

MAR 21

Broadcasting & Cable

The Newsweekly of Television and Radio

TOP OF THE WEEK



NAB '94 takes off in Las Vegas 20

JOURNALISM

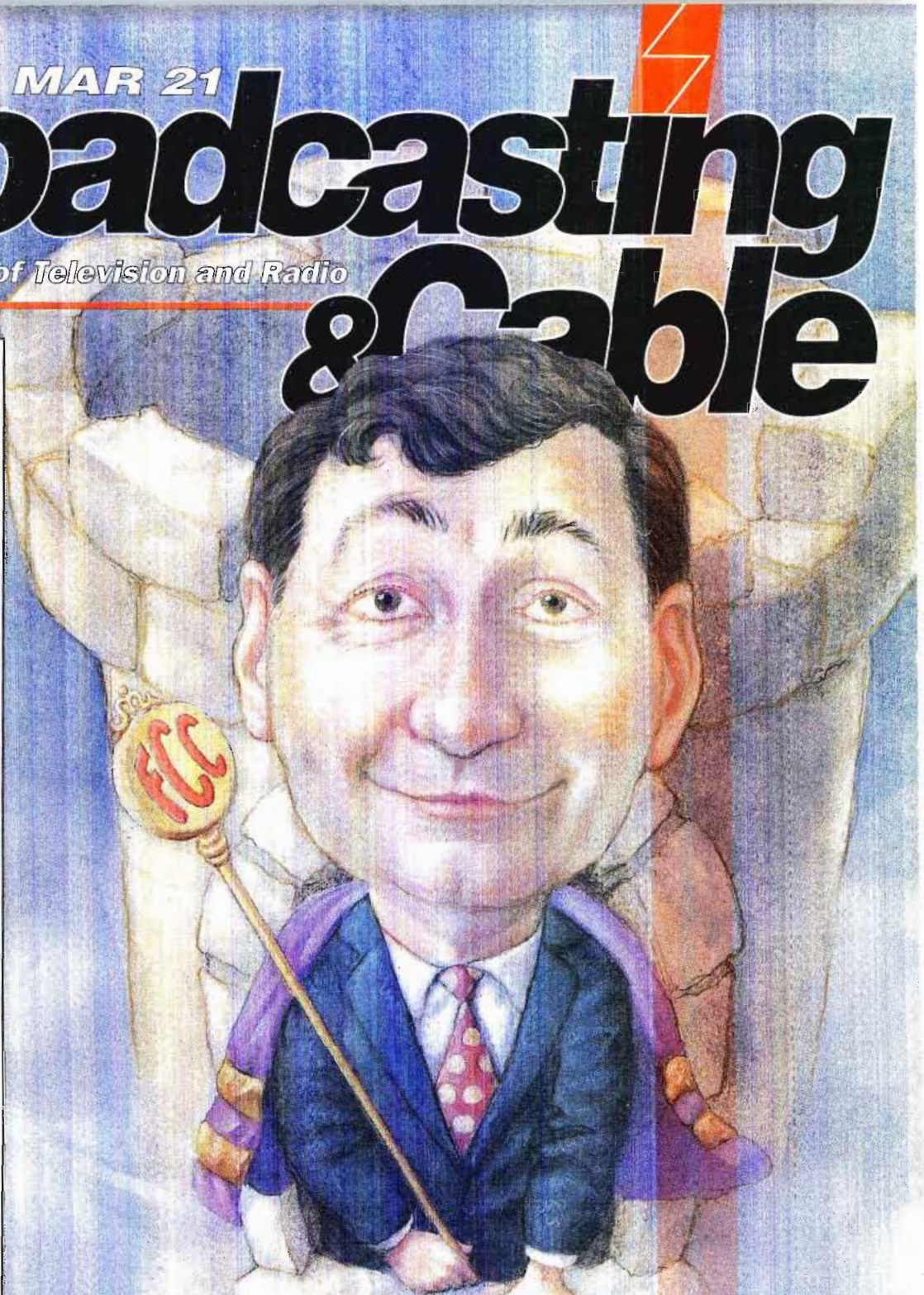


Whitewater: TV versus complexity 30

WASHINGTON



It's Ness: FCC fills its fifth seat 61



THE REMOTE CONTROL

Vol. 124 No. 12
63rd Year 1994 \$3.95
A Cahners Publication

*****5-DIGIT 07652
BC101492 DEC94 REG579**CR09
SERIALS LIBRARIAN
BERGEN COMM COLLEGE
400 PARAMUS RD
PARAMUS, NJ 07652-1508

**It's independent regulatory style
m above it all in Washington.
ritical analysis. Page 12**



Winning The News War

Limited Membership. Unlimited Service.

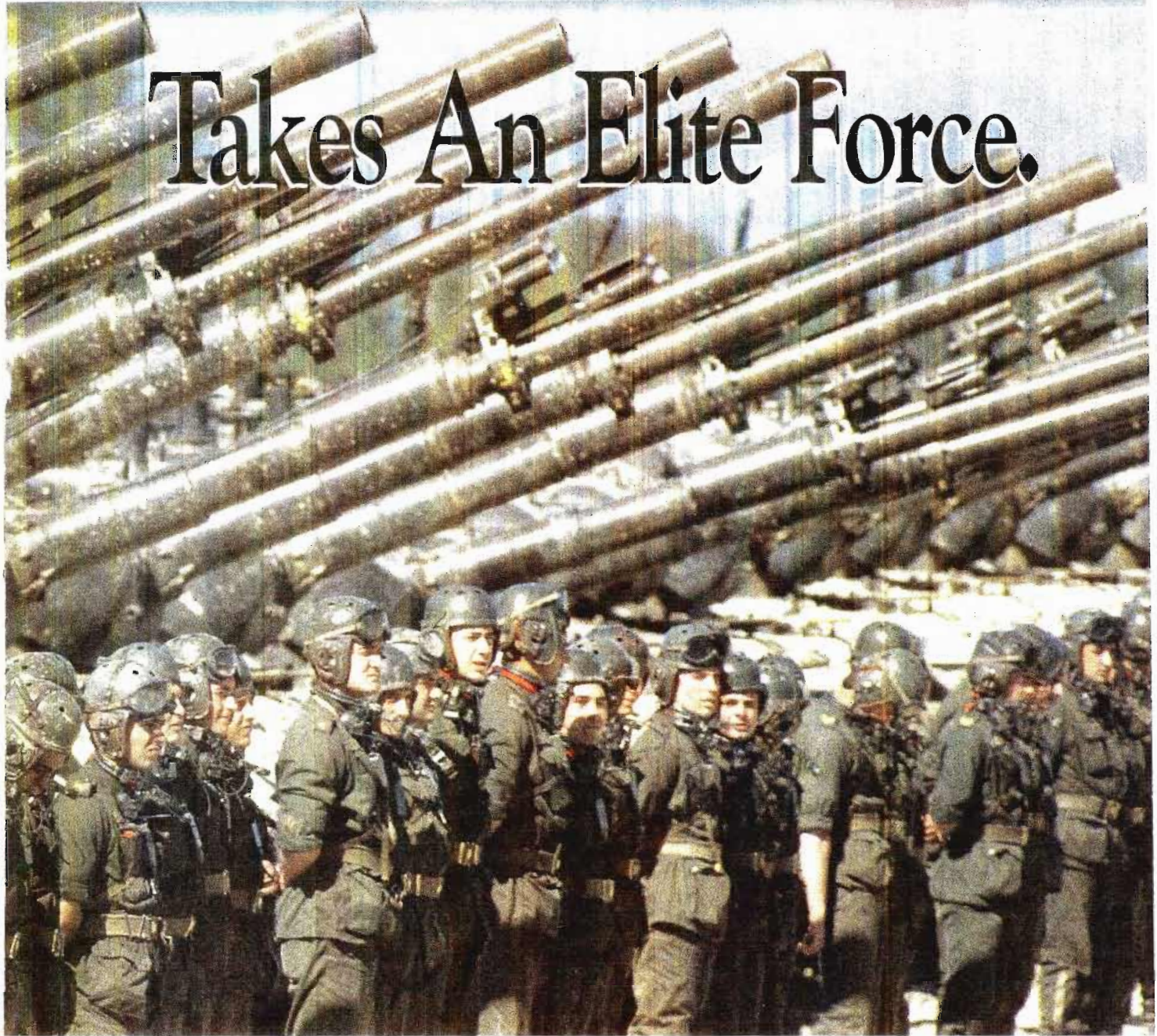
Conus Limits Membership To 125 Stations.

We've seen the problems with other news services having too many members. Our strategy is simple: we have limited our membership to 125 elite member stations, which allows us to provide a higher level of service to each member. With our established approach to custom service, Conus is The Elite Force In News.

A World Of Difference.

You'll get live customized coverage. With Conus, you'll also get the experience of members that have been in the trenches. Whether it's hitting the California coast to cover an earthquake, getting up close and personal with severe weather in the East, or watching the siege of Sarajevo, the expertise of elite Conus member stations will deliver important news to your local beat.

Takes An Elite Force.



The Elite Force In News.

Limited membership means you'll be a part of an organization that delivers equal access to all of its exclusive services. And with limited space filling fast, now's the time to act. By joining this elite team, you'll gain an advantage over other news organizations. You'll be the victor of the news war with more service and better results.

Call For More Information Today.



The Elite Force In News.

Conus Communications • (612) 642-4645 • (202) 467-5600

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Broadcasters gain flexibility, deregulation A House committee last week advanced broadcasters' position on the information superhighway by paving the way for the FCC to deregulate the industry and by permitting broadcasters to use their spectrum for nonbroadcast services. / 6

Viacom, Paramount merger takes shape Jonathan Dolgen has defected from Sony Pictures Entertainment to run the newly created Viacom Entertainment Group. Paramount's Kerry McCluggage will manage the company's television-related divisions. / 6

'Seinfeld' sold in N.Y.; L.A. next Columbia TriStar executives had received all the Los Angeles stations' bids for syndication rights to *Seinfeld* at the close of business on Thursday. According to sources, Tribune-owned KTLA(TV) was the front-runner. / 8

Change in air at CBS Neal Pilson is leaving as president of CBS Sports, a position he has held since 1986 and from 1981-83. Earlier in the week, Peter Lund was named CBS Television Network division president. / 8



Association sets sights on superhighway

A record-breaking crowd is expected this week at the National Association of Broadcasters' annual convention in Las Vegas. Bell Atlantic Chairman Ray Smith is scheduled to deliver the keynote address.

