exclusive production deal runs out.

Thomson, which helped develop the system and builds it under the RCA name, has exclusive rights for the first 18 months or the first million units sold. After that, Thomson has promised to license the technology. The first RCA units, scheduled to go on sale early next year, will start at \$700 in both traditional satellite equipment retail shops and in mass market consumer electronics outlets, such as Sears and Circuit City.

The price of Sony's DSS has not been set. The DirecTv and USSB satellite will launch in December and should go on the air in the spring. A DirecTv-only satellite will launch next summer, bringing the service to its full com-



plement of at least 150 channels. Sony is already providing electronics for the ground control and programming distribution centers for both DirecTv and USSB.

**IDB and The International Channel have extended** their transmission agreement on Satcom C-1 through 1996. IDB has carried The International Channel since its launch in 1990.

**In the middle of a flood of strategic alliances** between high-tech companies and industries, Zenith is undertaking an entirely different kind of partnership: with a furniture company. Bassett Furniture says it will develop a line of home entertainment furniture exclusively for Zenith's 32- and 35-inch direct-view TV sets and giant rear-projection screens. The units will be designed to accommodate large sound systems as well.

**Nucomm is offering a new line of rack-mountable** microwave transmitters, the FT4 and FR4, for use as STL, and multi-hop multi-channel transmission.

**Electronic program guide company StarSight** is accusing Gemstar, maker of VCR Plus+, of patent infringement. In a lawsuit filed last week in San Jose, StarSight said VCR Plus+ violates a September 1992 patent covering the system and method of coordinating channel selection by a cable decoder and VCR recording control, allowing a user to set a time in advance for the VCR to automat-



ically begin recording. It also accused Gemstar of attempting to stifle StarSight's business by threatening its own patent infringement suit against VCR manufacturers that enter into agreements with StarSight.

The suit denies that StarSight violates the patent upon which Gemstar would allegedly base the suit. It also accuses Gemstar of antitrust violations in its efforts to compete with StarSight. Gemstar refused to comment on the charges beyond saying the lawsuit is without merit. StarSight asked the court to prohibit the alleged activities of Gemstar and to award unspecified monetary damages. StarSight is owned by Viacom, Spelling Entertainment, Cox Communications, Tribune, Times Mirror Cable, KBLCOM and The Providence Journal Co.

**Meanwhile, TV Guide On Screen has applied** for a patent for its version of an electronic program guide. At its most sophisticated, TV Guide On Screen will allow viewers to access all the editorial and program information contained in *TV Guide* magazine.

**Digital Audio Research is offering upgrades** to its Sigma, Delta and Sabre audio workstations, including a laser disc interface, features to aide film audio editors, and several new remote source and record features.



# Classifieds

For Classified Advertising rate information, call Mitzi Miller at (202) 659-2340 Ext. 62.

## 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.

**General manager:** Major market Florida FM. Respected, progressive group broadcaster seeking talented, committed leader. Minimum two years management experience. Terrific company, great market, excellent staff, unique opportunity! Tell us about your successes. Resumes to Box O-19. EOE M/F.

**Local sales manager:** Mid-South market's leading radio station is looking to fill a local sales management position. We seek a highly motivated individual who has demonstrated leadership abilities, by motivating a sales team to develop both retail and agency business. Great community, excellent company, terrific benefits. Experience and proven track record required. Please send resume and salary requirements to Box O-32. EOE.

**National sales manager:** Mid-South market's leading radio station seeks motivated national sales manager with management, research, negotiating, and promotional skills to develop strong relationship with rep offices. Experience and proven track record required. Please send resume and salary requirements to Box O-33. EOE.

**General sales manager:** We're looking for a winner to lead, train, recruit, and motivate our top-rated Adult Hits leader and our LMAed Classic Rock partner. Current local or national sales manager or winning salesperson ready to move up. CRMC a plus! If you are competitive, have a strong will to win, and can generate revenue, call Bill Glover, WZOO-FM, Lima, OH, 419-222-9292. EOE.

**Program director:** Wanted for Central Florida fast growing talk FM radio station. Ability to perform under pressure, possess strong leadership skills, must have excellent communication skills. Minimum 2 years program director/management experience required. Drug-free environment, drug test required. EOE. No calls/walk-ins. Send resume by 10/27/93 to: PD/ML, PO Box 547278, Orlando, FL 32854.

**WINK-AM has opening** for NewsTalk program director. Candidates should have at least three years experience as program director or assistant program director in NewsTalk Radio. Station leads market. Resumes to: Station Manager, WINK-AM, PO Box 331, Fort Myers, FL 33902. EOE.

**GM/GSM-Classical FM,** NE small market. Great career opportunity for talented, hardworking broadcast professional to live and work in a premier environment, with potential for part ownership if able to deliver. Minimum five years management experience. Requires proven ability to manage station on tight budget with limited personnel, and deliver a profit. This means total commitment from a personable, cultured individual willing to devote long hours (often weekends and evenings) to station and community activities, plus ability to supervise every aspect of station's operations: engineering, programming, sales and community affairs. Extensive computer and automation skills valuable. Must be facile with ratings, dealing with representatives, creating value-added promotions, carrying a list. You will have support of experienced resident owner. Modest starting salary plus incentives includes rental of attractive 4-bedroom home in lovely family neighborhood, with excellent schools. Send resume, photo, and description of why this sounds like the job you are seeking. Responses held in strictest confidence. Reply to Box Q-46. EOE.

**General manager, Myrtle Beach, SC area:** Major radio station. Knowledge of the area would be a plus. EEO. Reply in confidence to Box O-47.

**Are you a person who** gets real satisfaction in helping other people grow? Are you a person who cares about your people, and can activate them to achieve? Do you strive to be the best? Do you enjoy challenges? If the answers to these questions are yes, we may have a job for you. We're NewCity Communications and we're looking for a talented GSM for K95-FM (KWEN), our Hot Country station, that's been a market leader in Tulsa for years. Our candidate will be successful at setting priorities and developing strategies to help our talented sales staff continue to be a leader in the market. If you really conceptualize the importance of long-lasting customer relationships, and have the ability to sort out and hire the best sales talent we want to hear from you. You need to have a successful track record in agency and direct sales, as well as in sales management. Marketing knowledge, research knowledge, and training skills are also necessary. Computer skills desirable. Send your resume and letter to: Rod Krebs, VP/Gen. Mgr., KWEN Radio, 7136 S. Yale, Tulsa, OK 74136. KWEN is an equal opportunity employer.

### HELP WANTED SALES

**Account executive:** If you are located in the Midwest and have 2 yrs. or more of successful sales, we want your resume. WUBE A/F & WYGY are making history. This is a high income opportunity. Send your pitch, no phone calls. EOE. 225 E. Sixth Street, Cincinnati, OH 45202.

**Sales W-Lite Radio:** Washington, D.C., CBS owned and operated, Adult Contemporary FM radio station seeks general sales manager. Candidates must have a minimum of three years radio management experience with proven success in training, goal setting, motivation and leadership. The ability to set budgets and manage inventory is a must. Background in the Adult Contemporary format is helpful. Candidates should send cover letter and resume with references to: Ms. S. Taylor, General Manager, WLTT-FM, 5912 Hubbard Drive, Rockville, MD 20852. EOE.

### HELP WANTED TECHNICAL

**Nationwide Communications Inc's** WPOC-FM, Baltimore, MD, has an opening for a chief engineer. Experience is necessary in high power FM, studio maintenance, and remotes, applicant must be familiar with PC based computer network systems. Management skills are necessary and SBE certification, a plus. Reply to Robert Reymont, Director of Radio Engineering, PO Box 5159, Mesa, AZ 85211-0500, 602-964-4000 for more details. EOE.

### SITUATIONS WANTED MANAGEMENT

**GM/GSM:** Small or medium market, experienced, sober, reliable. East. AM, FM, TV. Sales intensive. Phone 912-267-7356.

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

**Experienced GM** seeks to relocate in Southeast. I will guarantee sales increases. Call V.W.A. 904-562-4743.

**Let's help each other!** My radio experience includes ten years general management and six years ownership and general management! Currently running successful AM. Wish to return to Midwest. Leave name and number with Jim at 414-733-9562 and I'll call you.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**70s/80s Oldies, Hot AC, Travel formats.** Digital & automation experience. Computer-literate. Profit conscious. 14 year background. Jim. 404-933-0147.

**Have records-will travel.** You want a get out of the way man— to do fresh original style Rhythm Blues show!! Interwoven Mississippi Delta heritage, educational humor format belittling today's happenings!! Knowledgeable control room, copywriting, production. First FCC licensee. P.D. background!! I have to be good!! I'm white!! You don't have to be!! Then, everyone will say: "I heard that!! Reply to Box O-48.

## TELEVISION

### HELP WANTED MANAGEMENT

**Administrative assistant:** Looking for administrative assistant to work for (2) local/national sales managers and (1) marketing executive. Responsibilities include training and supervising 4 sales assistants and liaison between local sales management and local account executives. Heavy phone contact with major clients and our ten national spot sales offices. Lotus and WordPerfect required for marketing presentations. Experience preferred. Contact Tom Kane, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

**Sales manager:** ABC affiliate in 76th market. WSIL-TV Carbondale, IL. Seeks someone strong in personal sales and a team leader. Resume to Rt. 13, Carterville, IL 62918. EOE.

**Local sales manager:** Extremely successful middle market local sales force needs a new local sales manager for an opening due to promotion. Qualified candidates must possess the ability to lead sales staff of eight with creative ideas, strong positive motivation, and "real" sales savvy. Knowledge of vendor programs, value added packaging and implementation, Tapscan is a real plus. All qualified candidates should send their resume and cover letter to Pete James, General Sales Manager, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16601. An equal opportunity employer.

**GSM for independent** in top 30 market: Need success oriented, experienced LSM and NSM to lead sales to full potential. Resume to Box O-50. EOE.

**Sales manager:** Immediate opening for a sales manager involving local and national broadcast sales. Qualified candidates must possess a minimum of five years experience at a large market television station or rep firm; thorough knowledge of the ARB rating service; familiarity with research tools such as Scarborough, market manager, SMP; familiarity with national sales including the major West Coast markets; a thorough understanding of the Detroit marketplace; strong negotiating skills; dynamic leadership skills; ability to manage time effectively and handle many assignments simultaneously. Some travel is required. College degree preferred. Send resume to: Personnel, S.M. PO Box 50, Southfield, MI 48037. An EOE M/F.

### HELP WANTED SALES

**KGAN-TV, in Cedar Rapids, IA** is seeking a local account executive. Successful candidates will have 5 years television sales experience. College degree preferred. KGAN-TV is an EOE. Send resumes to Dan Kuempel, LSM, KGAN-TV, PO Box 3131, Cedar Rapids, IA 50406. EOE.

**Trainer/client services representative:** Software vendor needs person with broadcast experience—especially in traffic or A/R. Enterprise Systems experience helpful. Must be self motivated, organized, and have good people skills. Relocation to Colorado Springs and extensive travel required. Competitive compensation package. Send resume, references & salary history to Box Q-36. EOE.

**National sales manager:** Oversees all aspects of national sales. Responsible for budgets, staff management, and market-related research. Formal education equivalent of a B.S. Degree in Sales/Marketing, Communications, or related field. Related experience will be evaluated by department management and may be substituted on the basis of one year of experience equals one year of education. Four years of progressively responsible experience in broadcast advertising or sales. Knowledge of marketing concepts as they relate to broadcast sales/advertising. Computer knowledge. Ability to analyze, organize, and retrieve rate and competitive information to prepare reports and presentations. Effective oral and written communications skills. Send resume to Personnel Director, KATV Television, Inc., PO Box 77, Little Rock, AR 72203, or apply in person at KATV Studio, 401 Main Street, 8:00 a.m. to 5:00 p.m., Monday through Friday. Equal opportunity employer M/F. No phone calls please.

