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# Broadcasting & Cable

The Newsweekly of Television and Radio

## BUSINESS



**NFL rights: Who's got the ball? 6**

## CABLE

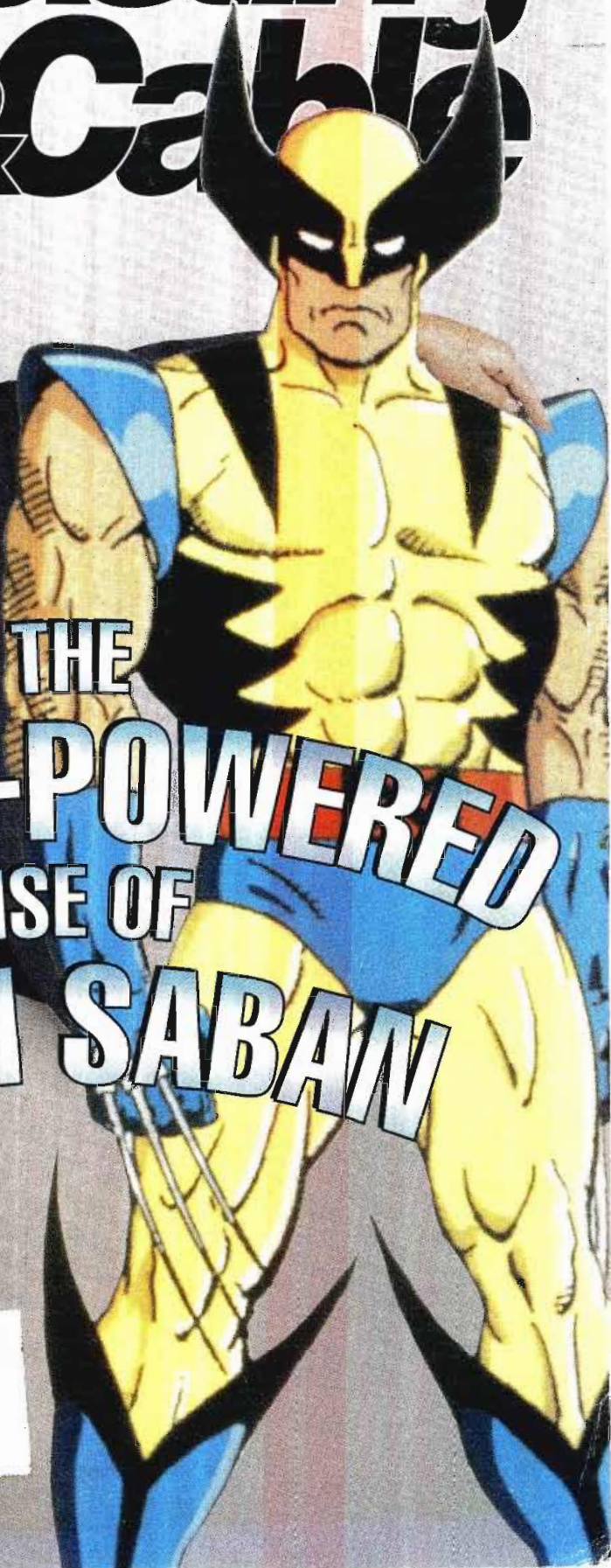
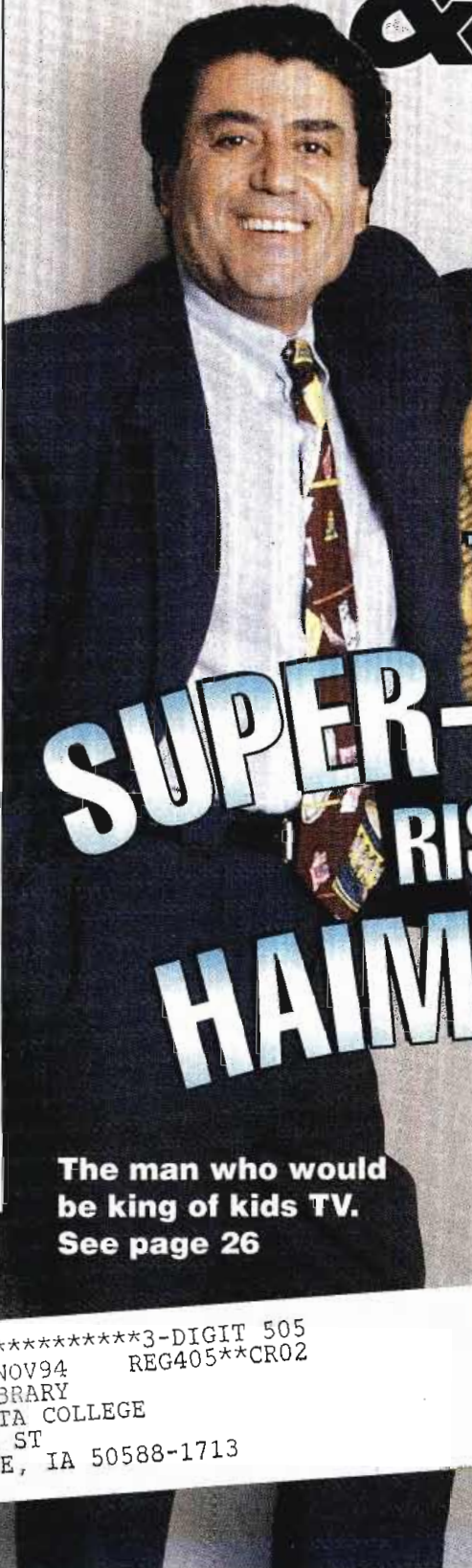


**Cable gets its first original animated strip 34**

## PROGRAMING



**Home Improvement does just that for ABC 42**



# THE SUPER-POWERED RISE OF HAIM SABAN

**The man who would be king of kids TV.  
See page 26**

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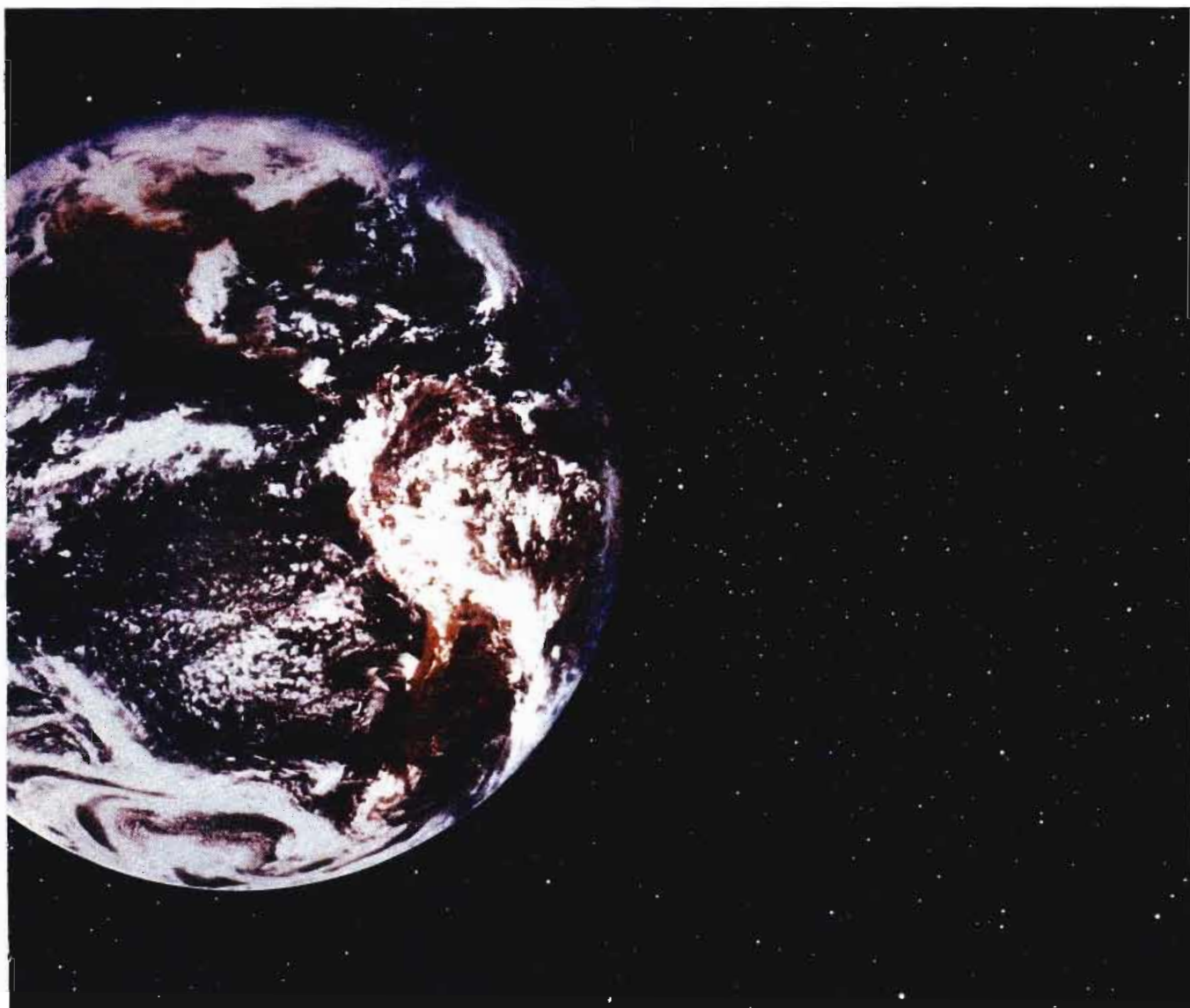


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# Fast Track

## MUST READING FROM BROADCASTING & CABLE

### TOP OF THE WEEK

**Who has the ball?** New TV rights deals for the National Football League may be announced as early as this week. The big question is: Is Fox in, and if so, who's out—CBS or NBC? Fox wants a Sunday afternoon package or nothing at all, and money is no object: the network has bid more than \$1 billion for the right to the Sunday package, currently held by CBS. / **6**

**Hill keeps heat on mergerists** In the face of continued worries on Capitol Hill about megamergers, QVC Chairman Barry Diller and TCI President John Malone told a Senate subcommittee that competition will be spurred, not suppressed. Nevertheless, subcommittee Chairman Howard Metzenbaum wants the FTC and Justice Department to create special units of antitrust lawyers to scrutinize the deals. / **10**

**Bell Atlantic rushes on interactivity** Bell Atlantic is rushing to offer video on demand and other interactive services over telephone lines in suburban Washington. Telco President James Cullen heralded the move, saying, "Consumers will finally have an alternative to their local cable company." / **11**

**Broadcasters berate GATT** The U.S. decision to back down on including TV and film product in the world free-trade agreement left Hollywood fuming. The decision means Europe can continue to set its own rules on program content quotas, domestic production requirements and film subsidies. / **14**

**QVC, Viacom prepare Paramount bids** As Paramount established procedures to auction itself to the highest bidder, QVC and Viacom last week scrambled to come up with final offers. Meanwhile, QVC claimed shareholders accounting for nearly 23% of Paramount stock had taken the home shopping network up on its tender offer for 51% of Paramount's common stock at \$90 per share. / **18**



**TCI President John Malone addresses Senate Antitrust Subcommittee. / 10**

### COVER STORY

#### **Haim Saban: The Power is his**

When it comes to children's TV this season, Haim Saban has the golden touch. The almost overnight ratings and merchandising success of the live daily action strip *Mighty Morphin Power Rangers* and the strong showing of the weekly *X-Men*, both on Fox, have helped make Saban Entertainment one of the largest producers and distributors of children's programming in the world. But Saban's audience is not limited to children. / **26**

#### **'Power Rangers,' mega merchandising**

Nearing the close of the holiday shopping season, a mighty wave of *Mighty Morphin* mania has millions of parents scouring nearly empty store shelves for *Power Rangers* action figures. / **31**

### PROGRAMMING

#### **'Wish Kid' exclusive**

In what may be a first, DIC Entertainment will produce its animated strip series *Wish Kid* exclusively for The Family Channel cable network. The show will be cable's only original animated strip. / **34**

#### **Clash of the titans**

The competition between Paramount and Warner Bros. over affiliates for a fifth network resembles a battle of titans, one group owner says. The biggest blow was landed when Paramount signed a Miami station that earlier said it was going with Warner Bros. / **38**

#### **Run for ratings roses**

ABC continues to shadow CBS in the network prime time ratings race, winning the week of Dec. 6-12 despite a dominant Sunday performance by CBS's three-hour *Gypsy* starring Bette Midler. / **42**

#### **Fox makes schedule changes**

Fox schedule changes mean the return of Henry Winkler to series comedy, as right-wing talk show host *Monty*, and the TV series debut of comedian George Carlin in *The George Carlin Show*. / **43**

#### **All-news station off to slow start**

Station executives and advertising agency officials for KNWS-TV Houston don't read too much into the station's low ratings during its first sweeps competition. The next sweeps, when the station will be on most, if not all, of the cable systems in the market, will be more telling, they say. / **44**

Editor's note:

**In recognition of the holiday season, BROADCASTING & CABLE will not publish a Dec. 27 issue. We will return the following week, Jan. 3. HAPPY HOLIDAYS!**

DEC. 20, 1993

**ADVERTISING & MARKETING**

**Cable shopping connection**

The first local-cable home shopping channel eschews 800 numbers for over-the-phone direct sales. Community Shopping Service Inc. of Tampa-St. Petersburg, Fla., places a viewer's order with a retailer. The customer then can inspect the item at the store. This way, CS1 hopes to lower the 33% return rate of the national home-shopping channels. / 50



**Tampa-St. Petersburg viewers can shop via TV with CS1 and local retailers. / 50**

**Broadcasters encouraged to ride superhighway**

Broadcast TV can allow viewers to enjoy many of the same benefits promised to subscribers of advanced cable systems, says Ave Butensky, president of the Television Bureau of Advertising. / 50

**RADIO**

**More duopoly deals**

Duopoly deal-making continued at its breakneck pace last week, as Evergreen Media announced a deal to buy a second FM station in San Francisco for \$45 million. / 52

**APR changes more than its name**

American Public Radio has changed its programing philosophy and its name to Public Radio International. Company officials intend to put a more global emphasis on the news and cultural programing PRI distributes in the U.S. / 52



**On the Cover:** With the help of friends like Wolverine of X-Men, Haim Saban of Saban Entertainment dreams of creating a global entertainment giant in the mold of Disney, with TV shows, theme park attractions, movies and toys. / 26 Photo by Linda Borgeson; Wolverine illustration by Marvel Comics

**Another airborne choice**

ABC Radio Networks and In-Flight Phone Corp. soon will create a second airborne network providing live radio programing to airline passengers. Passengers will have to pay to hear "premium" programing. / 54

**WASHINGTON**

**Enforcing the Cable Act**

New FCC Chairman Reed Hundt says the commission's newly established Cable Services Bureau will serve as its model for the Clinton administration's program to "reinvent government." / 55



**Chairman Reed Hundt at his first FCC meeting / 55**

**Reply requested**

The FCC has sent out more letters of inquiry—this batch to 35 cable operators in 21 states—in response to complaints from consumers and franchising authorities. / 56

**Form-less**

The form used to complain about cable rate hikes has been revised to make it easier to read and use. It seems the FCC has received roughly 5,000 complaints since Sept. 1, but about half had to be returned because they were incomplete. / 56

**TECHNOLOGY**

**Driving the superhighway**

Bellcore, a research arm of the telephone industry, plans to work with a range of media and equipment companies, educators and officials to research and experiment with the technology that will pave the electronic superhighway. Among the applications for the technology could be electronic shopping and education. / 58

**BUSINESS**

**Homing in on DBS marketing**

Thomson Consumer Electronics plans to market direct-broadcast satellite reception equipment through RCA dealers, traditional home satellite dealers and the National Rural Telecommunications Cooperative. All three types of outlets also will help sell DBS programing. / 59

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## Fox is wild card in NFL negotiations

While CBS and NBC are refusing to pay higher rights fees, Fox says it will

By Steve McClellan and Joe Flint

**N**ew TV-rights deals for the National Football League may be announced as early as this week. The big question: Is Fox in, and if so, who's out—CBS or NBC? But as Fox told its affiliates late last Thursday by fax, "the situation is fluid."

It's almost certain that Fox would not be added as a sixth NFL carrier. No one seems to like that idea. As for pay per view, sources say it's a non-issue for now.

From what Fox sources were saying last week, the network won't settle for one of the two existing cable packages; instead, they want one of the Sunday afternoon packages—now held by CBS and NBC—or nothing. In last Thursday's fax to affiliates, the network confirmed that it was going after a Sunday afternoon package.

This year, the NFL will have to take Fox seriously. According to industry sources familiar with the talks, Fox has bid \$1.06 billion for the rights to the Sunday National Football Conference package presently held by CBS. That's the same price CBS paid for the package in the current four-year cycle, which expires at the end of this season.

Sources familiar with the talks say



The latest football contest is between the NFL and the TV networks.

that CBS has offered approximately \$954 million to renew the package, or about 10% less than it is paying now. Going in to the talks, all three networks vowed to make deals this time around that made more sense financially.

All of the current rightsholders are losing money on their NFL pacts. Losses over the life of the four-year pacts are said to total \$500 million or

more, with the big three bearing most of the losses. This season alone CBS will lose perhaps \$100 million, followed by NBC's estimated \$80 million loss and ABC's \$70 million in red ink. The cable exhibitors, ESPN and TNT, which split a Sunday night package, are expected to incur smaller losses.

But Fox's entry into the picture has complicated CBS's and NBC's efforts to push down the rates. Early on, there was talk that they would force the NFL to accept as much as a 25% drop in the rates, and without a competing bidder the NFL might have been forced to accept such terms.

But market forces, and two proposed fifth networks, have intervened. In effect, Rupert Murdoch has said that money, and assured losses, are no matter—he's prepared to make a loss-leader deal as a signal to affiliates that Fox is in the network business for the long haul.

Fox has pressure to reinforce that signal with the emergence in recent months of two new proposed networks, from Warner and Paramount, both of which are pursuing Fox affiliates. Fox has urged its affiliates not to participate for fear of diluting its own

### Who wants the ball?

Why would Fox, which prides itself on being nontraditional, want the most traditional of all network fare—the NFL? Affiliates say that Fox probably wants to give the network a much-needed boost after the *Chevy Chase* debacle. "It's a building block to becoming a full-service network," says one affiliate group owner. Although the NFL would certainly add to Fox's presence, not all affiliates are excited by the prospect. Some fear that the ad time Fox will take away from affiliates will not be worth the boost to the network's stature. "If Fox gives us the same deal CBS affiliates get [roughly one minute per hour], I'd want more inventory," one affiliate head said. Currently, Fox does not program Sunday afternoons. If they add the NFL to their lineup, Fox affiliates likely would see their advertising avails fall to one to two minutes per hour. Spots in other dayparts likely would decrease as well, since Fox would need to promote the games heavily.

Fox also is concerned about the fifth-network efforts of Warner Bros. and Paramount. Carriage of the NFL would lock up more time periods as well as give Fox a more mainstream identity in the marketplace. —JF

## Super Bowl XXVIII: moving toward a sellout

While the networks may be having a tough time negotiating new contracts with the NFL, NBC is having no trouble selling Super Bowl XXVIII.

With the game less than two months away, NBC has sold roughly 85% of the commercial inventory at \$900,000 per 30-second spot. With 50-plus spots in the game, the Super Bowl should bring in approximately \$50 million in ad revenue.

That \$900,000 represents about a 6% increase over last year's \$850,000 rate and the second year in a row that the rate has jumped \$50,000, after a rare flat year in 1991.

All the spots remaining are in the fourth quarter of the game—usually tougher to sell, since the outcome of most of the 27 Super Bowls has been decided well before the last quarter. But if advertisers want in badly enough, NBC may get \$950,000 for the handful of spots still remaining.

Ironically, although ratings for this season's NFL games have been almost flat for all three networks,

selling the spots has not been a problem.

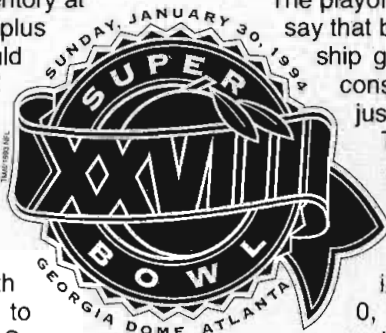
Media buyers cite new money as the driving force. Hollywood has been spending heavily, as have the long-distance companies.

The playoffs also are selling well. Media buyers say that both the NFC and the AFC championship games are nearly sold out—not bad, considering that the winter Olympics are just around the corner.

This also comes at a time when the season was extended to 18 weeks, which was expected to cause fan interest to drop off. Indeed, two weeks ago some of the high-scoring games wound up with scores of 3-0, 10-7 and 7-2. *Sports Illustrated* recently ran a cover story asking what is

wrong with the NFL and what needs to be done to improve the games.

The NFL already has said that next season will be either 16 or 17 weeks, which could further boost ad sales, since inventory will be tighter. —JF



brand identity in the marketplace. Acquiring an NFL franchise would help entice affiliates to toe the network line on that issue.

This is the third time that Fox has gone after an NFL package. Two earlier attempts to acquire *Monday Night Football* on ABC were unsuccessful. Each time, Fox believed that it offered serious money, and the league's rejection of the offers left Fox executives wondering whether the NFL took it seriously or was just using it as leverage in talks with the big three.

According to sources familiar with the talks, all indications are that ABC will successfully renew its *MNF* package, but at what price remains unclear. It also appears that the two cable incumbents will renew with little fanfare or controversy.

The Fox bid poses some tough issues for the NFL. At a time when questions are being raised about the ongoing value of the league as an advertising vehicle (some reports say the major automobile companies may advertise less in NFL games in the future), it might not make sense for the NFL to weaken the strength of its Sunday afternoon station lineup for a quick cash fix.

Currently, Fox's national reach is roughly 95% compared with 99% for the big three. And in individual mar-

kets, affiliates of the big three tend to be stronger than Fox stations, which are more frequently UHF outlets. As a result, Fox's built-in potential to promote the games is smaller.

Reached last week, some Fox affiliates dismissed such talk. The difference in reach now is minimal, they argue. They also contend that the big

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*Fox's entry into the football rights picture has complicated CBS's and NBC's efforts to push down the rates.*

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three have lost male viewers during the past five years, basically as a result of defections to Fox.

And while the networks have talked tough about keeping rights fees down, when push comes to shove they may abandon that position rather than face an affiliate revolt of their own. "Imagine being a CBS affiliate having to watch its Fox competitor build its market presence with a franchise the CBS guy grew and nurtured for 30 years," said one media executive. "The last

thing CBS or NBC wants right now is a civil war with affiliates."

This may be the best time for the networks to negotiate. Ratings for the big three NFL packages are flat compared with a year ago, and the games this season have been labeled a collective bore, with field goals, injuries and low-scoring games the rule rather than the exception.

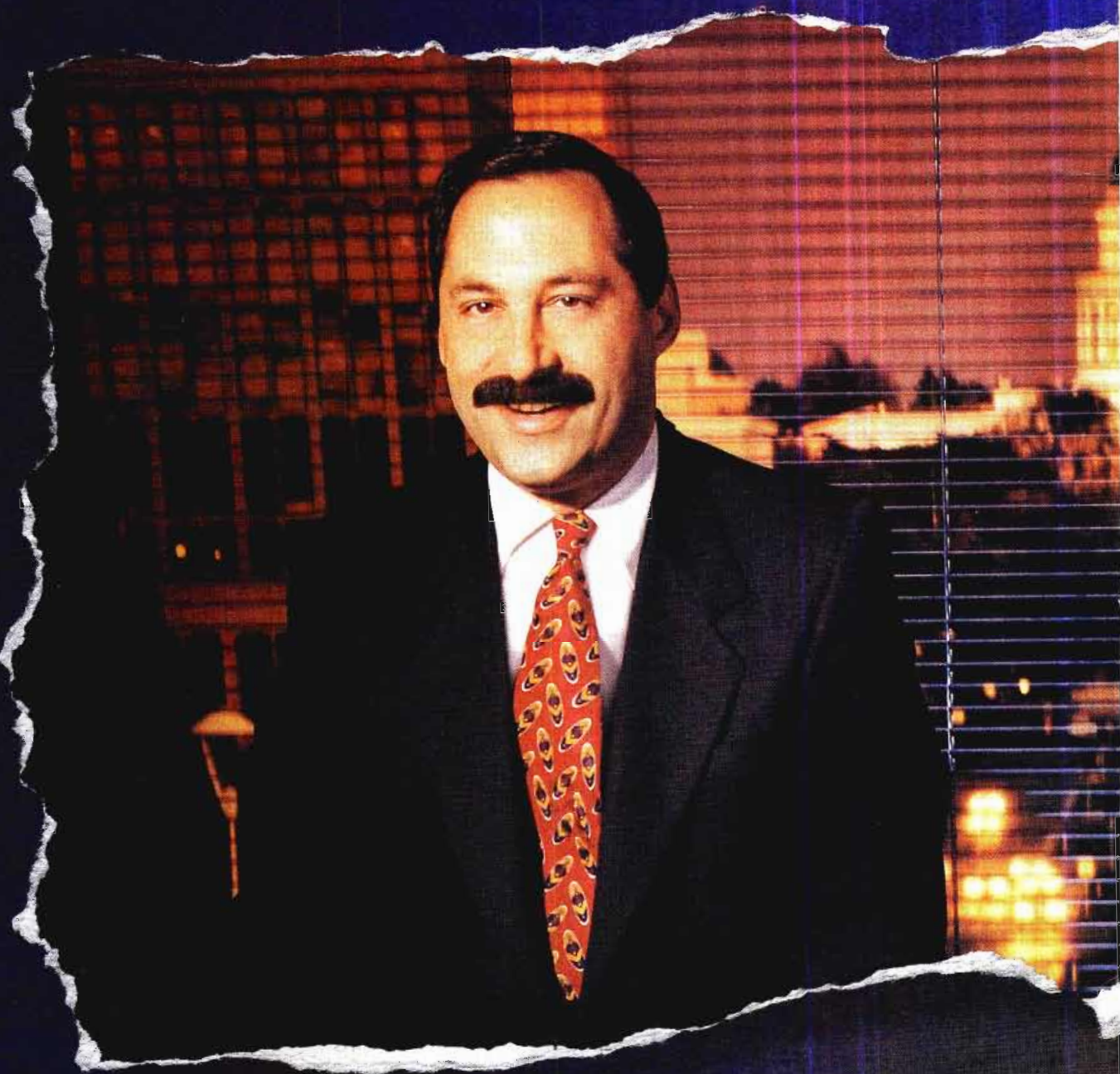
But from the perspective of the networks, the league is divided between managers and owners who agree that the networks need relief on the rights and owners who don't want to hear about the networks' problems.