Other expected speakers include Gerald Held of Oracle Corp., James Chidix of Time Warner Cable and Joseph Dionne, chairman of McGraw-Hill. / 20

Ticket to events

A listing of selected convention events by topic: radio, television, multimedia, HDTV, engineering and law and regulation. / 20

NAB riding high

The broadcast industry is on a roll, both on Capitol Hill and in the business world. NAB is no exception, with growth at this year's convention in the double digits. NAB Presi-



Las Vegas puts out the welcome mat for NAB

dent Eddie Fritts attributes that to broadcasters' having a good year economically and to a growing interest in technology. / 24

Fifth Estater: John Charles Siegel

When John Charles Siegel sought a seat on the NAB TV board four years ago, he was a man with a mission: to see TV broadcasters regain their cable must-carry rights. And Siegel was in a unique position to wage the battle—he became chairman of the TV board and is senior vice president, Chris Craft/United Television. / 77

Cover Story: A chairman apart It's been just four months, but broadcasting's and cable's Washington representatives already harbor deep concerns about FCC Chairman Reed Hundt and what he might mean to their businesses. Cable is still smarting from the FCC's new rate regulations. And broadcasters don't know much about what Hundt has in store for them. / 12

JOURNALISM

Whitewater: TV paddles upstream

The Whitewater controversy has created problems for broadcast and cable journalists. At the heart of the problems are the limits of electronic journalism when it comes to informing viewers about a complex issue. The three major networks and CNN say they are also hampered by the lack of pictures. / 30

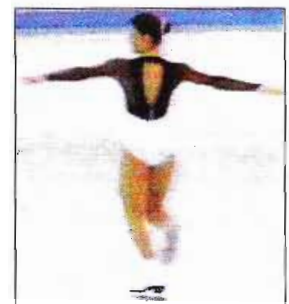
Viewers support censorship

Despite their confidence in broadcast news, Americans say they favor censorship to limit TV violence, sex and terrorism, a recent survey shows. / 32

PROGRAMING

CBS O&Os grab late-news gold

Rival stations in the top three markets say that without the spike of CBS's winter Olympics coverage, the CBS O&Os in those markets would not have been first in late news. / 34



The Olympics boosted CBS O&Os' late news. /34

"This FCC poses a real threat to the freedom of the press."

— David Bartlett, president, Radio-Television News Directors Association, discussing new FCC chairman Reed Hundt

MAR 21, 1994

DBS duelists cross swords

A nasty battle is shaping up in the home satellite dish business, based on recent exchanges between PrimeStar and USSB officials. PrimeStar President John Cusick argued that DBS should complement—not challenge—cable systems. But USSB Chairman Stanley Hubbard said consumers will choose DBS service over cable once they see it at their neighbor's house. / 40

RADIO

Duopolies grow in revenue share

Less than two years after rules allowing duopoly took effect, these station combinations account for roughly 22% of the 12-plus audience and just under 31% of station revenue. Much of that activity has been concentrated in medium-sized markets. / 48

BUSINESS

The top 25: Ranking TV's and radio's major players

Despite an upsurge in television and radio sales in the past year, the rankings of the top 25 TV group owners are full of familiar names and faces. Acquisitions pushed Post-Newsweek up on the list, while Paramount gained two stations in pursuit of its fifth-network dream. And there was a bit of a shake-up among the top 25 radio groups. / 52

Capcities proposes 10-for-1 split

Capital Cities/ABC's board of directors agreed to propose a 10-for-1 split of the company's stock. Such splits generally are well received by investors, and Capcities' move was no exception: The day after the decision, its shares closed at a new high. / 56



On the Cover: Reed Hundt has caught the attention of Washington. He professes supreme confidence in his ability to assemble the facts and make decisions that will not only satisfy the public interest, but further his goals of promoting economic development. / 12
Illustration by Lina Chesak



March Madness a 'must' ad buy. / 58

March puts bounce in CBS's step

CBS reports that its sales for the NCAA Basketball Championship are surprisingly strong—up 10% over a year ago. The high sales weren't expected in an Olympics year. / 58

WASHINGTON

Adds may delay telecommunications bill

Capitol Hill staff members are concerned that the differences between a House telecommunications bill as amended by the Judiciary Committee and by the Energy and Commerce Committee will delay passage of a single bill. One amendment would create tougher legal tests for regional Bell operating companies that want to enter the long-distance business. / 60

ADVERTISING & MARKETING

Seltel still adds stations

As the television industry scrambles to come to terms with the information superhighway, the Seltel ad rep firm is boosting its market share by sticking to the past. Seltel executives say they sell spot television, and that's it. / 62

Purely local home shopping

Local broadcast and cable outlets are getting into the tele-shopping act. In California, the *HomeTown Shopping Show* has collected more than 100 local and regional advertisers. / 63

TECHNOLOGY

Tapeless recording big news at NAB

VTR makers may be riding into a digital ambush in Las Vegas. A pack of companies, including computer giants Hewlett-Packard Co. and IBM, will bring digital video-storage technology to the broadcasting show this year in an effort to blaze a trail into the tape storage business. A host of additional companies will be looking to build on the digital storage market. / 64



At WCSH-TV Portland, Me., Dave Munde works on Avid's AirPlay system. A new version will provide interfaces with several automation systems. / 64

Changing Hands.....57	Datebook.....76	For the Record73
Closed Circuit.....81	Editorials.....82	In Brief80
Classified67	Fates & Fortunes.....78	Washington Watch61

Flexibility

Broadcasters gaining more spectrum opportunities

By Kim McAvoy and Chris Stern

A House committee last week advanced broadcasters' position on the information superhighway by paving the way for the FCC to deregulate the industry and permitting broadcasters to use their spectrum for nonbroadcast services.

The Energy and Commerce Committee approved a broadcaster-friendly bill despite opposition to provisions from the cable and telephone industries. "We're exceedingly pleased," says Jim May, executive vice president, government relations, National Association of Broadcasters. "We've come a long way quickly, but we know we've got a long way yet to go."

The bill includes an amendment by Billy Tauzin (D-La.) that gives broadcasters the flexibility to use their

spectrum for "ancillary or supplemental services [as long as they are] consistent with the public interest, convenience and necessity," and if broadcasters pay for the spectrum. Broadcasters are expected to pay the market value for spectrum they would use for ancillary services.

The legislation also makes clear that after a 15-year transition period broadcasters must return to the FCC one of the two channels they have been awarded for HDTV.

The so-called Markey-Fields bill also directs the FCC to revisit its radio and TV ownership rules. The bill also would apply network nonduplication rules and syndicated exclusivity rules to telcos or any new cable competitors, and would establish a broadcaster's right to choose between mandato-

ry carriage rights or charging a fee for the retransmission of its signal. The bill also includes safeguards to insure that telcos compete fairly in the TV marketplace.

Similar language addressing flexibility is contained in a Senate bill offered by Commerce Committee Chairman Ernest Hollings (D-S.C.). However, Hollings's bill says broadcasters can use their spectrum only for new program-related services. It also tells the FCC to review its broadcast ownership rules.

Although broadcasters have been clamoring for permission to utilize extra spectrum, there is little consensus about what use they will have for the extra channels.

While some broadcasters have suggested providing advanced communi-

Dolgen to head Viacom Entertainment



Jonathan Dolgen

On Friday, March 11, Viacom swallowed Paramount in a cash transaction valued at almost \$10 billion. Last week the merging process and shaking-out began.

The big news: Jonathan Dolgen defected from Sony Pictures Entertainment, where he was president of the motion picture group, to run the newly created Viacom Entertainment Group as chairman.

The group will include Paramount Pictures, the Paramount and Viacom TV program production and distribution divisions and the Paramount and Viacom Broadcast Groups.

In addition, Kerry McCluggage, who has been overseeing the various Paramount TV production, distribution and broadcasting operations, will manage on a day-to-day basis all of the company's television-related divisions under the Paramount Television Group banner. That group now includes all the Viacom television-related holdings as well. His title remains chairman.

The announcements came from Viacom Chairman

Sumner Redstone and President/CEO Frank Biondi, who also said that Sherry Lansing would continue to run Paramount Pictures. Dolgen will report to Biondi; McCluggage and Lansing will report to Dolgen.

A Viacom spokeswoman said that there was no word yet on future responsibilities for Neil Braun, who ran the pre-merger Viacom Entertainment, which consisted largely of television production, distribution and broadcast properties, an extensive program library and a new media division.

Among the many unanswered questions: Whether the extensive Blockbuster Entertainment television program holdings also will come under Dolgen's domain once the Viacom purchase of that company is completed—now expected by the end of June. A Viacom spokeswoman said it was "premature" to address that issue.

The Blockbuster TV holdings include Spelling Entertainment, which in addition to Spelling Productions includes Republic Pictures, Laurel Entertainment and Worldvision, the syndication arm.

It is certain that the new Viacom, in realigning for the future, will reduce the staff of the merged entities. The three companies—Viacom, Paramount and Blockbuster—employ almost 60,000 people. One analyst predicted that Viacom may try to trim 20%-25% of that overhead. ■



"WELL POSITIONED FOR THE FUTURE"

That's what Ken Gerdes, Vice President & General Manager of WGXA in Macon, Georgia had to say in appointing Petry to be national representative for the station.

Petry gives WGXA a competitive edge when it comes to performance. And Petry's support services in programming, research and marketing provide a strategic assist in a fast changing television environment.

Building partnerships for the long term. Focused on providing winning performance and innovative services.

PETRY
first in spot television.

cations services such as data for digital assistants and advanced fax machines, companies including Fox Broadcasting plan to use any extra spectrum for more programs. "We do not plan to do anything that would not be a programming service," says Molly Pauker, Fox's vice president, corporate and legal affairs. However, Fox could change its plan at any time, she says.