### HELP WANTED TECHNICAL

**Chief engineer needed** for group owned Fox affiliate in mid-size market. Hands-on position with heavy emphasis on transmitter maintenance. Must be self-motivated who can manage people and fix equipment properly. Resume and salary to Box Q-38. EOE.

**Broadcast engineer:** Immediate opening at Wyoming Public TV. Responsible for studio maintenance & production support. Salary \$23,908-\$34,208, dependent on qualifications. Minorities and women encouraged to apply. Position open until filled. 307-856-9291. EEO/AEE employer.

**Paint Box artist/designer:** Designs and produces on-air graphics utilizing Quantel Paint Box & Harriet. Minimum 3-5 years experience in television production/design required. College degree preferred. Typing skills and Macintosh experience a plus. Reply to: Allan Beutler, Design Director, WFAA-TV, 606 Young St., Dallas, TX 75202-4810. EOE, M/F.

**Maintenance technician:** Position requires FCC or SBE license and previous television maintenance experience. Must be proficient at trouble-shooting and repair of broadcast equipment, and be able to assist in master control operations as necessary. Send resume to Don Landis, Chief Engineer, WHTM-TV, Inc., PO Box 5860, Harrisburg, PA 17110. EOE.

**Fox, WXIN-TV, Indpls** needs a master control operator. College degree or equivalent in experience along with minimum of 2 yrs production or master control switching experience and familiarity with 1" Beta, 3/4" tape formats preferred. Responsible for master control assistance, on-air operations, camera operator, and remote and studio technician. Job offer contingent upon results of substance abuse testing. No phone calls please. Send resume by 11/5/93 to: WXIN-TV, USA Teleproductions, Jamie Berns, 1440 N. Meridian St., Indianapolis, IN 46202. EOE.

**Chief engineer:** Dominant Gulf Coast affiliate seeks a chief engineer who can lead us into the digital future. The successful candidate will have excellent technical and leadership skills plus a thorough knowledge of broadcast equipment including RF transmission systems. Requirements are an FCC license, college or technical degree (or equivalent experience), plus at least 10 years broadcast engineering experience. Send letter, resume, references and salary requirements to Jim Serra, General Manager, KPCL-TV, PO Box 1488, Lake Charles, LA 70602-1488. EOE.

**Wanted: Technical director** to punch nightly newscast for successful Fox affiliate. Must have at least two years working experience in all phases of news production, including hands-on experience with the GVG 250, Abakas A53 and Chyron Max. This is your opportunity to grow with a first class operation at the Gulf Coast's most progressive news station. Send resume and reel to: Jon Esther, Creative Services Director, Fox WFTX-TV, 621 SW Pine Island Rd., Cape Coral, FL 33991. An equal opportunity employer.

**Television maintenance engineer:** The George Washington University television studio is seeking a TV maintenance engineer to perform component-level repairs on broadcast equipment. Qualified applicants must have 2 years of experience in the installation, operation, and repair of TV broadcast equipment. Experience with 3/4" and Beta video tape recorders is necessary. Must have ability to function independently and work well with production staff. Manufacturer's schooling a plus. Desire individual with FCC General Radiotelephone operator license and desire to grow with production facility involved in national teleconference feeds. We offer a comprehensive compensation package to include: health insurance, excellent tuition benefits (for eligible spouse and dependent children too) and an onsite wellness facility. To apply fax, or send resume to: E. Dancil, Personnel Services, The George Washington University, 2125 G Street, NW Washington, DC 20052. 202-994-4498 fax. GW is an equal opportunity employer.

**Chief engineer:** Fox affiliate needs a hands-on technician with studio maintenance & UHF transmitter experience. Computer maintenance and programming background a major plus. College degree preferred, TV experience required. Send resume and salary goals to Mike Harding, WPGX-TV, PO Box 16028, Panama City, FL 32406. EOE.

**Russian O&O??** New, Russian radio- and TV-station licensees seek American technology and expertise in putting stations on-the-air. Located in thriving Republic of Kazakhstan. Lev Shneider, Jack Magan, 212-568-7531 phone, 212-781-3264 fax. EOE.

**Chief engineer:** Immediate opening with excellent benefits. Progressive UHF Independent. Must have studio and transmitter experience. Send resume to General Manager, WKFT-TV 40, 230 Donaldson Street, Fayetteville, NC 28301. EOE.

**TV technician:** Major metropolitan Northeast station has an opening for a technician with extensive studio camera experience. Individual must possess a minimum of 5 years experience in all phases of studio and control room television production. Letter and resume (no calls) to Irwin Ross, Director of Engineering, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE.

### HELP WANTED NEWS

**News director:** Network affiliate has an immediate opening for a news director. This position requires a minimum of three years television news management experience preferably as a news director or executive producer. Applicants should be enthusiastic, innovative and possess excellent people skills, journalistic integrity and fiscal responsibility. College degree preferred. EOE. Resume and tape to Box O-45.

**Entry level reporter position available.** Send non-returnable VHS or 3/4 inch only to General Manager, PO Box 2220, Florence, AL 35630. No phone calls. EOE.

**Actress/spokesperson** for NY auto dealership. News format commercial & show. Send nonreturnable VHS tape to Personnel Director, 11 Cromwell Ave., Staten Island, NY 10304. EOE.

**Anchor, Noon show** and cover health beat. At least 2 years commercial broadcast experience including anchor experience. Position also offers opportunity to work on prime-time specials. Send non-returnable tape to: Pat Lawrence, KOLN-TV, PO Box 30350, Lincoln, NE 68503. EOE.

**Sportscaster:** WBFF-TV Fox 45 in Baltimore is looking for a sportscaster to join our Emmy Award winning news operation. We're a young and exciting newsroom and looking for the same in our sportscaster. Applicants must have at least 3 years sports anchoring and reporting experience. Send tape and resume to Joe DeFeo, News Director, WBFF-TV, 2000 W. 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

**Reporter, etc.:** Need aggressive reporter with great storytelling skills. May also anchor weekends and/or do weather, plus produce. Send 3/4 or VHS non-returnable tape with at least one enterprise story to: Karen Frankola, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. 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.

**News director:** Top 100 ABC group owned station looking to significantly improve news position with aggressive leader. Send resume to Bob Kalthoff, VP-GM, WSJV-TV, PO Box 28, South Bend, IN 46624. No phone. EEO employer.

**Director:** WRIC TV8 has an immediate opening for a director. Emphasis on strong conceptual producing and live newscast/teletown directing skills. Duties include, but are not limited to weekend/nights newscast directing, working with internal/outside clients and supervision of production staff. A minimum of two years directing/producing and college degree required. Send resume and tape to Personnel by November 12th, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236. Excellent benefits. No phone calls please. WRIC-TV is an equal opportunity employer, minorities encouraged to apply.

**Desk assistant:** Entry-level position for an energetic, self-starting, highly organized individual. Responsibilities include script organization, file tape distribution, and other general newsroom functions. Previous newsroom experience a plus. Send resume to: Marianne Scheer, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

**Meteorologist:** Meteorology degree, AMS seal and minimum of two years experience as a broadcast meteorologist including demonstrated ability to prepare forecast preferred. Must have solid weather background and ability to communicate that knowledge to the audience in a manner clearly understandable. Up-to-date equipment and graphics knowledge mandatory. Must be able to interact with other on-air anchors as part of a broadcast team. Individual will be responsible for weekend weather presentations with some Monday-Friday fill-in work and will be part of a weather team concept. Resumes should be sent to Human Resources/Meteorologist, WOWT-TV, 3501 Farnam, Omaha, NE 68131. EOE.

**News promotion producer:** 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.

**Director/producer:** Direct creative, fast-paced evening newscasts in top 5 market with growing O&O. Position requires a minimum of 3 years experience directing progressive newscast in top 20 market. Send letter, resume and salary history to Box O-51. EOE.



**Newscast producer:** If you are producing a top-rated evening newscast, have a strong and creative editorial hand, and the ability to compete and win in the nation's hottest news markets (New York and Philadelphia), rush your resume and tape to William Jobs, News Director, NJN, CN 777, Trenton, NJ 08625-0777. No phone calls please. EOE.

**Assignment editor:** Applicants must have a minimum of 2-4 years experience in TV news. Assignment desk experience preferred. Good ability to work with people is essential. Must be able to supervise reporters, photographers and technicians. Must be able to act quickly, calmly and rationally in a crisis situation. Knowledge of satellite and electronic news gathering techniques is helpful. Sound news judgement and strong research skills essential. Must be able to generate story ideas and sources. Submit resume to: Georgia Walescheck, KSTP-TV News, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer.

**HELP WANTED PROGRAMING  
PRODUCTION & OTHERS**

**Promotions manager:** Creative writer and editor wanted to take charge of promotions department at small market ABC affiliate. Responsible for on-air syndicated promotions, station, on-air image & news graphics and news, weather & sports promotions with Ampex 4100 switcher, Abekas A51, ESS still storer, Chyron RGU-2, Dubner 20K, Videolek Toaster, AMPEX 1" Ace Editor & Vista Tips Paint System. To apply, send resume and tape with salary history to John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE M/F.

**Director of on-air promotions:** Highly creative producer/director sought to head on-air division of promotion department. Writing skills a must, hands-on editing experience preferred. Send resume and demo reel to: "Promotions", WUHF 360 East Avenue, Rochester, NY 14604. No phone calls please. EOE.

**Program manager:** Greater Dayton Public Television, community licensee of two CPB-qualified, PBS membership stations and a multi-channel ITFS system serving southwestern and west central Ohio is accepting resumes for the position of program manager. The position is responsible for the developing and managing broadcast and non-broadcast program services. Qualifications include the following: a college degree with emphasis in communications, marketing, education or related field. Organizational skills with attention to detail, and strong interpersonal communication skills. Some experience with public contact important, broadcast experience and familiarity with audience research methods. Must also be experienced in program acquisitions, scheduling and distribution helpful, particularly relating to educational programming. (Application to: Program/Operations Manager, GDPT, 110 S. Jefferson St., Dayton, OH 45402-2415. Position closes on October 29, 1993. Greater Dayton Public Television is an equal opportunity employer.

**Entertainment capitol of the world** needs online editor. Leading Las Vegas post-production facility is in need of experienced online editor, GVG-200, ADO, Dubner, Digital Beta 1". National and regional plus programming. Creative and technical background is essential for consideration. 3-5 years experience. Send resume and reel to: Richard Walsh, Vegas Valley Productions, 25 TV5 Drive, Henderson, NV 89014. KVVU-TV is an equal opportunity employer.

**Nationally syndicated talk show** seeking producers and associate producers, two years experience required. Send resume to Box Q-53. EOE.

**Features producer:** Is there still anybody out there who can produce, write and edit 5-minute-plus pieces for a weekly Kuralt style show? Shoo? Even better! Entertainment style story telling, no news junkies. Tape, resume, salary to Bob Phillips, 606 Young St., Dallas, TX 75202. EOE.

**Wanted:** Promotion producer/writer to produce daily topical news promotion and print for Southwest Florida's fastest growing television station. Must have at least 2 years of topical news experience and an uncanny ability to produce vibrant, innovative spots. Please, no beginners. Send resume and reel to: Jon Esther, Creative Services Director, Fox WFTX-TV, 621 SW Pine Island, Cape Coral, FL 33991. An equal opportunity employer.