Dallas Cowboys owner Jerry Jones, the new head of the television committee (replacing the Cleveland Browns' Art Modell), is tagged one of the hardliners. "His team won the Super Bowl, and he thinks it's the greatest thing that ever happened to the NFL," quips one network executive. "We say, get your ass out here on Madison Avenue and try to sell some ad time. You'll see what is right."

But if the networks succeed in keeping fees flat, the league knows that pay per view won't come to the rescue within the next few years. "It's just not here yet, and they know it," says one source. "They may experiment with it toward the end of the new contract." ■

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# Hill keeps the heat on mergerists

*But Malone, Diller continue to insist megadeals will enhance competition*

By Kim McAvoy

**K**ey lawmakers last week continued to voice concerns about the merger mania that has infected the cable and telephone industries.

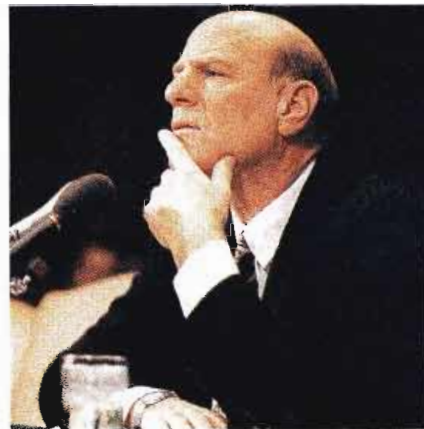
Senator Howard Metzenbaum (D-Ohio), at a hearing before his antitrust subcommittee, grilled Tele-Communications Inc. President John Malone about TCI's proposed \$30 billion merger with Bell Atlantic and QVC Chairman Barry Diller about QVC's cable- and telco-backed bid for Paramount.

Metzenbaum also called on the Federal Trade Commission and the antitrust division of the Justice Department to create "special units of experienced antitrust lawyers" to scrutinize the mergers. He said he hoped that the TCI-Bell Atlantic merger would be "greatly modified" by Justice.

And House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), in a letter to Bell Atlantic Chief Executive Officer Ray Smith, charged that the merger would make Bell Atlantic the "overwhelmingly dominant video programmer in its markets" despite its promise of two-wire competition.

At the hearing, Metzenbaum told Diller he is troubled by the partners that QVC has assembled to help it acquire Paramount—Cox, Comcast, Newhouse and BellSouth. "I am afraid they will lose enthusiasm for head-to-head competition if they're allowed to have common interest," the senator said.

But Diller said that the telcos and cable will "fight like crazy," as do



The Senate questioned TCI's John Malone (l) and QVC's Barry Diller on megamergers.

any competitors in a market. And once the telco-cable crossownership prohibition is lifted, he said, consumers will get "two big fat wires into the home."

Malone was low-key during his appearance before the subcommittee. Afterward, Malone told reporters Metzenbaum was "uncharacteristically nice to me."

Attempting to allay Metzenbaum's concerns, Malone said that TCI chose to merge with Bell Atlantic because it did not have the resources to compete with any of the regional Bell operating companies.

"We're a big fish in a small pond about to merge with the ocean...with a lot of sharks out there," he said. "There was not much of chance of our long-term survival [in] swimming on our own."

Malone said that the merger will spur competition, not suppress it. "These telephone companies are in-

vesting in cable so they can do battle with each other," he said.

Malone challenged Metzenbaum's assertion that the FTC forced Malone-controlled Liberty Media to divest itself of its holding in QVC because of Malone's "excessive power" over cable programming. Liberty Media pulled out because it did not want to be an "obstacle" to the QVC bid, he said. "We were under the gun. We are not admitting that any of these allegations are correct," he said. Tele-Communications Inc. invests in programming not to control it but to "stimulate" it, he said.

Markey's letter to Smith was a series of detailed questions about the TCI-Bell Atlantic merger agreement, which he said seems to "contradict" public statements about the deal.

According to his reading, Markey said, the merger agreement would enable Malone to reacquire control of the TCI systems that Bell Atlantic has promised to spin off to a third party. "How is this provision consonant with the overall policy goal...of fostering competition?" he asked.

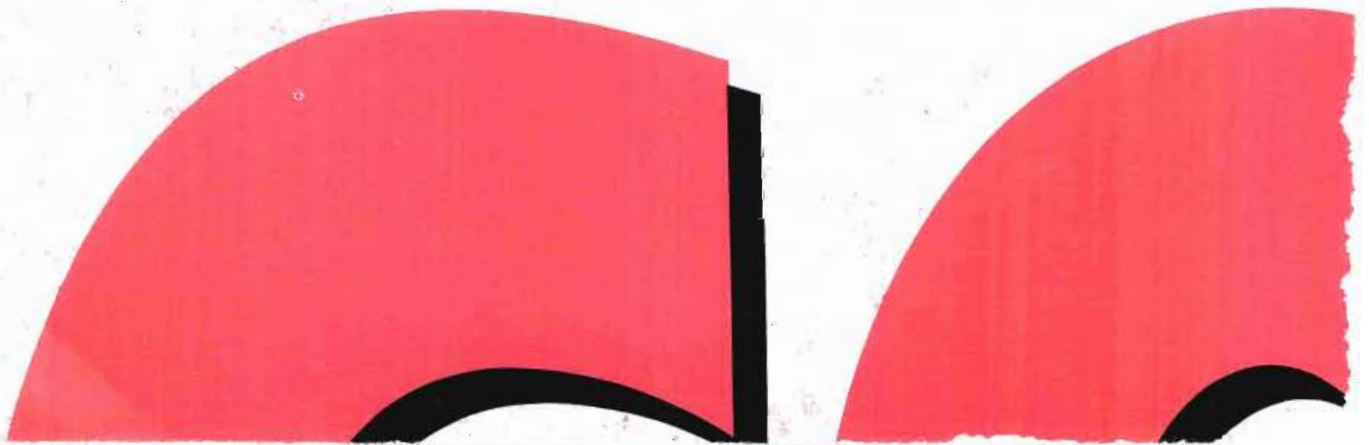
The agreement also seems to enable Malone to control 50% of the high-capacity networks Bell Atlantic is planning to build within its region. Such a "sweetheart deal" would preclude any real competition in those markets, according to Markey.

"Maintaining a two-wire world is essential if there is to be meaningful competition in the provision of video programming," Markey said. ■

## FCC takes look at broadcast restrictions

FCC Chairman Reed Hundt has charged General Counsel William Kennard and Mass Media Bureau Chief Roy Stewart with reviewing the TV and radio ownership limits.

According to Kennard, the assignment is aimed at helping Hundt and the other commissioners decide whether the limits are working or whether there is "some basis for change." The effort should not be viewed as a first step toward relaxing the caps, Kennard said. "It's premature to say we're inclined one way or the other." Part of the impetus is Clear Channel's petition to exceed the radio caps by relinquishing management, but not ownership, of 11 of its 36 stations, Kennard said. —HAJ



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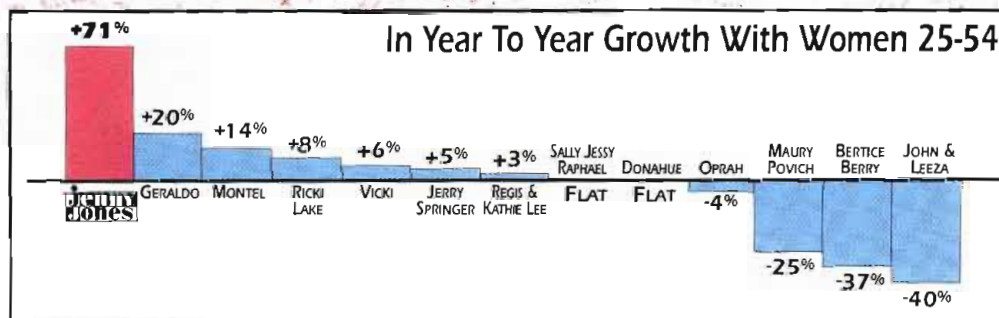
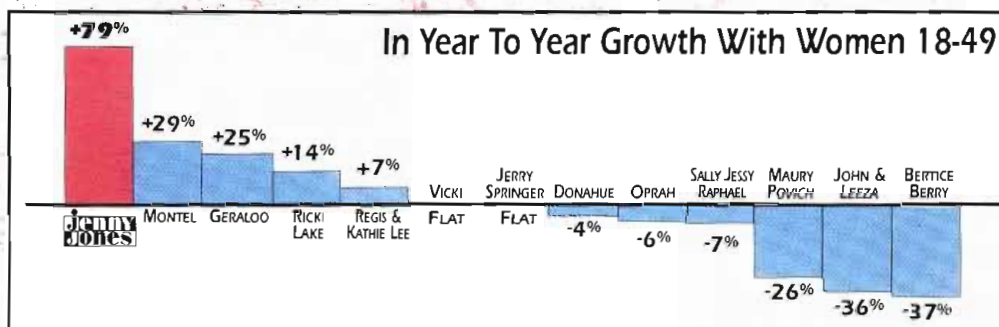
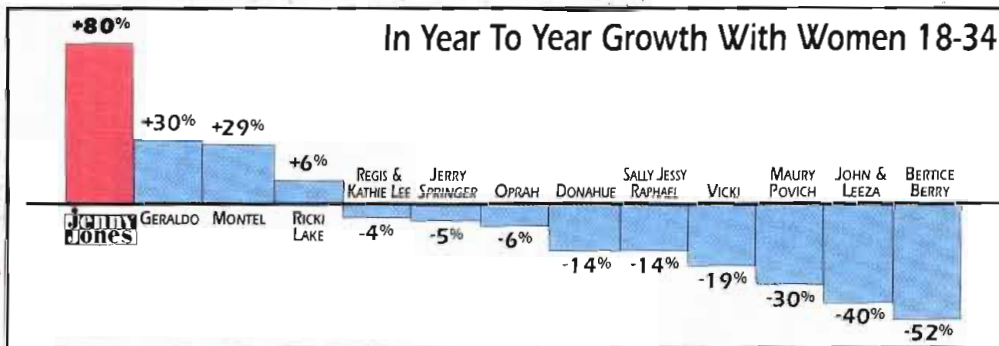
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# AND CONTINUED GROWING ACROSS THE COUNTRY IN THE NOVEMBER SWEEP.

MARKET	STATION	HOUSEHOLD SHARE INCREASE VS. 11/92
NEW YORK	WWOR	+31%
LOS ANGELES	KCOP	+38%
CHICAGO	WGN	+50%
PHILADELPHIA	WGBS	+175%
SAN FRANCISCO	KTVU	+138%
BOSTON	WHDH	+42%
DALLAS	KXAS	+100%
DETROIT	WDIV	+85%
ATLANTA	WSB	+31%
HOUSTON	KTXH	+17%
CLEVELAND	WUAB	+75%
SEATTLE	KTZZ	+100%
MINNEAPOLIS	KMSP	+30%
MIAMI	WPLG	+75%
PITTSBURGH	WPXI	+11%
ST. LOUIS	KMOV	+5%
SACRAMENTO	KSCH	+125%
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DENVER	KDVR	+60%
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ORLANDO	WKCF	+40%
HARTFORD	WTIC	+60%
SAN DIEGO	KUSI	+10%
INDIANAPOLIS	WXIN	+30%
PORTLAND	KPDX	+40%
MILWAUKEE	WITI	+37%
KANSAS CITY	KCTV	+17%
CHARLOTTE	WCCB	+25%
CINCINNATI	WLWT	+38%
SAN ANTONIO	KENS	+16%

Source: NSI/ARB NOV. 93 OVERNIGHTS VS. NOV. 92 P.

## ANNOUNCING IT AS A...

# TeleMediaWatch

**Place to be**—Vice President Al Gore will give a major address on telecommunications at the National Press Club in Washington on Tuesday, Dec. 21. A day earlier, Larry Irving, head of the National Telecommunications and Information Administration will brief Hill staffers on the administration's plans for a national information infrastructure.

**Rush hour on superhighway**—Two major information superhighway initiatives were launched last week. Bellcore, a telco research consortium, will launch a collaborative research project with a number of major U.S. corporations and research laboratories to look at ways to launch the information superhighway. Companies include Capcities/ABC, ABC News, Digital Equipment Corp., Hewlett-Packard Laboratories, JC Penney, Los Alamos National Laboratory, Media Lab at MIT, Microwave Systems Corp., Northern Telecom and WilTel.

Elsewhere, 28 U.S. corporations, including some in the Bellcore initiative, have created a "Cross-Industry Working Team" (XIWT) to define technical requirements and architecture for a national information infrastructure.

**Privacy on the superhighway**—How can privacy be protected on the information superhighway? Federal policymakers will attempt to answer that at public hearings Jan. 10-11 in Sacramento, Calif., and Jan. 26-27 in Washington. Hearings will be held under the aegis of the privacy working group of the administration's NII task force.

**First phase finished**—Time Warner Cable announced last week that it has completed "all major construction of the first phase" for its Full Service Network in Orlando, Fla. Completed projects include the system's operation center with its video servers and Silicon Graphics operating software. Engineers, for the first time, also used the video interface that consumers will use to pick movies.

**BellSouth challenges Cable Act**—BellSouth asked a federal court in Nashville last week to declare the Cable Communications Policy Act of 1984 unconstitutional. The company is the latest regional Bell operating company to challenge the law that prohibits ownership of cable systems in the telco's local service areas.

**Markey wants on-ramps to information superhighway**—House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) wrote to the nation's largest telephone companies and cable operators asking for their plans to connect America's schools to the information superhighway.

**Letters to Brown**—The Broadcasters Caucus sent Commerce Secretary Ron Brown a "white paper" last week focusing on the role of digital television in the information superhighway. The caucus includes the Association for Maximum Service Television, Association of America's Public Television Stations, Association of Independent Television Stations, CBS, Capcities/ABC, Fox Broadcasting, NBC, PBS and Tribune Broadcasting. "Universal, local and free television should be allowed the opportunity to retain a key role in the multifaceted telecommunications infrastructure of the future," says the caucus.

The Satellite Superhighway Coalition (SSC) also sent Brown a letter last week. The group is making the case for the role satellites can play in the development of a national information infrastructure. SSC points out that satellite communications is "universal" and is important to mobile users and rural communities that don't have access to wired services such as cable TV. SSC enclosed a two-page fact sheet on the benefits already provided by satellites.

## Bell Atlantic wants to offer interactive video over existing phone lines

By Harry A. Jessell

**B**ell Atlantic is rushing ahead to offer video on demand over telephone lines in suburban Washington.

The telco last week asked the FCC for permission to begin providing the service in late 1994 in as many as 250,000 homes in Montgomery County, Md., and parts of Arlington and Fairfax counties, Va.

"The announcement means two things: choice and competition," said Bell Atlantic President James Cullen. "Consumers finally will have an alternative to their local cable company."

The commercial rollout presumes the success of a six-month marketing trial of the service involving 2,000 homes in Virginia earlier in 1994.

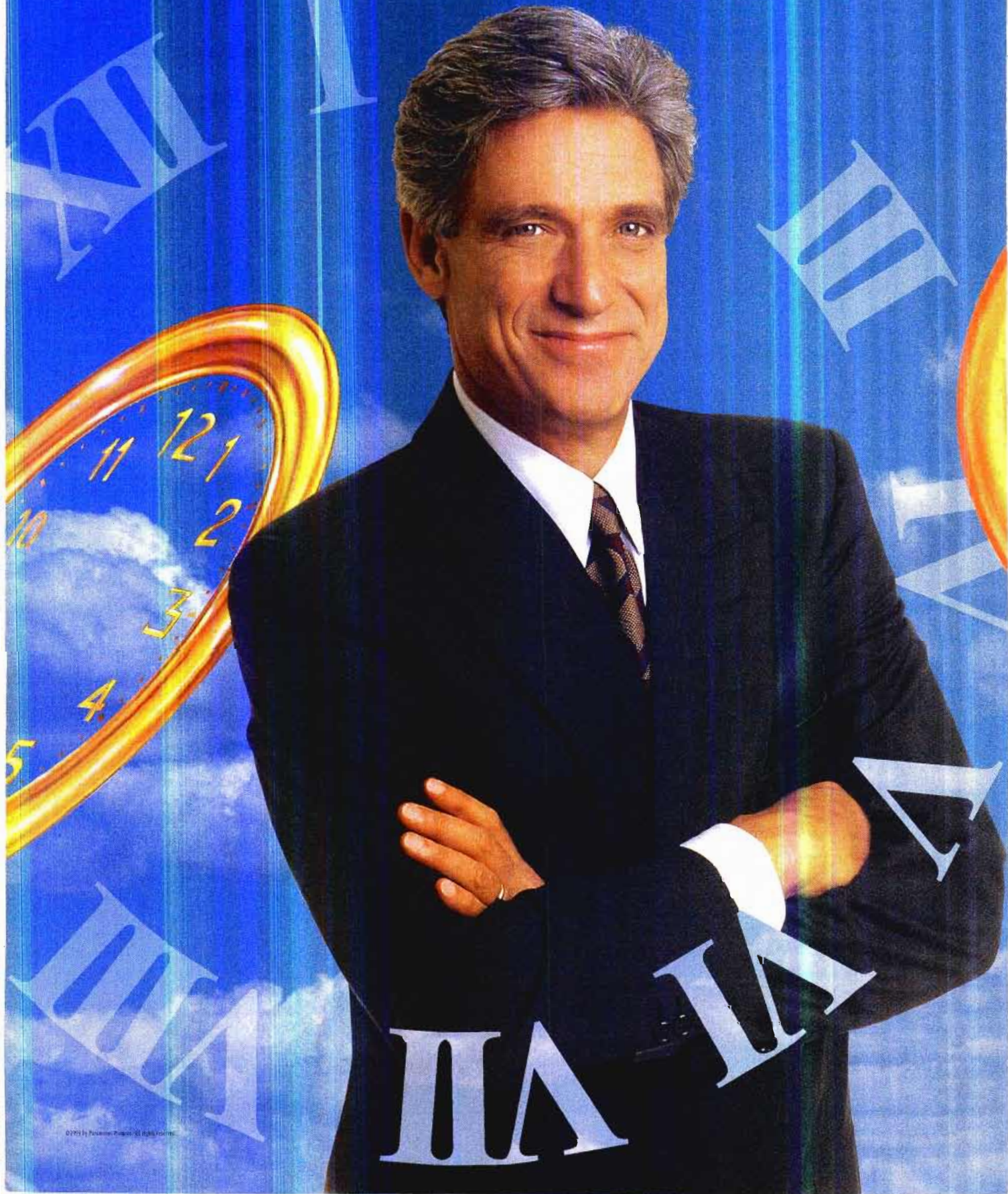
Not wanting to wait until it builds broadband networks, Bell Atlantic will offer the service using asymmetric digital subscriber line (ADSL) technology, which allows for the simultaneous transmission of digitally compressed video, data and voice via conventional telephone lines. The telco has been testing the technology for roughly a year.

The service will feature video of all sorts—movies, TV reruns and taped sports, according to Bell Atlantic spokeswoman Melissa Andrews. The ADSL system is not yet capable of delivering live video, she said.

As required by the FCC's "video dialtone" rules, Bell Atlantic will lease capacity on the ADSL system to third-party programmers on a nondiscriminatory basis. How much the outside programmers will have to pay for access to the system has not yet been set, Andrews said.

Five "independent" programmers have signed on for next year's marketing trial, said Andrews. Only two have given permission to be identified, she said: USA Video and Custom Video Productions. ■

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## MAURY POVICH GROWTH/TIME PERIOD IMPROVEMENT

<u>Market</u>	<u>Station/Aff.</u>	<u>Nov. '92 Programming</u>	<u>% Increase</u>
New York	WNBC/N	Another World	+89%
Los Angeles	KCAL/I	MAURY	+9%
Chicago	WGN/I	Andy Griffith/Honeymooners	+50%
Philadelphia*	KYWN	Des. Women/Des. Women	+40%
Boston	WBZ/N	Golden Girls/Des. Women	+45%
Wash., DC*	WRC/N	MAURY	+8%
Dallas	KDFW/C	MAURY	+15%
Cleveland*	WKYC/N	MAURY	+30%
Tampa	WTSP/A	Sally Jessy Raphael	+17%
Pittsburgh*	WTAE/A	MAURY	+38%
St. Louis	KTVI/A	Joan Rivers	+18%
Sacramento	KOVR/A	Jane Whitney	+36%
Phoenix*	KTSP/C	MAURY	+7%
Denver	KUSA/A	Home Show	+25%
San Diego	KGTV/A	MAURY	+43%
Indianapolis	WISH/C	MAURY	+18%
Portland, OR	KOIN/C	MAURY	+19%
Charlotte	WBTV/C	MAURY	+10%
Cincinnati	WKRC/A	MAURY	+17%
Kansas City	WDAF/N	MAURY	+8%

Source: NSI (\*ARB) Nov. 1993 vs. Nov. 1992. Based on HH share.

Whether growing over his own performance or turning around an underperforming time period, Maury Povich is truly the man of the hour. And this November, he proved his strength in 20 metered markets all across the country. With results like these, it's easy to see why **THE MAURY POVICH SHOW** has become a fast-growing favorite in daytime and early fringe. And why more stations choose Maury, time after time.

## **THE** **MAURY POVICH** **SHOW**



A Paramount Communications Company

# U.S. broadcasters berate GATT

*Exclusion of television and film allows Europe to continue making own rules*

By Meredith Amdur

**D**espite the best efforts of the Motion Picture Association of America, the U.S. trade team negotiating on GATT backed down on its insistence that TV and film product be included in the free-trade agreement.

Europe will continue to set its own rules on program content quotas, domestic production requirements and film subsidies.

The decision evoked an angry response from Hollywood and scores of distributors and U.S. cable programmers who have extended their franchises and networks across Europe via satellite.

"I don't think quotas make sense in any category—or any media, for that matter," says Jim Gianopulos, president of international television, 20th Century Fox. "We've made an effort to work with international broadcasters to make programs compatible with their needs; the problem is the imposition of artificial and bureaucratic [rules] as to what a broadcaster can or cannot do."

The French held the entire General Agreement on Tariffs and Trade hostage on the issue until U.S. negotiators decided that fighting a war of wills with Europe over the cultural exemption wasn't worth losing the larger treaty agreement. The treaty was completed in Geneva last Wednesday.

## Directive circumvented

Broadcast policy in Europe currently rests on a 1990 European Union directive. Among other things, the directive, called "Television Without Frontiers," stipulates that at least 51% of European programming, "where practicable," be of European origin. It also stipulates a range of quotas, copyright guidelines and ad restrictions.

The GATT agreement means that the clearly frustrated U.S. lobby no longer can use the seven years of free-trade negotiations to circumvent the directive.

Gianopulos says his main concern is when European client broadcasters will apply the constraints.

The U.S. entertainment industry makes more than \$3.7 billion a year from film, TV and video sales from Europe.

"I don't think [GATT] ultimately will be as harmful as many U.S. distributors think; most of the big channels have been meeting quotas for years, and the 'where-practicable' clause still allows for exemptions in

a channel that receives a license to broadcast in one country—as TNT-Cartoon did in Great Britain—legally should be able to extend that transmission to another European Union country.

Though the majority of European broadcast channels meet the directive's quotas, cable and satellite services and "second-tier" general entertainment channels such as Pro 7 in Germany program as much as 80% of their prime time schedules from U.S. catalogues.

## Protections long derided

U.S. program sellers and channels long have derided the directive's protections, as have broadcasters in countries that find such dictates distasteful, such as Germany. There, many programmers are as frustrated by the GATT decision as their American counterparts.

"It is a French position, not a European one," says a major German distributor who declined to be named. "France's concerns are exaggerated. You can't improve an industry by protecting it."

Fearful of a cultural invasion of U.S. TV and movie products, the French clearly refused to back down on their defense of television as a cultural commodity.

According to the French TV and film writers guild, "in the future we must remain vigilant because American companies will keep maintaining pressure to exert their monopoly."

Jean-Jacques Beneix, director of the films "Diva," "Betty Blue" and "La Femme Nikita," describes the GATT decision as nothing less than "the birth of a second Europe, a Europe which is acquiring a spiritual dimension."

MPAA President Jack Valenti, who took a high-profile stance on the issue, says for Europe to batten down the hatches would only be a loss for European audiences. In a statement, Valenti says the negotiations had "nothing to do with culture, unless European soap operas and game shows are the equivalent of [French dramatist Jean] Moliere."

## U.S.-ORIGINATED PROGRAMING ON EUROPEAN TV (% of total broadcast time)

COUNTRY	ORIGINAL U.S. PRODUCT	U.S.-DOMESTIC CO-PRODUCTIONS	TOTAL
UK	15%	1.1%	16.1%
Germany	35%	1.2%	36.2%
France	22%	0.3%	22.3%
Italy	24.9%	0.1%	25%
Spain	27.2%	0.2%	27.4%

Source: Euromonitor 1993

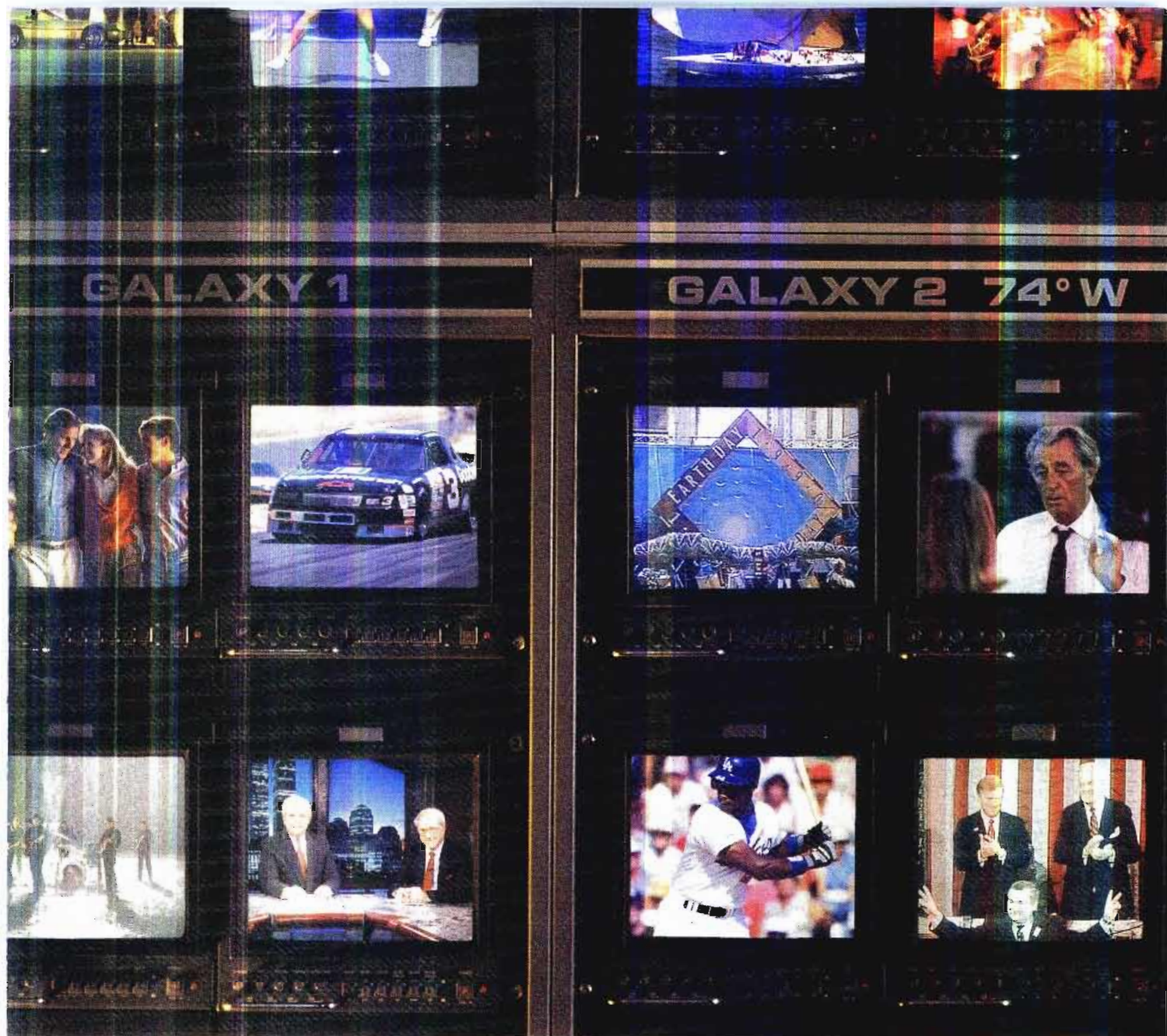
different cases and countries," says London-based media and entertainment lawyer Daniel Sandelson.