There are other possible uses for additional spectrum, including electronic publishing and supplemental news and other programming on secondary channels, according to Stan Baron, managing director, technical development, NBC. Applications also could include so-called passive interactivity, which allows consumers to interact with information stored in a

set-top box.

On the radio side, one broadcast advocate's suggested uses include more than one audio signal, the sale of a digital data stream, and real-time traffic and weather updates. Radio broadcasters also are looking into wireless delivery of E-mail, paging and transmitting data for personal digital assistants. ■

CBS upgrades Lund; moves out Pilson

Black Rock watchers still awaiting changes at entertainment division

By Geoffrey Foisie

The executive overhaul at CBS moved forward last week in the wake of press speculation.

Most newsworthy was the company's announcement that Neal Pilson would no longer be sports division president. The announcement came late Friday afternoon after several days of speculation which also had sales head, Joe Abruzzese, as the leading candidate to replace Pilson.

The delay in making the announcement contributed to rumors that Pilson was being removed from the job, rather than being "reassigned" at his request as the company's statement said. Also contributing to that impression was the senior vice president, CBS/Broadcast Group, title he will sport with a vague mandate of concentrating on "various new business issues." A source within the company described the post as a "transitional" job.

Pilson held the sports division presidency since 1986 (and from 1981 through 1983). Ironically, he is being replaced at a time when the division has built several profitable and highly rated sports franchises with the NCAA basketball championships and the winter Olympics. But it also no longer has either professional baseball or football. Said one CBS executive: "Partly, his leaving is because he has less to do."

Earlier in the week, CBS/Broadcast Group President Howard Stringer finally pronounced he was bestowing on Peter Lund the added title of CBS Television Network division president. The post, and the division, had not existed at CBS since 1988.

Lund's additional title only adds affiliate relations to his new responsibilities. He already had oversight of marketing, communications and sales



Peter Lund



Peter Tortorici



Jeff Sagansky



Neal Pilson

and as executive vice president of the broadcast group, a post he will keep, he already had oversight over the owned TV stations and radio division.

Press speculation was also pointing to a change at CBS Entertainment. The division's number-two executive, Peter Tortorici, was expected to have

been named division president last week, but according to one source, that announcement was held up with the hopes of simultaneously announcing the plans of current President Jeff Sagansky. Most observers, including some company executives, do not expect Sagansky to stay at CBS. ■

'Seinfeld' sold in N.Y., L.A. next

At press time last Friday, Columbia TriStar Television's *Seinfeld* had been cleared in New York on Tribune's WPX(TV) and was in the process of being awarded to a station in Los Angeles. Columbia TriStar executives had received all of the Los Angeles stations' bids at the close of business on Thursday and were expected to make a decision by late Friday.

In Chicago, stations received the floor price (\$65,000 a week, or \$110,000 an episode) from Columbia last week and were expected to submit bids today, March 21. The floor price in Chicago is half of that set by the company in Los Angeles.

The Los Angeles stations received the \$130,000 a week floor price from Columbia on Friday, March 11. That price was approximately \$5,000 a week higher than the New York floor. According to sources, Tribune-owned KTLA(TV) was the front-runner in Los Angeles, "possibly following WPX's lead." Fox-owned KTTV(TV) "is also a strong player," the source added.

In Chicago, the front-runners are Tribune's WGN-TV and WPWR-TV, according to one rep source, but he noted "the only station that is out of the running is WGBO-TV because its impending sale to Univision freezes program acquisitions."

WPX executives declined to cite the price they paid, but sources with knowledge of the bid said the station agreed to pay around \$150,000 per week, or roughly \$250,000 per episode, and about 20% higher than the minimum price of \$125,000 per week set by CTTD.

—SM,SC

America waits for

NOTHING.

Fox, Savoy buying stations together

Network will have 58% interest in SF Broadcasting

By Julie A. Zier

Fox Television and independent film distributor and producer Savoy Pictures are putting up money for a new venture to acquire television stations.

Armed with \$100 million in equity capital—58% from Fox, 41% from Savoy and 1% from Savoy executives Victor Kaufman and Lewis Korman—newly formed SF Broadcasting Limited Liability Corp., according to a company statement, will acquire stations “predominantly expected” to be Fox affiliates in medium-to-large markets.



Thomas Herwitz

Just 20 months old, Savoy Pictures was put together by TriStar Pictures founder Kaufman and former Columbia Pictures Entertainment COO Korman. Last year, the company raised \$61 million from a public offering of 23% of the outstanding shares. It has released two well-received films, Robert De Niro's directorial debut “A Bronx Tale” and “Shadowlands” starring Anthony Hopkins and Debra Winger.

Newly named SF Broadcasting President/CEO Thomas Herwitz, formerly with Fox's WTTG (TV) Washington, says the money Fox is putting up is only an “investment.” Under the agreement, Herwitz says, Fox will not have voting interest or control over day-to-day management of the company.

Fox owns eight large-market stations, leaving a four-station cushion before it hits the FCC's ownership cap of 12. Calling the arrangement “very conservative,” Herwitz fends off the suggestion of impropriety: “We're not trying to beat the rules; we're trying to do what the rules allow.” ■

Talk of the week

Oprah re-ups through '96

Oprah Winfrey will produce her top-rated syndicated talk show for at least two-and-a-half more years, through the 1995-96 season. In a new distribution agreement with King World, the Chicago-based talk show star has granted the distributor exclusive rights to syndicate the show through the 1999-2000 season.



However, the deal is subject to Winfrey's annual option not to produce the show after the 1995-96 season. KWP executives declined to identify the deadline for Winfrey to make that decision each season. But they're certainly providing her with added incentive to go forward. She received options to buy 500,000 shares of KWP stock for signing the deal, and will get an additional 250,000 options for each season she continues the show after 1995-96. Previously, she held one million shares.

Jeff Epstein, KWP chief financial officer, said the show accounted for 39% of the distributor's 1993 revenue. It generated roughly \$185 million in total revenue. The company will get a smaller piece of the show's take under the new deal, Epstein said, but he added that it would continue to be the largest revenue-generating program for KWP.

With the *Oprah* deal done, is KWP now in play for a merger? Many believe that to be the case, with ABC seen as a likely bidder. But executives declined to comment on that speculation.

Hamilton, Arnaz may host talk shows

George Hamilton and Lucie Arnaz are in talks with syndicators to launch their own one-hour talk show strips in 1995.

Hamilton and ex-wife Alana Stewart brought the idea to Rysher, which has made them an offer, said Rysher President Keith Samples, who spoke to BROADCASTING & CABLE last week.

Meanwhile, Arnaz has an agreement in principle with Group W Productions to launch her own show targeting the 9 a.m. to 2 p.m. daypart, said Derk Zimmerman, president of Group W Productions.

The show would be produced by Howard Schultz, who also is producing Group W's *Jones & Jury*, a hybrid court/talk show to be distributed in the fall.

Despite a crowded talk show market that has seen some shows pulled, the syndicators hope their projects will offer something new.

Samples said he was impressed by Hamilton's guest-host appearances on *Regis and Kathie Lee* and by the rapport between Hamilton and Stewart. “There is a chemistry between them, and they have very interesting personalities,” said Samples, adding the show might be the first hosted by divorcees. “We think this will be a daytime show like *Regis and Kathie Lee*, rather than a harder-edged Sally Jessy [Raphael].”

Zimmerman said that Arnaz, a frequent talk show guest and nightclub performer, will be able to draw on her name recognition and commonalities with her likely audience. “She's a terrific talent with a terrific background who has the same concerns and interests as our audience,” said Zimmerman. Specifics of the show's content and its distribution have not been decided.

The new shows are the latest talk franchises for both Rysher and Group W. In January, Rysher pulled *Wavelength*, a teen-oriented half-hour strip that was launched in August but failed to ignite. In addition to *Jones & Jury*, Group W syndicates *Vicki!*

—DT

NOTHING

can beat “Wheel”
and “Jeopardy.”

A chairman apart

Reed Hundt has caught the attention of Washington with a regulatory style that is long on assurance, but short on reassurance; no one yet knows what he'll do next

By Harry A. Jessell and Kim McAvoy

National Association of Broadcasters President Eddie Fritts and General Counsel Jeff Baumann visited FCC Chairman Reed Hundt last Wednesday to brief him on issues of concern to broadcasters.

Significantly, it was Hundt who called the meeting, perhaps signaling that—four months into his chairmanship—he was beginning to think seriously about broadcast regulation.

It has been just four months, but broadcasting's and cable's Washington representatives already harbor deep concerns about the Hundt chairmanship and what it might mean to their businesses.

Cable is still smarting from the FCC's new rate regulations and the knowledge that had Hundt had his way they would have been a lot tougher. Broadcasters don't know much about what Hundt has in store for them, and what little they do know is not encouraging.

The industries worry about Hundt's decision-making process, which apparently will rely less on the arguments of the affected industries and more on the detailed analyses of the growing cadre of well-credentialed lawyers and economists Hundt has been assembling (see page 14).

They fear that the only outsiders with real influence with Hundt are Vice President Al Gore, the longtime friend and political ally who helped Hundt land the FCC job, and like-minded Hill Democrats. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) "finally has a chairman who will listen to him," says one lobbyist.

And they realize they are dealing with someone they haven't had to deal with in a while, at least not since the Reagan Revolution of 1981: a liberal Democrat and a bona fide consumer advocate.

"He's made it clear that consumer interests come first," says Brad Stillman, legislative counsel, Consumer Federation of America. Hundt appears

to be the champion that consumers have long needed at the commission, he says. "It's a refreshing change."

Most agree that Hundt is unusually bright and insightful and, when he wants to be, affable and charming. But critics inside and outside the agency sometimes find him imperious, remote and stubborn. Once he arrives at an answer, said one former FCC official, there's no changing his mind.

Hundt arrived at the FCC last November from the Washington office of Latham & Watkins, where he was an antitrust litigator for plaintiffs and defendants.

"I understand business better than any chairman this agency has had, probably ever."

He brings the lawyer's mind-set to the chairman's job. He approaches rulemakings as if preparing for a trial, boring in and enmeshing himself in the details. Some see the diligence as a plus; others, as a symptom of the "Jimmy Carter syndrome."