**Art director:** Top 50 affiliate seeks highly motivated individual to direct art department. 3-5 years experience as electronic graphic artist with paint-box and MacIntosh preferred. Must have excellent design and production background. Responsibilities include direction of graphic artist for news, promotion and all station electronic and print needs. News is our priority, make it yours by sending resume and work sample by November 19th to Box O-52. EOE.

**Looking for a TV writer/producer** job in New Mexico? Why not work for the best? We're the #1 network affiliate in Albuquerque & our strong news numbers are coupled with a history of strong promotion & commitment to on-air. We're looking for an assistant writer/producer for our fast-paced, aggressive marketing/promotion department. Top candidate will be strong writer, fast producer & have hands-on 3/4 & Beta editing experience. Attention to detail & ability to handle a variety of tasks quickly also critical. Will also handle a variety of dept office duties. No phone calls! Send cover letter, resume, writing samples & demo tape to: Parker Harms, KOAT-TV, PO Box 25982, Albuquerque, NM 87125. KOAT-TV is an equal opportunity employer.

**WRCB-TV, Chattanooga,** has an immediate opening for a producer/director. Responsibilities include directing our 5:30pm, 6:00pm, 11:00pm newscasts and producing/directing for our in-house production company, ST Production Services. Post-production/computer editing skills a plus. 2 years recent experience preferred. Submit tape and resume with references and salary requirements to Vinnie Fusco, Operations Manager, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. Tapes will not be returned. No phone calls please. WRCB-TV is an equal opportunity employer.

**WBNS-10TV Technical director/audio operator:** One of the Midwest's leading CBS affiliates is seeking a person with a proven ability to switch and run audio in a professional broadcast environment. Person will be responsible for the technical quality of program video and audio and will also assist director in supervising studio and control room staff. Hands-on knowledge of production equipment and a willingness to learn is required. Must have Bachelors or Associate Degree in Broadcasting or equivalent experience. Apply in writing, only, to: Mr. Mike Berry, Production Director, WBNS-10TV, 770 Twin Rivers Dr., Columbus, OH 43215. WBNS-10TV is an equal opportunity employer.

**SITUATIONS WANTED SATELLITE**

**Experienced in satellite services,** video tape operations, cable television master control, technician skills and telemarketing sales. Looking for new opportunity with telecommunications company located in Northeast or Southeast regions. Please call Tom or leave message 516-249-1924.

**SITUATIONS WANTED NEWS**

**Basketball PBP.** Former Big 10, Pac 10, Big 8 & NBA announcers seek TV or radio for '93-94. Contact SSS Sports 217-544-2535.

**SITUATIONS WANTED PROGRAMING  
PRODUCTION & OTHERS**

**Complete production team,** including reporters. Available for creative, customized productions. Network level exp. 718-356-7700.

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**Bill Slatter and Associates** helps you move up—creates your audition tape and resume, offers coaching and placement help. 601-446-6347.

**Career Videos.** Our broadcast professionals prepare your personalized resume tape. Unique format, excellent rates, job placement assistance. We get results! 708-272-2917.

**CABLE**

**HELP WANTED PROGRAMING  
PRODUCTION & OTHERS**

**Television production supervisor:** Local cable system seeks enthusiastic individual to supervise and direct daily news program. Accomplished supervisor with GVG 200 production switcher, video toaster, news videotaping/editing, studio lighting and audio experience a plus. Send resume to: Program Manager, U.S. Cablevision, P.O. Box 889, Wappingers Falls, NY 12590. We are an equal opportunity employer.

**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

**The Missouri School of Journalism's** top-rated broadcast news department seeks an intellectually-demanding professional to help prepare graduate and undergraduate students for careers in the electronic media. In addition to teaching one of our television news courses each semester, the faculty member will assume part-time editorial supervisory duties at KOMU-TV, the School's NBC affiliated station. An MA and significant professional experience are preferred, though applicants with a BA and high-level work experience will be considered. Women and people of color are strongly encouraged to apply. Send resume, tape, news and teaching philosophy and references to Stacey Woelfel, Chair, Broadcast News Search Committee, KOMU-TV, Highway 63 South, Columbia, MO 65201. Applications accepted until position filled. EOE.

**Doctoral assistantships:** The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communication theory and research with broadcasting, journalism, P.R., and advertising concentration. M.S. degree and GRE required. Program requires 2-3 years in coursework, depending on educational background, plus dissertation. Teaching/research assistantships possible. Application for fall 1994 due March 1. Also, calendar-year M.S. program in media management. Contact Dr. H. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0347. EOE.

**Communications:** DePauw University announces two tenure-track openings in communications at the assistant professor rank beginning fall 1994. Ph.D. required. In extraordinary cases, ABDs will be considered at rank of instructor. Evidence of successful teaching and research/creative activity expected. 1) Rhetoric and Interpersonal Communication. Teach interpersonal and small group communication; opportunity to develop courses in areas such as intercultural, family, and/or health communication. Participation also expected in departmental service courses. Candidates should be comfortable with both humanistic and scientific realms of communication in a strong liberal arts environment. 2) Mass Communication. Teach Mass Communication courses in liberal arts curriculum. Also teach video production, mass media and society, and service courses. Candidate may suggest other specialties such as media criticism, telecommunication management, and international media. This position will also advise student television production work in DePauw's Center for Contemporary Media. For either position, please send letter of application, description of interests and experience, resume, graduate transcript, and three letters of recommendation to: Dr. Jeffrey McCall, Chair, Department of Communications, DePauw University, Greencastle, IN 46135. Applications accepted until positions are filled. Preliminary interviews will be conducted at the SCA national convention in November. Final review of applications begins January 15. AA/EOE. Women and minorities encouraged to apply.

## CLASSIFIEDS

**University of Tennessee, Knoxville:** Assistant professor, Department of Broadcasting. Teach and do research in areas of economics and structure of telecommunications industries. Useful specialties include cable television and emerging technologies, broadcast and cable sales and marketing, and telecommunications history and regulation. Ph.D. in Mass Communications or related field required. Substantial professional experience in broadcast, cable, or electronic or cable sales, marketing or management is useful. Send letter, via and names and addresses of three references to Dr. Herbert Howard, Department of Broadcasting, Search Advisory Committee Chair, 426 Communications Building, The University of Tennessee, Knoxville, TN 37996-0347. Review of applications will begin December 1, 1993, and continue until the position is filled. UTK is an EEO/AA/Title IX, Section 504/ADA employer.

**The Walter Cronkite School of Journalism and Telecommunication** at Arizona State University has a tenure-track faculty position open beginning Fall 1994. Assistant professor. Applicants with earned doctorates preferred; applicants with master's degree considered. Successful candidate will be a generalist expected to teach in the broadcast business/management sequence. Significant professional experience required; teaching and media writing experience desirable. The successful candidate will be expected to teach, perform service and engage in research/creative activity. The position is an academic year tenure track appointment with the possibility of summer teaching. Applicant must send resume and names of three references by December 15, 1993 to: Dr. John Craft, Search Committee Chair, Walter Cronkite School of Journalism and Telecommunication, Box 871305, Arizona State University, Tempe, AZ 85287-1305. Arizona State University is an equal opportunity/affirmative action employer.

**Radio-television assistant professor:** Tenure-track beginning August, 1994. Responsibilities: Teach 12 hours per semester of non-production subjects in the radio/television sequence, including broadcast writing, advertising, programming/management, and media history. Yearly course(s) in mass media and/or public speaking also possible. Doctorate or ABD in Mass Communication preferred. College teaching experience required. Competitive salary, excellent benefits. Send letter of application, vita, official transcripts, and three letters of recommendation to: Jeffrey Guterman, Chair, Radio/Television Search Committee, Department of Communication Arts, University of Pittsburgh at Bradford, 300 Campus Drive, Bradford, PA 16701. A review of applications will begin after November 19, and the position will remain open until filled. The University of Pittsburgh at Bradford is located in beautiful rural Northwest Pennsylvania, and is within driving distance to Buffalo, Rochester, Pittsburgh, Toronto, and other cities. The University of Pittsburgh at Bradford is an affirmative action, equal opportunity employer.

### FINANCIAL SERVICES

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

**Equipment leasing:** Application only to \$50,000. Up to \$1.5 million with full financials. New and used equipment. Allen Marshall, Broker. 404-227-8737.

### EMPLOYMENT SERVICES

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

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

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

### EDUCATIONAL SERVICES

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

**Faculty production competition:** The Broadcast Education Association, production division, seeks videotapes and interactive presentations produced by college faculty for the 1994 BEA Juried Faculty Production Competition. Entry deadline is November 12, 1993 — 5:00 p.m. EST. For details write/call: Andy Marko, Miami University, 153 Williams Hall, Mass Communication, Oxford, OH 45056. Tel. 513-529-3548.

### WANTED TO BUY EQUIPMENT

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

**300' to 400' FM antennae.** 217-342-3232.

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**Jampro antenna:** Four years old, directional, channel 49. 713-820-4900 Tim.

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

**Used/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.

**Blank tape, half price!** Elcon 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.

**Antenna—** Omni Scala SL-B LPTV Channel 59. Never used \$4,000 or offer. 407-682-7195.

## TELEVISION PUBLIC NOTICE

The Interconnection Committee will meet at 1:00 p.m. on November 16, 1993 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes satellite replacement, VSAT policies, CPB interconnection agreement, FY 1995 interconnection budget, transponder utilization, and other business.

### HELP WANTED MANAGEMENT

## MANAGER, TELEVISION COMMUNICATIONS

The National Aeronautics & Space Administration (NASA) is accepting applications for the position of Manager, Television Communications. The incumbent will serve as Executive Producer, NASA Television and will plan development, coordinate scheduling, direct production, and manage distribution of all NASA television programming.

Television is the principal means by which NASA disseminates information about its activities to television networks and stations, cable program distributors and system operators. The Office of Public Affairs, NASA Headquarters, in Washington, D.C., is conducting a nationwide search for a media professional with a strong background in program planning and execution for major news organizations. Candidates must be able to demonstrate significant recent experience as producers of both live and recorded programs with responsibility for editorial content and technical quality.

Salary range is \$66,609 to \$86,589. Interested persons should call (202) 358-1545 for a copy of the announcement and an application form. Applications must be postmarked by November 9, 1993. EOE.

### HELP WANTED PROGRAMING PROMOTION & OTHERS



POST-NEWSWEEK STATIONS, CT

### CREATIVE SERVICES MANAGER

We're looking for a star! This is a once-in-a-career Creative Marketing opportunity. You'll be responsible for Promotion and Graphics. Our Station has a great story to tell. If you're a leader capable of crafting the vision and implementing the details, we offer an exciting challenge, a great Station and the best Company in Broadcasting. Position reports to the General Manager. Send resume and letter (no phone calls) to Judi Addabba, Personnel Manager, WFSB/TV3, 3 Constitution Plaza, Hartford, CT 06103. EOE.

### SALES TRAINING

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**ANTONELLI MEDIA  
TRAINING CENTER**  
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**HELP WANTED PROGRAMING  
PROMOTION & OTHERS CONTINUED**

**PROMOTIONS PRODUCER**

NBA Entertainment is seeking producer with 3-5 years experience to write, edit, and produce NBA promotional spots. Must have extensive experience with off-line editing, graphic production, and post-production supervision. Film background and familiarity with Avid non-linear editing system a plus. An equal opportunity employer. Send resume and 3/4" tape to P.O. Box 3367.