Adds Sandelson: "I don't see [Rupert] Murdoch turning in his sleep at night over this. There may be a 50% quota, but enforcement is a separate issue.... Each [European Union] country is charged with interpreting the directive in the way they see fit, and the directive's 'where-practicable' clause should exempt news, movie or sports programming from the quota."

## Room to maneuver

The whole point of the directive was to free up broadcasting signals between European countries. Even if the directive is interpreted strictly, there still is plenty of room to maneuver, Sandelson says.

Despite France's refusal to grant cable access to TNT-Cartoon Network Europe, the directive's fine print could offer U.S. channels some salvation. Some legal experts in Brussels say banning channels is inconsistent with the directive, which forbids "all controls on broadcast services coming from another member state." Hence,



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A Paramount Communications Company

# QVC, Viacom prepare Paramount bids

By Steve McClellan

**A**s Paramount established procedures to auction itself to the highest bidder, Viacom and QVC last week scrambled to come up with final offers, which are due in sealed bids today, Dec. 20.

Meanwhile, QVC extended to this Wednesday its tender-offer deadline for 51% of Paramount's outstanding common stock.

There is a good chance that Paramount's deadline for bids could be extended. Paramount's board left itself plenty of room to amend the bidding procedures on a moment's notice, much to the dismay of QVC Chairman Barry Diller.

Paramount established bidding procedures last week, four days after a Delaware court ruled that it could not merge with Viacom and ignore other bids (BROADCASTING & CABLE, Dec. 13). Diller's lawyers complained about the procedures in a six-page letter to Paramount investment banker Lazard Freres.

The Dec. 14 letter complained of provisions allowing Paramount to extend the deadline for bids and to make other changes "at any time without prior notice." The letter also said essentially that the Paramount board couldn't be trusted not to change the

rules at the last minute in order to insure that Viacom, Paramount's hand-picked merger partner, would win the bidding process.

"The past record of the board in this matter certainly does nothing to inspire QVC's confidence that the board will be objective in exercising the unbridled discretion that it has reserved to itself," the letter says.

Early last week, Paramount ruled out creating a committee of outside board members to review competing bids. Analysts said that such a committee would have strengthened Paramount's signal that it was trying to be objective in the bid-evaluation process.

In its letter complaining about the bidding procedure, QVC urged Paramount to consider an "open and public bidding process," not the sealed-bid process that the Paramount board chose.

In a brief statement responding to the letter, Paramount said its board adopted procedures that "provide a level playing field for all bidders."

Meanwhile, QVC said that as of Dec. 15, Paramount shareholders accounting for 26,757,838 shares—22.6%—of Paramount stock had taken up QVC on its tender offer for 51% of Paramount's common stock at \$90 per

share.

While QVC and Paramount dickered over procedures, the question on everyone's mind was whether Viacom chief Sumner Redstone would up his roughly \$9.4 billion bid for Paramount, which last week was roughly \$500 million less than the standing QVC offer. The speculation on Wall Street is that he will. ■

## ABC, PBS get new satellite

By Julie A. Zier

**A**T&T's Telstar 401 went into orbit last week, providing a new platform for ABC, the Public Broadcasting Service and syndicators to deliver programming to broadcast stations.

Carrying the ABC television network on two Ku-band and five C-band transponders, the satellite is considered the "lifeblood" of the network by Mary Frost, ABC's VP/GM of network operations (East Coast).

PBS's "educational neighborhood" of programming and new educational projects will reside on seven transponders, six Ku band and one C band. Using General Instrument's digital compression technology, which squeezes bandwidth to accommodate more channels, each transponder will have eight channels.

Syndicators IDB, Keystone and StarCom are also Telstar 401 customers and will provide programming, including *Jeopardy!*, *Entertainment Tonight* and *Regis & Kathie Lee*.

After a two-day delay due to weather and the landing of the space shuttle Endeavour, the satellite, with 24 C-band and 24 Ku-band transponders, was launched last Wednesday. It is the first of three birds whose cost, including launches, will be \$600 million.

Telstar 401 will orbit at 97 degrees west longitude, now occupied by AT&T's Telstar 301, which is being retired. Telstar 401 will become effective in January. ■

## Dawning of DBS

Let the competition begin.

Assuming all went according to plan, GM Hughes Electronics last Friday night launched North America's first high-power satellite and ushered in a new digital alternative to terrestrial television. Direct-broadcast satellite TV, already available in Europe and the Far East, is scheduled to begin delivery to U.S. homes in April 1994.

The two companies sharing the satellite—GM Hughes division DirecTV and Hubbard Broadcasting's United States Satellite Broadcasting—are investing billions of dollars in the DBS gamble. The companies are anticipating that households will each spend at least \$699 on receiving equipment plus an as-yet-undetermined monthly fee to get a package of top cable networks, pay-per-view movies and other yet-to-be-determined program offerings.

The 6,000 pound DBS-1 bird, the first of two, was scheduled to take off on an Arianespace rocket from French Guiana, South America. —RB



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### NEW YORK WWOR

- WWOR's strongest kids show - HH rtg
- K211 +8%, K611 +6% vs Oct 92 Camp Candy
- Gains 1 HH rtg pt over Pink Panther lead - in Nov 93

### LOS ANGELES KCOP

- Doubles Widget year ago HH share in both Nov 93 and Oct 93
- +29% HH shr growth vs its Oct 93 performance
- Beats tp rival Inspector Gadget Nov 93 HH rtg

### PHILADELPHIA WTXF

- Nov 93 grows to #1 kids in the tp facing Tom & Jerry, Inspector Gadget
- +33% HH shr gain vs its Oct 93 performance
- Nov 93 +33% HH shr vs year ago Casper

### HOUSTON KTXH

- 5RTG K211, 6RTG K611 up 2-3 rtg pts over Captain Planet lead-in
- Station's 2nd highest rated K611 animated strip
- +29% HH shr gain Oct-Nov 93
- Huge HH shr increases over year ago James Bond Jr. in Nov 93 (+350%) and Oct 93 (+75%)

### SEATTLE KCPQ

- K611 rtg doubles Oct 92 Beetlejuice
- +20% HH shr growth Oct-Nov 93
- Nov 93 +20% HH shr vs year ago tp

### MINNEAPOLIS KMSP

- K611 rtg #1 in tp vs Hallo Spencer and Inspector Gadget Oct 93
- Nov 93 HH duplicates status as #1 kids program
- +17% HH shr Nov 93 vs year ago Widget

Source: NSI Oct/Nov '93

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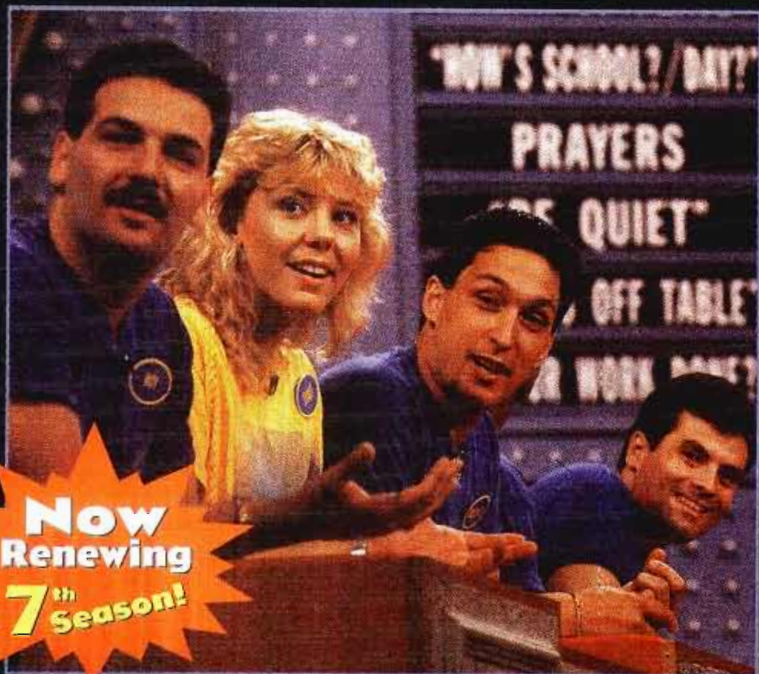


**2.4**

Vicki .....	2.5
Jenny Jones .....	2.3
Ricki Lake .....	2.2
Arsenio Hall .....	2.2
Bertice Berry .....	2.1
Les Brown..... <b>[ON HIATUS]</b> .....	2.1
Jane Whitney... <b>[CANCELLED]</b> ...	2.0
Jerry Springer.....	2.0
Joan Rivers .... <b>[CANCELLED]</b> ....	1.2

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- **TOPS TALK HEAD TO HEAD**

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**Los Angeles**.....HH share +10% vs. Oct. 93 actual.  
Beats Vicki in T.P.

**Chicago**.....HH share +17% vs. Nov. 92 actual.  
Beats Real Stories-Highway Patrol in T.P.

**Philadelphia**.....Tops Les Brown in T.P.

**Minneapolis**.....Tops Montel Williams in T.P.

**Milwaukee**.....8 DMA rating #1 in T.P.  
Tops Geraldo and Les Brown.  
HH share +41% vs. Nov. 92 actual.



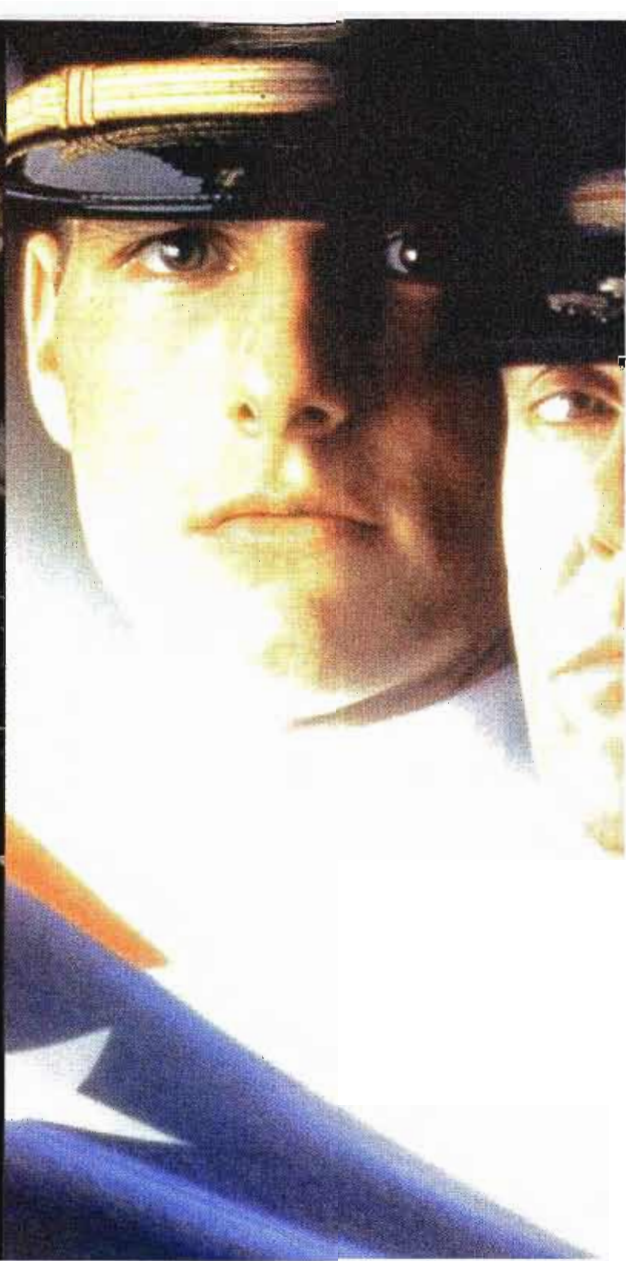
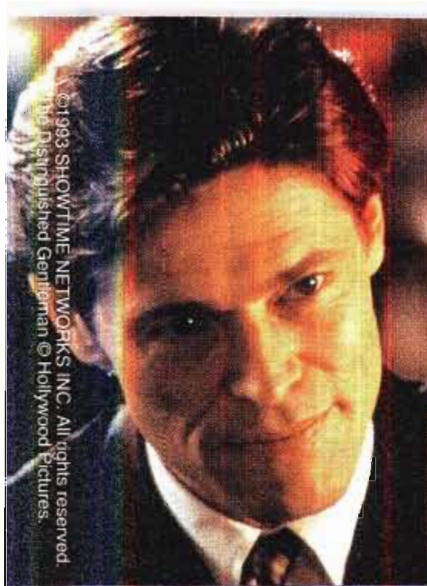
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Source: NSI Overnights 11/4-12/1/93  
HH Rating/Share  
Oct. 93, Nov. 92 NSI

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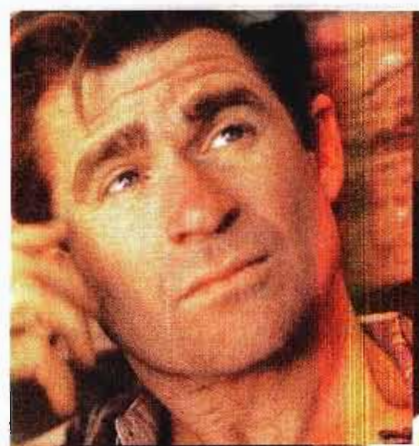
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**SHOWTIME NETWORKS**  
All the right moves

## Haim Saban: The 'Power' is his

Live-action 'Mighty Morphin Power Rangers' and animated 'X-Men' have helped raise profile, and advance growth plans, of prolific kids program supplier

By Mike Freeman

Usually reclining on a fat leather couch in his Burbank, Calif., office, Haim Saban can't help glancing at a *Mighty Morphin Power Rangers* toy figure dipped in 24-karat gold. Saban certainly has this season's golden touch when it comes to kids television.

The almost overnight ratings and merchandising success of the live-action-strip *Power Rangers*—a daily staple of the Fox Children's Network—and the strong showing of the weekly *X-Men* on Fox are helping propel Saban Entertainment to the top ranks of independent program suppliers.

And if he can keep the momentum going with a *Power Rangers* spin-off and other new shows, Saban would be that much closer to his dream of creating a global entertainment giant in the mold of Disney, with theme park attractions, TV shows, toys, big-budget movies and even *Power Rangers* gyms and karate schools.

Today, Saban Entertainment is among the largest producers and distributors of children's programming in the world. But his audience is not limited to children.

Saban has a production slate of approximately 20 made-for-TV features and miniseries for domestic network broadcast next season. One of those miniseries projects, *Guns of Honor* (starring Martin Sheen and Corbin Bernsen), is being greenlighted by Saban without benefit of a domestic network commitment.

Saban is confident enough of the firm's global sales potential to take that risk and make a post-production sales pitch to the broadcast or cable networks or sell it in first-run. Saban intends to produce at least 10 movies through such an arrangement.

Other areas of expansion for the company include the establishment of Saban Video, a partnership with Time Warner's A\*Vision home video pro-



Haim Saban is resting on his logo, not on his laurels

duction financing arm; the creation of Saban Entertainment Germany, where Saban has opened new offices in Cologne (joining seven other offices worldwide), and Saban International.

### Look out, Walt

Buoyed by *Power Rangers*'s success, Saban has unveiled a live-action *Power Rangers* spin-off, *Cybertron*, and has committed \$50 million in 1994-95 to the production of four other series for first-run syndication.

The new programs include three children's weeklies—*Battle Tech*, *Sweet Valley* and *Creepy Crawlers*—

and Saban's first crack at the adult market—*Haven*, a half-hour home furnishing show.

Over the years, Saban has built a massive library of children's programming totaling some 2,000 half hours of syndicated children's programming, some produced by Saban, some acquired. At next month's NATPE International programming convention in Miami, Saban says his Saban Domestic Distribution will be offering some 300 half hours.

"Basically, we want to be the biggest children's entertainment company in the world," Saban says. Bigger than Disney? "That's our goal. The question is level and intensity of expansion, and how do we best get

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throwing a party in late night...  
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there."

"I take pride in telling people that we don't have one series or movie in our library that doesn't show a profit," Saban says.

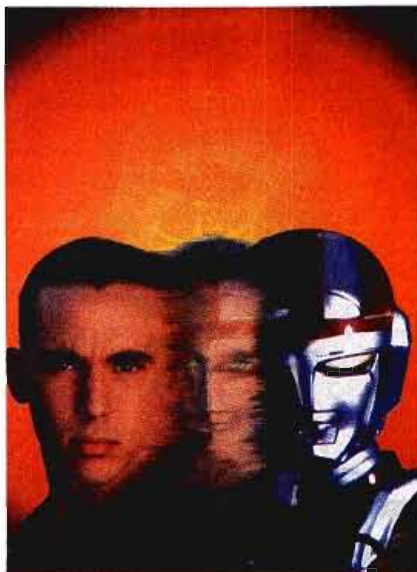
Each production is planned to turn a profit in its first three-to-five-year "cycle," Saban says. "We're not in the deficit-financing business, nor will we ever be," he says. "With the shrinking syndication market, it is our belief that the second, third and fourth cycles—if they are there—should be added profit."

That Saban sees the world as "one big boundaryless marketplace" derives from his background. Saban got his start in his native Israel and Paris before setting up shop in Hollywood eight years ago.

"We have this picture puzzle of various countries around the world, with each being able to generate a certain amount of money for certain products. And if we can make sense out of a production by mixing Korean and Luxembourgish investments that would cover the production costs, then the rest of the world is open for sales."

### Going public?

It's not a coincidence that Saban works in a mention of Luxembourg. European broadcast CLT of Luxembourg purchased a 25% equity stake in Saban Entertainment in 1989. Although CLT has largely remained a silent partner, the company often participates in or



Saban's new 'Cybertron'

brokers international co-production and licensing arrangements.

Media analysts in New York and Hollywood think that Saban may utilize its CLT connection to engineer further expansion in the domestic and international markets, but there is also talk that he may take the company public in the near future. John Shuman, executive vice president of Allen & Co., a New York-based investment banking/management firm retained by Saban, says that "Haim is examining quite a few options."

"I think he basically wants to continue the movement toward being a full-service software provider, not a

[delivery system] carrier," says Shuman, who also sits on Saban Entertainment's board of directors. "I think as time goes on, his plan is clearly calculated at exploiting the children's market internationally."

"What Saban has done with *Power Rangers* is nothing short of brilliant," says Allen Bohbot, chairman of competing kids distributor Bohbot Entertainment. "Basically, he has taken *Power Rangers* to the next level, far beyond that of *Ultraman*, the last live-action kids series from Japan.

"It has just really clicked with kids on so many levels, not just on television but also in the toy stores," Bohbot says.

In fact, nearing the close of the Christmas sales season, sole toy licensee Bandai Co. has sold close to one million of the *Power Ranger* action figures, putting it on a faster early pace than the record sales of *Teenage Mutant Ninja Turtles* dolls five years ago, according to merchandising sources.

Most children's program suppliers find their real bread-and-butter profits in the merchandising of the series and characters (see accompanying story, page 31).

And unlike other major independent suppliers, Saban tries to maintain a high level of control over all facets of the merchandising. "I would say that in 95% of the cases we control the merchandising," Saban says.

Despite the sometimes fickle taste of kid viewers, which can reduce a hit to a has-been in a single season, Saban insists that *Power Rangers* is a "ten-plus-year, multibillion dollar franchise."

"I don't think it is a flash in the pan," he says. "Our whole approach—our investments, our expectations for the return on investment—is based on a ten-year plan and not a two-year plan. If *Power Rangers* is a five-year franchise, we would have felt that we failed."

### New strips and upgrades

*Power Rangers'* freshman 50-plus share scores have been achieved despite an early-bird 7:30-8 a.m. slotting in most markets, Saban says. The series could exceed those expectations should Fox affiliates get the green light to schedule it in the higher HUT level afternoon time periods.

Fox Children's Network President

## More 'Power' to them

As the saying goes, "Imitation is the sincerest form of television." Given the breakout ratings and merchandising success of Saban Entertainment's *Mighty Morphin Power Rangers*, it was only a matter of time before another live-action kids sci-fi series appeared in the broadcast market. Veteran kids series producer DIC Animation City, in conjunction with the creator and producer of one of the original kids live-action series, *Ultraman*, is looking to syndicate *Power Boy* for fall 1994. *Power Boy* is based on a Japanese television series, *Gridman*, according to a major kids syndication executive. Like Saban's co-production arrangement with Tokyo-based production house Toei Co., DIC will be co-producing *Power Boy* with Ultracom, the production company founded by *Ultraman* creator Noboru Tsuburyaya (whose father created the "Godzilla" monster movies).

Although DIC Animation President and CEO Andy Heyward would confirm only that "something is in the works," he said he wasn't at liberty to talk about the *Power Boy* project. Sources also say that All American Television, which already distributes a number of DIC-produced animated series, will handle syndication of the proposed morning and early fringe strip.

—MF, JF

Margaret Loesch confirmed that *X-Men* will go to strip next fall and said it was "highly likely that *Power Rangers* will get an upgrade to weekday afternoons, possibly displacing *Batman* in the 4:30-5 p.m. slot. Loesch said that FCN has the contractual flexibility to convert *Batman* to a Saturday morning weekly for one season.

Loesch is looking to develop alternative, independent sources of programming, because Warner Bros. likely will not renew its FCN contract at the end of the 1996-97 season and will move its cartoons to the proposed WB Network.

Going into the 1994-95 season with 40 new episodes of *Power Rangers*, FCN is banking on the afternoon slotting to help make up for the money it lost by underselling the morning runs.

New York media buying and advertising sources say that Fox sold 30-second commercials for \$8,000-10,000 per spot (grossing roughly \$8 million-\$10 million) in the fourth-quarter upfront market but could have earned \$15,000-25,000 per national unit based on the unforeseen 7-10 rating average (among kids 2-11). By plugging *Power Rangers* into the afternoon slot, one media buying source estimated that Fox could fetch \$30,000-35,000 per spot in the fall 1994 upfront market.

It is rumored that Loesch was able to negotiate a \$175,000-\$225,000 per-episode license fee for each run of *Power Rangers* (Loesch says it was less). However, syndication and network sources suggest that Saban has been able to wrangle a 35%-50%



'Mighty Morphin Power Rangers' are getting a jump on the competition.

boost in the fee for the 1994-95 season. Loesch confirmed that there had been an increase, but added that stations would now get "a small taste" of the gross merchandising revenues.

Higher-profile afternoon exposures domestically also likely will spur the crucial home video, merchandising and international broadcast sales for *Power Rangers*. Although many of the estimated 100-plus international markets signed their deals for the series earlier this year and won't trigger its broadcast until fall 1994, sources estimated that total overseas sales could add another \$150,000-\$250,000 per episode (or roughly \$20 million) to Saban International's coffers. ■

## Power Rangers represent mega merchandising clout for Saban

*Rangers are one of yuletide's hottest toys*

By Mike Freeman

**N**earing the close of the Christmas shopping season, a national wave of "Mighty Morphin-mania" has millions of weary parents scouring near-empty store shelves for *Power Ranger* action figures.

As one of the hottest-selling kids toys, demand reportedly has far exceeded supply, which gives Saban Entertainment Chairman/CEO Haim Saban a lot to smile about this yuletide season.

Toy licensee Bandai Co. has, according to trade reports, sold nearly all of the 1 million *Mighty Morphin Power Rangers* action figures produced for the fourth-quarter retail season. Unfortunately, Bandai is said to be facing a backlog of 2 million-3 million orders from retailers, says a merchandising executive closely tied to the giant toy-maker.