"He has a litigator's mentality," says one former FCC official now a member of the communications bar. "There is no fact too small that [Hundt] doesn't want to know it to make his case," he says. Hundt professes supreme confidence in his ability to assemble the facts and make decisions that will not only satisfy the public interest but also further his oft-expressed goals of promoting economic development and jobs.

"I understand business better than any chairman this agency has had, probably ever," he says. Hundt puts in long hours, typically 12 to 18 a day. He expects the same devotion from staff and generally gets it, although not without some grumbling, especially from the career staff.



While some lobbyists fret, others have wisely begun to play by Hundt's rules. "It's already changed the way lobbying is done," says Robert Pepper, chief of the FCC Office of Plans and Policy, a holdover from the Sikes and Quello administrations. "They are coming in with economic analysis based on data, and for my money that's good."

And Hundt makes no secret about how the analysis should be framed to get his attention: If you want the chairman's vote, convince him that your proposal will spur the economy, create jobs and give more people access.

And returning to his antitrust roots, Hundt says he is determined to introduce competition into monopoly markets. "It's not just the way I look at things," he says. "It's the way I do things every day; it's the way we talk about things every day."

Cable representatives are most critical of Hundt, feeling that he ignored their arguments and warnings of dire

There's much
ado about
NOTHING.

consequences in advocating substantial additional rollbacks in cable rates last month. According to agency sources, Hundt wanted to cut rates an additional 18%, but could only persuade the other two commissioners to agree to 7%.

"He and his inexperienced staff come to judgments quickly with little understanding of the marketplace," says one cable lobbyist. Despite all the analysis, says another, Hundt doesn't fully understand the implications of what the FCC did.

Some cable lobbyists are convinced that Hundt's hard line toward cable came not from economic analysis or interest in cutting consumers a break, but from a desire to curry favor with the Hill Democrats determined to force down cable rates.

Others think his attitude toward cable is merely a reflection of Gore's. As a senator, Gore was a longtime critic of the cable industry and a proponent of competition to cable from telephone companies and others. Gore met with Hundt shortly before the last month's vote on cable rules, but Hundt says it was to discuss international telecommunications, and cable was not on the agenda.

Gore arose in defense of the cable action, telling reporters it was a

"sound decision" and "excellent public policy." He also claimed to have had "zero role in the deliberations at the FCC."

Hundt dismisses the cable criticism as sour grapes. He says he has seen the phenomenon many times after a court decision is handed down. "The losing attorney says: 'That judge is inaccessible. He doesn't listen to me. He doesn't understand me. He doesn't pay attention. He's not sympathetic. He doesn't like my industry. He doesn't like my client. It must be that, because it can't be that he doesn't agree with me.'"

Broadcasters' angst about Hundt comes mostly from fear of the unknown. Hundt steadfastly refuses to talk about or even hint at where he would like to go with broadcast regulations.

Some say it's because he is awaiting marching orders from the Vice President's office or the Democrats on Capitol Hill. But most think it flows from his determination to study an issue before passing any kind of judgment and from his one-at-a-time approach. Cable, personal communications service and spectrum auctioning are higher priorities.

Some broadcasters think he's simply not that interested in the industry.

This school of thought gained followers two weeks ago when Hundt notified the NAB he was pulling out of his commitment to speak at the NAB convention this week to join Gore and other administration officials at the World Telecommunications Development conference in Buenos Aires.

Hundt Chief of Staff Blair Levin says it was a tough call, but the chairman felt that the South American trip was more important given its implications for U.S. telecommunications with an eye on global markets.

There is some hope he may soon enlighten broadcasters about his intentions and either ease or confirm their anxieties. The meeting with NAB officials last week was intended in part to help him prepare a speech he is scheduled to deliver—via satellite—to the NAB convention.

Hundt says he expects a staff report within the next couple of weeks on broadcast ownership restrictions that could lead to a formal review. Last December, he ordered General Counsel Bill Kennard and Mass Media Bureau Chief Roy Stewart to prepare the report.

"What I want to know is the status of competition [in broadcasting]," Hundt says. "I don't get the sense that broadcasters in any way are operating

Hundt team takes shape

FCC Chairman Reed Hundt is assembling his own team of lawyers and economists to bring a new brand of economic and legal analysis to policymaking.

The team is a mix of new appointments and old hands. Key holdovers include Roy Stewart, chief of the Mass Media Bureau; Sandy Wilson, acting chief of the Cable Services Bureau, and Robert Pepper, chief of the Office of Plans and Policy.

Among the key newcomers:

Blair Levin, chief of staff, is a longtime friend of Hundt's. He comes from the Raleigh, N.C., law firm Parker, Poe, Adams & Bernstein, where he specialized in municipal finance.

Karen Brinkmann, special assistant to Hundt, comes from Hundt's former law firm, Latham & Watkins.

Merrill Spiegel, special assistant to Hundt, is the former legislative director for Representative Rick Boucher (D-Va.), who serves on the House Telecommunications Subcommittee.

William Kennard, general counsel, specialized in communications law at the Washington-based law firm Verner, Lipfert, Bernhard, McPherson & Hand.

Richard Metzger, acting chief of the common car-

rier bureau, comes from the Washington office of Rogers & Wells, where he had a common carrier practice. Metzger's appointment is temporary.

Michael Katz, chief economist, is on leave from the University of California at Berkeley, where he is a professor of business administration and economics. His analysis of data from the FCC's rate survey was used to roll back cable rates.

Judith Harris, director, office of legislative affairs, is from the Washington office of Reed, Smith, Shaw & McClay, where she worked on consumer protection and antitrust issues.

Karen Watson, director, office of public affairs, is from the Public Broadcasting Service, where she was associate director for news and public affairs.

Kathleen M. H. Wallman, deputy chief, cable services bureau, is a former partner at the Washington-based Arnold & Porter law firm, where she specialized in legislative and policy issues concerning antitrust and intellectual property law.

Mary Beth Richards, deputy chief cable services bureau, comes from the FCC's field operations bureau's enforcement division, where she was chief.

We are
happy to announce
we have
NOTHING
available
for Fall 1995.



Seinfeld

*The show about NOTHING
that's really something.*



©1994 Columbia Pictures Television Inc. All Rights Reserved.



COLUMBIA PICTURES
TELEVISION DISTRIBUTION



“I don’t believe it is economic regulation that is inconsistent with the First Amendment...”

in an industry that is as uncompetitive as local telephony or as cable.”

He also says the FCC will decide this summer whether to propose rules strengthening the children’s educational programming requirements mandated by law. The FCC initiated an inquiry on the rules last year before Hundt’s arrival.

Broadcasters have few gripes about what the Hundt FCC has actually done so far. An exception is the FCC’s new rules requiring stations to recruit and hire minority employees. The so-called EEO rules are too strict, and the fines are too steep, broadcasters say. Although Hundt voted for the rules, they are mostly the work of Commissioner Andrew Barrett.

From his discussions at the FCC, Andy Schwartzman, a public interest attorney for the Media Access Project, doesn’t expect Hundt to lead a wholesale reversal of the deregulatory initiatives of the Republican years. “They are perfectly willing to stick by some of the deregulation if it makes sense,” he says.

Although Hundt is reluctant to discuss in detail his views of the First Amendment and broadcasting, he seems to have no interest in expanding the First Amendment protections

of broadcasters and cable and no qualms about regulating content to the extent current law allows.

“This FCC poses a real threat to the freedom of the press,” says David Bartlett, president of the Radio-Television News Directors Association.

Hundt boasts that he was integrally involved in preparing the defense before the Supreme Court of the must-carry law requiring cable systems to carry local broadcast signals. “I don’t believe it is economic regulation that is inconsistent with the First Amendment,” he says. “Cable made its case in good faith, but I don’t agree with it.”

In a speech at the NATPE convention, Hundt embraced *Red Lion*’s restricted view of broadcasters’ rights in declaring his determination to vigorously defend and enforce any law to regulate violence on TV.

While reserving the right of government to intervene, Hundt says he prefers self-regulation. Because polls show most viewers think that TV is too violent, he says, broadcasters should view the violence not as a legal challenge, but as a business challenge. “They should ask themselves: How am I going to invent a new kind of programming so that I turn around these kinds of poll results and people say: ‘I

really like what I get over TV.’”

Hundt also readily accepts the constitutionality of the children’s programming law, which imposes programming obligations on broadcasters. He seems puzzled when asked to explain why he believes it is constitutional. “Why is it constitutional?” he counters. “No one has ever suggested that it’s not constitutional.” Reminded that President Bush, for one, suggested it, he replies: “Well, I’m sorry, but as far as I know George Bush was never on the United States Supreme Court or any other court.”

“I’m uneasy about his murmurings about violence and indecency,” says Schwartzman. “It looks like he is more comfortable regulating in this area than the First Amendment would allow. That’s a suspicion,” he adds. “Not a belief.” On the other hand, Schwartzman says, he hopes Hundt “understands the First Amendment as an affirmative provision that enables government to promote speech.”

Schwartzman has been urging the FCC to revive the fairness doctrine, which obliges broadcasters to air opposing sides of issues. In 1987, under then-Chairman Dennis Patrick, the FCC repealed the doctrine.

Love him or hate him, Reed Hundt is it—at least until President Clinton is turned out or Hundt’s term ends in 1998. And his clout at the commission is expected to grow if Congress confirms Susan Ness to fill the other Democratic vacancy. Hundt likely pre-approved Ness and will count on her for a second vote.

National Cable Television Association President Decker Anstrom, in a speech two weeks ago, made the first grudging move to build a bridge between cable and Congress and the FCC. “Despite our anger, despite our bruised feelings, despite our ravaged balance sheets, we have to make peace with public policymakers,” he said. “No industry remains on the outs unless it fails to learn and adapt.”