**Attn: Promotions Department  
Secaucus, NJ 07094-3367**

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**HELP WANTED MANAGEMENT**

**LOCAL SALES MANAGER  
1010 WINS-AM  
NEW YORK CITY**

Experienced broadcast Sales Manager is sought to work with General Sales Manager in the supervision of large sales group in selling commercial spots (both local & national) to agencies, media buying services and direct sales clients. Manager is required to actively participate in station marketing campaigns, recruitment and development of sales staff. Responsibilities also include: Pricing inventory and controlling its use, conducting informational sales meetings and meeting with advertisers in difficult selling situations. Candidate must be a creative, strong team oriented person.

Thorough knowledge of radio station operations, advertising business and local & national sales required. 3-5 years of broadcast sales experience, preferably large market, in addition to basic business skills in marketing, computers, math and psychology. An EOE.

Send resumes to:  
**1010 WINS Radio  
Att: Cecilia Quintero  
888 Seventh Avenue 10th Fl  
New York, New York 10106**

**HELP WANTED PUBLIC RELATIONS**

**PUBLIC RELATIONS &  
ADVERTISING DIRECTOR**

**THE OPPORTUNITY:** Channels 10/36, top 30 PBS affiliate, is seeking a committed individual to plan and implement promotional and public relations campaigns for programs, projects, special functions; and fund raising events; to coordinate the efforts of advertising agencies, media services and other resources and personnel; and to serve as liaison with media representatives, reporters, advertising agency personnel, community organizations, major stations donors, volunteers, students, and members of the general public.

**THE SUCCESSFUL APPLICANTS:** Individuals must have a Bachelor's degree in communications, public relations, or related field plus five (5) years of progressively responsible occupational experience to include coordinating advertising campaigns; or any equivalent combination of experience and training which provides the necessary knowledge, skills and abilities.

**THE PROCESS:** Call (414) 225-1800 for an application and complete job description. The deadline is Friday, November 5, 1993. Please indicate on the application the source of your referral for the position. Resumes and letters of application will not be accepted in lieu of completed application.

MATC is an Affirmative Action/Equal Opportunity Institution and complies with all requirements of the Americans With Disabilities Act.

**Milwaukee Area Technical College**

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**Fox Broadcasting Company** is seeking a Radio Producer/ Copywriter for our On-Air Promotions Dept. Radio writing and radio spot producing experience a must. TV experience is preferred. Send resume and Audio tape to:

**Fox Broadcasting Company,  
Attn: MA-147, P.O. Box 900,  
Beverly Hills, CA  
90213.** No phone calls please. EOE.



**FOX BROADCASTING COMPANY**

**CABLE**

**HELP WANTED SALES**

**DIRECTOR OF  
ADVERTISING SALES**

Director of Ad Sales for Advertising Sales division at Corporate Headquarters. Responsibilities include achieving revenue and profit objectives by overseeing the activities of selected ad sales operations, developing sales programs to attract and retain clients, training and motivating ad sales employees, and developing long term strategies. College degree required, Masters preferred. Minimum five years experience managing ad sales organization required. Reports to VP of Advertising Sales.

Cox Cable Communications is an equal opportunity employer. Send resume to:  
**Cox Cable Communications  
1400 Lake Hearn Drive  
Atlanta, GA 30319  
Attn: CableRep**

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Radio-Television News Directors Association  
1000 Connecticut Ave., N.W., Suite 515  
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California Broadcasters Association

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# For the Record

Compiled by BROADCASTING & CABLE based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 40). FCC actions on ownership change filings with file numbers and action dates follow:

### Granted

**KNBA(AM) Vallejo, CA**—Action Oct. 12 (BAL930805EA).

**WYGC-FM Gainesville, FL**—Action Oct. 4 (BALH930818GF).

**WEVU(TV) Naples, FL**—Action Oct. 7 (BALCT930720KF).

**WRFC(AM) Athens, GA**—Action Oct. 6 (BTC930819EB).

**KRNQ-FM Hampton, IA**—Action Oct. 5 (BAPH930726GH).

**KJJB-FM Eunice, LA**—Action Oct. 7 (BALH930712GE).

**WCWL-FM Stockbridge, MA**—Action Oct. 7 (BALED930630GG).

**WQON-FM Grayling, MI**—Action Oct. 6 (BAPLH930802GF).

**KITN-TV Minneapolis, MN**—Action Oct. 3 (BALCT930809KP).

**KEIN(AM)-KLFM-FM Great Falls, MT**—Action Oct. 6 (AM: BAL930823EA; FM: BALH930823EB).

**WMQX-AM-FM Winston-Salem, NC**—Action Oct. 6 (AM: BAL930730GH; FM: BALH930730GI).

**WEBO(AM)-WGRG-FM Owego, NY**—Action Sept. 28 (AM: BTC930803GG; FM: BTCH930803GH).

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

**WAKR(AM)-WONE-FM Akron, OH**—Action Oct. 6 (AM: BAL930813EA; FM: BALH930813EB).

**WUPW-TV Toledo, OH**—Action Oct. 7 (BALCT930714KG).

**WDBA-FM DuBois, PA**—Action Oct. 6 (BTCH930816GK).

**WWBD(FM) Bamberg, SC**—Action Oct. 6 (BALH930715GK).

**WACH-TV Columbia, SC**—Action Oct. 7 (BALCT930720KH).

**WKCH-TV Knoxville, TN**—Action Oct. 7 (BALCT930720KG).

**WMC-AM-FM-TV Memphis, TN**—Action Oct. 7 (AM: BAL930721KO; FM: BALH930721KP; TV: BALCT930721KP).

**KBRN(AM) Boerne, TX**—Action Oct. 12 (BAL930823EC).

**KSRW-FM Childress, TX**—Action Oct. 4 (BALH930818GG).

**KDFW-TV Dallas and KTBC-TV Austin, both**

**Texas**—Action Oct. 6 (KDFW: BALCT930802KL; KTBC: BALCT930802KM).

**WMYA-FM Cape Charles, VA**—Action Sept. 28 (BALH930803GF).

**KUTI(AM) Selah and KXDD-FM Yakima, both Washington**—Action Oct. 5 (AM: BAL930723GF; FM: BALH930723GG).

## NEW STATIONS

### Applications

■ **Point Comfort, TX** (BPH930827MG)—BMW Broadcasting of Texas seeks 94.1 mhz; 25 kw; ant. 100 ft. Address: P.O. Box 876, Corpus Christi, TX 78403. Applicant is headed by William Woody and has no other broadcast interests.

■ **Lowry, SD** (BPH930923MF)—James River Broadcasting Inc. seeks 100.7 mhz; 100 kw; ant. 179 ft. Address: 1255 23rd Street, N.W., #800, Washington, DC 20037. Applicant is headed by Robert E. Ingstad and owns 11 AM's and 12 FM's.

■ **DeFuniak Springs, FL** (BPED930930MA)—Truth Communications Inc. seeks 91.3 mhz; .3 kw; ant. 57 ft. Address: P.O. Box 672, DeFuniak Springs, FL 32433. Applicant is headed by Opal Davidson and has no other broadcast interests.

■ **Bandon, OR** (BPH930930ME)—Coquille River Broadcasters Inc. seeks 96.5 mhz; 7.5 kw; ant. 180 ft. Address: P.O. Box 250, Coquille, OR 97423. Applicant is headed by William G. Williamson and has no other broadcast interests.

### Actions

■ **Fayetteville, AR** (BPED910123MF)—Dismissed app. of Mission Blvd. Baptist Church for 90.1 mhz; 3 kw; ant. 39 ft. Address: 2006 Mission Blvd., Fayetteville, AR 72703. Applicant is headed by Rev. Brian Disney and owns KOFC(AM) Fayetteville, AR.

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■ **Hanford, CA** (BPH870730MF)—Granted app. of Hanford FM Radio for 94.5 mhz; 3 kw; ant. 100 ft. Address: 100 Robideaux Rd., Aptos, CA 95003. Applicant is headed by Nayereh Wrathall and has no other broadcast interests. Action Oct. 4.

■ **Granite City, IL** (BPED930507MC)—Returned app. of Illinois Bible Institute for 89.5 mhz; 29 kw; ant. 22 ft. Address: P.O. Box 140 Carlinville, IL, 62626. Applicant is headed by Richard C. Whitworth and owns WIBI-FM Carlinville, WBGL-FM Champaign, WCIC-FM Pekin, all Illinois, and WCRT-FM Terre Haute, IN.

## FACILITIES CHANGES

### Applications

■ **Bentonville, AR** KOLZ(FM) 98.3 mhz—Demaree Media Inc. seeks one step application to change channel to 252C1.

■ **Tempe, AZ** KUPD(FM) 97.9 mhz—G&C Broadcasting Inc. seeks mod. of license (BLH-920922KB) to correct site coordinates.

■ **Merced, CA** KXDE(FM) 107.7 mhz—John Neuhoff seeks mod. of CP (BPH-880301MY) for new station. change ERP: 3.4 kw; ant. 133 m.; TL: 3.7 km NNE of intersection of Snelling and Lapaloma Rds, 11 km NNE of Merced, Merced Co., CA.

■ **Rock Valley, IA** KQEP(FM) 106.9 mhz—Robert M. Mason seeks CP to make changes; change: ERP: 25 kw; TL: approximately .5 km S of Rte. 27 in SE quarter of NE quarter of section 6, Township 98 N, range 46 W, near Alvord, Doon Co., IA; change class to C3 (per MM docket 92-99).

■ **Concordia, KS** KCKS(FM) 95.3 mhz—KNCK Inc. seeks mod. of license to increase ERP: to 6 kw (pursuant to MM docket 88-375).

■ **Opelousas, LA** KVOL-FM 105.9 mhz—Caviness Broadcasting Inc. seeks CP to make changes: ERP: 3.1 kw; ant. 140 m.

■ **Vanderbilt, MI** WGKU(TV) ch. 45—GRK Productions Joint Venture seeks mp (BPCT-910927KJz) to change. the ERP: vis: 70.14 kw; TL: 02132 Tower Rd., Vanderbilt, Charlevoix Co., MI.

■ **Chillicothe, MO** KCHI-FM 103.9 mhz—Steve C. Mickelson seeks CP to make changes to TL: on Hwy 190 (formerly Hwy 170) 2 1/2 mi NW of center of Chillicothe, MO.

■ **Byhalia, MS** WHLE(FM) 94.9 mhz—Albert Crain seeks mod. of CP (BPH-880715MP as mod. and ext) to make changes; change: ant. 100 m.; TL: 5.1 km N of Byhalia, MS.(Marshall Co.) on Byhalia Rd., Hwy 309.

■ **Lebanon, NH** WNBX(FM) 100.5 mhz—Radio South Burlington Inc. seeks CP to make changes; change: ERP: 6 kw; ant. 100 m.; TL: Crafts Hill, 1.7 km NE of State Rtes 10 and 12A, Lebanon, Grafton Co., NH.

■ **Albuquerque, NM** KWQK(FM) 101.3 mhz—Albuquerque FM Inc. seeks CP to make changes to ERP: 6 kw; ant. 100 m.; TL: 1.1 km ENE of intersection of I-40 and US-66.

■ **Harrisburg, PA** WRTQ(FM) 88.1 mhz—Trustees of Univ. of Pennsylvania seek mod of CP (BPED-870909MB) for new station; change ERP: .17 kw; ant. 75 m.; TL: 360 Poplar Church Rd., Wormleysburg, Cumberland Co., PA.

■ **Elizabethton, TN** WUSJ-FM 99.3 mhz—Tri-City Broadcasting seeks CP to make changes; change ERP: 3.85 kw; ant. 242.2 m.; TL: approx 1 km off Holston Mountain Rd. 5 km N of Elizabethton.