Bandai, according to estimates by

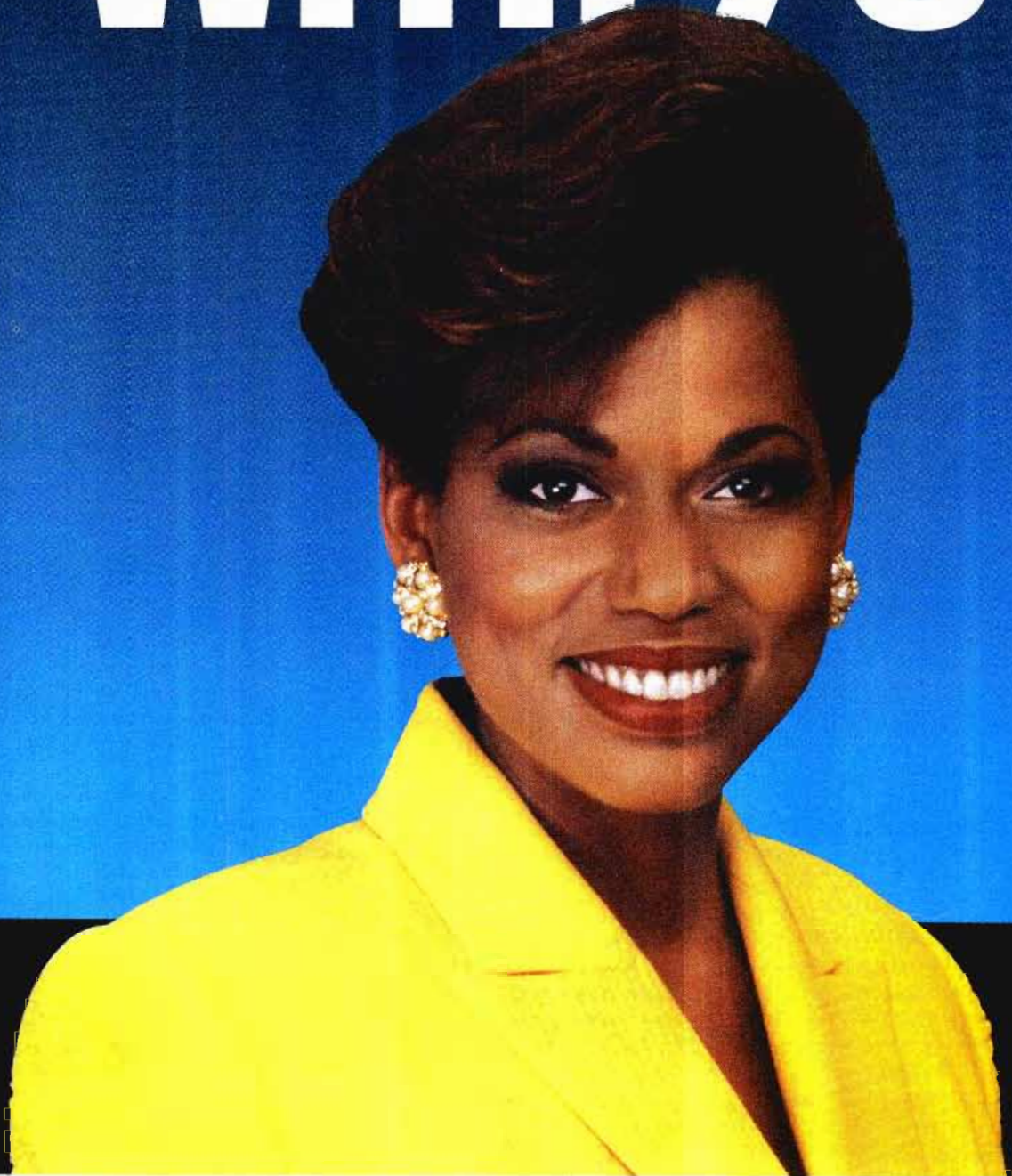
### Saban's 'Rangers'/'X-Men' combo powers Fox Children's Network

Kids 2-11 demo rating/share averages, Sept.-Dec.

	Sept.	Oct.	Nov.	Dec.	% chg Rtg/Shr
<b>Power Rangers</b> (Mon.-Fri. 7:30-8 a.m.)	5.5/35	6.5/41	7.2/40	7.4/43	+35%/+23%
<b>Power Rangers DNA</b> (Sat. 11:30 a.m.-noon-TK)	DNA	8.2/34	10.1/36	11.6/39	+41%/+15%*
<b>X-Men</b> (Sat. 11-11:30 a.m.)	8.1/29	7.0/26	9.3/32	9.8/31	+21%/+7%

Notes: DNA=Did not air on Saturday mornings in Sept. \*% is for Oct.-Dec. Source: Nielsen Media Research's NTI Reports, Sept.-Dec. 1993

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Source: NIS, Premiere through week ending 11/21/93

## Cable connects viewers with retailers

Tampa-St. Pete service steers clear of 800 numbers; opts for hands-on approach

By Jim Cooper

**A** Sun Coast cable co-op is taking the buyer beware out of home shopping by letting customers literally kick tires or try on jewelry.

Launched this summer in Tampa-St. Petersburg, Fla., Community Shopping Service Inc.'s CS1 claims to be the first local cable home shopping channel. Unlike national cable home shopping channels, and some local broadcasters' recent experiments with local home shopping (BROADCASTING & CABLE, Dec. 6), CS1 does not use 800 numbers for the over-the-phone direct sale.

The company cuts package deals with local retailers for two separate 30-minute shows that each air three times during one or two weeks. A

viewer interested in a product on the program can call and place an order with CS1, which in turn places an order with the retailer, who keeps the item in stock and on hold for 14 days, during which the customer can inspect it in the store.

The show is produced and aired by CS1, and the retailer pays \$1,750 for the six-program package. Since its launch in July, CS1 has featured spots from a local car dealer, various retailers and the gift shop at the local zoo.

The company is the result of a lifelong friendship between Tampa-St. Pete lawyer William Yanger and Rik Bell. Bell has been in the television home shopping business for more than 10 years, beginning his career with the Home Shopping Network when it was

still a local program in Tampa-St. Pete called *Sun Coast Bargainers*. Bell was also an early employe at QVC, overseeing the construction of the network's original production facilities.

"There has always been this wall" of people hesitant to shop via their televisions that has blocked national home shopping networks from gaining greater than 15% penetration rates, says Yanger, CS1's vice president and general counsel. "We have jumped over that wall by featuring local retailers that [viewers] know," he adds.

The estimated 33% return rate experienced by the national home shopping channels is a factor CS1 hopes to avoid by allowing customers to touch and think about products before buying them, says Yanger, who adds that

## TV stations urged to go interactive

The Television Bureau of Advertising wants TV stations to get on the interactive bandwagon.

While interactivity is seen by many as the province of the electronic superhighway, TVB President Ave Butensky says over-the-air stations can use two-way systems that use telephone lines or an FM signal.

"We feel that getting into the game from the first inning means honing our skills for the future of this burgeoning new application of our medium. It pays off in the long haul," he says. It is particularly important for stations to find new revenue streams as TV becomes an increasingly fragmented medium, adds Butensky.

Broadcast stations can allow their viewers to enjoy many of the same benefits that are being promised to subscribers of advanced cable systems, according to Butensky. Those features include the ability to play along with game show contestants, choose camera angles at sports events and decide which commercial to watch. Eight of 14 interactive systems recently examined by TVB can be used by broadcast stations; the others rely on cable.

Butensky cited increased viewership and improved demographics in Montreal after the city installed the Videoway system, a cable-delivered interactive product now available to 200,000 subscribers. Videoway has led to an 80% jump in male demographics, with some advertisers reporting recall improving by as much as 45%, according to Butensky.

In the past 36 months, the Videoway interactive technology has reached 22% of the 1 million subscriber system in Montreal, according to William Samuels, president of New York-based ACTV. Samuels's company is working with Videoway in Montreal and with interactive systems in the U.S. The average Videoway viewer spends 13 hours per week using interactive services, which includes 5.5 hours' worth of video games, 5 hours of interactive programming and 2.5 hours of information service, says Samuels.

Although Samuels has spent most of his time working with cable companies, he is developing technology that could be used by broadcast stations.

"No broadcaster has ever walked here, but we have major broadcast technologies under way. In 1994 we hope to spend more time with broadcasters; the research is just coming out of the lab," says Samuels.

Beaverton, Ore.-based Interactive Systems Inc. was also singled out by Butensky, who says that its ability to dispense coupons could give it an advantage in competing for the price-and-item advertising that has been dominated by newspapers. As viewers watch a commercial, a set-top decoding box dispenses a coupon related to the commercial. Interactive Systems also allows viewers to play along with sports and game shows. It is up and running in 30,000 homes in Spain and 1,000 homes in The Netherlands. Smaller tests are taking place this month in Portland, Ore. —CS

the longest drive to a local retailer in the Tampa-St. Petersburg area will be about 20 miles.

Yanger says the number of calls has ranged from 50 or 60 to just a few per 30-minute program. Ratings are not available, but participating retailers have been pleased with traffic that they associate with their home shopping spots. "The show is not just spinning rings," says Yanger, explaining that the programs have music videos, film reviews and contest segments to make the programming more vibrant.

Yanger and Bell (who currently works for Jones Intercable) spent two years coming up with the concept and then set up a co-op, profit-sharing relationship with Jones Intercable Production Services, the production arm of Jones Intercable in Tampa-St. Petersburg.

CSI also has an arrangement with Vision Cable, which carries CSI's

programs in the St. Petersburg area. Jones has about 63,000 subscribers in Tampa and Vision has about 240,000 in St. Petersburg.

The local precursor to HSN had, at times, an 80% penetration level in the Tampa-St. Petersburg area. That, coupled with the older demographics of the market (older viewers were thought to watch more TV), was the reason for launching CSI in the Tampa area.

"We think CSI can work in any cable system in the country, regardless of whether it has 1,000 subscribers or a million subscribers, because all cable systems have retailers looking for customers and customers looking for retailers," says Yanger.

CSI is considering "expanding to any size cable company in the country and [we] are in the process of working out franchise arrangements to do that," Yanger adds. ■

## Goodwill Games gets another

The Goodwill Games soon will announce that the Prudential Insurance Co. has signed as the eighth sponsor for this summer's competition in St. Petersburg, Russia. Turner Sports Sales hopes to sign 20 sponsors for the games at \$4 million each (a deal that includes airtime on ABC, which will be carrying the games on weekends).

The Turner sales staff hopes to avoid its past mistake of dramatically overestimating viewership when giving advertisers ratings guarantees. In 1990, Turner guaranteed a 7 rating, but the games garnered only a 2.7. For the 1994 games, Turner Sports is guaranteeing a 3.1 rating, which it considers "very achievable."

In return for a full sponsorship, advertisers will receive, among other things, extensive signage at events and 145 commercial avails during 81 hours of coverage on TBS and ABC.

Turner also will spend \$15 million on pre-games promotion. After losing \$44 million in 1990, TBS hopes to break even on the 1994 games. —CS

## Bungey named CEO of BSB Worldwide

Michael Bungey, president/COO of Backer Spielvogel Bates Worldwide Inc., has been appointed chief executive officer by Carl Spielvogel, chairman and CEO of the global advertising and marketing company. Spielvogel continues as chairman of BSB Worldwide and its executive committee.

Prior to his appointment as president/COO, Bungey was chairman and CEO of BSB Dorland in London and chairman of BSB Europe. He retains the title of chairman of the BSB Dorland Group, one of the largest communications companies in the UK.

Bungey also is chairman/CEO of BSB Inc. in the United States and the BSB Americas Region, two positions he assumed this past May. —JC



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## Duopoly deals in California, Connecticut

*Evergreen doubles in San Francisco; American to have 'trombo' in Hartford*

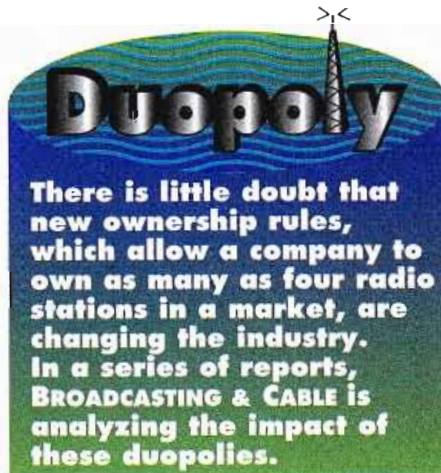
By Peter Viles

**D**uopoly deal-making continued at its breakneck pace last week, as Evergreen Media announced a deal to buy a second FM station in San Francisco for \$45 million.

In Hartford, Conn., meanwhile, American Radio Systems announced plans to buy an AM-FM combination, which will give the newly formed company duopoly combinations in five markets: Hartford; Boston; Rochester, N.Y.; Dayton, Ohio, and Des Moines, Iowa.

Evergreen's new duopoly in San Francisco will give it FM-FM combinations in the nation's third- and fourth-largest markets, Chicago and San Francisco. Evergreen already owns KMEL-FM in San Francisco, and last week announced that it was buying KIOI-FM from Bay Broadcasting for \$45 million.

"Our acquisition of KIOI-FM conforms with our strategy of establishing duopolies in the nation's largest radio markets," says Scott K. Ginsburg, chairman and chief executive officer of Evergreen. "By combining KIOI's assets with KMEL's, advertisers will now have the most effective package for reaching San Francisco's adult audiences."



Evergreen said that KIOI-FM, which has an adult contemporary format, will bill roughly \$13 million in 1993 and will produce broadcast cash flow of \$4 million. According to estimates in *Duncan's Radio Market Guide*, KIOI-FM billed \$9.6 million in 1992. Combined with the estimated \$11.6 million that KMEL-FM billed in 1992, the two stations garnered 12.7% of the market's \$167 million in 1992 revenues.

KMEL-FM, which has a contemporary hit radio format, drew a 4.7 share in the Arbitron summer survey (total week, AQH, listeners 12-plus), while

KIOI-FM drew a 3.6 share. Combined, the two stations posted a 12.9 share of listeners 18-34.

The American Radio trombo in Hartford will consist of the company's current station, WZMX-FM, plus WRCH-FM and WNEZ(AM), currently owned by Radio Corp. of Hartford. The price was not disclosed.

"This acquisition is in line with our stated objective to achieve FM duopolies in all of our existing markets," says Steven Dodge, American's chief executive officer.

WZMX-FM, which has a "bright" adult contemporary format, billed an estimated \$2.3 million in 1992 according to *Duncan's*. WRCH-FM, with a soft adult contemporary format, billed an estimated \$2.8 million; together, the two stations captured 13.8% of Hartford's revenues in 1992, according to *Duncan's*.

The stations are strongest in their appeal to women, garnering a 22.5 combined share of women 35-64, according to the summer Arbitrons (6 a.m.-7 p.m., AQH share), American said.

American, merging Atlantic Radio, Stoner Broadcasting System and Multi Market Communications, was officially formed last month. ■

## New name, focus for American Public Radio

*As Public Radio International, it will concentrate on the 'global viewpoint'*

By Peter Viles

**A**merican Public Radio, which distributes programming to nearly 500 noncommercial radio stations, last week announced a major change in its programming philosophy and a new name to reflect it: Public Radio International.

The Minneapolis-based company said it intends to put a more global emphasis on the news and cultural programming that it distributes in the United States. The company said that it hopes to announce new pro-

grams by April 1994. The name change is effective July 1, 1994.

APR, which does not produce the programs it distributes, said it has no plans to enter the production market. In addition to increasing international perspective in its programs, APR said it plans to develop new programs targeting a "younger, more culturally diverse audience."

The company, which was founded in 1983, described the changes as the "first stage of a 10-year plan."

APR President/CEO Stephen Salyer

said the changes do not necessarily mean that APR will distribute more international news. In fact, he said, APR has no plans to increase its hourly newscasts. Further, he said, APR's focus will remain on distributing programming in the U.S. rather than in Europe or elsewhere.

"This isn't about what's going on over there," he said. "It's about the relationship between what's going on over there and what's going on in our lives here every day. That's an important relationship and one we don't be-

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Source: NSS - Premiere through week ending 11/21/93  
NSS - Premiere through week ending 11/22/92  
\*Among programs that average 65% coverage

lieve the commercial media are addressing strongly enough."

APR already has some international programming. It distributes shows produced by England's BBC as well as Canada's CBC.

"It's not a new area of interest or activity for us," Salyer said. "We've been distributing programming for a number of years that has an international perspective. The change is that, as we looked forward to the next de-

cade, we really concluded that the line between domestic and international was really dissolving."

APR does not compete directly with National Public Radio, but the two are by far the largest players in the non-commercial radio market. NPR, which produces programs including *All Things Considered* and *Morning Edition*, has roughly 490 member stations and reaches approximately 10.9 million listeners per week, according to

Arbitron estimates.

American Public Radio distributes programming to 475 stations, many of which are also NPR members. Its offerings include *A Prairie Home Companion* with Garrison Keillor and the widely praised *Marketplace*, a daily business and economic news show. Altogether, APR's programs reach approximately 6.3 million listeners per week, according to Arbitron estimates. ■

## Second in-flight radio service announced

*ABC programming to be available in 4-6 months on some flights*

By Peter Viles

**A**n agreement between ABC Radio Networks and In-Flight Phone Corp. will soon create a second airborne network providing live radio programming to airline passengers.

The new venture will, in some cases, require passengers to pay an undetermined surcharge to hear "premium" programming, according to an In-Flight Phone Corp. spokesman.

The system, to be called FlightLink On-The-Air, will make ABC's various 24-hour music formats available on

flights that are equipped for other In-Flight Phone Corp. services, such as computer video games and stock quotes.

CBS Radio has been providing programming for USA Today Sky Radio, a live airline network, since October 1992. That network reaches an estimated 970,000 listeners per month, according to research commissioned by USA Today Sky Radio.

Neither of the airborne networks has exclusive programming arrangements, so it is possible that the In-Flight Phone Corp. venture could add

additional programming from other networks. For example, since CBS has exclusive radio rights to several high-profile sports events, including the Super Bowl and the World Series, any in-flight network that wanted to offer those events would have to deal with CBS.

Bill Gordon, In-Flight's vice president, regulatory affairs, says the system will have capacity for programming in addition to that provided by ABC.

"I'm sure the providers of programming will recognize that the audience for our service will be substantial, and they may want to put their programs up on our systems as well," he says.

Gordon said that In-Flight has spent roughly \$5 million to develop the system and has reached agreements with USAir and America West to carry the radio system when it is launched. ■

### Radio in the sky: two versions

<b>Service</b>	FlightLink On-The-Air	USA Today Sky Radio
<b>Company</b>	In-Flight Phone Corp.	USA Today/Gannett
<b>Start Date</b>	March 1994 (target)	October 1992
<b>Programming</b>	Supplied by ABC Radio 8 separate 24-hour music formats; live talk produced by WABC(AM) New York, KABC(AM) Los Angeles, WLS(AM) Chicago; news and sports from ABC Radio	Supplied by CBS Radio All CBS live sports coverage, including baseball World Series, football Super Bowl, college basketball Final Four; all CBS Radio Network features, including "The Osgood File"
<b>Delivery</b>	From satellite to ground stations, then directly to planes; listener sees programming menu on LCD screens on seat-back; listener uses headsets; provided in conjunction with other services, including phone service, stock quotes, computer games.	From Arlington, Va., to satellite, then directly to planes; listener uses headsets.
<b>Airlines</b>	None*	Selected Delta, United and Northwest planes
<b>Audience</b>	n/a	Cume of 970,000 per month**
<b>Cost to Listeners</b>	To be determined	Free

\*Will be available in approximately 4-6 months on USAir and America West flights.

\*\*Source: Nielsen research commissioned by USA Today Sky Radio

### Holy Cow! Caray named to Hall of Fame

Harry Caray, the colorful baseball play-by-play man who has built huge followings in St. Louis and Chicago in a career spanning half a century, will be the 1994 radio inductee into the Broadcasting Hall of Fame, the National Association of Broadcasters announced last week. Caray is entering his 50th year as a play-by-play announcer—he began calling St. Louis Cardinals games in 1945 and will call his 13th season of Chicago Cubs games in 1994 on WGN(AM) and WGN-TV. —PV



It was a virtual lovefest at Reed Hundt's first FCC meeting last week. In his opening remarks, Commissioner Ervin Duggan (far left) said, "Collegiality is alive and well under the Hundt chairmanship." Commissioner James Quello (second from left) said the agency will benefit from having a chairman with antitrust expertise. Hundt (second from right) then called Quello "the heart and soul of the FCC." Hundt also thanked Commissioner Andrew Barrett (far right) for his support during Hundt's first week.

## Hundt: New bureau to enforce Cable Act

By Kim McAvoy

**R**eed Hundt is out to reinvent the FCC.

The new chairman of the commission says the commission's newly established Cable Services Bureau, which will implement and enforce cable rate regulations, will serve as the commission's model for the Clinton administration's "reinventing government" program. "We must and we can reinvent government here at the FCC," said the chairman, presiding at his first commission meeting last Monday.

The new Cable Services Bureau is a "clear message to the industry, the public and Congress that the FCC will carry out the mandate of the Cable Act," says Mass Media Bureau Chief Roy Stewart.

The FCC eliminated its Cable Television Bureau in 1982 and established a Mass Media Bureau to handle cable and broadcast issues. The Mass Media Bureau will continue to exist.

Sandy Wilson, chief of the current cable services division, has been named acting chief of the new bureau. Congress must approve its creation. That is expected when lawmakers return in January.

The new bureau is more streamlined than other FCC bureaus, with a front

office and three divisions, rather than the numerous branches of other divisions. Congress budgeted for 240 staff members to implement the act. The cable services division now has roughly 60 employees.

One of the new bureau's mandates is to keep a "stronger focus" on consumer complaints through its Consumer Protection Division. This will be the largest division. Employees in it will be organized in teams to handle consumer complaints and to administer and enforce the FCC's rate regulations.

Among other matters the division will handle: must carry, retransmission consent, customer service, indecency, technical standards, home wiring and consumer electronics equipment compatibility.

The Competition Division will deal with ownership and program access issues. It also will analyze competitive issues affecting the cable industry, such as reviewing mergers and monitoring effects on the industry of horizontal and vertical integration.

The Policy and Rules Division will handle all cable rulemaking activities and will conduct studies and analyze trends and developments in the industry to assess the effectiveness of FCC cable regulations. ■

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# FCC questions more cable operators

By Kim McAvoy

**T**he FCC has sent out a new batch of letters of inquiry to determine whether cable operators are evading the new rate regulations.

Letters were sent last week to 35 cable operators in 21 states in response to complaints from consumers and franchising authorities.

Last month, the commission sent letters to 16 companies in 10 states asking them to explain a variety of fees and charges (BROADCASTING & CABLE, Nov. 22). FCC Chairman Reed Hundt says that this latest group of letters will investigate the repackaging of cable services, especially à la carte offerings, and the use of negative-option billing. Hundt says the agency also is responding to complaints that some operators may have violated the commission's cable rate freeze.

For example, Time Warner Cable must supply information about its rates and charges for systems in several Boston suburbs. Local franchising authorities have raised concerns with the FCC about possible violation of the commission's rate freeze. The FCC also is trying to ascertain whether those Time Warner systems are engaging in a negative-option billing strategy, which is prohibited. In negative-option billing, a customer is charged for a service that never was requested. The only way for the customer to get rid of the service is to call the cable operator.

Comcast Cablevision, Flint, Mich., is being asked to explain its repackaging of services called "Value Pak" and to provide information on possible à la carte offerings. The FCC allows cable systems to offer à la carte services, in which customers pay per

channel, unless customers end up paying more or are signed up without asking for the service.

The FCC also heard from the town of Ocean City, Md., which complained about rates charged by TCI Cablevision of the Eastern Shore. The

FCC is trying to ascertain whether the system violated the rate freeze and also expressed concern that TCI "made statements to the town to the effect that it eliminated the senior discount program because of the Cable Act."

## Reply requested

FCC letters of inquiry were sent to the following cable systems:

- Adelphia Cable Communications-South Dade, Miami
- Cable TV of Greater San Juan, P.R.
- Cablevision, Bedford Heights, Ohio
- CableVision of Central Florida, Hernando County
- Century Cable, Brunswick, Ga.
- Century Cable, Owensboro, Ky.
- Century Cable, Yuma, Ariz.
- Century Cable Television, Muncie, Ind.
- Century Cable TV, Morgantown, W.Va.
- Century Cable TV, Huntington, W.Va.
- Century Southwest Cable Television Inc., Los Angeles and Beverly Hills, Calif.
- Chattanooga Cable TV, Tenn.
- Comcast Cable, Warren, Mich.
- Comcast Cablevision, Flint, Mich.
- Comcast Cablevision, Mount Clemens, Mich.
- CVI of Long Beach, Calif.
- Dimension Cable Services, Phoenix
- Dimension Cable Services, Oceanside, Calif.
- Dimension Cable Television, Rancho Palos Verdes, Calif.
- Dynamic Cablevision of Florida, Miami
- Falcon Cable TV, Port Orchard, Wash.
- Lincoln Cablevision, Neb.
- Nashoba Cable Services, Danvers, Mass.
- New Channels Cable TV, Binghamton, N.Y.
- North Central Cable Communications Corp., Roseville, Minn.
- Paragon Communications, Irving, Tex.
- Southwestern Cable TV, San Diego
- St. Louis Telecommunications Inc.
- TCI Cablevision of the Eastern Shore, Ocean City, Md.
- Time Warner Cable, Everett, Winthrop, Somerville, Mass.
- TKR Cable Co. of Hamilton, N.J.
- TKR Cable Co. of Greater Louisville, Ky.
- United Artists Cable of Baltimore
- Vision Cable, Fort Lee, N.J.
- Vision Cable of North Carolina Inc., city of Charlotte, Mecklenberg County

## FCC revamps cable complaint forms

Hoping to make life easier for consumers and franchising authorities who want to complain about cable rate hikes, the FCC has revised its complaint form to make it more "user-friendly." It seems that the commission has received more than 5,000 complaints since Sept. 1, but about half had to be returned because they were incomplete. The old forms were hard to read and fill out. The new form and instructions, however, should be easier to read and use, commission officials say. The forms are awaiting OMB approval.

—KM



**A new twist in the TV violence debate:** Senator Kent Conrad (D-N.D.) and a task force of 20 organizations emerged last week, providing a list of stringent rules aimed at reducing violent programming. Attorney General Janet Reno, who has taken a strong position on behalf of government reregulation, asked the group to develop the suggestions for future negotiations with the industry.

Under the plan devised by the task force, a partnership of government, television, cable, Hollywood, TV advertisers and public interest groups would create a code of ethics similar to the controversial rules recently adopted in Canada. The code would have a "safe harbor" rule banning "gratuitous dramatized violence" on television between 6 a.m. and 10 p.m. Also included in the code would be strict restraints on violence in children's programming and the creation of a rating system and viewer warnings.

The code would be voluntary, Conrad says, but if the industry refused to cooperate, government would step in and clean up the violence. As for what constitutes violence, Conrad called for FCC hearings to determine an ultimate definition.

Conrad and his group emphasize parental responsibility in addition to industry restrictions. They endorse legislation sponsored by Representative Edward Markey (D-Mass.) that would allow parents to block out programming with the use of a mechanical device. Among the 20 organizations composing the Citizens Task Force on TV Violence are the National PTA, American Medical Association and American Psychiatric Association.

**Liberty Cable Co. has filed a program access complaint against cable programmer Court TV.** It is believed to be the first complaint filed under the FCC's new program access rules. Liberty provides cable programming to apartments and private dwellings using a satellite master antenna TV system. As a competitor of the Time Warner Cable system in Manhattan, Liberty is asking the FCC to make Court TV provide its programming to Liberty with the same terms and conditions as it does to Time Warner.

Under the 1992 Cable Act, the FCC was required to develop rules mandating that cable programmers make their product available to all multichannel distributors. Court TV, which is owned in part by Time Warner, says it can't sell its programming because it has an exclusivity agreement with Time Warner. Liberty argues that such an exclusivity arrangement is illegal under the Cable Act. Liberty's filing also notes that Time Warner's advertising campaign "flaunts the fact that Time Warner carries Court TV programming on its cable systems while Liberty's systems do not." Says Liberty: "This is exactly the type of harm to cable competitors that Congress anticipated and hoped to eliminate through its prohibition on exclusive contracts."

**The telcos may have asked the Supreme Court to strike down the must-carry law, but the United States Telephone Association is still open to discussing the issue with broadcasters.** It seems that lawyers representing the nation's largest telephone companies, GTE, six of the regional Bell operating companies and USTA filed the brief without running it through the correct political channels. The telcos' Washington representatives apparently

were not in the loop on the matter. They were left to take the heat in Washington from the outraged National Association of Broadcasters and FCC Commissioner James Quello. Quello immediately threatened to drop his support for telco entry if the telephone industry challenges must carry.