The NAB is working hard to build a strong relationship, taking Hundt at his word that he has not prejudged any issue and feeling they have finally begun to get his attention. “We weren’t pleased with his aggressive speech on violence; we weren’t pleased with his EEO guidelines, and we weren’t overjoyed when he had to back out of the convention,” says NAB’s Fritts, “but we think we’re doing pretty well.” ■

Choosing your new digital edit suite could be a complex, expensive and outdated decision

...or it could be an **EDITBOX™**

Edit Box is the world's only on-line, non-linear editor. It blends the unmatched flexibility of true random access with the uncompromised quality of CCIR 601 pictures. And it conforms, cuts and corrects at a speed nothing else gets close to.

It's a unique combination - the one that clients demand.

Edit Box is built purely for the business of editing;

no compromises, no not-quite technology. It's a solution specific platform that guarantees a huge performance advantage and a framework for future development.

It does all this, and still costs no more than a traditional digital tape suite.

Edit Box debuts at NAB. Visiting booth 17126 will be the best edit decision you ever made.



EDIT™
BOX

Digital editing with a future.



Quantel Inc. 85 Old Kings Highway North, Darien, CT 06820, Tel: (203) 656 3100, Fax: (203) 656 3459

Selected convention events.

All at the Las Vegas Convention Center or Las Vegas Hilton (LVH), except where noted

Television**Sunday****4-5**Opening reception
N242**Monday****10:30-11:30**Retailers
N235/237**12:30-2**NAB/TVB
luncheon
LVH Ballroom**2:30-5**Futures Summit
N249/251**Tuesday****9-5**TVB marketing
conference
N249/251**Wednesday****9-10:15**DBS prospects
N249/251**1-2:15**HDTV update
N236/251**2:30-3:45**Digital TV
N236/238**Thursday****9-10:30**Sales promotions
N231/233

Las Vegas, site of the 1994 NAB convention

NAB convention sets its sights on superhighway

By Kim McAvoy

The National Association of Broadcasters annual convention, which got under way yesterday (March 20) in Las Vegas, features a major address to the industry by Bell Atlantic Chairman Ray Smith.

Smith is speaking today (March 21) at the NAB's opening session and may shed some light on the telco's plans, now that its proposed merger with Tele-Communications Inc. has collapsed.

But the Bell Atlantic executive is just one of

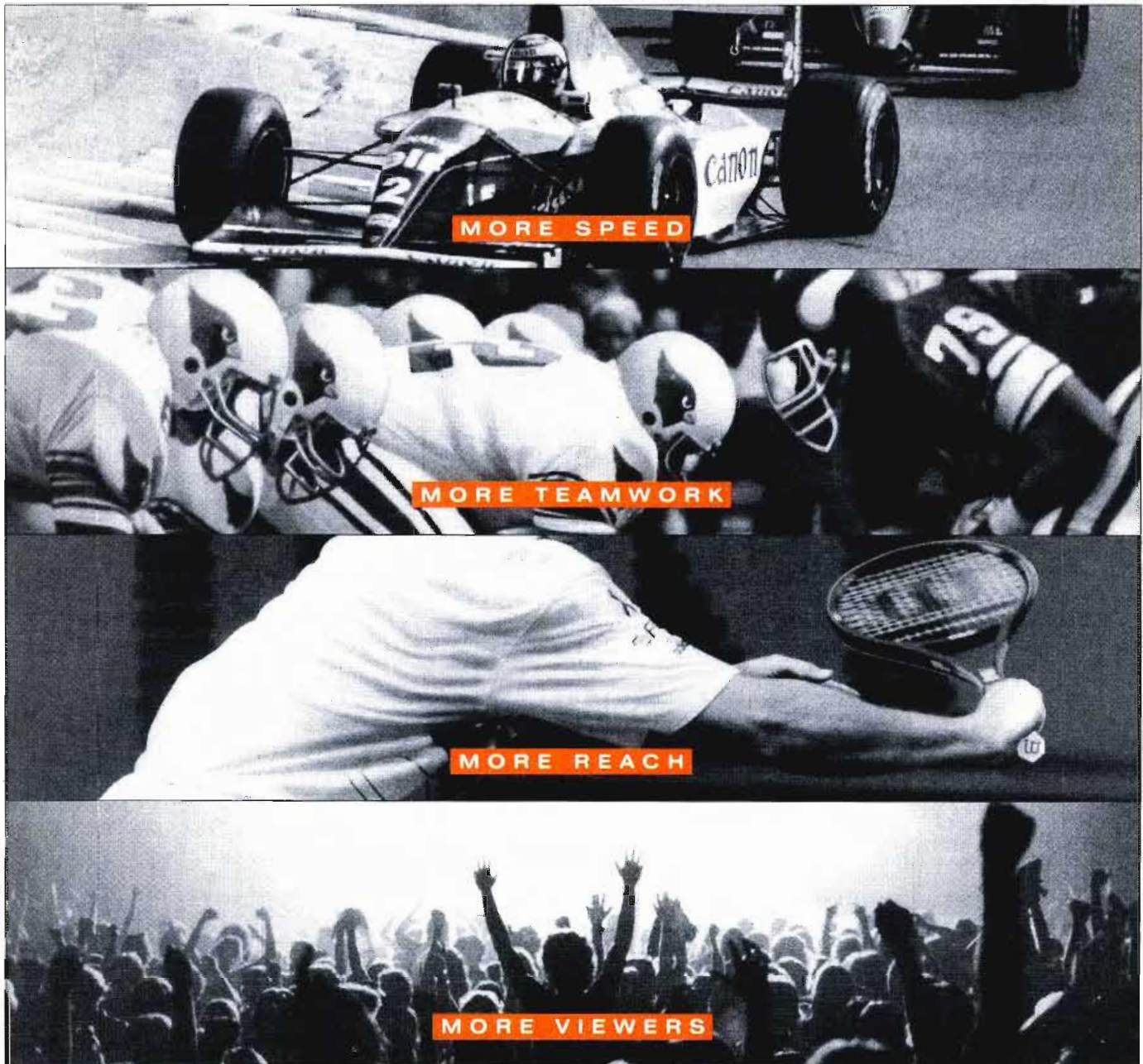


Ray Smith

several convention keynoters slated to discuss the information superhighway during the show's five-day run. Gerald Held of Oracle Corp. will speak at the NAB's Multimedia World conference today. And on Tuesday, James Chiddix of Time Warner Cable will appear at the Multimedia World conference to discuss the cable company's plans for a "full-service network." On Wednesday, broadcasters will hear what Joseph Dionne, chairman of McGraw-Hill, thinks broadcasters' business strategies should include as players in the information superhighway.

NAB officials believe the convention





They're just part of the service we offer you.

When you're looking for more effective transmission and coverage of sporting or special events, you need look no further than Reuters Television.

We give you more access to a worldwide satellite network from anywhere in Europe and North America - and now in Latin America, too.

We offer you state-of-the-art technology (including encryption for total security) operated by some of the most skilled and experienced teams in the business to make transmissions reliable and cost effective.

We can provide on-location production facilities ranging from single camera crews to complete set-ups including live positions, edit suites and play-out facilities.

And - since covering events anywhere in the world is all in the day's work for Reuters - you'll find that we can handle any project without fuss, problems or slip-ups.

For more details, or for an instant quote on any forthcoming event, anywhere, contact:

London: Sales - Tel: +44 81 453 4185 - Fax: +44 81 453 4428
 Bookings (24 hours) - Tel: +44 81 965 6511 - Fax: +44 81 453 4456
 Moscow: Sales - Tel: +7 095 941 8801 - Fax: +7 095 941 8804
 Bookings (24 hours) - Tel: +7 095 941 8803 - Fax: +7 095 941 8804
 Washington: Sales - Tel: +1 202 310 5473 - Fax: +1 202 898 1241
 Bookings (24 hours) - Tel: +1 202 898 0058 - Fax: +1 202 898 1240
 France: Toll Free to London 1905908586
 Germany: Toll Free to London 0130811118

REUTERS
 TELEVISION
 DIRECT FROM THE SOURCE

Radio**Sunday
4-5**Opening reception
N242**Monday
9-10:30**Opening session
LVH Ballroom**11-12:15**New technologies
N241**2-4**Financing for small/
medium markets
N241**4-6**Programing/
production
& promotion expo
N107/108**Tuesday****9:30-10:30**RAB general session
N236/238**10:45-noon**
Infomercials
N236/238**Noon-1:30**NAB/RAB luncheon,
Crystal Awards,
Hall of Fame
LVH Ballroom**Wednesday****9:30-10:45**Branding
N235/237**2:30-3:45**Compete or get beat
N235/237**Thursday****10:45-noon**When disaster strikes
N231/233**Engineering****Saturday****9-6**

SMPTE

Sunday**9-9:30**Opening session
N109/110**9:30-12:30**Grand Alliance
HDTV
N113/114**1-4**HDTV station
issues
N113/114**Monday****10:30-12:30**Digital audio
processing**1-4**Multichannel TV
delivery systems
N111**Tuesday****9-noon**AM-FM
improvement
N109/110**1-3**Digital TV
measurements
N111**Wednesday****9-10:30**FCC technical panel
N109/110**10:30-11:30**HDTV
frequency allocation
N113/114**12:20-2**Engineering
Achievement
Awards/Lunch
LVH Ballroom**2-6**TV data
broadcasting
N113/114

will attract a record-breaking crowd. Last year's attendance was more than 64,000. The exhibit floor will be bustling with more than 790 exhibitors.

As usual, Washington policymakers will be on hand. FCC commissioners James Quello and Andrew Barrett will appear on a panel Tuesday with NTIA Deputy Assistant Secretary Tom Sugrue. Commission Chairman Reed Hundt, who will not be in Las Vegas, will address the convention via satellite from an international telecommunications conference in Buenos Aires on March 23. FCC staff also will be available at the convention, appearing on a panel Tuesday afternoon.

Quello will receive the NAB's Distinguished Service Award at a ceremony today. NAB Broadcasting Hall of Fame inductees will include ABC News President Roone Arledge and Harry Caray, Chicago Cubs announcer.

Today during the NAB/TVB luncheon, David Brinkley, Sam Donaldson, George Will and Cokie Roberts, from ABC's *This Week with David Brinkley*, will honor Arledge.