■ **Beckley, WV** WJLS(AM) 560 khz—Personality Stations Inc. seeks CP to change TL to 4th Ave, approx 1 km W of Raleigh, WV; modify nighttime pattern and operate with .47 kw nighttime/4.5 kw daytime.

■ **Buckhannon, WV** WBTQ(FM) 93.5 mhz—Harlynn Inc. seeks CP to make changes: ERP: 3.6 kw; ant. 132 m.; section 73.215 processing requested.

### Actions

■ **Mena, AR** KENA-FM 101.7 mhz—Granted app. of Ouachita Communications Inc. for CP to make changes; change ERP: 25.1 kw; change from freq. 101.7 to 102.1; change to class C2 (per MM docket 89-290). Action Sept. 29.

■ **Fortuna, CA** KOEX(FM) 100.3 mhz—Granted app. of North Star Communications CP to make changes--ERP: 0.8 kw, ant. 514 m., antenna supporting-structure height, frequency: 100.3 mhz, class: C3, and city of license from Rohnerville, CA to Fortuna, CA (per docket no 91-176). Action Oct. 1.

■ **Los Angeles** KWHY-TV ch. 22—Granted app. of Harriscope of Los Angeles Inc. for MP (BPCT-920302KGBPCT-820305KG) to change ant. 889 m; TL: Mt. Wilson antenna farm 25 km N of Los Angeles, Co., CA, ERP vis: 2.630 kw. Action Oct. 8.

■ **Strasburg, CO** KAGM(FM) 102.3 mhz—Returned app. of Lenora Alexander for mod of CP (BPH-900102MI as mod) to make changes; TL: 9 mi. S. of Strasburg, CO. Action Oct. 8.

■ **Gray, GA** WWIQ(FM) 96.5 mhz—Granted app. of Gray Communications Inc. for mod. of CP (BPH-900416MK) to make changes; change ERP: 1.99 kw; ant. 126.2 m.; TL: approx. 2.7 km; 140 ft. from Clinton, GA. Action Sept. 30.

■ **Grundy Center, IA** KGCI(FM) 97.7 mhz—Granted app. of Grundy Broadcasting Co. for CP to make changes: ERP: 20.5 kw; ant. 109 m.; TL: 1.5 km ESE of Zaneta, near GrundyBlack Hawk Co. line in rural Black Hawk Co., IA class changed to C3 (per MM docket 92-129). Amended 9/393: ERP: 16.0; ant. 124 m. Action Oct. 8.

■ **Fort Wayne, IN** WBNI-FM 89.1 mhz—Granted app. of Public Broadcasting of NE Indiana Inc. for mod of CP (BPED-900116IF) to make changes: change ERP: 34 kw; ant. 184 m.; TL: 3632 Buller Rd., Fort Wayne, Allen Co., IN. Action Oct. 7.

■ **Bowling Green, KY** WMJM(FM) 96.7 mhz—Cancelled and forfeited app. of WBZD Inc. for CP to make changes; change ERP: 13.5 km; ant. 137 m.; TL: 1.25 km E of New Harmony Church on Barrow Rd. Logan County, KY; change to class C3 (per MM docket no. 90-447). Action Oct. 7.

■ **Springfield, MD** KWFC(FM) 89.1 mhz—Returned app. of Baptist Bible College Inc. for CP to make changes: ant. 330 m., TL: 4.8 km N of Fordland, MO., Webster Co. Action Oct. 8.

■ **Grayling, MI** WQON(FM) 100.3 mhz—Granted app. of WSJ / WQON Inc. for mod. of CP (BPH-890705IA) to make changes, ant. 133 m., TL: 1 mi. E of Old US 27 and CR 76 intersection, Crawford Co., MI and to change, antenna supporting-structure height. Action August 29.

■ **Artesia, MS** WQNN(FM) 99.9 mhz—Dismissed app. of Bravo Communications Inc. for CP to change ERP: 6 kw. Action Oct. 5.

■ **Semora, NC** WQVA(FM) 106.7 mhz—Granted app. of Semora Broadcasting Inc. for mod. of CP (BPH-861126NI as mod.) to make changes; change: ERP: 6 kw; TL: 0.73 km N of State Rte 656; 0.13 km W of county line; 1.6 km N of Sutherlin, Pittsylvania Co., VA; change main studio location. Action Oct. 6.

■ **Waxhaw, NC** WLWW(FM) 106.1 mhz—Granted app. of Union County Communications Inc. for mod. of CP (BPH-880324NK) to make changes: ERP: 20 kw; ant. 111 m.; TL: 731 m. SE of Jct. US 521 and SR125 (160 ft.), Lancaster Co., SC; class changed from C3 to A (per MM docket 90-31). Action Oct. 4.

■ **Lisbon, NH** WLTN-FM 96.7 mhz—Granted app. of Profile Broadcasting Co. Inc. for CP to change ERP: 6 kw. Action Sept. 30.

■ **East Orange, NJ** WFUM(FM) 91.1 mhz—Granted app. of Upsala CollegeWFMU Corp. for CP for ED FM to make changes; change: ant. 154 m.; TL: 40 47 19 74 15 20. Action Sept. 21. Action Sept. 21.

■ **Herkimer, NY** WYUT-FM 92.7 mhz—Dismissed app. of Robert E. Remmell, Receiver, for CP to make changes; change: ERP: 1.215 kw; ant. 218 m.; TL: Schrader Hill, 27 degrees, .85 km from the

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intersection of Steuben Hill Rd. and Schrader Hill Rd., Herkimer, NY. Action Oct. 7.

■ **John Day, OR** KGNR(FM) 91.9 mhz—Granted app. of Life Broadcasting Inc. for mod. of CP (BPED-901123ME) to change antenna supporting-structure height. Action Oct. 1.

■ **Lancaster, PA** WJTL(FM) 90.3 mhz—Granted app. of Creative Ministries Inc. for CP to make changes: ERP: 11.8 kw; ant. 151 m.; TL: 0.3 km NNE of Ironville, IN; Lancaster Co., PA. Action Oct. 8.

■ **Bowie, TX** KRJT-FM 100.7 mhz—Granted app. of Bowie-Nocona Broadcasting Co. Inc. for CP to make changes; change: ERP: 6.25 kw; ant. 132.6 m.; change class to C3. Action Sept. 30.

■ **Galveston, TX** KQQK(FM) 106.5 mhz—Granted app. of KQQK Inc. for mod of CP (BPH-870225MN as ext.) to make changes; change ant. 403 m. Action Sept. 23.

■ **San Antonio, TX** KSJL-FM 96.1 mhz—Dismissed app. of Inner City Broadcasting Corp. of San Antonio Inc. for mod. of CP (BPH-890407IE as mod.) to change ERP to 60 kw. Action Oct. 5.

■ **Hampton, VA** WVEC-TV ch. 13—Granted app. of WVEC Television Inc. for CP to change. ant. 301 m. Action Oct. 7.

■ **Tazewell, VA** WTZE(AM) 1470 khz—Granted app. of Tazewell Broadcasting Co. for CP to change TL to Hubbie Hill, 3.2 km NW of Tazewell, VA. Action Oct. 4.

■ **Christiansted, VI** WAVI(FM) 93.5 mhz—Granted app. of St. Croix Wireless Co. Inc. for CP to make changes: change: ERP: 15 kw; change frequency to 93.5 mhz; change class to B per MM docket 91-296. Action Sept. 27.

■ **Vergennes, VT** WWGT(FM) 96.7 mhz—Granted app. of Lakeside Broadcasting Corp. for mod. of CP (BPH-910822MB) to make changes.; change ERP: 3.4 kw. Action Sept. 30.

■ **Arnold, CA** KCFA(FM) 106.1 mhz—Granted app. of Calaveras Inspirational Station Inc for mod of CP (BPED-911031MB) to make changes: ERP .91 kw; ant. 256 m., TL: within Calaveras Co., CA on land of Stanislaus National Forest. No street address. Nearest community, Ganns, is 2.5 mi. NE. site is 0.3 mi W of Hwy 4, accessible via Mountain Road which exits Hwy 4 approx. 0.3 mi S of site. Action Oct. 8.



# Ratings Week According to Nielsen, Oct 11-17

	<b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>13.6/21</b>	<b>15.0/23</b>	<b>14.2/22</b>	<b>5.4/8</b>
8:00	73. Day One 8.3/13	31. Evening Shade 13.1/21	23. Fresh Prince 14.4/23	85. Fox Night at the Movies—Out on a Limb 5.4/8
8:30		18. Dave's World 14.7/22	25. Blossom 14.0/21	
9:00		8. Murphy Brown 17.4/26		
9:30	20. NFL Monday Night Football—Houston Oilers vs. Buffalo Bills 14.5/25	19. Love & War 14.6/22	24. NBC Monday Night Movies—Moment of Truth: A Child Too Many 14.2/22	
10:00		16. Northern Exposure 15.0/25		
10:30				
<b>TUESDAY</b>	<b>16.3/26</b>	<b>14.6/23</b>	<b>10.6/17</b>	<b>5.6/9</b>
8:00	13. Full House 15.3/25	17. American League Championship Game 6—Toronto Bluejays vs. Chicago White Sox 14.8/25	64. Saved by the Bell 9.1/15	86. Roc 5.2/8
8:30	20. Phenom 14.5/23		60. Getting By 9.3/15	89. Bakersfield, P.D. 4.3/7
9:00	7. Roseanne 17.7/27		38. J. Larroquette 12.0/18	78. America's Most Wanted 5.9/9
9:30	5. Coach 18.4/28		63. Second Half 9.2/14	
10:00	11. NYPD Blue 16.0/27		38. Dateline NBC 12.0/20	
10:30				
<b>WEDNESDAY</b>	<b>12.5/20</b>	<b>17.2/28</b>	<b>12.6/20</b>	<b>10.5/16</b>
8:00	53. Thea 10.3/16	8. National League Championship Game 6—Atlanta Braves vs. Philadelphia Phillies 17.4/28	25. Unsolved Mysteries 14.0/22	44. Beverly Hills, 90210 11.3/18
8:30	49. Joe's Life 10.8/17		47. Now with Tom and Katie 11.2/17	58. Melrose Place 9.7/14
9:00	2. Home Improvmt 19.9/29		34. Law and Order 12.5/21	
9:30	15. Grace Undr Fire 15.1/23			
10:00	60. Moon Over Miami 9.3/16			
10:30				
<b>THURSDAY</b>	<b>11.9/20</b>	<b>8.1/14</b>	<b>15.1/25</b>	<b>8.7/14</b>
8:00	60. Missing Persons 9.3/15	66. In the Heat of the Night 8.9/15	32. Mad About You 12.8/22	44. The Simpsons 11.3/19
8:30		68. Eye to Eye with Connie Chung 8.7/14	13. Wings 15.3/25	59. Sinbad Show 9.4/15
9:00	32. Matlock 12.8/20	76. Top Cops 6.8/12	4. Seinfeld 19.3/30	74. In Living Color 7.6/12
9:30			10. Frasier 16.1/26	79. Herman's Head 6.3/10
10:00	28. Primetime Live 13.5/24		28. L.A. Law 13.5/24	
10:30				
<b>FRIDAY</b>	<b>13.0/25</b>	<b>9.0/17</b>	<b>6.7/12</b>	<b>4.5/8</b>
8:00	30. Family Matters 13.3/26	82. Had to Be You 5.9/12	82. Against the Grain 5.9/11	84. Brisco County, Jr. 5.8/11
8:30	37. Boy Meets World 12.3/23	81. Family Album 6.1/12		
9:00	34. Step by Step 12.5/23	50. CBS Special Movie—The Man from Left Field 10.5/20	75. NBC Movie of the Week—Great Escapes: Secrets Success Part 3 7.1/13	91. Baseball Relief 3.2/6
9:30	34. Hangin w/Mr. C 12.5/23			
10:00	27. 20/20 13.8/26			
10:30				
<b>SATURDAY</b>	<b>9.8/18</b>	<b>14.8/27</b>	<b>9.2/17</b>	<b>6.8/12</b>
8:00	65. ABC Saturday Night Movie—When Harry Met Sally 9.0/16	55. Pre Game Show 10.2/20	70. The Mommies 8.5/16	72. Cops 8.4/16
8:30		12. World Series Game 1—Philadelphia Phillies vs. Toronto Bluejays 15.5/29	70. Cafe Americain 8.5/15	67. Cops 8.8/16
9:00			53. Empty Nest 10.3/18	87. Front Page 5.0/9
9:30	52. Nurses 10.4/18			
10:00	44. The Commish 11.3/21		69. Sisters 8.6/16	
10:30				
<b>SUNDAY</b>	<b>16.0/25</b>	<b>18.4/29</b>	<b>10.1/16</b>	<b>7.6/12</b>
7:00	40. Am Fun Hm Vid 11.7/20	3. 60 Minutes 19.7/32	86. I Witness Video 5.6/10	89. Townsend Television 4.3/7
7:30	48. Am Fun People 10.9/18		41. seaQuest DSV 11.6/17	57. Martin 9.8/15
8:00	41. Lois & Clark 11.6/17	6. World Series Game 2—Philadelphia Phillies vs. Toronto Bluejays 17.9/29	43. NBC Sunday Night Movie—Danielle Steel's Message from 'Nam 11.5/18	50. Living Single 10.5/15
8:30				56. Married w/Childn 9.9/15
9:00	1. ABC Sunday Night Movie—Pretty Woman 21.1/33			77. Daddy Dearest 6.6/10
9:30				
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>13.4/22</b>	<b>14.1/23</b>	<b>11.2/18</b>	<b>7.0/12</b>
<b>SSN. TO DATE</b>	<b>12.9/21</b>	<b>13.4/22</b>	<b>11.1/18</b>	<b>7.1/12</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