Last week, Ward White, USTA's vice president for government affairs, confirmed that the telcos are willing to discuss the issue of must carry with broadcasters.

**Lenfest Communications and its Suburban Cable TV Co., Pottstown, Pa., are the subject of a civil suit** filed last week by Michael R. Stiles,

U.S. attorney for the Eastern District of Pennsylvania. Lenfest is accused of underreporting revenues by \$154 million and defrauding copyright holders of more than \$2.4 million in copyright royalties. The suit is a result of an FBI investigation and also alleges that more than 140 false statements were filed with the Copyright Office.

# Washington Watch

Edited by Kim McAvoy

**The National Cable Television Association's newly constructed 77-**

**seat theater with state-of-the-art technology will get some use this week.** NCTA has invited first- and second-graders from the Ann Beers School in Washington to a Holiday Cartoonfest today, Dec. 20. Called the Conference Center, the theater will be used not only to showcase cable programming achievements but also to highlight technological advancements. The center also has an anteroom for receptions and a conference room for meetings. NCTA plans to use it to "advance the opportunities the cable television industry has to inform, educate, communicate and entertain," says Decker Anstrom, acting president of NCTA.

**Moving up through the Clinton administration ranks is Dr. Susan J. Blumenthal,** chief of the Behavioral Medicine and Basic Prevention Research Branch at the National Institute of Mental Health. Blumenthal also happens to be married to House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.). Many believe she has been a driving force behind Markey's legislative push this year to curb violent TV programming. Now, Blumenthal has been named deputy assistant secretary for women's health, a new position at the U.S. Public Health Service. Blumenthal will advise Surgeon General Joycelyn Elders, who has appeared before Markey's subcommittee to call for less violent programming.

Blumenthal also has served on the Public Health Service and National Institutes of Health's coordinating committee on violence.

**Consumer groups last week asked the FCC to devise new ownership rules limiting the number of cable systems and channels any one cable operator can control.**

In a petition to the FCC, the Center for Media Education and the Consumer Federation of America asked the agency to revise ownership rules adopted in September that set a 30% cap on the number of homes passed nationally by cable systems. The groups charge that the rules were "designed to accommodate the most powerful cable MSOs and allow them to maintain their large holdings." ■

## 'Collaboratory' hopes to drive superhighway

*Bellcore and media companies join forces to launch prototypes, develop software*

By Jim Cooper

In what could soon change the way the nation shops, learns and plays, Bellcore, a major research arm of the nation's telephone industry, last week linked with media and equipment companies, educators and officials to take initial steps toward the information superhighway.

Called a "Collaboratory on Information Infrastructure," the group will research and experiment with various software-based technologies and "user interfaces that will make it practical for all people to navigate these complex and far-reaching networks."

"We hope to make a contribution to the ongoing nationwide effort to develop technologies that will make the emerging national information infrastructure practical," said Lanny Smoot, executive director of the collaboratory, announcing its formation last week at Bellcore's research headquarters in Morristown, N.J.

Smoot said the burgeoning technologies will be the vanguard of electronic shopping malls, electronic education and distance learning and will provide broad access to multimedia

information, electronic libraries, and interactive games, entertainment and advertising. The interconnectivity will be a "road map people will use to channel surf," Smoot added.

The companies involved include: Capital Cities/ABC Inc. and ABC News, Digital Equipment Corp., Hewlett-Packard Laboratories, JC Penney, Los Alamos National Laboratory, The Media Lab at MIT, Microware Systems Corp., Northern Telecom and WilTel. The companies will work exclusively with one another, with mutual ownership of intellectual property.

Barbara Kaufman, a Bellcore spokeswoman, says that some of the nine charter collaborators have had prior research association with Bellcore: Capital Cities/ABC, for example, is experimenting with news on demand. However, for JC Penney, which is studying possibilities for on-line shopping services, the Bellcore association is new.

Kaufman said that Bellcore likely will add more collaborating companies working on "slightly different" projects from the experiments now under

way. "We are open to all comers," she says.

During the press conference, Bellcore engineers demonstrated:

- A prototype of a video-on-demand network that would allow viewers to buy a film that they can stop, start, fast forward and rewind at will.

- Life-size video conferencing.

- An experimental system that lets people "virtually attend and review every aspect of a prior meeting via desktop computers."

- An experimental viewer-controlled electronic panning camera that captures whatever angle up to 180 degrees the viewer wants, with instantaneous electronic zoom.

"This means fundamental change in people's lives," said Ken Kaplan, president of Microware Systems, likening the significance of the collaboratory's experimentation to the invention of the television.

Smoot says the collaboratory will strive to develop experimental prototype software that will allow consumers to browse the national information infrastructure, discover useful information, collect it and use it. ■

## Technology initiatives to set data, issues standards

The two research initiatives announced last Monday (Dec. 13) are connected but will deal in different ways with how the nation's information superhighway will be navigated.

The Bellcore initiative deals with specialized technology and software available today that will be used by businesses and individuals participating in the rapid exchange of electronic information.

The formation of the Cross Industry Working Team (XIWT), announced separately in Washington, has to do with how the information superhighway will be run, with technical standards yet to be established.

"It's not coincidental that both initiatives were announced on the same day," says a computer industry executive involved with both projects.

However, Lanny Smoot, executive director of the Bellcore collaboratory, did not answer questions regarding Bellcore's connection with the XIWT during

last week's press conference at Bellcore.

Bellcore is a primary member of XIWT and "we see a close connection with the collaboratory," says Dr. John Garrett, a spokesman for the Corporation for National Research Initiatives, the nonprofit think tank that organized the group.

Garrett says XIWT will be "looking at what has to happen if this superhighway is to happen," adding that any technology will have to be "robust, seamless and portable."

"The Cross Industry Working Team will be dealing with interface issues and consensus building on how the NII will run," says Andrew Ould, a spokesman for Hewlett-Packard Co., which is involved with both XIWT and Bellcore's collaboratory.

The XIWT will be taking its case to the Clinton administration, which has been enthusiastic about the idea of setting standards for the information age. —JC

## Thomson homes in on DBS marketing

*RCA, satellite dealers and telecommunications cooperative to sell dishes*

By Rich Brown

**W**ith four months to go before the introduction of direct-broadcast satellite service in the U.S., Thomson Consumer Electronics last week shared plans for marketing its RCA-brand home reception equipment.

Thomson executives told reporters at a press conference in New York that they will sell the gear through RCA consumer electronics dealers, traditional C-band home satellite dealers and the National Rural Telecommunications Cooperative, an alliance of 700 telephone and electric systems serving rural areas and suburbs. All three outlets also will help sell the DBS programming.

Officials with Hughes's DirecTv and Hubbard Broadcasting's United States Satellite Broadcasting were holding their breath last Friday, hoping their high-power direct-broadcast satellite would be launched successfully that night. If all goes well, they plan to begin offering more than 80 channels of service next April. The programming comprises mostly cable networks and pay-per-view movies.

### Sales incentive

Thomson executives say retailers will have an incentive to sell the RCA DBS equipment because it should also boost sales of big-screen TVs and home theater systems. They say dealers also will see added revenue potential in the form of \$149 system-installation costs and after-sales service contracts. There will be 3,000 professional installers nationally.

RCA dealers selling the receiving system must have an established storefront and are required to dedicate at least 25 square feet of retail floor space to the display, which features a 35-inch RCA color TV and a live feed to the DirecTv satellite.

Authorized dealers will be required to attend RCA DBS sales training that will teach them how to sell hardware and programming as a package because many dealers have not sold the two



*Thomson Consumer Electronics says sales of 18-inch DBS dish should boost sales of big-screen color TVs and home theater systems.*

together, says Gilbert Ravelette, Thomson's vice president, brand management, marketing and sales.

RCA executives expect to keep the equipment priced at \$699 for the basic unit, which includes an 18-inch dish antenna, an integrated receiver/decoder and remote control. A step-up version—with a home computer port, universal remote control and dual output dish antenna—will sell for \$899.

What does all of this mean for the competing cable TV business?

It is "definitely in the cards" that Thomson will build a digital box that could accommodate both cable TV and DBS within five years, says James Meyer, senior vice president, product management, marketing and sales, Thomson Consumer Electronics. Meanwhile, DBS service is going to be pitched as an alternative to cable service. And Thomson executives are confident their technology will have a head start on any significant digital rollouts by the cable TV industry.

"We will be the first to market, by at least two years, with an all-digital TV, audio and data signal," says Joseph Clayton, executive vice president, marketing and sales. "We've got hardware. Have you seen any of

their hardware?"

### High-volume production begun

RCA has begun high-volume production of the 18-inch receiving dishes and last week started low-volume production of the DBS receiver in Juarez, Mexico. The company is building a second high-speed assembly line, which upon completion in mid-summer 1994 will enable the company to build 100,000 digital receivers per month, Meyer says.

A \$50 million ad campaign funded by Thomson, DirecTv and USSB also is expected to kick off by mid-summer, Thomson executives say.

Thomson plans to continue low-volume production between now and the first quarter of 1994, producing several thousand receivers for testing, Meyer says. Production of the boxes will be increased in March, with full production by the end of the third quarter.

Moving less smoothly is development of the encoders and the uplink system, which is being conducted by Compression Labs in San Jose, Meyer says. "To be honest, this assignment has proven to be more difficult than originally projected," he says. "As of today, we are behind schedule." ■

# Changing Hands

This week's tabulation of station and system sales

## Argyle acquires Times Mirror stations

Argyle Television Holding has completed its financing needed to acquire the four Times Mirror TV stations.

Equity investors in the company include former Katz Communications Vice President Ibra Morales, now chairman of Argyle Television Holding.

According to the company, the capital structure of Argyle Television will include \$120 million in a senior bank loan, a \$25 million revolving bank loan, \$150 million of senior subordinated notes and \$51.2 million of equity.

Argyle expects to close the transactions for the four stations — ABC affiliate KTVI(TV) St. Louis, NBC affiliate WVTM(TV) Birmingham, Ala., and CBS affiliates KDFW(TV) Dallas and KTBC(TV) Austin, Tex. — by early January. —JF

**WKYT-TV Lexington and WYMT-TV Hazard, both Kentucky** □ Purchased by Gray Communications Systems Inc. (John T. Williams) from Kentucky Central Television Co. (Don W. Stephens, rehabilitator of the licensee) for \$38.05 million. **Buyer** owns WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla., and KTVE(TV) El Dorado, Ark. **Seller** owns WVLK-AM-FM Lexington, Ky. WKYT-TV is CBS affiliate on ch. 27 with 1,510 kw visual, 151 kw aural and antenna 984 ft. WYMT-TV is CBS affiliate on ch. 57 with 2,630 kw visual, 263 kw aural and antenna 1,560 ft. Filed Nov. 29 (WKYT: BALCT931129KK; WYMT: BALCT931129KL).

**WAPE-FM Jacksonville, Fla.** □ Purchased by Hirsch Holdings of Cleveland Inc. (Carl E. Hirsch) from Evergreen Media Corp. (Scott K. Ginsburg) for \$19.64 million. **Buyer** owns WMJI-FM Cleveland and WYHY-FM Lebanon, Tenn., and is awaiting FCC approval on the purchase of WHK(AM)-WMMS-FM Cleveland and WRVF(FM)/WHOK(FM)-WLOH(AM) in

the Columbus, Ohio, market. **Seller** owns KKBT-FM Los Angeles; KMEL-FM San Francisco; KTRH(AM)-KLOL-FM Houston; WTOP(AM)-WASH-FM Washington; WLUP-AM-FM/WWBZ-FM Chicago, and WVCG-FM Miami. WAPE-FM has CHR format on 95.1 mhz with 100 kw and antenna 460 ft. Filed Nov. 29 (BALH931129GF).

**KXRX-FM Seattle** □ Purchased by Alliance Broadcasting Co. (John Hayes) from Shamrock Broadcasting Inc. (Bill Clark) for an estimated \$10 million - \$14 million. **Buyer** owns KYNG-FM and KSNM-FM, both Dallas; WDFX-FM Detroit, and KFRC-AM-FM San Francisco. **Seller** owns KABL-AM-FM San Francisco; WCXI(AM)-WWWW(FM) Detroit; KZFX-FM Houston; WFOX-FM Atlanta; WWSW-AM-FM Pittsburgh; KMLE-FM Phoenix; KXKL-AM-FM Denver, and WHB(AM)-KUDL-FM Kansas City, Kan. KXRX-FM has adult AOR format on 86.5 mhz with 100 kw and antenna 737 ft. *Broker: Star Media Group Inc.*

**KRSP-FM Salt Lake City** □ Purchased by KRSP Inc. (G. Craig Hanson) from Holiday Broadcasting Co. (Ralph J. Carlson), debtor-in-possession, for \$1.2 million. **Buyer** owns KDYL(AM)-KSFI-FM Salt Lake City and KDXU(AM)-KZEZ-FM St. George, both Utah. **Seller** owns KKDS(AM) Salt Lake City. KRSP-FM has AOR format on 103.5 mhz with 27.5 kw and antenna 3,630 ft. Filed Nov. 30 (BALH931130GI).

**WMLP(AM)-WOEZ-FM Milton, Pa.** □ Purchased by Milton-Lewisburg Broad-

December 6, 1993

## Gordon-Thomas Communications, Inc.

has completed the acquisition of the assets of

### WAKR AM & WONE FM

Akron, Ohio

from

### U.S. Radio Company, L.P.

Todd Hepburn, Vice-President of the undersigned initiated this transaction and assisted both parties in the negotiations.

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COMPANY

Ted Hepburn, President  
325 Garden Rd., Palm Beach, FL 33480  
(407) 863-8995

Todd Hepburn, Vice-President  
P.O. Box 43263, Cincinnati, OH 45243-0263  
(513) 271-5400

### Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$1,619,071 □ 4  
FM's □ \$33,234,800 □ 6  
Combos □ \$1,748,339 □ 3  
TV's □ \$38,050,001 □ 3  
Total □ \$74,652,211 □ 16

So far in 1993:

AM's □ \$71,538,863 □ 229  
FM's □ \$713,270,970 □ 390  
Combos □ \$745,546,833 □ 211  
TV's □ \$1,698,210,952 □ 99  
Total □ \$3,228,566,618 □ 929

For 1992 total see Feb. 1, 1993 BROADCASTING.

casting Inc. (John H. Yingling) from WMLP Inc. (Joseph F. Kesnow) for \$945,900. **Buyer** and **seller** have no other broadcast interests. WMLP has oldies/talk format on 1380 khz with 1 kw day, 18 w night. WOEZ-FM has EZ lite format on 100.9 mhz with 640 w and antenna 690 ft. Filed Nov. 30 (AM: BAL931130GF; FM: BALH931130GE).

**KMRS(AM)-KKOK-FM Morris, Minn.** □ Purchased by Mid-States Development Inc. (Doug Kjellerup) from Western Minnesota Broadcasting Co. Inc. (Paul Hedberg and Clifford Hedberg Trust) for \$575,000. **Buyer** owns KFGO-AM-FM Fargo, N.D. **Seller** owns KRIB(AM)-KLSS-FM Mason City, Iowa, and has interests in KUOO(FM) Spirit Lake, KAYL-AM-FM Storm Lake and KLGA-AM-FM Algona, all Iowa. KMRS has farm/C&W format on 1230 khz with 1 kw. KKOK-FM has adult contemporary format on 95.7 mhz with 100 kw and antenna 474 ft. Filed Nov. 24 (AM: BTC931124EA; FM: BTCH931124EB).

**KBOW(AM) Butte, Mont.** □ Purchased by Butte Broadcasting Inc. (Nick Malkovich) from KBOW Inc. (Shag Miller) for \$550,000. **Buyer** and **seller** have no other broadcast interests. KBOW has C&W format on 550 khz with 5 kw day, 1 kw night. Filed Nov. 23 (BAL931123EE).

**WBLJ(AM) Dalton, Ga.** □ Purchased by Carmen D. Trevitt from North Georgia Radio Inc. (Werner Wortsman) for \$450,000. **Buyer** and **seller** have no other broadcast interests. WBLJ has adult contemporary format on 1230 khz with 1 kw. Filed Nov. 26 (BAL931126ED).

**KTHO(AM) South Lake Tahoe, Calif.** □ Purchased by Paradise Broadcasting (Tom H. Gillenwater and Linda Thurrell) from Grayghost Communications Inc. (Terry Hill and Neal Chastain) for \$425,000. **Buyer** and **seller** have no other broadcast interests. KTHO has soft adult contemporary format on 590 khz with 2.5 kw daytime and 500 w night. Filed Dec. 14. *Broker: Rowan Media Brokers.*

**KLKL-FM Benton, La.** □ Purchased by C&M Broadcasting Co. (Cary D. Camp) from Progressive United Corp. (William R. Frey) for \$367,500. **Buyer** owns

**Errata**

The buyer and seller of short-wave station WCSN Scott's Corner, Me., as reported in the Dec. 6 issue, were reversed. The correct buyer is Prophecy Countdown Inc., and the correct seller is the Christian Science Church.

**KOKA (AM) Shreveport and KDKS-FM Haughton, both Louisiana.** **Seller** owns KVKI-FM Shreveport. KLKL-FM has oldies format on 92.1 mhz with 3 kw and antenna 299 ft. Filed Nov. 12 (BALH931112GF).

**KRJT-AM-FM Bowie, Tex.** □ Purchased by Billy Jon Etter from Bowie-Nocona Broadcasting Co. (Everett C. Mason) for \$228,339. **Buyer** and **seller** have no other broadcast interests. KRJT(AM) is 500 w daytimer with country format on 1410 khz. KRJT-FM has country format on 100.7 mhz with 3.1 kw and antenna 459 ft. Filed Nov. 24 (AM: BTC931124EC; FM: BTCH931124ED).

**WBCU(AM) Union, S.C.** □ Stock purchased by Douglas M. Sutton Jr. from Edward L.B. Osborne, both of Broadcasting Company of Union Inc., for \$194,071. **Buyer** and **seller** have no other broadcast interests. WBCU has C&W format on 1460 khz with 1 kw. Filed Nov. 26 (BTC931126EA).

**WHSB-FM Alpena, Mich.** □ Stock purchased by Robert M. Currier from David R. Karschnick, both of DARAKA Broadcasting Inc., for \$27,300. **Buyer** owns WHAK(AM) Rogers City and WHST-FM Tawas City, both Michigan. **Seller** has no other broadcast interests. WHSB-FM has adult contemporary/CHR format on 107.7 mhz with 99 kw and antenna 760 ft. Filed Nov. 29 (BTCH931129GH).

**KMNZ(TV) Oklahoma City** □ CP purchased by Aracelis Ortiz from Faith Pleases God Church (Pastor Carlos Ortiz Sr.) for \$1. **Buyer** and **seller** have no other broadcast interests. KMNZ is on ch. 62 with 1,000 kw visual and antenna 763 ft. Filed Nov. 29 (BAPCT931129-KJ).

*Happy Holidays!*

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**Duopoly rule waived in Iowa case**

The FCC granted the \$12.7 million sale of Iowa State University's WOI-TV Ames, Iowa, to Philip Lombardo, waiving the TV duopoly rule that prohibits common ownership of two stations with overlapping signals. Lombardo also owns KCAU-TV in nearby Sioux City, Iowa. The FCC unanimously ruled that the overlap was minimal (FCC Chairman Reed Hundt abstained). In a prepared statement, Commissioner Andrew Barrett expressed reservations about the waiver, saying, "Despite my misgivings, the circumstances in this case sufficiently mirror past de minimis matters." —JAZ

# Classifieds

For rates and other information, see last page of classifieds

## RADIO

### HELP WANTED MANAGEMENT

**General Sales Manager:** KHTX, Riverside/San Bernadino, is looking for a great general sales manager. Minimum 2 years management experience required. Henry Broadcasting is a great, expanding company with lots of upward potential for talented people. Send materials to Jeff Salgo, VP & GM, PO Box 50005, San Bernadino, CA 92412. 909-384-9750. EOE.

**GM/SM:** Excellent opportunity with growing 3K FM station. Downstate Illinois. Aggressive, organized, experienced person. Reply to Box T-31. EOE.

**Sales manager:** Top rated Monterey FM seeks an aggressive, "No B.S.," get-the-job-done sales manager. You know how to drive sales, motivate and maximize? good pay/benefits... EOE. Send all pertinent information in confidence to Box T-30.

**FM general manager:** Need a hands-on leader to take charge of a large signal, Country format in the S.E. GM experience desired. Compensation is competitive (base + incentive) Respond to Box T-37. EOE.

### HELP WANTED SALES

**Sales representative:** Small market Wisconsin radio/cable TV station seeking applications from experienced sales representatives. Minimum 2 years experience. Demonstrated past success. Ability to grow into sales management. Resumes of application to Jeff Smith, WRPQ, Box 456, Baraboo, WI 53913. EOE.

**Wanted: Christian broadcaster** of AM/FM combo looking for experienced sales manager to manage and motivate a 7-person seasoned sales department of aggressive Adult Contemporary Christian station. Incentive and benefit package. Send resume to: WWIB/WOGO, Attn: Terry Steward, 5558 Hallie Road, Chippewa Falls, WI 54729. EOE.

**Sales manager:** Top 35 market duopoly ready to happen in January '94. Sales leader needed. Must be able to recruit, train and lead staff while carrying a list. Candidates must have 2 years of radio sales management. No beginners, please. Strong written and verbal skills must complement a creative flair. College degree preferred. Respond in confidence to Jerry Del Core, WFOG, 215 Brooke Ave., Norfolk, VA 23510. EOE.

**Is your resolution to make more \$ in '94?** Then pay attention!! Great New Year opportunity with Shamrock Communications' WEZX in Scranton/Wilkes Barre. This AOR market leader that promotes from within has an established account list with salary, commission and benefits for the right individual. Rush cover letter and resume to Shane Reeve, GSM, WEZX/WEJL, 149 Penn Avenue, Scranton, PA 18503. EOE.

**Hot CHR-RockNRoll sales manager:** Must be ambitious and willing to hit the street with the sales staff. Medium size market in warm Southwest. Great opportunity to step up to GM. Send resume to Box T-20. EOE.

**Experienced AE, CRMC preferred:** If your strong suit is getting results for local direct clients, fax your resume to 915-655-9675. AC KELI/San Angelo, TX, ranks #1 18-49 and 25-54 M-F, but numbers are meaningless if listeners don't buy. Money magazine ranks this market of 100,000 as one of the 40 best places to live in America. EOE.

### HELP WANTED ANNOUNCER

**Announcer interested in working** in small market. Congenial working conditions. Send resume and tape to WTTT, 185 South Washington St., Tiffin, OH 44883. EOE.

**Classical music radio station** seeks fill-in music and news announcers for occasional work. Send resumes and tapes to: "Auditions," 122 Fifth Avenue, 3rd Floor, New York, NY 10011. An equal opportunity employer.

### HELP WANTED TECHNICAL

**Assistant chief engineer:** Immediate opening for Benchmark Communications stations WTAR/WLTY/WKOC in Norfolk-Virginia Beach. If you have at least 2 years experience maintaining high power AM and FM transmitters and studio equipment, are computer literate, love radio more than chocolate, and are driven to be the very best in the industry, send your resume, references, and salary requirements to Dan Case, Chief Engineer, WTAR/WLTY/WKOC, 168 Business Park Drive, Suite 201, Virginia Beach, VA 23462, or fax to 804-671-1010. No phone calls. EOE.

**Electronics engineer:** National Public Radio has openings in the engineering services unit of the audio engineering division for electronics engineers. You will be responsible for designing, constructing, installing, testing, maintaining and repairing NPR's technical equipment. Candidates must have demonstrated ability to trouble-shoot to the component level, at least 3 years broadcast and/or recording studio equipment maintenance experience and working knowledge of drawing, word processing and spreadsheet applications. The position will require shift work. To apply send cover letter and resume to: National Public Radio, Personnel Dept. #52, 2025 M Street, NW Washington, DC 20036. NPR is an equal opportunity employer.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Christian ministry seeks writer/producer** for national financial radio program. Must be well read, knowledgeable of current events and economic issues. Will write scripts, research topics and guests. Please send resume and writing samples to: Christian Financial Concepts, Steve Moore, 601 Broad St. SE, Gainesville, GA 30501. EOE.

### HELP WANTED INSTRUCTION

**Fullerton College, radio instructor:** 100% one semester, Spring 1994. Phone or write for application form and job announcement. Job #FCE-788. Deadline: January 16, 1994. NOCCCD, Human Resources, 1000 N. Lemon Street, Fullerton, CA 93632-1318. Phone: 714-871-4030, Fax: 714-738-7853. EOE.

### SITUATIONS WANTED MANAGEMENT

**Experienced GM:** After 15 years as a manager and 7 years as a group owner, I've spent the last two years in cable and I want to come home to radio in '94. Like turn-arounds. Prefer possible buy-in. Reply to Box T-32.

**Seeking position** as general manager in small market. Conscientious. Top biller. Currently in radio and real estate management. Ted 914-357-9425 or 914-357-4861. 399 Rte. 202, Suffern, NY 10901.

## TELEVISION

### HELP WANTED MANAGEMENT

**General sales manager:** Network affiliate located in Missouri is seeking aggressive, experienced GSM. Experience to include 3-5 years in national and local sales. Have knowledge of BMP or comparable software. Emphasis on new business, special events and sales promotions, strong leadership skills, creative ideas and positive attitude. Reply to Box T-22 in confidence. EOE.

**Director of broadcast operations:** Successful top 40 Fox affiliate, WXMI Fox 17 in Grand Rapids, Michigan, seeks top creative talent to oversee the broadcast operations department. Successful candidate will be responsible for station creative services, local programming, promotions, public affairs, public relations, and production. Candidate must possess exceptional creative talent, communications skills and management ability. If you have the ability to take a successful Fox station to the next level... respond to this ad! Send resumes to Human Resources Coordinator, WXMI Fox 17, 3117 Plaza Drive NE, Grand Rapids, MI 49505. No phone calls. EOE.

**Traffic manager:** Midwest Fox affiliate seeks working manager. Requires a minimum of 3 years Columbine systems experience. Reply in confidence. Box T-34. EOE.

**Television business manager:** NBC affiliate. Responsible for supervising computerized systems and all aspects of accounting including financial forecasting, personnel, insurance and collections. Able to deal effectively with management staff and clients. Accounting degree (BS/BA) required. Experience in broadcasting/CPA helpful. Send resume and salary requirements to: Box T-35. EOE.

**NBC television affiliate** seeks experienced, degreed broadcast accounting professional to become part of our management team. Ideal candidate should be experienced in general accounting, general ledger, financial statement preparation, collections, budgeting, Columbine, personnel administration, spreadsheet applications, and have good supervisory skills. Send resume and salary requirements, in confidence to: James DeSchepper, Vice President/General Manager, WLSL-TV, PO Box 2161 Roanoke, VA 24009. WLSL-TV is an equal opportunity employer, M/F

**Group-owned market-leading CBS affiliate** in Northwest Ohio seeking experienced GSM with a successful track record in local and national sales management. Proven skill in inventory and sales project management a must. A great opportunity with good benefits for the right person. Send resume and statement of sales management philosophy to Mel Stebbins, General Manager, WTOL-TV, PO Box 1111, Toledo, OH 43699-1111. No phone calls please. EOE.