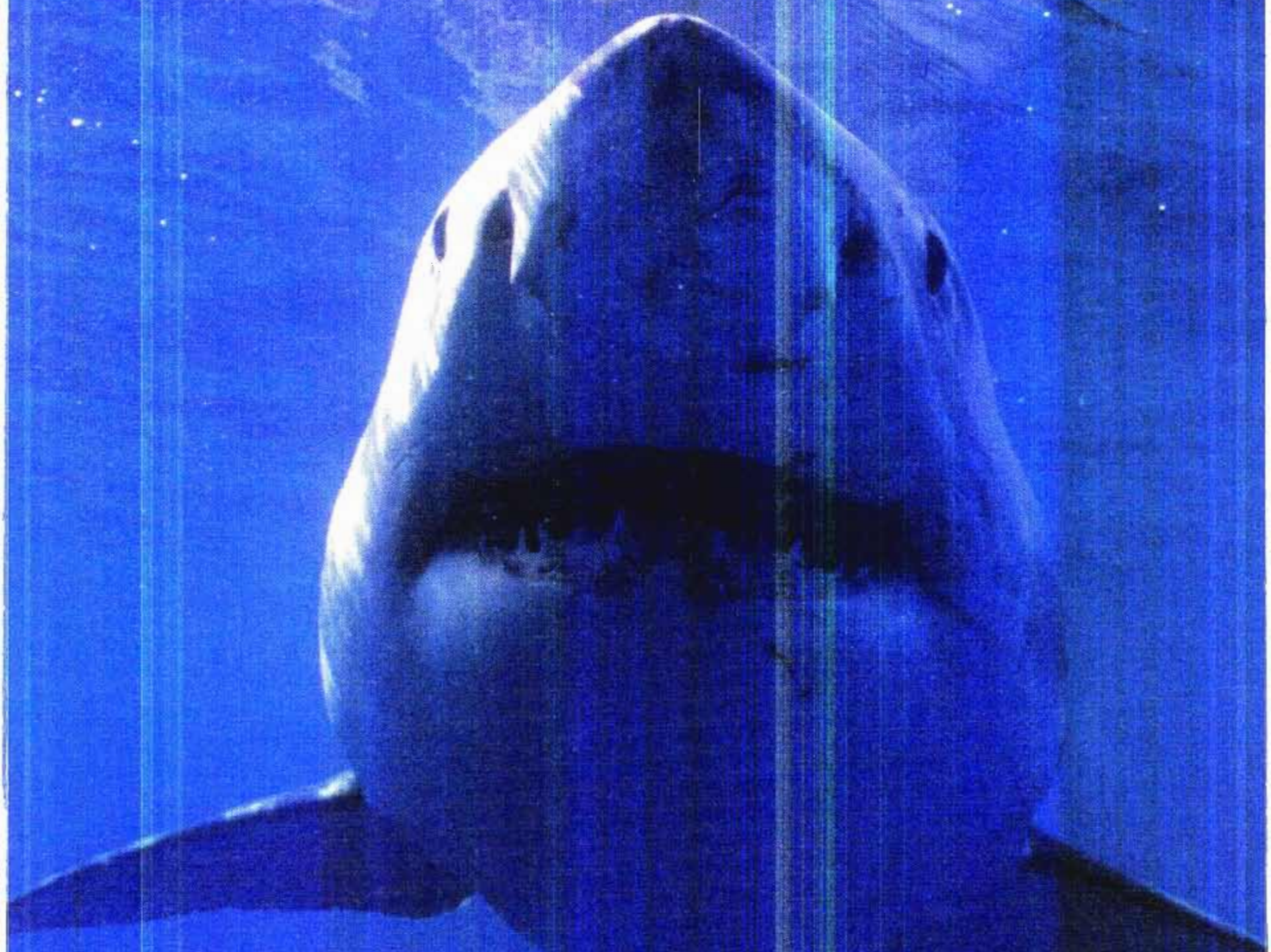
James Quello

A special panel session on content regulation is scheduled for Wednesday, March 23, featuring, among others, Terry Rakolta of Americans for Responsible Television.

Several panels devoted to television and radio issues also are on tap. The TV management conference includes TVB's annual marketing conference on March 22. TV operators can attend sessions devoted to topics such as DBS and children's television, and "Convergence: New Alliances/New Opportunities for Broadcasters."

Radio broadcasters can choose from a variety of sessions. NAB's radio conference is combined with an RAB sales and meeting conference. Among the issues covered will be duopoly operations and financing for small-to-medium markets. A radio group head forum is slated for today and Peter Coors, vice chairman of Coors Brewing Co., is the keynoter at the radio luncheon Tuesday, March 22.

Other activities that coincide with the Las Vegas convention include a Broadcast Education Association conference, which began on Saturday (March 19-March 21), a legal seminar sponsored by the NAB and American Bar Association on Saturday (March 20), and an Association of Maximum Service Telecasters membership meeting today. ■



Before you dive into the international media industry, hook up with someone who knows the waters.

Lately, there has been a wave of activity in the international media and entertainment industries. CEA has been successfully completing media transactions worldwide for over two decades. In fact, with nine offices around the globe, CEA has been providing



brokerage and investment banking services across six continents. We have the depth of knowledge, the right contacts, and the experience to meet the international financial and transactional needs of our clients. So call CEA, before you get in over your head.

Tampa
813-222-8844

New York
212-319-1968

Philadelphia
610-251-0650

Denver
303-694-3090

London
44-71-623-8844

Munich
49-89-293317

Prague
42-2-25-0523

Hong Kong
852-845-5504

Kuala Lumpur
603-292-5792

CEA and CEA, Inc. are members of the National Association of Securities Dealers, Inc. and their professional associates are registered with the NASD. Member SIPC.

Multimedia World

Sunday

1-3

Multimedia boot camp
LVH Pavilion 10/11

Monday

11-12:30

Multimedia perspectives
LVH Pavilion 10/11

1-3

What are the multimedia markets?
LVH Pavilion 10/11

Tuesday

9-10

Keynote address
LVH Pavilion 10/11

10:30-11:30

Macintosh platform profile
LVH Pavilion 10/11

Wednesday

10:30-12:30

Adopting materials as multimedia products
LVH Ballroom F/G

1-3

Multimedia for large audiences
LVH Ballroom F/G

3:30-5:30

Interactive marketing & promotions
LVH Ballroom F/G

Thursday

9-10:30

Multimedia networks, part 1
LVH Club Continental Salon

11-12:30

Scripting for interactive presentations
LVH Ballroom D/E



NAB riding high into Las Vegas

In his pre-convention assessment, Eddie Fritts sees broadcasters benefitting from economy and relations with Congress

By Kim McAvoy

The broadcast industry is on a roll. Not only has it scored a win on Capitol Hill with the inclusion of broadcaster-friendly provisions in House and Senate legislation that would establish and preserve its position on an information superhighway, but business is good.

This week's National Association of Broadcasters convention in Las Vegas reflects the industry's well-being. Indeed, as NAB President Eddie Fritts characterized the association's annual meeting: "We're bursting at the seams." Adds Fritts: "We've got 12 different conferences under the big top, with double-digit percentage increases in our growth this year."

Much of the convention's focus will be on the growing convergence of the television, computer and telephone industries. Fritts says the meeting will draw a diverse crowd, including "corporate people, the multimedia crowd, computer people, tele-

phone people and cable people."

Fritts also thinks more broadcasters will attend the meeting. That's because "broadcasters are experiencing a good economic year" and because station managers are more interested in technology. "They're interested in looking at the new, improved digital methods of operating their studio services."

NAB itself is off to a good start this year. Fritts says the association's television membership has grown by 40 stations. "It's indicative of two things. One, their confidence in NAB and, two, the rebounding of the economy."

And on Capitol Hill, the industry clearly appears to be on solid ground. Last week, the House Energy and Commerce Committee passed a bill that would permit broadcasters to use their spectrum for nonbroadcast services if they pay for the spectrum. The measure also directs the FCC to review its radio and TV ownership rules and to complete a study on the cable-broadcast crossownership rules.

Shooting Star.



The HK-377 Ultra-wideband Studio/Field CCD Camera System has the highest resolution, sensitivity and pixel count of any NTSC camera currently available. The camera employs newly-developed 2/3" FIT CCDs, each with more than 600,000 pixels. An ultra-wideband triax system with 10MHz

bandwidth for each RGB channel delivers an unprecedented 900 TV Lines resolution at the base station output. The new base station has provisions for digital signal output (optional) to accommodate the demands of high-quality production.

Unique features of Ikegami's new high-end

camera also include extensive remote control of detail functions, including the Skin Detail to soften the complexion and to give your stars a more youthful appearance. A high-resolution viewfinder has its own VF DTL (Viewfinder Detail) and PIP (Picture-In-Picture) circuits. The HK-377 has an AHD (Auto Hue Detect) circuit for "skin tone capture." Master Control Panels are equipped with memory card I/O Ports. A "Snap Shot File" permits control and scene file data to be written into, and read quickly, for shooting parameter replication.

Current users include: ABC-TV (*World News Tonight* and *All My Children*), CBS-TV (including *David Letterman's Late Show* and *60 Minutes*), Disney Studios, MTI, TNN, and Channel 13/Buenos Aires.

Shoot your stars, with the HK-377. Call the nearest Ikegami Regional Office.



The HK-377P portable companion offers the same performance characteristics as the HK-377 and operates through the same Base Station or can be configured for stand-alone operation.

THE PROFESSIONAL'S CHOICE

Ikegami Electronics (U.S.A.), Inc. 37 Brook Avenue, Maywood, NJ 07607 East Coast: (201) 368-9171
West Coast: (310) 534-0050 Southeast: (305) 735-2203 Southwest: (214) 869-2363 Midwest: (708) 834-9774

Ikegami

VISIT US AT THE NAB SHOW - BOOTH #19319



HDTV World

Monday

10:30-12:15

Wide screen/HDTV
production

\$110

2:30-3:30

Keynote address

\$110

3:30-5:30

HDTV production
in Europe

\$110

Tuesday

9:30-noon

HDTV production
equipment

\$110

2-5:30

HDTV program
screenings

\$110

Wednesday

9:30-noon

HDTV/wide screen
production techniques

\$110

2-3

Digital international
program exchange

\$110

Thursday

9:30-noon

Handling HDTV
signals in the studio

\$110

And it contains language that would establish network nonduplication rules and syndicated exclusivity rules for cable's competitors (see story, page 60).