## Paying the price

**EDITOR:** The issue of diversity in the broadcast industry has taken on a whole new spin with the rescission of the FCC policy of providing female applicants an additional credit in a comparative hearing for a construction permit.

The determining factor cited was the lack of the proliferation of programming regarding women's issues in spite of the increase in female-owned stations.

This raises a serious question: Are African-American broadcast owners effectively contributing to broadcast diversity? Perhaps this is not a politically correct issue. However, given the deteriorating state of America's urban areas, the time has never been more appropriate.

The decision to give minorities an additional comparative credit when deciding on prospective station ownership is a fair and just resolution of the problem of a lack of broadcast diversity. In exchange for this additional credit, it was implied that these minority groups would pursue positive interests unique to their cultures and communities in the form of creative programming.

The playing of urban contemporary/black music alone does not sufficiently address the issue of broadcast diversity. It was assumed that minorities applying for these construction permits and station acquisition tax credits would seek to highlight the concerns of their audiences' communities and would help solve some of the problems they face.

Instead, many of these station owners cite difficult economic times as the main reason for their lack of programming concerning community issues. Indeed, this is true for almost all broadcasters, regardless of race. And because urban format stations are categorically paid less by advertisers per member of their listening audience than are corresponding non-black stations, this tends to adversely affect their operations to an even greater extent. Nevertheless, this does not absolve them of their lack of effort to fulfill their incurred obligation of addressing community issues, the main aspect of broadcast diversity.

The owners of stations that cater

to these select audiences should be motivated to fulfill their obligations incurred through the special consideration given them as minority applicants. If people are supplied with more information, they will make better choices. Providing solid programming that addresses issues such as staggering unemployment, teen pregnancy, infant mortality rates and gang violence can assist these communities in dealing with them. If one wishes to enjoy the fruits of this market, then one must tend the orchard.—*Leonard Johnson III, president, JR Communications Corp., Lowell, Mass.*

## Where's the NAB?

**EDITOR:** Governor Cuomo is 100% correct in his comments on the fairness doctrine in your Sept. 6 issue. It took a non-broadcaster to jolt our industry about what is involved and to accurately frame the issue. Make no mistake about it...this is the defining issue for broadcasters for 1993.

It seems that everyone in the country, from the *Wall Street Journal* to the *Washington Post*, has come out forcefully against the bill.

What I find extremely disappointing is the obvious absence of the National Association of Broadcasters in this debate. Shockingly, the NAB actually declined an invitation to testify at the July 26 congressional hearing on the doctrine before Congressman Markey's committee, leaving the task of defending the First Amendment rights of broadcasters to Brandt Gustavson, president of National Religious Broadcasters, and a few others. Indeed, at the hearing, Chairman Markey seemed somewhat pleased that NAB declined to testify...leaving the impression that the NAB was not that concerned.

This raises a disturbing question: Does the NAB view issues such as "must carry" (of little or no value to many broadcasters) as more important than the First Amendment rights of broadcasters? Let's hope not. And let's hope Eddie Fritts begins using his considerable clout and power of persuasion to defeat this overt attack on the First Amendment.—*Stuart W. Epperson, chairman, Salem Communications Corp., Winston-Salem, N.C.*

# Datebook

## THIS WEEK

**Oct. 23-26**—*Radio Advertising Bureau* fall board meeting. Phoenix. Information: (212) 387-2100.

**Oct. 26**—"The Clinton Administration-First Nine Months," *International Radio and Television Foundation* fifth annual dinner. Panelists: Cokie Roberts, ABC News; Mary Matalin, political strategist/talk show host; Bob Squier, filmmaker. Moderator: Mike Wallace, CBS News. Waldorf-Astoria, New York. Information: Jennifer Grazel, (212) 221-1616 or Maggie Davis, (212) 867-6650.

**Oct. 27**—"The New NFL." Q&A seminar sponsored by *International Radio and Television Society*. Time Life Auditorium, New York. Information: Lyvann Oum, (212) 867-6650.

**Oct. 27**—Fifth Annual Telecommunications Policy Lecture sponsored by *Communications Media Center, New York Law School*. Speaker: Larry Irving, administrator, National Telecommunications and Information Administration and assistant Commerce secretary. Center, New York. Information: (212) 431-2160.

**Oct. 28**—"Libel Reform: How to Set The Record Straight?" colloquium sponsored by *The Annenberg Washington Program in Communications Policy Studies of Northwestern University*. Willard Office Building, Washington. Information: Lisa Spodak, (202) 393-7100.

**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.

**Oct. 30-31**—*American Women in Radio and Television, Western area* conference. Point Hilton at South Mountain Hotel, Phoenix. Information: Kelley Howard, (602) 234-6341.

## 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.

**Jan. 24-27**—*NATPE International* 31st annual program conference and exhibition. Miami Beach Convention Center, Miami Beach. Information: (310) 453-4440.

**Jan 29-Feb. 1**—*National Religious Broadcasters* convention and exposition. Sheraton Washington, Washington. Information: (703) 330-7000.

## FEBRUARY

**Feb. 10-12, 1994**—*Satellite Broadcasting and Communications Association* winter trade show. Anaheim Convention Center, Anaheim, Calif. Information: (703) 549-6990.



## Stuart Cain Johnson

**W**hen Stu Johnson began his career in the computer industry, he never figured he'd have anything to do with television. Today he's the head of telephone company Bell Atlantic's effort to break into video programming.

Fifteen months ago, Johnson joined Bell Atlantic as head of its information services division, which includes the telephone company's pioneer effort in television, Bell Atlantic Video Services. When Johnson arrived at Bell Atlantic, company chairman Ray Smith told him to prepare for major changes. Within five years, he said, everything that Bell Atlantic did, including telephone, would be open to competition. "Conversely, he said, every business we're not in will be allowed in five years," Johnson says.

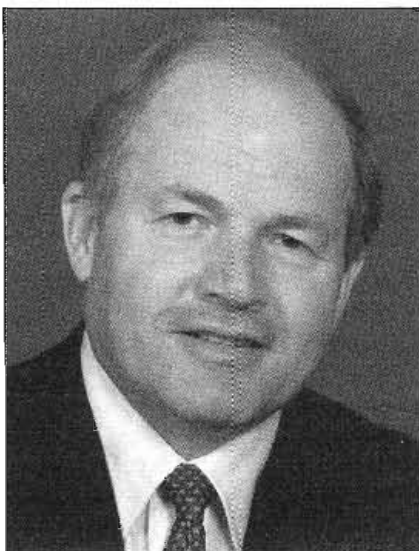
At the time, Smith told him it was better to try to break into and compete in the new businesses than to slavishly defend the company's hold on the existing businesses. Johnson was charged with creating a division that would meet the challenge.

Although Bell Atlantic was prohibited by law from providing video services in its telephone service area, Johnson created Bell Atlantic Video Services, a subsidiary that could act like a cable operator, developing programming and packaging it for sale.

At the same time, in late 1992, Bell Atlantic filed suit in federal court, challenging the 1984 Cable Act, which barred telephone entry into the cable business.

Johnson says that he fully expected to win the suit, but it still hadn't sunk in that he was on the verge of becoming a cable operator. "I didn't realize it until August, when we won the court case," he says.

Ironically, in the wake of Bell Atlantic's court triumph, partly spurred by the Information Services Group, Johnson found himself in an uncertain position. When Bell Atlantic merged with cable giant TCI earlier this month, the company acquired a huge body of programming and programming experience, exactly what Bell Atlantic Video Services was trying to develop. Johnson could find his division



merged into the TCI portion of the new company. It wouldn't be the first time Johnson had been in the middle of a merger. "I've been merged or acquired out of three careers," he jokes.

It started after a 15-year career with computer company Burroughs, when the company merged with Sperry, later creating Unisys. Two years later, his new firm, Planning Research Corporation, was bought by a Connecticut company. Finally, he tested the telephone waters with Contel, which was quickly snapped up by GTE.

Retreating from the world of large companies, Johnson took a job at a private Washington merchant bank, Savoy Partners. While trying to secure financing for an alternative access telephone system in Washington, he met Bell Atlantic's Smith. "He decided he didn't want to invest any money in my venture," Johnson says, "but he did

want me to come work for him."

Johnson has come a long way. After a stint as a Navy aviator, including 111 missions in Vietnam, he entered the computer business, confident that the data-processing revolution would last long enough to provide a career. "What we see now is [that] this industry is no longer growing [much] on the data-processing side," he says. "That battle's over."

Although his career took an unexpected turn into telephone and cable, Johnson's background with Burroughs and Planning Research proved useful. The future of cable, Johnson says, is nothing more than a huge, complex systems-engineering project. It's not much different from designing computer systems and networks, as he did at his old companies.

Television is facing the same basic evolution that computers faced in the 1970's and '80s. "You had to take the computer closer to the end user and

give the user access to data bases [at remote locations]," he explains. Today, TV is moving toward on-demand access to video, which will be stored in widely separated data bases and carried to the home through a computer network.