**Business manager** for small television group in the Southwest. Must have accounting degree and a minimum of one year of experience. Send resume and references to Box T-33. EOE.

**Local sales manager:** Super hot, Southern Fox affiliate looking for the right combination of talent, knowledge and people skills to run our local sales department. We are a young, diversified broadcast company and offer a bright future for the right person. Please send resume and a brief tale about yourself to: Personnel Manager, Box T-7. All inquiries will be held in the strictest confidence. Equal opportunity employer.

**General sales manager:** Excellent network affiliate in very desirable sunbelt market. Candidates must have both local management and national experience, with rep experience being most desirable. All responses treated in total confidence. Reply to Box R-16. EOE.

#### HELP WANTED SALES

**Chicago TV account executives** for full powered UHF. Ability to sale local advertising without ratings. Cable, radio or TV sales experience required. \$3,000 per month draw, generous commission structure & benefits. PO Box 731, Tinley Park, IL 60477. An EEO employer.

**WOOD-TV, West Michigan's** most progressive television station seeks a sales & marketing representative who can sell. A proven track record in new business development and the ability to sell sports and specials is a must. Successful candidate will have strong interpersonal skills, in-depth knowledge of ratings and be promotion oriented. This is an established list. Send resumes to: Local Sales Manager, WOOD-TV, 120 College SE, Grand Rapids, MI 49503. EOE/MF. Resumes accepted through 12/31/93. No phone calls.

**America's #1 independent,** KMPH Fox 26, Fresno, California, is seeking an experienced broadcast salesperson. Support includes Scarborough research, BMP and award winning creative. This is an excellent opportunity for a highly motivated individual wishing to join a growing, progressive company, Pappas Telecasting. Two years experience and a proven track record required. Send your resume to: Personnel Department, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 12/28/93. An EOE/MF/D. Women and minorities are encouraged to apply.

#### HELP WANTED TECHNICAL

**Assistant chief engineer:** Assist in the technical operation of growing Fox station in great market. Maintain studio, transmitter network and production facilities. Supervise master control. Degree in Broadcast Electronics, General Class FCC license. 10 years UHF transmitter and multiformat experience. Post production and audio engineering background a plus. Resumes to KPDX, PO Box 49, Portland, OR 97207. Attn: Sherry Curtis. No phone calls. EOE.

**TV control operator:** Switch air, record syndicated programs, input daily logs into LaKart computer, run audio for updates. Resume to T. Hiebert, KTVA (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. No phone calls. Close 1/7/94. EOE.

#### HELP WANTED NEWS

**Sportscaster:** Major broadcast group seeking a strong number two sportscaster for the news leader in a midwestern market. Duties would include weekend anchor, three-days sports reporting and main sports anchor back-up. Qualified applicants will have a degree in journalism or equivalent experience and at least three years anchoring television sports. Energetic, creative on-air presentation is a must. Please send resumes and tape to Box T-8. EOE.

**Sports reporter/anchor:** Looking for a creative, hard worker to join our team. Must be willing to shoot and edit. Heavy emphasis on local sports. Overseas experience in a computerized newsroom. If you can provide the sizzle and steak, this is the job for you! Send 3/4" tape with resume to: News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. EOE.

**WWSB-TV, ABC affiliate,** is adding more news. We need anchors, producers, reporters and videographers. No beginners, please. Callers will be disqualified. Send resume and non-returnable tape to: Dave Collins, WWSB, 5725 Lawton Drive, Sarasota, FL 34233. EOE.

**WJLA-TV, an ABC affiliate,** is currently seeking the following: Specials producer (resume/tape). 11pm producer (resume/tape). 6am producer (resume/tape). General assignment reporter (resume/tape). Part-time writer (resume and five writing samples. Part-time sports anchor/reporter (resume/tape). Part-time tape librarian. No phone calls. Send resume and tape or writing samples to: G. Wordlaw, WJLA-TV, 3007 Tilden St., NW Washington, DC 20008. EOE M/F/V/H.

**Director/TD:** If you love news. Love to call and switch your own newscasts. Love to push the limits on graphics. Have never seen a sportscast that was fast enough, and can't wait to do it again tomorrow, you may be the one. If you also have 3-5 years of experience in directing live newscasts, work with a GV-300 switcher, and use an Abekas DVE, you just improved your odds of working in one of *Fortune* Magazine's best places to be in the United States, home of WRAL-TV, one of the best news organizations in the country. If you are not as hyped-up as this ad buy know you deliver a better newscast than 99% of the directors out there, and you're willing to take control of the situation, you, too, should apply. Enthusiasm, while appreciated, cannot be substituted for solid performance. (How do you think we got to be one of the best news organizations in the country?) Please send resume and tape (very important) of a current newscast to Operations Manager, WRAL-TV, PO Box 12000, Raleigh, NC 27605. EOE m/f/h/v.

**Newscast producer:** Outstanding opportunity! Producer-oriented newsroom looking for aggressive thinker. Our shows are creative, interesting and viewer-focused. Are you? If so send resume, statement of news philosophy and non-returnable VHS resume tape to Robert Cizek, Assistant News Director, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06103-1821. No calls. WFSB-TV is the Post-Newsweek station leading the nation's 25th market. EOE.

**Minority Broadcast Training Program:** Successful applicant will possess a four-year college degree in any discipline and a minimum of three years work experience. The two-year program includes training as a news-writer, reporter, assignment editor, associate producer and producer. Send resume and letter detailing your interest in the job and your qualifications to: Brett E. Chambers, Community Affairs Director, WTVD, PO Box 2009, Durham, NC 27702. Absolutely no phone calls. EOE.

**News director:** Northwest PA television station. Candidate must possess proven news and management skills, coupled with leadership ability and at least 5 years television news experience. College degree helpful but not required. Send complete resume, salary history with letter to WICU TV, Box 860, Erie, PA 16508. EOE.

**On-camera reporter/producer** for national entertainment magazine program. 3 to 5 years experience required. Tapes and resumes to: Alton Entertainment, 530 Lincoln Rd., Suite 200, Miami Beach, FL 33139. EOE.

**News producer:** WPXI-TV, Pittsburgh's most aggressive TV station has an immediate opening for a news producer. Applicants must be able to produce a fast paced newscast that jumps out of the screen. Our producers are leaders, not followers. If you have a proven track record of ratings success, then send resume and a recent tape ASAP to: Tom Loebig, Executive Producer, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. No phone calls. EOE.

**Small market Southwest ABC affiliate** seeks mature anchor/producer to complement female anchor on weeknight newscasts. Top management position with number one news staff. Send resume and tape to News Director, KSWO-TV, Box 708, Lawton, OK 73502. EOE.

**Photojournalist:** 12 News is looking for photojournalists with two years experience and who want to do it all. You must know how to shoot run and gun with a flair, understand video storytelling and work with aesthetic quality in mind. Must want to constantly learn. Most importantly: Understand you are not just a "shooter" and are expected to contribute editorially. Send tapes with resumes to: Bill Zetterower, Chief Photographer. **General assignment reporter:** 12 News has a position available January 1, 1994 for a full time general assignment reporter. Minimum two years reporting experience is required. Interested candidates send non-returnable tape to Kevin Brennan, News Director, 1070 East Adams Street, Jacksonville, FL 32202. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production manager:** Uniquely operated independent station in top 20 ADI has opening for self motivated person experienced in: Traffic, technical direction, video F/X and editing. General knowledge of FCC rules and sales helpful. Send letter, resume and salary history to Box T-25. EOE.

**Production manager:** We are looking for that "one" exceptional person with hands on experience in production, master control, editing and camera work. Must be fluent in speaking and writing (English/Spanish) growing Central California Hispanic station. Send your resume and a tape of your work to: Box T-26. EOE.

**Technical news director:** Eastern Shore beach affiliate seeks person with 1 year's experience in directing TV newscasts. Will direct all personnel involved in six & eleven newscasts. Requires leadership skills and knowledge of Ampex 4100 switcher, ESS-3 Still Storer, Abekas A51, studio cameras, Basys teleprompter, Yamaha audio board, Chyron-RGU2 character generator. Benefits include paid insurance package, year-end bonus. Tape & resume to John Cannon, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

**Assistant production editor:** Editor with creative flair to assist in editing and/or shooting local commercials, industrials and on-air program campaigns. One year's experience editing TV commercial production. Need working knowledge of Ampex Vista & 4100 switchers, field and studio cameras, 3/4" VTR, Ampex ACE 1" editor, ESS-3 Still Store and Abekas A51. Send resume and tape to John Cannon, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

**Program director:** Well positioned Fox affiliate seeks detail oriented manager to oversee programming, production, and film. Strong motivator with PMA. Minimum 2 years as program director. Send resume and salary requirements to WSYT, 1000 James Street, Syracuse, NY 13203. EOE/M/F.

**Media: Large financial association** based in Washington, DC is presently searching for a media services manager. The successful candidate will design and implement programs promoting electronic and print media coverage for the association. Utilizing personal visits, telephone contact and direct mail to increase coverage in television and radio newscasts, newspapers and wire service reports. Serve as liaison to vendors (of association information) to the public. Some media relations and management duties will also be performed. This position requires a bachelors degree (or equivalent) in a related field and 5-7 years of related experience in media relations (preferably including experience in television). Some travel will be required. Experience in the financial industry is strongly preferred. Send your resume and salary requirements to: Human Resources-MRM, 1735 K Street, NW Washington, DC 20006. EOE M/F/D/V.

**Washington, DC production house** seeks camera person/editor with 3-5 years experience. Send resumes only to: GVI, 1331 F St. NW, Suite 250, Washington, DC 20004. EOE.

**We want the best.** Are you the number one editor in your facility? Do you have a reel that will knock my socks off? Are the words "good enough" not in your vocabulary? Are you familiar with D-1, compositing and computer graphics? If the answer to all of the above is "Yes", and you are consistently reaching for the next level, we need to talk. Send resume, reel, and list of satisfied customers to Kurt Horn, Production Services Coordinator, American Production Services, 2247 Fifteenth Avenue West, Seattle, WA 98119. 206-282-1776, Fax 206-282-3535. EOE.

**Promotions director:** Creative writer and editor wanted by small-market affiliate. Create, shoot and edit news, weather, sports & station on-air promos using state-of-the-art equipment. Coordinate multimedia campaign. See production editor ad for list of equipment. Resume and tape with salary history to John Cannon, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

**Creative services manager:** We need a creative, innovative professional to oversee promotion and commercial production at the CBS station in the 134th DMA. An ability to produce exciting commercials, develop fresh approaches to news and program promotion and effectively manage other experienced people is a must. Video Toaster experience is a plus. If you have the talent, experience & creative ambition send tape & resume to Terry Wirkus, WKBT-TV, 141 S. 6th St., La Crosse, WI 54601. EOE.

**KTVN-TV, Reno,** has an immediate opening for a character generator operator/production assistant. Applicants should have at least 1 year experience working on a television newscast. Knowledge of character generators, electronic graphics, video switchers and audio boards a must. Good spelling skills and touch typing with reasonable speed and few errors are essential. High school education required. College level study is helpful. Qualified applicants should send resume, verifiable references and salary requirements to Dave Briscoe, Production Manager, PO Box 7220, Reno, NV 89510. No phone calls. KTVN-TV is an equal opportunity employer.

**Writer/producer:** Creative, organized, out-going individual to write, produce, direct commercial and video sales presentations. Creative liaison between sales, client, and production. Direct field, studio, post sessions. Broadcast, commercial production background required. Advertising, marketing experience a plus. Must do quick turnaround and build client relationships. Send resumes (and reel/samples if available) to: KPDX-TV, PO Box 49, Portland, OR 97207. Attention: Brian Benschoter. No phone calls. EOE.

**SITUATIONS WANTED MANAGEMENT**

**Operation manager:** Effective sale supporter. Innovative problem solver. Thoroughly knowledgeable daily operations all departments. Extensive operations-program management experience, indy's-affiliates. Expertise new station start-ups. (US or foreign opportunity). Reply to Box T-36.

**MISCELLANEOUS**

**NBC Chimes.** Less than 50 original 1940's NBC Chimes discovered! Used for networks 60th anniversary. 4"x6" \$135 each; only six 8"x13" \$325 each. S/H \$7.50 each. Checks to: KING, Suite 1314, 220 Park Ave. So., New York City, NY 10003.

**ALLIED FIELDS**

**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.

**HELP WANTED INSTRUCTION**

**The American University School of Communication** in Washington, DC seeks graduate fellows to assist in teaching an professional duties while earning a Master's degree in Journalism and Public Affairs. This 10-month program begins in September. Program includes Washington internships and a faculty with top professional credentials. For more information, write to: School of Communications, Graduate Journalism Committee, The American University, 4400 Massachusetts Ave., NW, Washington, DC 20016-8017. EOE.

**Graduate assistants (9), Miami University,** in Mass Communication Master's degree program. The following assistantships are available: (1) work for WMUB FM, full time 30kw NPR affiliate, Big Band-Jazz-News format - 2 positions in news, 1 position in operations, 1 position in marketing. (2) 4 positions as teaching & research assistants. (3) 1 position as video production assistant for educational access cable channel. Stipends for 1994-95 academic year approximately \$7,000, plus fee waiver. 3.0 GPA required. Send letter of inquiry immediately to Dr. David Sholle, Williams Hall, Miami University, Oxford, OH 45056. AA/EOE.

**FINANCIAL SERVICES**

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

**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.

**Lease purchase option:** Refinance existing equipment, lease purchase new equipment, no down payment, user friendly. Carpenter & Associates, 800-760-4020.

**EMPLOYMENT SERVICES**

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

**Grads/reporters/anchors:** Hire a former news director/anchor/15-yr. broadcast veteran to personally critique your tape! Improve your marketability. Send non-returnable 3/4" or VHS tape, resume, and \$50 to News Managers Consultants, 7913 Potter Plaza, Omaha, NE 68122.

**Entry-level only** weekly list of television on-air and production positions. Never a cold lead! \$5.50/1 week, \$19.95/4 weeks. Checks payable to MCS, Box 502, Santa Ysabel, CA 92070.

**WANTED TO BUY EQUIPMENT**

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

**FOR SALE EQUIPMENT**

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

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

**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.

**ERI 200 AC, 6 Bay FM antenna 97.3, 1100' 4 1/8"** dielectric coax, 1800' 3 1/8" Prodlin line. All line complete with hangers. 305-653-5800.

**Transmitter equipment for sale:** Harris solid state UHF Exciter Retrofit Package in 24" rack. Dual visual and aural exciters with automatic change over and IPA with 15 watts visual and 5 watts aural output. Pulser for RCA-TTU-60C included. On air now channel 21. Available January or February 1994. Cost over 100K. Will take 25K. Bill Ellis KOZK-TV Springfield, MO. 417-865-2100.

**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.

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

**Factory fresh TFT digital remote control system,** model 7601C-R with FSK. \$1,600.00. Call Max 704-837-2218.

**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.

**CABLE**

**HELP WANTED SALES**

**Account executive needed** for full-service video production company. Growth opportunity for motivated individual with proven sales experience and long-term perspective. Send letter and resume to: Media General Cable of Fairfax, 14650 Old Lee Road, Chantilly, VA 22021 or fax to 703-378-3498. EOE.

**National Cinema Network** representing Metropolitan theatres is seeking energetic, experienced advertising sales account executive (radio or cable experience preferred) to sell local and regional advertising for the exciting On-Screen Entertainment program in the Palm Springs market(s). Base salary plus commission. Great benefits package. Comprehensive training program. EOE. Please send resume to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041. Attn: Stuart Hoffman.

**HELP WANTED TECHNICAL**

**Cox CableRep Advertising** of Gainesville/Ocala Florida seeks a video engineer to assume the duties of technical supervisor for a 75,000 subscriber advertising insertion interconnect. Applicants must have experience in the following areas: strong RF/video background, Sony 5000, 7000 and 9000 Series 3/4" inch playback/recorder maintenance and working knowledge of Sony 900 Series SP decks. Maintenance of remote and studio facilities and equipment required. Knowledge of digital and compression technologies, experience with Local Area Networks, computer hardware and software applications. College degree and management skills preferred. Ability to interface proactively to provide excellent support for traffic and sales personnel is essential. Excellent benefits. Interested candidates should send resumes and references to: Ad Sales Manager, Cox CableRep Advertising, PO Box 147012, Gainesville, FL 32614. EOE.



TELEVISION

HELP WANTED PROGRAMING, PROMOTION & OTHERS

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Are you a creative art & design genius just waiting for your shot at the big time?

KCAL-TV Los Angeles, a part of the Walt Disney Company, may have your dream job!

We're going to find the best local television designer in America with these qualifications:

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- Macintosh background preferred.

You'll work with a nationally recognized, award-winning promotion & graphics team, at a company where creativity is priority #1.

As part of the Walt Disney Company we offer a salary commensurate with experience and outstanding benefits. Please send cover letter, resume and salary history, videotape including a newscast segment and nonreturnable print samples to: **Human Resources, KCAL-TV, 5515 Melrose Ave., Los Angeles, CA 90038. FAX: (213) 460-6265. NO PHONE CALLS, PLEASE.** Equal Opportunity Employer.



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HELP WANTED TECHNICAL

TECHNICIANS

CNBC, located in the NY metropolitan area, is seeking highly motivated and team oriented individuals for several freelance positions in technical operations. Candidates should have 2-5 years experience in studio camera, stage managing, chyron, editing and/or ENG camera. Please send your resume to Personnel Manager, CNBC, Box T, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an equal opportunity employer.



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HELP WANTED PROGRAMING, PROMOTION & OTHERS

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To write and produce radio promos. At least 3 years agency, network-level or major-market experience in radio production/sound design.

If you meet the above and work well under pressure, send resume, 3/4" reel, or audio cassette to: **NBC, 3000 W. Alameda Ave., Burbank, CA 91523.** Equal Opportunity Employer.



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**Southwest VHF TV**  
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Serious & Qualified Buyers Only  
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**Arizona Radio Stations:**

AM/FM Combo	\$185K
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**Bruce Normandin, Broadcast Broker**  
(602) 451-1000, Scottsdale, AZ

**COASTAL FLORIDA AM**  
Top 100 market  
\$250k  
\$50k down  
407-295-2572

**Happy Holidays**  
**There will be no**  
**December 27, 1993 issue**  
**due to the Holidays.**

**BROADCASTING & CABLE CLASSIFIED RATES**

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

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

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

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

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

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

**Rates:** Classified listings (non-display) Per issue: Help Wanted: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85¢ per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 weekly minimum.

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

**Rates:** Classified display (minimum 1 inch, upward in half inch increments): Per issue Help Wanted: \$148 per inch. Situations Wanted: \$74 per inch. All other classifications: \$148 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$20 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

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

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

# For the Record

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

## OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 60) FCC actions on ownership change filings with file numbers and action dates follow.

### Granted

- KEAG-FM Anchorage** (BALH931004GI)—Action Nov. 30.
- WCNX(AM) Middletown, CT** (BAL931004EG)—Action Dec. 1.
- WADD-FM Fenwick Island, DE** (BAPH930914GL)—Action Dec. 2.
- WHKX-FM Lafayette, FL** (BALH931012GL)—Action Nov. 30.
- WSUA(AM) Miami** (BTC930909EA)—Action Dec. 3.
- WOCA(AM) Ocala, FL** (BTC930928GI)—Action Dec. 6.
- WMFQ-FM Ocala, FL** (BTCH930928GJ)—Action Dec. 6.
- WKBQ-FM Granite City, IL** (BALH930907GH)—Action Nov. 29.
- KADS(AM) Elk City, OK** (BAL930108EC)—Action Nov. 24.
- KGWA(AM)-KOFM-FM Enid, OK** (AM: BAL931015EA; FM: BALH931015GG)—Action Dec. 1.
- WZJO-FM Ocean Pines, MD** (BAPH931018GE)—Action Dec. 3.
- WKDB(AM) Towson, MD** (BAL931014EB)—Action Dec. 3.
- WKNX(AM) Frankenmuth, MI** (BAL931020EA)—Action Dec. 2.
- KNCD-FM Columbia, MO** (BTCH931001GE)—Action Dec. 3.
- KTOZ-FM Marshfield, MO** (BALH931001GH)—Action Nov. 30.
- KASP(AM) St. Louis** (BAL930907EA)—Action Nov. 29.
- WBMS(AM) Wilmington, NC** (BAL930616EB)—Action Dec. 6.
- WIMG(AM) Ewing, NJ** (BAL930930EB)—Action Dec. 3.
- WMKB-FM Ridgebury, PA** (BALH931005GF)—Action Nov. 30.
- WPAL-FM Walterboro, SC** (BTCH930913GP)—Action Nov. 30.
- WEMT-TV Greenville, TN** (BALCT931020KE)—Action Dec. 6.
- KLSF-FM Amarillo, TX** (BALH931015GH)—Action Nov. 30.
- KQXY-FM Beaumont, TX** (BAPH930723ED)—Action Dec. 3.
- KJNE-FM Hillsboro, TX** (BALH930929GH)—Action Dec. 1.
- KQHN(AM) Nederland, TX** (BAL930723EC)—Action Dec. 3.
- KCTF-TV Waco, TX** (BALCT930916KE)—Action Dec. 6.
- WANV-FM Staunton, VA** (BALH930129GF)—Action Nov. 30.
- WANV(AM) Waynesboro, VA** (BAL930129EB)—Action Nov. 30.
- KKPL(AM) Opportunity, WA** (BAL930816EE)—Action Dec. 3.

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.

## NEW STATIONS

### Applications

- **Falmouth, VA** (BPH931130MA)—Stafford County Broadcasting Inc. seeks 104.5 mhz; 6 kw; ant. 100 ft. Address: P.O. Box 24090, St. Simons Island, GA 31522. Applicant is headed by Jefferson G. Brock and has no other broadcast interests.

### Actions

- **Lake Havasu City, AZ** (BPH920610MG)—Granted app. of Steven M. Greeley for 92.7 mhz; 0.72 kw; ant. 814 ft. Address: 2575 Avalon Place, Lake Havasu City, AZ 86403. Applicant has interests in KZUL-FM Lake Havasu City, AZ. Action Nov. 30.
- **Lake Havasu City, AZ** (BPH920608MA)—Dismissed app. of Patricia Diaz Griffin for 92.7 mhz; 50 kw; ant. 150 ft. Address: P.O. Box 2171, Bullhead City, AZ 86430. Applicant has no other broadcast interests. Action Nov. 30.
- **Lake Havasu City, AZ** (BPH920610MB)—Dismissed app. of London Bridge Broadcasting Inc. for 92.7 mhz; 41.2 kw; ant. 164 ft. Address: 2001 Industrial Blvd., Lake Havasu City, AZ 86403. Applicant is headed by Lee R. Shoblom and owns KFWJ(AM)-KBBC-FM Lake Havasu City, AZ. Action Nov. 30.
- **Lake Havasu City, AZ** (BPH920610MC)—Dismissed app. of Denise Broadcasting Inc. for 92.7 mhz; 50 kw; ant. 134 ft. Address: 3005 N. Cisco, P.O. Box 1265, Pittsfield, MA 01202. Applicant is headed by Denise A. Shoblom and has no other broadcast interests. Action Nov. 30.
- **Fisher, IL** (BPED921102MG)—Granted app. of Sabbath Inc. for 102.5 mhz; 6 kw; ant. 100 ft. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill and is pending FCC approval on five new stations. Action Nov. 30.

## FACILITIES CHANGES

### Applications

#### AM's

- **Syracuse, NY WOLF(AM)** 1490 khz—Wolf Radio Inc. seeks MP (BP841126AI) to make changes in antenna system and reduce power to 620w.
- **Xenia, OH WGNZ(AM)** 1110 khz—L&D Broadcasters Inc. seek CP to increase day power to 2.5 kw and make changes in the antenna system.

#### FM's

- **Russellville, AR KXRJ(FM)** 89.3 mhz—Arkansas Tech University seeks CP to make changes: ERP: 9.5 kw; ant. 114 m.; TL: 3112 Pleasant Green Dr., Victoria City, Victoria Co., TX.
- **Blythe, CA KERU-FM** 88.5 mhz—Escuela De La Raza Unida seeks CP to make changes; change: ERP: 0.1 kw.
- **Callahan, FL WAIA(FM)** 93.3 mhz—Paxson Jacksonville Lic. Ltd. Partnership seeks mod. of CP (BPH-920220IC) to replace existing directional antenna with nondirectional antenna.
- **Belle Plaine, IA KNJS(FM)** 95.5 mhz—Cynthia A. Siragusa seeks mod. of CP (BPH-910905MB) to make changes: ERP: 25 kw; TL: 1.68 km WNW of intersection of U.S. 6 and State Rte 419, NW of Victor, Poweshiek Co., IA. Class changed from C to C3 (per MM docket 9-205).
- **Bowling Green, KY WMJM(FM)** 96.7 mhz—WBZD Inc. seeks CP to make changes; change: ERP: 3.58 kw.
- **Starkville, MS WMSV-FM** 91.1 mhz—Mississippi State University seeks mod. of CP (BPED-920414MB) to make changes; change: ant. 139 m.; TL: 0.7 km N of Sessums Rd. Starkville, Oktibbeha Co., MS.
- **Elmira, NY WENY-FM** 92.7 mhz—WENY Inc. seeks CP to make changes: ERP: 1.2 kw; ant. 218.3 m.; TL: Comfort Rd., 3 mi. N from Rte 14, Elmira, Chemung Co., NY.

## SUMMARY OF NUMBERS

### BROADCASTING

Service	Total
Commercial AM	4,948
Commercial FM	4,945
Educational FM	1,650
<b>Total Radio</b>	<b>11,543</b>
Commercial VHF TV	558
Commercial UHF TV	595
Educational VHF TV	123
Educational UHF TV	240
<b>Total TV</b>	<b>1,516</b>
VHF LPTV	498
UHF LPTV	906
<b>Total LPTV</b>	<b>1,404</b>
FM translators	2,070
VHF translators	2,371
UHF translators	2,435
<b>Total Translators</b>	<b>6,876</b>

### CABLE

Total subscribers	55,030,380
Homes passed	98%
Total systems	11,385
Household penetration*	62.4%

\*Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and BROADCASTING & CABLE's own research.

**Actions**

**AM's**

■ **McMinnville, OR** KLYC(AM) 1260 khz—Granted app. of Bohnsack Strategies Inc. for CP to change TL to: 4-1/2 km ENE of McMinnville city limits on Warmington Rd., McMinnville, OR. Action Nov. 18.

**FM's**

■ **Window Rock, AZ** KHAC-FM 103.1 mhz—Granted app. of Western Indian Ministries Inc. for mod. (BPH-910610ME) to change: antenna supporting structure height. Action Nov. 26.