Says Fritts: "We feel good about our position with the Congress. The one thing they understand is that the local broadcaster is important back home. And that means it's important to their constituents. We're not a monopoly, we're highly competitive. We don't have a subscription base to operate from. We have to dig and scratch and claw for every dollar that comes in the front door. And, as a result, we think there's a good appreciation for broadcasting and its position there."

The NAB president also shared his views on a number of other key issues including the information superhighway, where broadcasters stand on some not-so-friendly bills on Capitol Hill, and the NAB's relationship with the FCC.

On the information superhighway:

"The problem with the superhighway is, we don't know what it is. We've been asked many times by regulators, by people on Capitol Hill: What is the superhighway? What does it mean? What's the administration's view of it? I'm not sure we know what it means. I know two things it isn't: it isn't free, and it isn't universal. And broadcasting can provide the universality at a much, much lower cost. Somebody has to pay for this \$200 billion infrastructure. My guess is it will be the consumers. It'll be the rate payers."

On other legislative challenges:

"We're also on the defensive on a number of fronts. Legislation that would restrict beer and wine advertising is still a very serious threat. So we're keeping the pressure on there. There are radio issues that are important to us. There are a lot of music stars telling the Hill that broadcasters should pay a performers royalty—an additional 3% to 5% over what we're now paying to ASCAP and BMI. House Copyright Subcommittee Chairman Bill Hughes [D-N.J.] has suggested this is his top priority. He intends to pass this legislation this year. We're very concerned about that. That's going to be a big fight. Campaign finance reform legislation is also important to us. The bill that passed the House has a lot of NAB language in it, but the bill that passed the Senate is an abomination.

"Our concern is that Congress, in its infinite wisdom, may well come out with two sets of campaign reform bills. It would force local broadcasters to abide by one set of rules for House candidates

and one set of rules for Senate candidates. One set of rules today is more than the FCC can adequately communicate and administer. But to give them two sets would be beyond imagination and a real horror story for broadcasters.

"The fairness doctrine is in the Senate bill. We're going to do everything we can to knock it out. And it's quite possible we could be in court challenging the underlying rule, which requires lowest unit rate. It will not be a very popular move on Capitol Hill, but if they're going to be that punitive with this legislation, that's what we may have to do."

On the FCC and NAB:

"We're getting along pretty well with them. We weren't pleased with [FCC Chairman Reed Hundt's] aggressive speech on violence; we weren't pleased with the EEO guidelines that were administered, and we weren't overjoyed when he had to back out of the convention, but we think we're doing pretty well. Fundamentally, we have concerns that the commission may be overly aggressive in the content areas. We're concerned, as I said, about EEO. Broadcasters comply—we think better than any other industry—but the FCC is the only agency in the government that has its own EEO standards that supersede the EEOC requirements of the government. I talked to an AM radio broadcaster in Shreveport, La., who spent \$18,000 documenting his paper search for three receptionist slots. The FCC has a fine schedule that is really brutal. It doesn't take into account the size of stations, although it does allow for some mitigating circumstances. The problem, of course, is that even if a broadcaster has an employment profile that exactly mirrors that community, or that market, that's not good enough. You have to go back and document how you got to that, and then each time you have an opening, you have to write letters to various minority organizations and say: "I have an opening." Most people in the broadcast business don't give two weeks' notice. There is an enormous paperwork burden that has to take place before you can really fill any employment slots. It's a real glitch in the system.

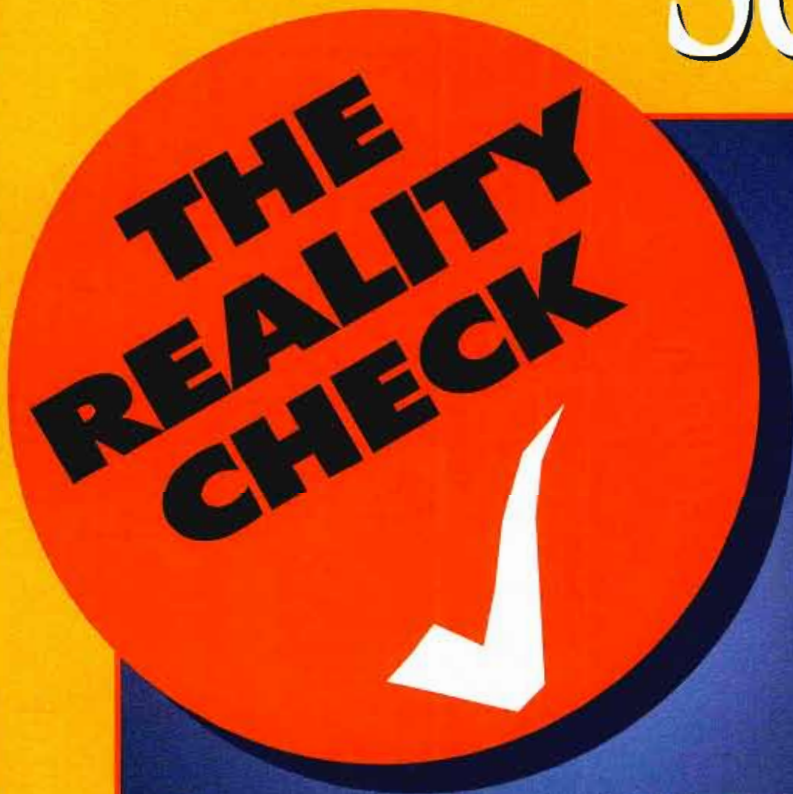
"You're also subject to a \$12,500 forfeiture for inadequate documentation or inadequate performance. Not either/or, but either one. It's a real difficult issue because I think all broadcasters want to own up to their responsibilities in terms of EEO and promotion of fairness in hiring. Unfortunately, these rules are overly stringent and unrealistic." ■

The competition
would like us
to scratch
this ad.

We'd like you to do it instead...

Who dominates

Scratch



Scratch & Win!

IN

A CU

s Adults 18-49?

& See!

HARD COPY

SCRATCH HERE

SIDE EDITION

SCRATCH HERE

CURRENT AFFAIR

**#1 IN 25
CONSECUTIVE
SWEEPS**

#1 in
Adults 18-49
for the 25th
consecutive sweep.



A CURRENT AFFAIR

The One Newswatchers Watch.

Maureen O'Boyle



A CURRENT AFFAIR™ & © 1994 REPACA, INC.
TM & © 1994 TWENTIETH CENTURY FOX FILM CORP. ALL RIGHTS RESERVED

BANFF 1994:



CONTENT, CREATIVITY & COMMERCE

The electronic highway . . . the information superhighway . . . convergence . . . the 500-channel universe . . . the list goes on. What's it all about? Ordering a pizza and paying your gas bill from the comfort of your living room?

We don't think so. At the **Banff Television Festival**, programs are paramount. And in the 15th anniversary edition, from **June 5 - 11**, we're renewing our commitment to programs and the business around programs: content issues, creative issues and commercial issues.

The **1994 Banff Television Festival** opens on June 5 with a wonderful blend of "New World" and "Old World" culture. Highlights of the day include a traditional aboriginal welcoming ceremony and blessing presented by **Canada's First Nations**; the CBC reception in honor of our keynote speaker; HDTV excerpts from the celebrated operetta **Die Fiedermaus**, by Johann Strauss; and a Viennese dinner.

On June 6 it's down to business, with the **CBC Keynote Address** and the first of nearly 40 hours of seminars and workshops: an examination of issues surrounding bold and controversial programs across a number of genres; and an exploration of new forms and formats for the documentary of the future. The **Banff Rockie Awards** gala takes place that evening, and all week long the **David Billington Showcase** will feature prize-winners and their programs.

Canada's communications regulatory agency, the CRTC, was recently swamped

with scores of applications for new Canadian **specialty channels**. It is expected the licences will be awarded by June. We intend to have the successful applicants front row centre to talk about programming issues related to the new services. Who wants what? What are they paying? What are the creative and business opportunities for domestic and off-shore producers and broadcasters? We'll look, too, at other emerging markets: Asia, Latin America, Eastern Europe. All of that on June 7 — and the day begins with the first of a series called **Breakfast with Laurier**, in which the award-winning TV journalist and host, Laurier LaPierre, interviews major industry figures.

Festival highlights on June 8 include the 10th Anniversary edition of the **Banff International Market Simulation**, with Pat Ferns and at least two of the usual suspects. Need we say more? In the afternoon, we'll take you **Around the World in 80 Ways**, featuring the offbeat and sometimes outrageous adventures of independent producers in search of international co-production partners. In the evening there's a reception, presentation of the **1994 Outstanding Achievement Award** and dinner.

Til Death Us Do Part: The Marriage of Telephone and Cable is the featured seminar on June 9. Will the marriage work? Are there any grounds to object? Is this wedding in the public interest? What will the offspring look like? What are the programming implications? The day's afternoon highlights include a fascinating exploration of aboriginal programming and storytelling traditions

around the world, and a spirited debate about the "reality" of fiction and factual programs. Thursday's the night for the **Western Barbecue** and hoedown, plus (we hope) a demonstration rodeo.

The Canadian Conspiracy. What's this? Canadian comedians conspiring to take over the American entertainment industry? Canadian comedy infiltrating American television? Is this a joke? Did someone stay too late at the barbecue? Don't laugh. Then again, you may have to laugh when our expert witnesses present their testimony on June 10. The infiltration is thorough and the conspiracy, so far, has been a resounding success.

Later Friday, you're invited on an excursion to the "jewel of the Canadian Rockies," **Lake Louise**. This is a festival event that premiered last year to rave delegate reviews. Rent a canoe, ride a horse, hike or just relax. Whatever you do, we'll see you back at historic Chateau Lake Louise for a reception in honor of **Telefilm Canada** followed by a sumptuous dinner.