In the future, Johnson says, telephone, TV and computers will be even closer. If the current crop of equipment prototypes makes it to market, he says, the device into the home actually could be a combination of the three traditional products: telephone handsets, personal computers and television receivers. Probably, he

says, there will continue to be a place for the separate items, but on the whole, home technology will look completely different in a decade or so. ■

**Group VP, business and information, Bell Atlantic, Arlington, Va.; b. Pittsburgh, Nov. 8, 1942; BS, mathematics, U.S. Naval Academy, Annapolis, Md., 1960-64; MBA, George Washington University, Washington, 1969; U.S. Navy aviator, 1964-69; sales, Burroughs, Winston-Salem, North Carolina, 1969-72; manager of large systems production, Detroit, 1972-74; branch manager, Atlanta, 1974-77; director, product development, Detroit, 1977-80; VP, product development, 1980; VP, marketing, 1981; head of system development, System Development Corp. (Burrows subsidiary), Washington; development, 1982; president, Planning Research Corp., McLean, Va., 1985-87; executive VP/president, nonregulated businesses, Contel, Washington, 1987-91; managing director, Savoy Partners, Washington, 1991; present position since April 1991; m. Nancy Marshall, July 6, 1966; children: Kelly, 24; Robert, 22.**



# Fates & Fortunes

## TELEVISION



**Michael Mischler**, VP, advertising, promotion, CBS/Broadcast Group, New York, named senior VP, advertising, promotion.

### Mischler

Appointments at ABC Entertainment, Los Angeles: **David Brownfield**, manager, current programs, Paramount Television, Hollywood, and **Una Hart**, manager, new writer recruitment, Warner Bros., Burbank, Calif., join as associate directors; **Suzanne Bukinik**, staffer, comedy development department, NBC, Burbank, joins as manager, current series programs. **Rick Bieber**, president, Fox West Pictures, Beverly Hills, Calif., returns to independent production.

**Gary Hoffman**, executive producer, Hollywood, joins Fox Broadcasting Company, Beverly Hills, Calif., as senior VP, made-for-television movies, miniseries.

Appointments from Gems Television, Opa Locka, Fla.: **Maria del Carmen Villanueva**, producer, Telemundo, Miami, joins as director, programing, promotions; **Grace Santana**, director, communications, Univision, Miami, joins as director, marketing services.

**Deneen Nethercutt**, promotions assistant, MGM Domestic Television Distribution, Los Angeles, named manager, station relations, consumer promotion.

**Alexandra Constantinople**, senior publicist, CNN's *Larry King Live*, Washington, joins NBC Media Relations, New York, as senior publicist, news information.

**Meredith Vieira**, correspondent, CBS News, New York, joins ABC News there as chief correspondent, new prime time program *Turning Point*.

**Janet Gray**, former promotion director, WPIX-TV New York, joins Tri-

bune Broadcasting, creative services group, Atlanta, as writer/producer.

**Susan Kean**, writer/producer, WPIX-TV New York, named promotion manager.

**Ben Pizzuto**, senior engineer/producer, New York, joins Catspaw Productions, Atlanta, in same capacity.

**Steve Miller**, creative director, KING-TV Seattle, joins KYW-TV Philadelphia as promotion manager.

**Bernie Smilovitz**, sports director/anchor, WDIV-TV Detroit, joins WCBS-TV New York as sports director.

Appointments at KHTV Houston: **Lois Culpepper**, local sales manager, named GSM; **Glenn Massey**, account executive, named local sales manager.

**Kenneth MacQueen**, VP, broadcasting, Palmer Communications Inc., Des Moines, Iowa, joins KTVI-TV St. Louis as GM.

**Paul Quinn**, station manager/director, sales, WRAL-TV Raleigh, N.C., joins WGAL-TV Lancaster, Pa., as VP/GM.

**Andy Beer**, assistant news director, KING-TV Seattle, named news director.

Appointments, broadcast staff, Sacramento Kings, Sacramento, Calif.: **Kurt Eichsteadt**, program director, KOVR-TV Sacramento, Calif., joins as director, broadcast operations; **Michael Oddino**, producer/director, Prime Sports Northwest, Seattle, joins in same capacity; **Derrick Dickey**, former color analyst, WXIX-TV Cincinnati, joins in same capacity.

**Phyllis Watson**, anchor/reporter, WFAA-TV Dallas, joins WXIX-TV Cincinnati as co-anchor/reporter.

**Denise Bedford**, assistant director, WLWT-TV Cincinnati, named director.

**Allen Denton**, anchor, WSPA-TV Spartanburg, S.C., joins WAVE-TV Louisville, Ky., in same capacity.

**Paul Davis**, sports director, KOB-TV Albuquerque, N.M., joins WBAL-TV Baltimore as weekend sports anchor.

**Glenn Pearson**, anchor, *Daybreak*, WFBS-TV Hartford, Conn.,

joins WDAF-TV Kansas City, Mo., as reporter/anchor.

**John Mann**, national sales manager, WJKS-TV Jacksonville, Fla., joins WATE-TV Knoxville, Tenn., as GSM.

## RADIO

**Cecil (Butch) Forster**, attorney, Patton, Boggs & Blow, Washington, joins WIP(AM) Philadelphia as VP/GM.

**Jerdan Bullard**, VP/GM, WZZK-FM-FM and WODL-FM Birmingham, Ala., named senior VP, NewCity Communications, there.

**Thomas Cheatham**, former GSM, KCMO-AM-FM Kansas City, Mo., joins the Kansas City Royals Baseball Radio Network there as assistant GM.

**Cephas Bowles**, acting GM, KUAT-AM-FM-TV Tucson, Ariz., joins WBGO-FM Newark, N.J., as GM.

**David Kelley**, GSM, WKQX-FM Chicago, joins KMOX(AM)-KLOU-FM St. Louis in same capacity.

**Shari Horowitz**, research assistant, Interep Radio Store, New York, named sales associate, Internet, there.

**Hal Brown**, news director, KMPH Fresno, Calif., joins WTOP(AM) Washington in same capacity.

**Bruce Supovitz**, sales manager, WLIF-FM Baltimore, named GSM.

**Joseph Montione**, program director, KZDG-FM Denver, joins WUSA-FM Tampa, Fla., in same capacity.

New members, Alaska Public Radio Network board of directors, Anchorage: **Will Peterson**, GM, KBBI(AM) Homer, chairperson; **Susan Braine**, GM, KSKO(AM) McGrath, vice chair; **Robert Rawls**, GM, KOTZ(AM) Kotzebue, member.

**Mike Edwards**, operations manager, WSKE-FM Buffalo, N.Y., joins WGMS-FM Wilkes-Barre/Scranton, Pa., as program director.

Appointments at WILL(AM) Urbana, Ill.: **Alex Ashlock**, news director, named program director; **Bill Raack**, reporter/producer/host, named news director.

## CABLE



**Ginny Overbagh**, VP, western region, Disney Channel, Burbank, joins Time Warner Cable, national division, Englewood, Colo., as VP, marketing.

### Overbagh

Appointments at QVC Network, West Chester, Pa.: **Jack Comstock**, mid-Atlantic regional manager, Computer Horizons Corporation, Plymouth Meeting, Pa., joins as VP, television sales; **Stephen Tomlin**, director, new business development, Walt Disney Co. Computer Software and New Media Group, Burbank, Calif., joins as VP/GM, interactive technology.

**Laura Cheshire**, VP/account director, J. Walter Thompson, New York, joins Turner Network Television, Atlanta, as VP, creative services.

Appointments at New York 1 News, New York: **Philip O'Brien**, executive producer, named assistant news director; **Beryl Holness**, senior producer, named executive producer; **Art Daley**, producer, named senior producer.

Appointments at Sportscenter, ESPN, Bristol, Conn.: **Scott Ackerson**, producer, named coordinating producer; **Vic DeLoureiro**, production assistant, named associate producer; **Geoff Herman**, assignment editor, named manager, assignment desk; **Michael Leber**, associate producer, named highlights supervisor; **Eric Lynch**, production assistant, named assignment editor; **Matt Maranz**, production assistant, named associate producer; **Brooks Matthews**, production assistant, named associate producer; **Mike McQuade**, highlights supervisor, named producer; **Mike Moore**, assignment editor, named highlights supervisor; **Barry Sacks**, coordinating producer, named senior coordinating producer; **Matt Sandulli**, associate producer, named producer; **Shireen Sasaki**, production assistant, named associate producer; **Michael Sear**, production assistant, named associate producer; **Tony Scherer**, production assistant,

## Yeager new RTNDA chairman

Bill Yeager, VP of operations for Metro News Network, Philadelphia, was elected chairman-elect of the Radio-Television News Directors Association. Also elected were directors-at-large Jon Petrovich, CNN/Headline News, Atlanta, and Marsha Taylor, WDBO(AM) Orlando, Fla. Regional directors elected earlier this year: John Sears, KPTV Portland, Ore. (region 1); Marie Curkan-Flanagan, KOCO-TV Oklahoma City (region 4); Mark Millage, KELO-TV Sioux Falls, S.D. (region 5); Scot Witt, WDCB(FM) Glen Ellyn, Ill.; Dan Acklen, WUAB-TV Cleveland (region 8), and Paul Douglas, WTIC-TV Hartford, Conn. (region 11).

named associate producer; **Dan Steir**, producer, named coordinating producer; **Mark Summer**, production assistant, named associate producer.

Appointments at WPBF-TV West Palm Beach, Fla.: **Mark Hellinger**, executive producer, named acting news director; **David Gould**, assignment editor, named managing editor; **Felicia Dionisio**, nightcast producer, named executive producer; Lani Carrier, photographer, named chief photographer.

## WASHINGTON

**A. Scott Hults**, executive director, sales, marketing, broadcast division, U.S. Chamber of Commerce, joins Very Special Arts Network, Washington, as president/CEO.

Appointments at Fisher Broadcasting, Washington bureau: **Les Heintz**, interim correspondent, named bureau chief/correspondent; **Glenn Elvington**, photojournalist, named operations manager/photojournalist.

## INTERNATIONAL

**Ian Holmes**, president/managing director, Grundy Australasian Group, Grundy Worldwide, Sydney, Australia, named chairman.

**Armando Nunez**, senior VP, Trimark Television, Trimark Holdings Inc., Santa Monica, Calif., joins Viacom Enterprises, New York, as executive VP, international sales.

## DEATHS

**Willet Brown**, 88, chairman and founder, Brown Broadcasting Co., Los Angeles, died Oct. 14 of cancer at his home there. Brown was a founding member of the Mutual Broadcasting System and president of the Don Lee Mutual Network, one

of the largest regional network radio stations in the 1930's and '40s. He was instrumental in putting on the air one of the first experimental TV stations, W6XAO Los Angeles, in 1939 (today it is KCAL-TV). Brown was president of the RKO-owned radio and TV stations when they were purchased by General Tire & Rubber Co. in 1958. In 1961 he purchased KGB-AM-FM San Diego, which became the foundation of Brown Broadcasting Co. with radio stations in San Diego, San Francisco, Sacramento and Fresno, all California, and Seattle. Survivors include his wife, Betty, two daughters and two sons.

**Leon Ames**, 91, retired character actor and a founder and past president of the Screen Actors Guild, died Oct. 12 after a stroke at a nursing home in Laguna Beach, Calif. Ames's TV credits included the role of next-door neighbor Gordon Kirkwood on *Mr. Ed*. He was one of 19 actors who founded the Screen Actors Guild in 1933. He was elected president in 1957 and served on its board for 30 years before retiring in 1979.

**Ruth Gilbert**, 71, actress who portrayed Max, the scatterbrained secretary on the *Milton Berle Show*, died Oct. 12 of cancer in a New York hospital. She made her Broadway debut in 1932. The following year she was cast by Eugene O'Neill as Muriel in "Ah Wilderness!" In 1946 O'Neill cast her as Pearl in "The Iceman Cometh." She acted in radio before joining the Berle show.

**Irma Lazarus**, 80, Cincinnati arts patron and host of WCET-TV's *Conversations with Irma*, died Aug. 26 of amyloidosis at her home there. She joined WCET-TV in 1961 and conducted celebrity interviews for 32 years. Survivors include her husband, Fred, and three children.



## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 10. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	13.2/221/96
2. Star Trek	12.2/247/99
3. Jeopardy!	10.9/205/94
4. Oprah Winfrey Show	9.3/222/97
5. Star Trek: DS9	9.0/222/96
6. Entertainment Tonight	7.9/177/94
7. Roseanne	7.2/181/96
8. Wheel of Fortune-wknd	7.0/177/79
9. Inside Edition	6.7/156/93
10. Married...With Children	6.6/185/95
11. Baywatch	6.5/192/95
12. Current Affair	5.7/179/93
13. Hard Copy	5.6/164/90
14. Cops	5.0/164/88
15. Designing Women	4.9/205/97
14. King Fu	4.9/175/93

**House Telecommunications Subcommittee Chairman Ed Markey is asking the General Accounting Office to conduct a survey of cable rates.** Last week the FCC released preliminary results of its cable rate

survey (see page 42). The FCC will have a final report ready in November. Markey says the FCC's preliminary results are "too incomplete to draw any serious conclusions

## FCC to rethink pioneer preferences

Inventors of new technology may no longer receive special treatment when the FCC hands out new spectrum.

The commission is seeking comments on whether "pioneer preferences," designed to give an edge to leaders in new industries, make sense under the spectrum auction system approved by Congress last summer. While the FCC has been careful to point out that it's only seeking comment on the issue and hasn't made a decision, potential pioneer preference candidates are already up in arms. Scott Schelle, VP of American Personal Communications, one of three candidates for a preference in broadband personal communication services, issued a strongly worded statement saying the FCC is on the verge of renegeing on its promises to technical innovators.

The commission appears to be split on the issue. When the Office of Engineering and Technology's proposal to study pioneer preferences was presented to the FCC, Commissioner Andrew Barrett challenged Chief Engineer Tom Stanley to defend the move, saying the study gives the appearance that the commission is renegeing. But Commissioner Ervin Duggan, who has been outspoken in his doubts about pioneer preferences, reacted strongly to Barrett's suggestion. Duggan offered a lengthy analogy, comparing the re-examination of preferences to the need for a driver to re-examine his travel route in light of changing road conditions. —SS

## Gaylord's cable systems on the block

While Bell Atlantic and others are anxious to get into the cable TV business, Gaylord Entertainment Co. has decided to get out. It has put its 27 cable systems up for sale. The systems serve Riverside County and Pasadena, Calif., Lenoir, N.C., and Greer, S.C., and reach 169,300 subscribers. Phil Hogue, chairman of Daniels & Associates, the Denver-based cable broker handling the sale, expects response to be "strong" but says it's too early to determine possible buyers.

Analysts expect the systems to sell at 11.5-12 times the 1992 cash flow of \$32 million. Media broker John Waller of Waller Capital speculates they could sell for a greater multiple of cash flow than the 11.75 of last week's Bell Atlantic-TCI merger. Waller sold the properties to Gaylord in October 1989 for \$417 million.

Gaylord VP of Corporate Communications Alan Hall says the company has no plans to sell its three radio and four TV stations. The money from the sale of the cable properties will be used to reduce Gaylord's \$315 million debt, Hall says. —JAZ

about the effectiveness of the commission's regulations."

## Granite Broadcasting said it will gain potential ownership of Queen City III, the licensee of WKBW-TV

Buffalo, N.Y. The New York-based group owner said it would exchange \$7.5 million of its convertible preferred pay-in-kind stock for \$22.7 million of Queen City debt securities (backed by 98% of Queen City's common stock) held by a financial firm. That stock could be obtained when the Queen City debt comes due in July 1995, when it will have accreted to \$27 million. Queen City, which has \$65 million in other high-yielding debt, is not expected to be able to repay the principal out of cash flow. Granite CEO Don Cornwell said he expects the transaction, along with Granite's proposed purchase of TV stations in Syracuse, N.Y., and Fresno-Visalia, Calif., and a private placement refinancing of Granite, to occur in about six weeks.

**Although the FCC levied a \$27,500 fine against KTTW(TV) Sioux Falls, S.D., and its satellite**

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## Incorporating The Fifth Estate TELEVISION Broadcasting ■

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**KTTM(TV) Huron, S.D.**, for exceeding commercial limits during children's programming, **it renewed the stations' licenses.** However, the FCC has not renewed KPLR-TV St. Louis and KXMR-TV Colorado Springs, which were also fined last week (see page 42). Renewals are awaiting the outcome of EEO petitions filed against both stations.

NBC News correspondent and sometime anchor **Mary Alice Williams has resigned**, she told staffers last Monday. She's mulling other opportunities, but declined to specify them. NBC News President Andrew Lack said Williams would be welcomed back anytime.

Home shopping company **ValueVision Inc. purchased TV stations in the Hartford-New Haven, Conn., Washington and Houston markets for a total of \$14.5 million** last week. Sellers R&R Media Corp. (WTWS New London, Conn.) and National Capital Christian Broadcasting Network (WTKK Manassas, Va.) have no other broadcast interests. Seller Pray Inc. (KRTW Baytown, Tex.) also owns KLTJ Galveston, Tex.

**Turner Broadcasting System and New Line Cinema Corporation have entered into a definitive merger agreement** providing for the tax-free merger of New Line with a wholly owned subsidiary of TBS. The merger is scheduled to close immediately following a special meeting of New Line shareholders in December 1993.

**MTM Television Distribution will offer 200 additional episodes of Rescue 911** for off-network syndication in the 1994-95 and 1995-96 broadcast seasons. Since *Rescue 911* is originally broadcast as an hour on CBS, MTM edits the series to a half-hour, thus doubling the number of off-network episodes. Stations will receive 260 daily telecasts each year on a cash-plus-barter basis (one-minute national barter), so MTM says stations will have "no need" to run repeats between their current contract and the extended term. *Rescue 911*, an Arnold Shapiro production in association with CBS Entertainment, is currently sold in 92 markets representing 67% of the U.S.

## Warner eyes cable for fifth net

What role cable will play in Warner Bros.' fifth network is still unclear, but one possibility is to use local cable channels acquired by broadcasters during retransmission consent negotiations as network affiliates.

Outside of the top 50 or 60 markets, Warner Bros. would have trouble finding available independent stations, hence the need for cable.

Warner Bros. is using Katz Communications—which reps many of the second-channel stations—as a liaison to stations with second channels, according to industry sources. A potential wrinkle in the plan could be, the reaction of cable operators who gave broadcasters a second channel on condition that it be used for a local programming service. One executive at a top MSO said that if Warner Bros. followed through on this plan, retransmission-consent contracts would have to be negotiated. Group owners that gained second channels include LIN Broadcasting, King Broadcasting and the Times Mirror Stations.

In the meantime, Warner executives were on the road last week making pitches. Tribune and Chris-Craft continue to be a focus of attention for the studio.

—JF

### WASHINGTON

#### FCC hopefuls

Oregon Public Utility Commissioner Joan Smith emerged last week as the leading contender for the vacant Republican seat on the FCC. "I know my name is being considered," Smith confirmed Friday, "at what level and how seriously, I would just be speculating." Smith is a former staff aide to Portland City Commissioner Mike Lindberg and Republican Governor Neil Goldschmidt. She is well known in Oregon for her work on public boards, including the state forestry commission.

Another possible candidate for the seat, according to a source, is former Ohio Public Utilities Commissioner Gloria Gaylord.

#### Left field

TV industry representatives felt blindsided by Attorney General Janet Reno's announcement that TV violence bills are constitutional. Representatives had participated in two meetings prior to last week's Senate hearings, one at the White House and another with Reno. Sources say Reno and staff never gave them a clue that that was the direction she was headed in. "We were not taken to task; there were some suggestions about doing more positive things," said one source attending the meeting, adding "We were caught by surprise."

### CHICAGO

#### Shop swap?

In the nearly three months since Tribune Entertainment began pitching Joan Rivers's early 1994 home shopping strip, *Can We Shop?!*, no station clearance deals have been announced (although it is likely the Tribune stations will sign up). That has led some reps to speculate that Tribune will close the books on its low-rated *Joan Rivers Show* and try to supplant it with *Can We Shop?!*

Tribune Entertainment President Don Hacker commented that: "We haven't made a decision on the future of *The Joan Rivers Show*." Rivers remains sanguine on prospects for both shows: "If [*Can We Shop?!*] is hugely successful, maybe some of the stations that buy my other show would rather take the new show. All I know is that we're moving ahead with both and it's going to be great."



Drawn for BROADCASTING & CABLE by Jack Schmidt

"What are we doing tonight, football or baseball?"



## Taking aim at freedom

Janet Reno appeared at a Senate Commerce Committee hearing last week as the Spirit of Regulation Yet to Come, rattling chains and threatening a legislative backlash if more is not done to reduce or channel TV violence, the reigning scapegoat c  lebre.

If this is a war on violence and the Fifth Estate is the modern-day Fifth Column, if we're going to suspend the Constitution while invoking a state of national emergency, then let's call it that and not pretend it's something else. And let's not stop there. Curfews, newspaper censorship, book burning...the whole nine yards.

We have long warned that if the Fifth Estate didn't fight content incursions, censors would be emboldened to grab more territory. The administration appears prepared to do just that. The proverbial camel's nose under the tent has become a head and a hoof.

What is the media's responsibility to their audiences? To entertain and inform? Certainly. To elevate? Some would argue yes, but *to* what and *from* what? That is for the media and their audiences—not government—to decide.

With *NYPD Blue*, Steven Bochco is arguably trying to elevate the medium from a prudish insistence that certain words (or images or ideas) are dangerous and must be ignored on television while they are the currency of vigorous, muscular and lively conversation in much of the rest of the world and in many media (police stations and this newsroom not excepted).

Norman Lear was trying to elevate television with *All in the Family* when he introduced such offensive and un-PC terms as "kike," "jungle bunny" and "spic" to the medium's vernacular. Not because they were pleasant to hear—they are offensive and they offended many—but because their absurdity in the mouth of Archie Bunker helped expose bigotry for the stupidity it is.

Suzanne DePasse was trying to elevate television with a show featuring hangings, shootings, butcherings

and other graphic violence. Such a description would hardly pass muster with the knee-jerks in Washington, but *Lonesome Dove* happened to be a splendid, Peabody Award-winning television show.

Were some people offended by these programs? Surely. Somewhere along the line, offending people has gotten a bad rap. Frankly, it all depends on whom you offend. The first interracial kiss on TV was offensive to a lot of people. So was the violence of Vietnam served up at the dinner table—we could have turned it off, remember? So are lots of things that challenge old ways of thinking.

Ultimately, we don't trust political or moral minorities to decide what is acceptable viewing. They have always had the inclination to repress dissent and disagreement. Deeding them more power to do so, as would Janet Reno, is drive-by policymaking at its most frightening.

## Quantum leap

If Joe Flaherty is elated, the rest of the world should pay attention. CBS's senior vice president for technology was glowing last week over the Grand Alliance's agreement on specifications for high-definition TV, comparing it to the breakthrough on NTSC standards some 40 years ago. As the engineers can appreciate better than the rest of us, the new protocol will deliver a picture even finer than that promised by 1,125-line HDTV and will help propel television and the allied arts well into the next century. Equally important, it could empower broadcasters as the nation's first universal information highway by the end of the century.

With all the talk about 500 channels and superhighways of entertainment and information, HDTV and its digital technology tend to get lost these days. Yet they remain an important ingredient of tomorrow's television, and the future already owes a debt to today's visionaries and pioneers who are making it possible.

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