■ **Montecito, CA** KJEE(FM) 92.9 mhz—Granted app. of Montecito FM Inc. for mod. of CP (BPH-851231MR) to make changes: ERP: 0.82 m.; TL: Gibraltar Peak, appx 5.5 km NW of Montecito (Santa Barbara), CA. Action Nov. 30.

■ **Paradise, CA** KZZP(FM) 96.7 mhz—Granted app. of Robb Cheal for CP to make changes: ERP: 1.5 kw, ant. 393 m.; TL: antenna is to be mounted on existing tower located on Cochasset Rd. 24 kw to Chico. Class change to ch 244B1 (pursuant to MM docket 92.86). Action Nov. 24.

■ **Terre Haute, IN** WCRT(FM) 88.5 mhz—Dismissed app. of Illinois Bible Institute for CP to make changes; ERP: 1.05 kw. Action Nov. 30.

■ **Blue Earth, MN** KBEW-FM 98.1 mhz—Granted app. of KBEW Inc. for CP to increase tower height to 119 m. above ground level. Action Nov. 30.

■ **Waite Park, MN** KLZZ(FM) 103.7 mhz—Granted app. of Sioux Valley Broadcasting Co. for mod. of CP (BPH-901030IB) to make changes; TL: bearing of 50 ft. from St. Augusta, 1.37 km from St. Augusta, Stearns Co., MN. Actions Oct. 8.

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■ **Omaha, NE** KKCD(FM) 105.9 mhz—Granted app. of Vantage Communications Inc. for CP to make changes; change: ERP: 20 kw; ant. 111 m.; change class to C3. This corrected public notice supersedes public notice of 112993, report no. 023176. Action Nov. 22.

■ **Roswell, NM** KWFL(FM) 99.5 mhz—Granted app. of Roswell Christian Radio Inc. for CP to make changes; change ant. 96 m.; TL: approx 9.65 km WSW of Roswell, on bearing 252.5 degrees true in Chaves Co., NM. Action Nov. 29.

■ **Webster, NY** WDCZ(FM) 102.7 mhz—Granted app. of Kimtron Inc. for CP to make changes: ERP: 3 kw, directional antenna. Action Nov. 24.

■ **Nolanville, TX** KKFF(FM) 107.3 mhz—Granted app. of Val-Jo Communications Inc. for mod. of CP (BPH-870827MD) for changes; change: ERP: 1.65 kw. Action Nov. 26.

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## Radio-newspaper crossownership bans: regulatory dinosaurs

EDITOR: On Oct. 14, a House-Senate conference committee approved legislation that gives the FCC a green light to grant waivers to its radio-newspaper crossownership rules. Some restrictions remain in place, and a further FCC rulemaking may be necessary. The congressional action is a good, albeit modest, first step away from six years of legislative obstruction of FCC policy that was moving in the direction of flexibility with regard to its ownership rules.

Adopted in 1975, and reflecting a long-standing FCC policy, the broadcast-newspaper crossownership rules prohibit radio or TV stations from acquiring a newspaper, and vice versa, if the station's predicted contour (1 mV/m for FM, 2 mV/m for AM and Grade A for TV) encompasses the entire city in which the daily newspaper is published. The 1993 Appropriations Act permits the FCC to relax the rule as it applies to radio-newspaper common ownership. Now, the FCC may waive the prohibition if a proposed radio-newspaper combination occurs in one of the top 25 markets and at least 30 independent stations serve the market following the combination.

The broadcast-newspaper crossownership rules (particularly the radio-newspaper rule) are an anachronism in 1993. During the past 10 years alone, the broadcast and newspaper industries have changed dramatically. In 1993, approximately 11,000 radio stations were on the air compared with approximately 7,800 in 1975. In recent years, the number of radio stations "going dark" has increased significantly. In addition, for most of the 1980s, radio industry revenues showed little or no growth, and in 1990 and 1991, a majority of radio stations lost money.

Newspapers have not fared much better. As the variety of, and access to, other types of information have increased, many newspapers have seen their market positions decline. In just the past 10 years, 61 daily newspapers have suspended publication, 155 have merged and 54 are now published on a weekly basis.

While many of these struggling newspapers were small, local papers, the major metropolitan newspapers have been hit just as hard. How many more newspapers will have to cease publishing before the FCC and Congress realize that newspapers would benefit from a second source of revenue that radio stations could provide?

The underlying theme here is that newspapers and radio stations must work to increase revenues to survive on the local level. That they are attracted to each other to meet that need is only natural—they are the perfect match. Unlike newspapers and TV, newspapers and radio stations essentially do not compete with each other. Newspapers are a primary source for news information. Radio stations, by and large, are in the business of providing entertainment.

The economic health of both would benefit if they were free to develop a second source of revenue. Given the substantial number of broadcast and nonbroadcast media voices in most markets, monopolies on the local level are very unlikely. Even if anticompetitive conduct were to result from common ownership, the federal and state enforcement of antitrust laws provides adequate protection to guard against such behavior.

The co-ownership of a newspaper and radio station in the same market also will not adversely affect local diversity. Co-owned media properties do not necessarily "speak with the same voice." Even though a radio station and a newspaper in the same community may be commonly owned, most functions, editorial and sales in particular, are likely to remain separate.

The need for elimination of at least the radio-newspaper crossownership rule has never been clearer. Eventually Congress and the FCC will see that complete elimination of the rule is warranted. It should also serve as an impetus to relax and ultimately eliminate other crossownership prohibitions (TV-newspaper and TV-cable) which, like the radio-newspaper rule, are regulatory dinosaurs whose time has long since come and gone.—Kevin F. Reed, attorney, Dow, Lohnes & Albertson, Washington.

## Different medium, same question

EDITOR: Clear Channel Communications may be the first group to stretch the radio ownership limits (BROADCASTING & CABLE, Nov. 29), but what about TV preacher Paul Crouch's Trinity Broadcasting Network? Hasn't it accomplished something very similar in television?—Thomas D. Bratter, Los Angeles.

## Responding to Reno

EDITOR: Outrage is a proper response to Janet Reno lecturing us on "media violence" (BROADCASTING & CABLE, Nov. 22). How dare she! A person who unleashes tanks, flamethrowers, and (incendiary) tear gas canisters on civilians is in no moral position to lecture anyone else on "violence" or any other topic.

It saddens me to see the Fifth Estate so silent in response. How few have the courage to stand up and name Reno for the posturing hypocrite that she is.—Joel Anders, Los Angeles.

## EBS answer

EDITOR: Will the FCC's inquiry into changes to the Emergency Broadcast System result in better emergency information for the public? Maybe not.

BROADCASTING & CABLE covered the basics of a growing EBS controversy in a Nov. 22 article. Concerns that cable could (or should) preempt local stations are valid. A "simple" EBS device will cost between \$2,500 and \$3,000, possibly more. With two warring system proponents adding to the debate, you have all the elements for an FCC decision that could cost our industry and local governments a lot of money, create new staff training and FCC compliance nightmares, take years to implement and further confuse the public. Broadcasters also have few guarantees that proposed EBS technical changes will be compatible with the dawning world of the information superhighway that includes digital radio and TV. Will that superhighway have an emergency lane?

# Datebook

## JANUARY 1994

- Jan. 6-8—Showbiz Expo East.** New York Hilton and Towers, New York. Contact: (213) 668-1811
- Jan. 10—Deadline for entries for the Ohio State Awards.** Contact: Phyllis Madry, (614) 292-0185.
- Jan. 14—Deadline for entries for 1993 Peabody Awards.** Contact: (706) 542-3787.
- Jan. 14—Deadline for entries for 1994 Green Eyeshade Awards sponsored by Society of Professional Journalists, Atlanta professional chapter.** Contact: (404) 496-9957.
- Jan. 14-20—National Association of Broadcasters winter board meeting.** Carlsbad, Calif. Contact: (202) 429-5300.
- Jan. 14—New York Festivals international television programing awards presentation.** Sheraton New York and Towers, New York. Contact: Anne White, (914) 238-4481.
- Jan. 15-18—MILIA '94 international multimedia content market.** Cannes, France. Contact: Barney Bernhard, (212) 689-4220.
- Jan. 18—"Copyright for Communications Lawyers," seminar sponsored by Federal Communications Bar Association.** Washington Marriott, Washington. Contact: (202) 833-2684.
- Jan. 21—Deadline for entries for the National Academy of Television Arts and Sciences 1993-1994 Daytime Emmy Awards.** Contact: Trudy Wilson, (212) 586-8424.
- Jan. 23-24—Association of Independent Television Stations.** Miami. Contact: (202) 887-1970.
- Jan. 24-27—NATPE International.** Miami Beach. Contact: (310) 453-4440.
- Jan. 25-26—South Carolina Cable Television Association convention.** Columbia Marriott Hotel, Columbia, S.C. Contact: Nancy Home, (404) 252-4371.
- Jan. 29-Feb. 1—National Religious Broadcasters.** Washington. Contact: (703) 549-6990.
- Jan. 30-Feb. 1—North American National Broadcasters Association annual meeting.** Maria Isabella Sheraton Hotel, Mexico City. Contact: Kate Normandeau, (613) 738-6553.

## FEBRUARY

- Feb. 1—Deadline for entries for National Media Owl Awards.** Contact: (312) 951-6868.
- Feb. 4-5—Society of Motion Picture and Television Engineers advanced television and electronic imaging conference.** Chicago. Contact: Carol King, (914) 761-1100.
- Feb. 7—Nebraska Broadcasters Association annual state legislative meeting and hall of fame banquet.** Cornhusker Hotel, Lincoln, Neb. Contact: Richard Palmquist, (402) 333-3034.
- Feb. 7-11—34th Monte Carlo Television Festival.** Monte Carlo. Contact: (33) 93-30-49-44.
- Feb. 8-9—Cable Television of Georgia annual convention.** Westin Peachtree Plaza Hotel, Atlanta. Contact: Nancy Home, (404) 252-4371.
- Feb. 9-12—Satellite XIII, sponsored by Philips Business Information.** Sheraton Crystal City, Arlington, Va. Contact: (301) 424-3338.
- Feb. 10-12—Satellite Broadcasting and Communications Assn.** Anaheim, Calif. Contact: (703) 549-6990.
- Feb. 21-23—Great Lakes Broadcasting conference and expo.** Lansing, Mich. Contact: (517) 484-7444.
- Feb. 23-25—1994 Texas Show.** San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

## MARCH-MAY

- March 18-21—Broadcast Education Association.** Las Vegas. Contact: (202) 429-5354.
- March 21-24—National Association of Broadcasters.** Las Vegas. Contact: (202) 429-5300.
- March 24—National Association of Black Owned Broadcasters 10th annual communications awards dinner.** Sheraton Washington, Washington. Contact: Fred Brown, (202) 463-8970.
- April 10-12—Cableadvertising Bureau.** New York. Contact: (212) 751-7770.
- April 15-20—MIP-TV.** Cannes, France. Contact: (212) 689-4220.
- May 22-25—National Cable Television Association.** New Orleans. Contact: (202) 775-3669.
- May 22-25—National Association of Minorities in Cable.** New Orleans. Contact: (310) 404-6208.
- Major Meetings**

It is clear to me that we must separate EBS into two components: the part that does the alerting and the part that delivers information.

The NAB opposes automatic EBS activation by government, an option proposed in the notice of proposed rulemaking. Some broadcasters might not mind surrendering "control" of their airwaves to local government or the National Weather Service. Other broadcast entities might mind a lot, especially full-service all-news facilities. To compound this dilemma, let's not forget the legal responsibilities of the National Weather Service and the levels of government that are charged with supplying emergency information to the public. Is there a way to retain broadcaster control yet give emergency managers the access to the public that they require?

An emergency communications model that does just that was tried by fire recently in Southern California. Vital information from FEMA, the state of California and Los Angeles County was available to broadcasters almost instantly. Editorial control remained with broadcast licensees, yet the public got the information it needed. The model is based not only in technology, but also on a special level of trust and cooperation that "kicks in" during emergency conditions. This model depends on perfecting highly reliable and trusted voice and data information links to broadcasters from local government, public safety agencies and the weather service to be the heart of the information delivery portion of

EBS. It is an "open" model. As technology changes, it can change.

Why should broadcasting be the sole beast of burden for the alerting function? Why not let broadcasting do what it does best—information delivery. Other communications technologies can help broadcasters awaken the public in the middle of the night, or get their attention when they are not watching TV or listening to the radio.

We should also focus on changing the "software" component of EBS. Media and government must practice using the new system frequently so reactions become instinctive during emergencies. Coupled with ratings-proven data that audiences know exactly where to go for information *once they are alerted*, we may get back on the right road to an EBS that will really work when it is needed.

The weekly EBS test message says that when the attention signal is heard for "real," the public can expect "news and information." What EBS did (or rather, did not) deliver during the Loma Prieta earthquake, the Oakland fires or the Los Angeles riots goes to the heart of that promise. Are most broadcasters really ready to make that promise and keep it? Until we answer that question, a shortened attention signal, new technology, new rules and a new name might only give the public more broken promises.

Some of the proposed EBS changes are the equivalent of building flower beds next to an old highway. The real job is to widen the road to accommodate trust and cooperation between broadcasters and those in control of our destinies during emergencies. Let's target a new goal—widening that roadbed.—*Richard A. Rudman, engineering manager, KFWB(AM)-KTWV(FM) Los Angeles, and FCC EBS operational area chairman for Los Angeles County.*

## In response

EDITOR: I hope Leonard Fass ("Open Mike," Oct. 11) will forgive me for making money.

Alas, "all the world's a stage and all the men and women merely program directors!"—*Harvey J. Tate, president, Tate Communications Inc., Harlingen, Tex.*

## Speed up delivery

BROADCASTING & CABLE is available via hand delivery in the following cities on Monday by 8 a.m. If you presently receive your issue via U.S. Mail at your home or office, you may qualify for hand delivery at either location.

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## John Michael Barbera

**F**ifteen years ago, John Barbera joined an eight-person sales team at Ted Turner's independent station in Atlanta. Now, he heads a staff of more than 500 people and plays a leading role in one of the world's most important media companies.

Barbera (no relation to Hanna-Barbera) began working for Turner when the former billboard salesman's core asset was a local Atlanta station known by its call letters: WTCC. That station was a pioneer in cable territory and eventually become WTBS—in effect, one of the nation's first cable networks.

Barbera joined the company before CNN, TNT or Headline News existed. He was there when the company's sales staff was dismissed by advertising agencies that did not comprehend a national television buy without the three broadcast networks, Barbera says.

Boston born and bred, Barbera got his start in the advertising business in 1966 with Benton & Bowles. He began as a media buyer with a 50-pound calculator on his desk and dreams of making the transition to the creative side as a copywriter. But after some time in the \$6,000-a-year position, Barbera's goals began to change.

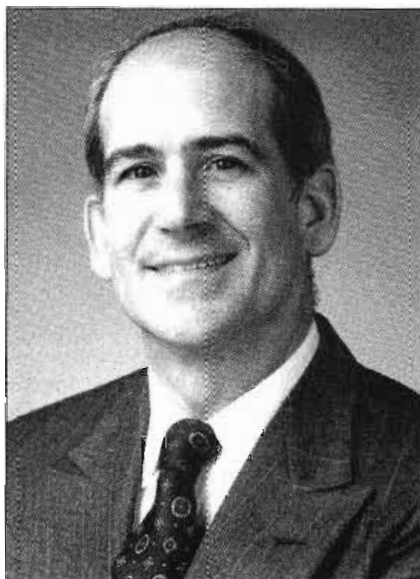
"I was noticing that the salesmen calling on me were wearing great suits, going to great restaurants, having a great time. I kind of felt that was a little more enjoyable than sitting behind a desk buying media time."

He got his first sales job at a firm that represented the "fifth and fourth stations in the bottom 150 markets." While he might not have sold the highest-quality product in the market, the job gave him the opportunity to call on every major media buyer in New York.

He used that experience to land a job selling time for TV stations WNEC-TV Boston and WISH-TV Indianapolis.

By 1978 Barbera had been in the business for 10 years and spot advertising no longer held his interest. "It was boring, and it was flat."

That's when he read an article about Ted Turner's vision of challenging the networks by distributing programs via satellite. Barbera wrote to Turner that he "was the greatest sales guy who



walked the face of the planet." The letter was persuasive enough to get Turner to pay for a ticket to Atlanta.

Barbera's job interview was conducted in the front row of Fulton County Stadium during a Braves game. "The Braves were losing," he remembers. Turner wanted to know why Barbera wanted to work for a fledgling company that everyone was counting out; Barbera said he wanted to go "where no man has gone before, which is to fight the three networks and break up the cabal." By the sixth inning he had won the job.

In 1978, Turner's superstition officially was being distributed in 13 states, but Barbera knew from the return addresses on replies to direct-response advertisements that homes in 40 states were pulling down the Atlanta station's signal.

Barbera won some of the first advertisers by sitting down with the Nielsen ratings book and adding up the additional viewers from adjacent markets, including Birmingham, Ala., and Jacksonville, Fla. But it was not an easy sell. At the time, most of the revenue still was coming from WTCC's

presence as a local station in Atlanta.

The birth of the Turner cable empire came in an era when agency media departments had only three networks to choose from. "We were thrown out of more places. We were laughed at, scorned, ridiculed," Barbera says. Eventually, the sales staff went to the advertisers themselves.

"We went directly to the advertiser and said, 'It's in your best interest to support us...to provide some sense of competition,'" Barbera says. Barbera and others convinced advertisers to buy the station as a replacement for spot broadcast buys. The first major advertiser was Nestle and the second was Kellogg.

The Atlanta station grew from a \$6 million network in 1978 to a media company that in 1994 expects to break the \$1 billion mark in sales.

It has been a long time since Barbera went on a sales call himself. As president of Turner Broadcasting Sales Inc., he heads a staff of 575. He still

travels often, but now it is to meet with top executives of other companies who are customers or potential customers.

His mission is broader than pitching the quality of Turner ad avails. "My role is not to go in and sell CNN. My role is to go in and talk about our corporation, where we are heading and what it is that

makes up our business."

That business has grown from the superstition to five major domestic cable networks, several overseas networks and syndication and sports groups, along with a growing presence in Hollywood.

As a decision-maker at Turner Broadcasting System, Barbera finds himself involved with a handful of other top executives who formulate corporate strategy. "I'm an officer of the company. My loyalty is to the whole company, to see that the company prospers, and [to] help make decisions to help keep the company going." ■

**President, Turner Broadcasting Sales Inc., N.Y.; b. Feb. 11, 1944, Boston; B.A., English, Allegheny College, Pa., 1966; media planner, Benton & Bowles, New York, 1966-70; account executive, Adam Young TV Representatives, 1970-71; national sales manager, WNEC-TV, Boston, 1971-77; national sales manager, WISH-TV, Indianapolis, 1977-78; account executive, Turner Broadcasting System, Chicago, 1978-80; VP, Chicago sales office, 1980-82; vice president CNN sales, New York sales office, 1983-89; executive VP, CNN sales, 1989; divorced; children: Lauren, Shannon, Peter.**



**ACADEMY OF  
TELEVISION  
ARTS & SCIENCES**

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Dear Academy Members and Colleagues in the Entertainment Industry:  
On behalf of the Academy of Television Arts & Sciences, I am pleased to invite all interested members of the entertainment community to participate in a major event that will shed light on - and directly impact - the future of our industry.

We are calling it "The Superhighway Summit." This will be a day-long examination of the rapidly approaching telecommunications revolution, which promises to completely transform television. This event will feature some of the major leaders of the entertainment and telecommunications industries in provocative and revealing panel discussions. Midday, there will be a keynote address by Vice President Al Gore, who will use the occasion to unveil the Clinton administration's legislative proposals to promote the development of the nation's information superhighway. Also addressing the conference will be Federal Communications Commission Chairman Reed Hundt.

Among the panelists already confirmed are Barry Diller of QVC Network, Inc., Michael Eisner of The Walt Disney Company, Robert Iger of ABC, Robert Johnson of Black Entertainment Television (BET), Jeffrey Katzenberg of The Walt Disney Studios, John Malone of Telecommunications, Inc., Rupert Murdoch of FOX Inc., Richard Notebaert of Ameritech Corp., Brian L. Roberts of Comcast Corporation, Lucie Salhany of FOX Broadcasting Company, Michael P. Schulhof of Sony Corporation of America and Ray Smith of Bell-Atlantic.

As you can see, this will be a rare opportunity to not just hear informed opinions about television's future, but to hear them from the people whose decisions will be helping to shape that future.

"The Superhighway Summit" will take place January 11 at UCLA's Royce Hall. Admission for the day, including lunch, will be \$75 for Academy members and \$150 for nonmembers. We anticipate that this event will quickly sell out and encourage anyone interested in attending to send in the registration form at their earliest possible convenience.

As a reader of *Broadcasting & Cable*, you are well aware that our industry is about to undergo major changes. "The Superhighway Summit" will provide you the chance to learn what those changes will be and how they will affect you. I hope you will join us for this remarkable day of gazing at tomorrow.

*Richard H. Frank*  
RICHARD H. FRANK  
PRESIDENT



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	Activities Dept., 5220 Lankershim Boulevard,
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	For reservations and information
	call Cynthia Wilber at 818-754-2890

## BROADCAST TV

**Michael Helfand**, director, corporate accounting and assistant to the controller, Capital Cities/ABC Inc., New York, named VP/assistant controller.



Walton



Harrison

Appointments at CBS Entertainment, Los Angeles: **Trevor Walton**, director, motion pictures for television, named VP, motion pictures for television and miniseries; **Joan Harrison**, director, motion pictures for television, named VP, miniseries.

**Robert Levy**, writer/producer, advertising, promotion, NBC, Burbank, Calif., named director, current comedy programs, NBC Entertainment, there.

**Tom Herwitz**, VP/GM, WTTG-TV Washington, resigns to launch company to acquire TV stations.

**William Thomas**, VP, engineering, technology, Nielsen Media Research, Dunedin, Fla., joins TV Guide On Screen, Englewood, Colo., as VP, product development.

**Kevin McLaughlin**, production controller, DIC Entertainment, Burbank, Calif., named VP, editorial, production control.

**Amy Handelsman**, senior VP, development, Big Deal Inc., Burbank, Calif., joins The Cramer Co., North Hollywood, in same capacity.

**Ben Silverman**, director, development, Can't Sing Can't Dance, Los Angeles, joins New World Entertainment there in same capacity.

Appointments at WETA-TV Washington: **Polly Wells**, producer, The Washington Post Co., *The Secret Files: Washington, Israel and the Gulf*, joins as program development

director; **Lisa Lindstrom**, litigation associate, King & Spaulding, Washington, joins as associate general counsel; **Su-Lin Cheng**, manager, media relations, MCI Communications Corp., Washington, joins as director, publicity, news, public affairs programming.

New officers and board members, Associated Press Broadcasters Inc., Washington: **John Corporon**, senior VP, news, WPIX-TV New York, named president-elect; **Al Buch**, VP/GM, KSNW-TV Wichita, Kan., named VP, television. Board members: **Mark Carros**, news director, WSTM-TV Syracuse, N.Y.; **Rolla Cleaver**, VP/GM, KVBC-TV Las Vegas; **Gary Wordlaw**, news director, WJLA-TV Washington.

**Teresa Garay**, production manager/producer, corporate relations department, KCOP-TV Los Angeles, named manager, community relations.

**Frank Lide**, director, post-production, Varitel Video, Los Angeles, named VP, operations.

Appointments, research department, Telemundo Group Inc., New York: **Jon Marks**, director, media, marketing research, named VP/director, corporate research; **Colleen Fahey Rush**, manager, cable, syndication analysis, CBS Television Network, New York, joins as director, media, marketing research.

**Randy Pringle**, controller, KPIX-TV San Francisco, named controller, KYW-TV-FM Philadelphia.

**Mary Michael Townsend**, multi-market spot account executive, Univision, Dallas, joins KTMD-TV Houston as national sales manager.

**Steven Hammel**, news director, WHEC-TV Rochester, N.Y., joins KMOV-TV St. Louis in same capacity.

**Liz Parigi Stobart**, local sales manager, KJAC-TV Beaumont, Tex., named VP/GSM.

**Justin Farmer**, sports reporter, WPTV West Palm Beach, Fla., named weekend sports anchor.

**Kenneth MacQueen**, VP, broadcasting, Palmer Communications Inc., Des Moines, Iowa, joins KTVI-TV St. Louis, as president/GM.

news producer.

Appointments at WLOS-TV Asheville, N.C.: **Barry Stevenson**, promotion director, KJEO-TV Fresno, Calif., joins in same capacity; **Vivian Honey**, acting director, creative services, WEVU-TV Fort Myers, Fla., joins as senior promotion writer/producer; **Marjorie Carson**, assistant press secretary, Senator Terry Sanford (D-N.C.), joins as associate promotion producer.

## RADIO

**Tim Shears**, VP, sales, marketing, MNN Radio Networks, St. Paul, named president.

**Ken Maness**, president, WJCW-AM-WQUT-FM Johnson City, Tenn., named president, board of directors, Associated Press Broadcasters Inc. **Mike DeMarco**, VP/GM, KVOO-AM-FM Tulsa, Okla., named to board of directors, Associated Press Broadcasters Inc.

Appointments at SJS Entertainment, New York: **James Bligh**, account executive, CSI International, there; **Glen Fisher**, talk show host, KMBA-AM Albuquerque, N.M.; **Ray Mc Nerney**, sales specialist, Abraham & Straus, New York, and **Steve Reynolds**, morning announcer, WRDU-FM Raleigh, N.C., join as affiliate relations managers; **Mike Pollock**, production director, WCMF-FM Rochester, N.Y., joins as engineer.

**Dan Seeman**, marketing, promotion manager, KFAN(AM)-KEEY-FM Minneapolis-St. Paul, named station manager.

**Glen Macnow**, former sportswriter, *Philadelphia Inquirer*, joins WIP(AM) there as sportscaster.

Appointments at KSSJ-FM Sacramento, Calif.: **Bruce Pollock**, VP, Katz Radio, Los Angeles, joins as GSM; **Mike Martis**, marketing director, KNCI-FM Sacramento, Calif., joins in same capacity; **Regina Smith**, executive assistant/national sales coordinator, KRAK-AM-FM Sacramento, joins as administrative assistant/national sales coordinator.

**Terry Kile**, president, High Media Group, Lancaster, Pa., joins WHP-AM-WRVV-FM Harrisburg, Pa., as GM.

**Denny Alexander**, program director, WYYY-FM Syracuse, N.Y., joins WWKL-FM Harrisburg, Pa., in same capacity.

## CABLE



*Del Sesto*

**Gabrielle Del Sesto**, director, research, MTV: Music Television, New York, named VP, interactive media research and planning.

**Robert Hammer**, director, direct market sales, International Family Entertainment, Virginia Beach, Va., named VP/GM, IFE's Cable Health Club, there.

**Jody Shapiro**, president/COO, CST Entertainment Imaging Inc., Los Angeles, elected to company's board of directors.

**Larry Wangberg**, president/CEO, Times Mirror Cable, Irvine, Calif., named senior VP, Times Mirror Co., there.

**Lynne Haddow**, director, programming, Prime, Houston, named GM, programming.

Appointments at ESPN, Bristol, Conn.: **Steve Curran**, network operation, traffic coordinator, named senior network operations, traffic coordinator; **Christopher Hiner**, studio technician I, named network operations, traffic coordinator; **Eric Smith**, highlights supervisor, named producer; **Kevin Stolworthy**, studio director, named coordinating director; **Deborah Ward**, studio director, named director, business affairs, creative design; **Laurene Douchette**, program planning coordinator, named senior planning coordinator; **Patricia Egan**, program continuity coordinator, named senior program continuity coordinator; **Brenda Eyres Matalon**, staff secretary III, named program coordinator; **Doreen Stadkelunas**, commercial operations coordinator, named program continuity coordinator; **Carol Stiff**, on-air-information coordinator, named program planner; **Claire LaChapelle**, buyer, named senior buyer; **William Graff**, studio producer, named manager, network integration; **Mike Boissonneault**, **Ben Bishop**

and **Walter Franklin**, studio technicians III, named tech directors; **William Phillips** and **Beth Rogers**, videotape librarians, named studio technicians I; **Mitch Rymanowski**, manager, studio tech operations, named director, technical, plant operations; **Tom Semiao**, senior operations producer, named program acquisitions/planning specialist; **Catherine Yancy**, studio producer, named program manager.

Appointments at New England Cable News, Newton, Mass.: **Len Goldman**, regional sales director, named local sales manager; **Hillary Jacobson**, audience promotion manager, WBZ-TV Boston, joins as marketing director.

**Melissa Faison**, account executive, *Elegant Bride* magazine, New York, joins NY1 there, in same capacity.

## ADVERTISING

**William Tucker**, founder, The Tucker Group, New York, joins Keller-Crescent Co., Evansville, Ind., as executive VP/COO, agency operations.

Appointments at Wunderman Cato Johnson, New York: **Dorothy Zinn**, broadcast buyer, named broadcast supervisor; **Mark Mylan**, account executive, named account supervisor; **Lori Eiseman-Pepper**, account supervisor, named management supervisor; **John Donovan**, technical director, Queens Group Design, New York, joins as manager, WCJ's Cinque Electronic Studio.

**Katie Hiotaky**, traffic coordinator, W.B. Doner & Company, Detroit, named account executive.

## WASHINGTON

Appointments at Catholic Telecommunications Network of America, Washington: **Father Dennis Diehl**, director, program development, and **Mahendra Shah**, director, business, finance, named VPs.

## INTERNATIONAL

Appointments at Columbia TriStar International Television, Culver City, Calif.: **Mary Ann Russo**, executive director, sales services, named VP; **Peter Iacono**, manager, strategic planning, Warner Bros., Burbank, Calif., joins as director, international pay TV.

**Andrew Jordan**, former GM, marketing, Asia Satellite Telecommunications Co. Ltd., Asia, joins PanAmSat, Sydney, Australia, as regional VP, Asia.

## DEATHS

**Arthur Lodge**, 75, NBC radio and TV news pioneer, died Nov. 28 from a heart attack at his home in Marietta, Ga. Lodge began at United Press in Minneapolis in 1939. He joined the NBC radio news staff in New York in 1945. In 1949 he helped organize NBC Television News and Special Events and supervised the staff through 1953. He then formed Arthur Lodge Productions Inc., producing documentary and news release films for TV, education and corporate use. He retired in 1990. Survivors include his daughter, Margaret, and son, Peter.

**John Erickson**, 72, former sales manager, CBS Radio Networks, Chicago, died Sept. 24 of cancer at his home in Orlando, Fla. Erickson joined CBS in 1956 as an account executive. In 1960 he left CBS to become a partner in Spot Time Sales Inc., Chicago. Erickson returned to CBS in 1965 and became sales manager in 1973. He retired in 1978. Survivors include his wife, Elaine, and one son.

**Joe Allen**, 59, veteran radio engineer, died Dec. 10 from complications of a throat ailment at St. Vincent's Hospital, Portland. Allen began his career as an announcer and engineer with KLIQ-AM Portland, Ore., in 1958. He served as corporate engineer for Cascade Broadcasting Corp., Portland, for 27 years. He also was chief engineer for KBBT(AM) and KUFO (FM), both Portland. Survivors include his wife, Pat, and three children.

**Manya Davidson Novik**, 87, wife of Morris Novik, who founded WNYC (AM) New York for Mayor Laguardia and later owned WHOM(AM) there, died of cancer in New York Nov. 11. She and her husband were active in Democratic party and labor circles; he was a longtime consultant to the AFL-CIO. They both survived the sinking of the Andrea Doria in 1956. Nephew Richard Novik of WKIP(AM) Poughkeepsie, N.Y., a former NAB radio board chairman, continues the family tradition in broadcasting.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 5. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	15.4/225/99
2. Jeopardy!	13.5/216/99
3. Star Trek	11.6/246/99
4. Oprah Winfrey Show	10.5/236/99
5. Star Trek: DS9	8.9/227/98
6. Buena Vista I	8.8/153/95
7. Entertainment Tonight	8.6/177/94
8. Roseanne	8.5/182/97
8. TV Net Movie	8.5/156/97
10. Wheel Of Fortune-wknd	8.1/172/77
11. Inside Edition	7.5/163/94
12. Hard Copy	7.2/156/91
13. Married...with Children	7.0/182/94
14. Baywatch	6.7/194/94
15. Current Affair	6.6/178/93

**American Radio Systems**, the recently forged group comprising Stoner, Atlantic and Multi Market, **bought WNEZ(AM)-WRCH-FM Hartford** (New Britain), Conn., for approximately \$15 million. The deal will create a duopoly in the market. The seller is Radio Corp. of Hartford, headed by Enzo DeDominicis, which also owns WBEU(AM)-WYKZ(FM) Beaufort, S.C. The buyer, headed

## BROADCASTING & CABLE moves New York office

The New York office of BROADCASTING & CABLE has moved to 245 West 17th St., 2nd Floor, New York, N.Y. 10011. The office's main phone number is 212-645-0067; the editorial department fax is 337-7028 and the advertising department fax is 337-6947. Direct-dial numbers: Rich Brown, 337-7024; Peggy Conlon, 337-6942; Jim Cooper, 337-7027; Antoinette Fasulo, 337-6941; Geoffrey Foisie, 337-7022; Steve McClellan, 337-7023; Joan Miller, 337-6940; Stacie Mindich, 337-6946; Larry Oliver, 337-6943; Randi Schatz, 337-6944; Will Schenck, 337-6945; Chris Stern, 337-7026; Peter Viles, 337-7025.

by Steven Dodge, also owns WZMX-FM Hartford, Conn.; WRKO(AM)-WBMX-FM Boston; WCMF-FM and WRMM-AM-FM Rochester, WYRK-FM Buffalo, and WNBF(AM)-WHWK-FM Binghamton, all New York; WMMX-FM and WONE(AM)-WTUE-FM Dayton, Ohio; KGGO-FM and KDMI-FM Des Moines, Iowa, and WDJX-AM-FM Louisville, Ky. WNEZ has news format on 910 khz with 5 kw. WRCH-FM has adult contemporary format on 100.5 mhz with 7.5 kw and antenna 1,250 ft. *Broker: Black-*

*burn & Co. Inc.*

In a big step for ABC Radio's soon-to-launch **Tom Joyner Morning Show**, **WKYS-FM Washington** announced last week that it **will broadcast the nationally syndicated program** when it launches on Jan. 3. That sets up an interesting battle in Washington: Joyner versus WPGC-FM's Donnie Simpson, who quit WKYS(FM) to join WPGC-FM and is syndicated by Unistar Radio Networks.

## Watching out for kids

In an effort to design a uniform code of standards and guidelines for syndicated, home video and cable children's programming, the National Education Association has endorsed a 12-point code created at a conference held last month at DIC Entertainment's headquarters in Los Angeles.

The two-day panel, attended by educators, directors, writers and producers of children's programming, was organized to address depictions of violence and antisocial behavior in programming for children.

"We convened this conference to provide some concrete guidelines for our creative personnel specifically vis-à-vis portrayals that have the potential to impact kids' attitudes and behaviors," said Robbie London, senior vice president, creative affairs, DIC, in announcing the code. Also endorsing the code were doctors Gordon Berry and Peter Kovaric from the

UCLA Graduate School of Education. Berry and London organized the event.

The code calls for avoidance of "gratuitous, graphic or excessive violence" in children's programming. Also, "antisocial behavior should not be portrayed as glamorous or acceptable." To prevent copycat behavior that could be injurious to young viewers, "dangerous stunts and techniques or negative behavior that can be instructional to children or can be imitated should be avoided." The code also instructs programmers to show depictions of criminal behavior that carry the message that "crime does not pay."

In addition, according to the code, precautions should be taken "to avoid demeaning or ridiculing people who are physically or mentally disabled." Also, multiculturalism and environmental sensitivity should be emphasized.

-SC

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**Executive shuffle at Interop Radio Store:** Michael Tsavaris was promoted last week to VP/CFO. He replaces Pat Healy, who resigns to become executive VP/CFO for NFO Research, a custom research company in Greenwich, Conn.

Who says New York is a boring radio market? In a Friday afternoon format flip that took the market by surprise, GAF Broadcasting's **WNCN-FM** **dropped its classical music format for a "pure rock"** format featuring groups such as Pearl Jam and Nirvana. New call letters: WAXQ-FM. The move should benefit WQXR-FM, which battled WNCN-FM for classical listeners and ad dollars.

**Fox is canceling Townsend Television and replacing it with Code 3.** At CBS, *Burke's Law*—a resurrection of the mid-'60s series—has been added to the Friday lineup, replacing special programming in the 9-10 time slot on the network's struggling Friday night lineup. *Townsend Television* will have its last airing on Dec. 26, and *Code 3* will replace it in the Sunday 7-8 time slot the following week. *Burke's Law* will feature Gene Barry, reprising his role on the original.

**Shamrock Holdings last week indicated that it is in the market for more television properties.** Shamrock named Diane Sutter, a top executive in its radio division, to head the company's newly created TV division. "We are very excited about our future prospects in television, given the strong leadership Diane will bring to this position," said Stanley Gold, chief executive of Shamrock Holdings. Shamrock Television owns KXXV-TV Waco and KTAB-TV Abilene, both Tex.

**CNBC's new talk show starring Geraldo Rivera, *Geraldo Live*,** will debut on the cable network on Feb. 7, 1994. The news-oriented show will run Sunday-Friday, 9-10 p.m. ET.

**Gaylord Entertainment Co.,** parent company of The Nashville Network, **has acquired** Los Angeles-based live animation company **Peppercorn Productions.** The company will create signature characters for Gaylord.

## NCTA lineup

Peter Knight is the latest name to surface as a possible candidate for the presidency of the National Cable Television Association. Knight is with the Washington lobbying firm of Wunder & Diefenderfer and is a former aide to Vice President Al Gore and member of the Clinton-Gore transition team. Others said to be in the running are former Democratic congressman Dennis Eckart of Ohio; Decker Anstrom, acting NCTA president, and Bill Cable with the Washington lobbying firm of Timmons & Co. NCTA's search committee is expected to have a recommendation before the January board meeting.

## HOLLYWOOD

### MCA slate

In addition to a menu of 24 first-run theatricals for the Universal Action Network and upcoming strips *Last Call* and *The Suzanne Sommers Show*, MCA TV's development slate is said to include three other series projects.

Two of the shows are new game strips, *Balderdash* and *Hollywood Teasers*, both of which have finished pilots hosted respectively by comedian David Brenner and Robb Weller (formerly of *Entertainment Tonight* and *The Home Show*). A source within MCA TV, who described both as "comedy-based, word-association shows," says the studio syndication division will likely make a final decision to take either show to the market within the next few weeks.

One other project, *The John Bradshaw Show*, which is hosted by the lecturer and author of youth and adult self-help books, will likely not be sold at NATPE. A pilot has been produced, noted the source, who added that the project may be revived later.

## NEW YORK

### Tape troubles

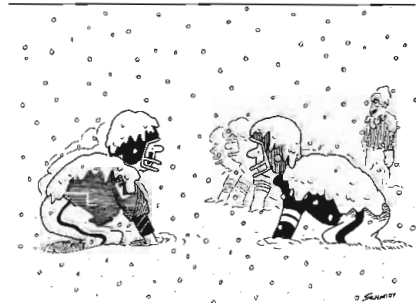
It looks as though the cable television industry will no longer be alone in hearing complaints about its interface problems with videocassette recorder equipment. Direct-broadcast satellite technology also is likely to hear some criticism, since DBS subscribers will not be able to videotape one program while watching another.

### The 500-doughnut universe

Time Warner's experimental 150-channel Quantum cable system in Queens, N. Y., is about to test local advertising transmitted to a select number of subscribers. In a barter deal with local retailer Stork's Pastry Shop, the shop will offer a free box of doughnuts to any nearby Quantum subscribers who buy a pay-per-view movie and then show their cable bill at the bakery.

### Testing time

Although the satellite that will carry both USSB's and Hughes's DBS services was expected to be launched last Friday (Dec. 17), the launch of programming on those DBS services, targeted for April 1994, will not be a full national rollout. According to executives at Thomson Consumer Electronics, which manufactures the consumer equipment used to receive DBS, the service initially will be offered in selected regions only, where various program packages will be tested. The national debut is expected in August or September of next year.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"Let's go home. We can listen to the end of the game on the radio."

## The grand opportunity

"Fasten your seat belts," Bette Davis would say. "We're in for a bumpy night."

And some bumpy days, we'd add—thinking, of course, about the omnibus telecommunications bill that will arrive with the second session of the 103rd Congress, and all that's on the line for the many industries involved. Assuming it can be accomplished on the administration's timetable—that is, next year—we're in for some intermedia carnage that will make the Cable Act look like child's play.

Out of it will come no less than a fundamental reshaping of our radio-television-cable-telephone-computer way of life. It may take a year just to decide what to call it: superhighway, infrastructure, convergence or everything but the kitchen sink. By whatever name, the legislation that defines it will make the rules for the foreseeable electronic future.

Of course, it's those invested in the electronic present who have the burden of declaiming what's to be. For broadcasters, especially, it will be a critical mission. It is theirs whose service is both universal and free, and yet virtually ignored when it comes to discussions about an information highway. To use a lawyer's term, broadcasters need standing in this talk about the future.

Cable will have its own agenda, including an attempt to redress some of the more conspicuous grievances inflicted by the Cable Act. In addition, it will want unimpeded telephone access to the great American public, just as the telephone companies want unimpeded television access to the same customers—a historic quid pro quo. All media will seek to raise ownership limits to permit coming to critical mass in the marketplace. Broadcasters, already behind in that regard, must win regulatory parity if they are to survive in the 21st century.

There will be room in the debate for thinkers as well as doers, and with luck neither will be in short supply.

## A tree grows in Moscow

Hell froze over two Saturdays ago. Or at least that was our first reaction to the news that "the first annual Freedom of the Press awards" were being held in Moscow. The event would have seemed an oxymoron only a handful of years ago, but so much has changed. The occasion also marked the opening of the International Press Center and Club, which sponsored the awards. The IPCC's mission is "to support the unfettered gathering and dissemination of news and information." It seems only yesterday you could get shot for doing something like that in Moscow.

We welcome Russia's effort to join the community of free journalism, and we join the IPCC in honoring the seven journalists (including French, Russian and German television newsmen) who died in the line of duty during the Moscow uprising last October, and American lawyer Terry Duncan, who died trying to save a wounded journalist.

## Know when to fold 'em

Following the lead of the House, and at the recommendation of the chairmen of the House and Senate Copyright committees, the Senate has voted to abolish the Copyright Royalty Tribunal, which was charged with divvying up compulsory license monies and juke box royalties, but which always struck this page as more a repository of patronage paybacks than of experts in copyright payouts. The CRT's duties, we are assured, can be handled in another nook of the labyrinthine federal bureaucracy.

The savings to the federal budget will be small—the CRT got most of its pocket money from the petitioners—but with the recent news of a trillion-dollar obligation to underfunded federal pensions that taxpayers must add to the monthly bill stack, any money saved (and potential federal pensions axed) is a step in the right direction.

Lawrence B. Taishoff, chairman.  
Peggy Conlon, publisher.

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# Delivering the Demos

## Year After Year

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1993



BUYERS

EXECS 18-99

EXECS 18-99

Source: Official NATPE '93/NATPE '93 attendance records

### NATPE RATINGS

Over 300 companies will make up NATPE's bustling exhibit floor including program distributors, producers, financial institutions, infomercial companies, new technology vendors, production facilities, post production services, telco companies, cablecasters, advertisers, media and market research services, station representatives and network executives.

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# Cable's Capital City Welcomes the C-SPAN School Bus

The C-SPAN School Bus rolled into Denver as part of the network's nationwide education effort. Throughout the week, C-SPAN representatives shared ideas with teachers, students and cable executives about the educational benefits of C-SPAN, America's electronic town hall. TCI's Pat Wright, Jim Carlson from Jones Intercable and Jeff Bennis from Rifkin & Associates represent three of the MSOs whose commitment to C-SPAN makes the School Bus possible.



Equipment donated by Panasonic  
Photo by Kevin Weber

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merchandising and kids syndication executives, is thought to have already grossed \$25 million-\$30 million in wholesale revenues. As with any typical licensing agreement completed by a major independent producer or Hollywood studio, industry sources say the series producer receives 6%-8% of those gross wholesale figures.

Several sources say Saban Entertainment is taking an 8% royalty from most of its licensees (and possibly up to 10% from the most recent latecomers). And with an in-house Saban Merchandising and Licensing division, the series producer has eliminated the licensing agent middleman, who typically takes 30% of whatever the studio's wholesale cut is. So, Bandai's toy revenues alone may have contributed as much as \$2.5 million to Saban Entertainment's coffers three to four weeks into the Christmas sales season.

As one of approximately 40 product licensees signed earlier this year by rightsholder Saban Entertainment,

*“Right now, Power Rangers’ initial momentum is much stronger than Ninja Turtles had at the same point.”*

these early revenues from Bandai and others may be just the tip of the iceberg in terms of *Power Rangers’* multimillion-dollar revenue potential. Saban sees a “multibillion-dollar, ten-year franchise” in *Power Rangers*.

“Right now, *Power Rangers’* initial momentum is much stronger than *Ninja Turtles* had at the same point of its launch,” says one veteran syndication executive and merchandiser. “If it keeps up at this rate, *Power Rangers’* gross merchandising could exceed \$100 million by the end of the first

quarter next year.”

Unlike other major producers who license the series rights to copyrighted comic book or video game characters, Saban holds an unusually high amount of control over the *Power Rangers* copyright and trademark. That control extends to the complete in-house management of the merchandising, home video label and international broadcast sales. (If spin-off *Power Rangers’* first-run syndicated spin-off “cousin,” *Cybertron*, does as well in its fall 1994 launch, Saban Domestic Distribution will realize nearly all of the national barter ad revenues [after agency commissions].)

“If Haim is predicting that *Power Rangers* will be a billion-dollar franchise, it may not be out of the realm of possibility given the kind of hold his company maintains on the entire marketing, sales and distribution of its series library,” says a competing syndicator.

“He is one of the few truly independent independents.” ■

## DIC makes a ‘Wish Kid’ for Family

*Show is said to be cable’s only original animated strip*

By Joe Flint

In what may be a first, DIC Entertainment will produce its animated strip series *Wish Kid* exclusively for The Family Channel cable network. *Wish Kid*, both parties say, will be cable’s only original animated strip—airing seven days a week.

Separately, DIC also is working on a live-action series strip for broadcast syndication with a working title of *Power Boy*, to be distributed by All American Television. DIC President/Chief Executive Officer Andy Heyward confirmed that the show is in the works, but declined to elaborate (see box, page 30).

*Wish Kid*, Heyward says, will have 52 new episodes to debut on The Family Channel for fall 1994. The Family Channel has been running the original 13 episodes that DIC Entertainment first produced for NBC when the latter was still in the children’s programming business.

“*Wish Kid* scores 50% higher than any other programming on The Family Channel. They are going into their



DIC and Family Channel's 'Wish Kid'

10th run [of the original 13 episodes] and have not suffered in ratings at all,” Heyward says.

Of the decision to go directly to cable, Heyward says: “The cable uni-

verse is expanding dramatically. There is more advertiser acceptance, and the CPMs [cost per thousand] are up. Cable wants exclusivity, and most of the time they can’t get it. Most animation on cable is either a once-a-week show or a special. Sometimes this show is doing 1 ratings; other shows do a .2 or .3.”

DIC Entertainment already has a relationship with The Family Channel, having co-created its children’s block of programming. The company supplies The Family Channel with *Madeline* and the *Inspector Gadget* series.

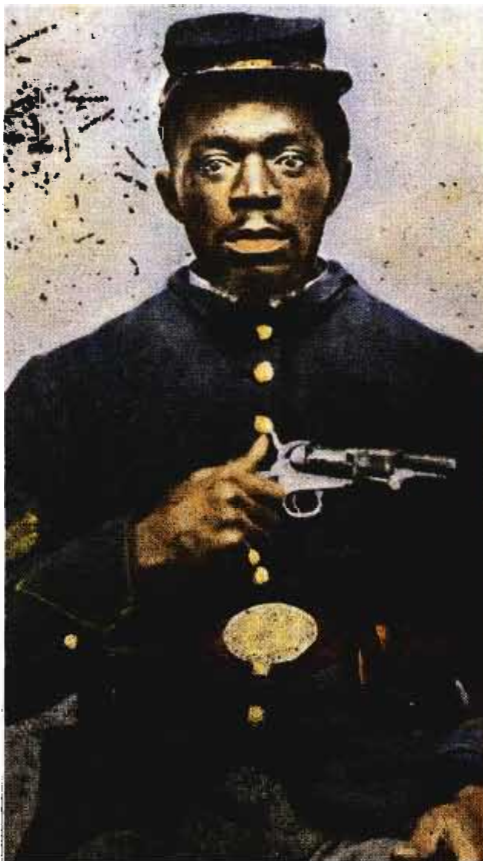
Producing animation is not cheap, and apparently The Family Channel is willing to pay DIC license fees to make it worthwhile, since unlike broadcast syndication, the producer will get no ad time to sell.

“The bottom line is that with only 13 episodes to run, it always is the number-one program on the network. It is worth the investment,” says Judy Lyons, director of programming, The Family Channel.

And if the show has continued suc-

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**THE HISTORY CHANNEL**

cess on The Family Channel, that investment could pay off big for parent company International Family Entertainment.

As part of the deal, should DIC wish to sell reruns of *Wish Kid*, it will partner with Family Channel on the back-end revenue.

There also are other revenue-sharing scenarios, but Family Channel would not elaborate.

Besides cable, Heyward is looking at home video as a revenue source for the show and has a deal with Buena Vista Home Video to distribute the show.

Although new episodes are scheduled to debut in the fall, Heyward did not rule out the possibility of rolling out new shows in late summer to get a jump.

Late summer also is when networks (cable and broadcast alike) are in the midst of selling ad time for the fall season in what is known as the upfront market. Heyward is betting that if ratings for the reruns of *Wish Kid* continue to hold, the promise of new episodes should be a strong selling point for The Family Channel. ■

# Clash of the titans, fifth-network style

*Warner Bros., Paramount duke it out for affiliates for respective programing efforts*

By Joe Flint

**T**he deal-making and arm-twisting over the North American Free Trade Agreement may soon look like small potatoes compared with the competition between Paramount and Warner Bros. over affiliates for a fifth network.

That assessment comes from a group owner who has heard both pitches. "If only one-fourth of the stories are true, there is all kinds of wheeling and dealing going on. Trade-off is the polite word, but this is a battle of titans," said the source.

The biggest blow to date was landed two weeks ago when Paramount announced it had signed Renaissance Communications-owned WZL(TV) Miami, which had previously said that it was going with Warner Bros.

In fact, Renaissance was Warner Bros.' first announced—but as it turned out, unsigned—affiliate, and Mike Finkelstein, the group owner's chief executive, sang high praise for the studio's fifth-network plan. So, why the switch?

Says Finkelstein: "I still think the Warner Bros. Network makes a lot of sense, but the more I got into the

Paramount proposal, the more sense it made."

Warner Bros. executives did not see it that way. They thought there was behind-the-scenes pressure put on Finkelstein to change his mind. Warner Bros. spokeswoman Barbara Brogliatti told the press that "a successful business is created on a foundation of trust, not coercion" and said the studio will not "prostitute itself" to get stations to affiliate.

Finkelstein responds: "If I was coerced, I didn't know it." Paramount Television Group Chairman Kerry McCluggage said of Finkelstein's move: "He came to us. He felt he backed the wrong horse."

Although Warner Bros. executives will not elaborate on what coercion they believe was used, station executives familiar with the negotiations say that Paramount's partner, Chris Craft, was sending signals that it might buy Miami's other independent station, Combined Broadcasting's WBFS-TV, which Finkelstein wants to control either through purchase or a local management agreement.

Finkelstein, whose WZL is in a virtual dead heat with Warner Bros.' FS-

## A Call For Entries

The American Legion 1994 Fourth Estate Award Competition

Individuals, publications or broadcast organizations may submit work completed between January 1 and December 31, 1993.

The work must cover an issue of national interest, be in accordance with American Legion principles, and have contributed to the furtherance of the American way of life.

Past winners of this prestigious award include *Fortune Magazine*, *The St. Louis Post-Directory*, *KMOX Radio*, and individual journalists from all across America.

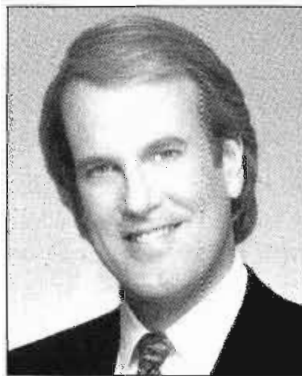
Entry deadline is January 31, 1994. Award will be presented at the 1994 National Convention in Minneapolis, Minnesota.

Entries should be submitted to:  
The American Legion  
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## John departs 'John & Leeza'



NBC's daytime talk show *John & Leeza* has been halved, with co-host John Tesh exiting the program. The new, as-yet-untitled show will debut on Monday, Jan. 17, the same day that *The Jane Whitney Show* makes its NBC premiere. The new Teshless talk show, like the original, will be produced by Paramount Domestic Television. In making the announcement, John Rohrbeck, president, NBC Television Stations, said "we believe that with her new show, Leeza will expand her circle of viewers, drawing them into timely, powerful discussions of topics affecting women today." Rohrbeck was unavailable

for comment on the reasons for Tesh's departure, although the host reportedly left due to pressure from affiliates. —SC

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