If you missed the numerous opportunities all week long to view the **winners** of the **1994 Banff Rockie Awards**, June 11 is your chance to catch up. The programs will be screened all day long. And Saturday night, it's a wrap: staff invite you to help them celebrate the wind-up of the **15th Banff Television Festival**. Let's hope we can all say it was the best ever!

That's the **Banff Television Festival, June 5 - 11, 1994**. Don't miss it!

BANFF TELEVISION FESTIVAL
BOX 1020
BANFF, ALBERTA, CANADA T0L 0C0
Phone 403-762-3060 Fax 403-762-5357

Information as available March 1/1994.



BROADCASTING & CABLE goes video

NAB Today, BROADCASTING & CABLE's daily, one-hour video magazine of the convention will be broadcast on a continuous loop to 35,000 hotel rooms across Las Vegas during the convention, beginning Sunday night and with new editions produced each day through Wednesday. BROADCASTING & CABLE also will furnish CNN Headline News on 12 kiosks and two video walls stationed in high-traffic locations in the convention center.

NAB Today also will be available to a national and international audience via two free satellite feeds: 1-2 p.m. ET. **North America**—C-band: Telstar 302, 1 horizontal; Ku: Galaxy K-4, transponder 6. **Atlantic**—Columbia/TDRS-41 degrees W orbit longitude, transponder 2, frequency 3763 mhz. **Pacific**—Columbia/TDRS-174.3 degrees orbit longitude. 12:30-1:30 ET. **North America**—C-band: Telstar 401, ch. 3. Ku: Galaxy K-4, transponder 8 lower. **Atlantic**—Columbia/TDRS-41 degrees W orbit longitude. **Pacific**—Columbia/TRDS-174.3 degrees W orbit longitude, transponder 2, frequency 3763 mhz.

BROADCASTING & CABLE's editorial and advertising departments will be represented at the convention by Peggy Conlon, Don West, Harry Jessell, Kim McAvoy, Geoff Foisie, Jim Cooper, Chris McConnell, Larry Oliver, Gary Rubin, Robert Foody, Rick Ayer, Stacie Mindich, Antoinette Fasulo and Joan Miller. It's booth on the floor's Location 10660-760-860.

Law & Regulation

Monday

9-10:15

Legislative overview
N236/238

10:30-noon

Duopoly & LMAs
N232/234

2-3:15

ASCAP decision
N236/238

3:30-4:45

Children's TV
N232/234

Tuesday

7:30-8:45

Policy-makers' breakfast
LVH Ballroom

9-10:15

Upgrading your radio station
N232/234

10:30-11:45

Broadcasters & taxation
N232/234

2-3:30

Political primer
N231/233

3:30-5

FCC regulatory dialogue
N232/234

Wednesday

9-10:30

License deferise planning
N232/234

10:30-12:30

Convergence
N249/251

2:30-4:30

Content regulation
N245/247

\$16,650,000

Senior Secured Loan

SMITH TELEVISION
OF NEW YORK, INC.

Financing has been provided by

GFC

Greyhound Financial Corporation

a GFC Financial Corporation company

Communications Finance Group

Matthew M. Breyne

Chicago, Illinois • 312-322-7227

The best address in television is 22,300 miles from Hollywood and Vine.

You can find the brightest star in syndication high above that fabled corner every night of the year. It's *Galaxy IV*, and it already shines with some of the world's most prestigious syndicators.

And no wonder. With an address of ninety-nine degrees West longitude, *Galaxy IV* provides full coverage of North

America, including Alaska, Hawaii and Puerto Rico.

Syndicated programmers and distributors starring today on *Galaxy IV* include CBS Television Network, Group W, Warner Bros., Columbia Pictures Television Distribution, Tribune Entertainment, Worldvision Enterprises, Great American Broadcasting, Saban Entertainment, Dow

Jones and Raycom, Inc.

If you'd like to improve your address, call Kirsten Roth at 310-607-4588.

We're on a Mission.

HUGHES
COMMUNICATIONS



A unit of GM Hughes Electronics

©1993 HCI, GM Hughes Electronics, NYSE Symbol GMH

Whitewater: TV paddles upstream

Complex story proves difficult to tell in time-constrained TV news

By Christopher Stern

The Whitewater controversy, which has dogged the Clinton administration for weeks, has also created problems for broadcast and cable journalists trying to cover it. At the heart of the problem are the limits of electronic journalism when it comes to informing viewers about a complex issue.

Although CBS, ABC, NBC and CNN have had crews and correspondents circulating through Little Rock on a regular basis, none has the large team of reporters working exclusively on the story boasted by some major print publications.

Several network executives acknowledge that Whitewater's complexity makes it a difficult story to tell. "Television requires pictures, and it's a story in which there are not many pictures of the principals," says Barbara Cochran, CBS Washington bureau chief. The story became even



Phil Donahue came to Washington to tape two shows on the Whitewater affair for broadcast last week. Shown in a segment on media coverage of the story are Eleanor Clift, White House correspondent, Newsweek; Howard Kurtz, media critic, the Washington Post, Donahue; Sally Quinn, author/journalist; Tim Russert, NBC News Washington bureau chief and moderator, 'Meet the Press.' The shows were taped at Biznet studios at the U.S. Chamber of Commerce.

more difficult to report with editorial balance when the Clinton administration refused to comment on the controversy, says Cochran. "The interviews that you can get are with people that have an obvious ax to grind," says Cochran. (One reason the Clintons are unavailable to discuss the specifics of the case is the grand jury investigation now being conducted.)

The story has been on CBS's radar screen since March 1992, when the

New York Times first reported on the controversy. Aside from two more pieces on Whitewater during the presidential campaign, CBS did not revisit the story in detail for several months.

The turning point came after revelations that files related to Whitewater had been removed from White House Counsel Vince Foster's office after his suicide. "I think the thing that pushed it forward and made it competitive for a share of a 22-minute nightly newscast were the files in Vince Foster's office," says Cochran.

One news executive who is wary of sensationalizing an important story is Tim Russert, NBC's Washington Bureau chief. As an example, Russert points to a rumor that raced through Wall Street, causing the stock market to drop more than 30 points. NBC's White House correspondent Andrea Mitchell reported on the rumor's effect but did not repeat the rumor, an unsubstantiated story that Foster had been murdered in a secret apartment and his body planted in a Virginia park. "We made a decision, because to repeat it is to spread it," said Russert last week on *The Phil Donahue Show*, where he appeared as part of a panel of journalists discussing Whitewater.

Russert believes that the White House has been a victim of what he calls "excessive reporting" on the story. But he acknowledges that whenever there is a criminal reference involving the President, it is an important story. Russert also believes the administration could have avoided many of its problems by being forthcoming early on.

CNN has had at least one crew in Little Rock covering the story for more than a year, according to Ed Turner, executive vice president, newsgathering. In addition to regular coverage from CNN's 24-hour newsgathering operation, the story also has been covered by its business depart-

Kuralt to retire from CBS



Thirty-seven-year CBS News veteran Charles Kuralt is retiring effective May 1. His last *Sunday Morning* telecast is April 3. Kuralt wants to try his hand at other activities, including writing a book or two, "while I am still in good health and good spirits." He is retiring despite aggressive lobbying by CBS executives, including Broadcast Group President Howard Stringer, to persuade him to stay. "I can barely remember life before CBS, and I can hardly imagine what life might be like after CBS News," says Kuralt. He joined the network in 1957 as a radio writer. In 1959, at the age of 25, he was named a CBS News correspondent—the youngest person ever to be named to the post. After a brief stint on the West Coast, he returned to New York in 1964 and shortly thereafter began his "On the Road" series. He has anchored the *Sunday Morning* series since its premiere Jan. 28, 1979. Stringer described the 59-year-old Kuralt as the "poet laureate of CBS News for more than 30 years. He has carved out a unique niche in the history of this company. His departure is sad for CBS and for broadcast journalism." Eric Ober, president of CBS News, added that Kuralt would "always be welcome back."

—SM



HOW FAR

CAN

VYVX

TAKE YOU?

As far as you want to go.

Vyvx was the first to bring broadcast-quality fiber-optic television transmission to the U.S. and Canada. The first to let you order totally secure broadcast time with just one call. And we're still the networks' choice for premiere events from professional sports championships to the Academy Awards® and major stories from Desert Storm to the Los Angeles earthquake.

One call is all it takes for Vyx to deliver proven service and innovative solutions – meeting your real applications and transmission needs today *and* tomorrow.

Go ahead and challenge us. You'll see why we're clearly ahead. Ahead of the pack. Ahead of schedule. Ahead of our time.

Give Vyx a call and we'll take you with us. To the future.

And beyond.

1-800-324-8686

Vyvx Clearly Ahead.™

ment and Special Assignment, the network's investigative unit. "They've been reporting breaking news if they have any, but there hasn't been much with this story," says Turner.

Like the other networks, CBS has taken steps to separate fact from fiction as the story has become embroiled in partisan politics. When some people began comparing Whitewater to Watergate, CBS ran its "CBS Evening News Reality Check" on the story. Correspondent Eric Engberg found that the two did not compare and concluded that President Clinton's problems stem more from his handling of the controversy than from any wrongdoing.

"Watergate lessons which seemed so obvious didn't penetrate the Clinton inner circle, and that is why, even though these affairs aren't compara-

ble, the President has a mess on his hands," said Engberg.

Both NBC and ABC have broadcast overviews of the story in an attempt to explain it to viewers. ABC took the extraordinary step of devoting 17 minutes of *World News Tonight* to Whitewater on Feb. 9. "We felt it took that much time to lay it out," says an ABC spokeswoman. ABC took the step after polls showed that most Americans did not understand the story.

At the heart of the story is a failed investment by the Clintons in an Ozark mountain development called Whitewater. At the time of the investment, Clinton was governor of Arkansas. The Clinton's partner in the venture was James McDougal, owner of a failed savings and loan. No one has alleged the Clintons have broken any laws, but questions have been

raised about an improper loan involving the Clintons and the failed Madison Bank & Trust. Also, Hillary Clinton represented Madison before a state regulator who was appointed by her husband. There are also questions about claims by the First Lady that her family lost more than \$69,000 on the Whitewater deal.

With little to report about a complicated story, CNN's Turner says much of his network's coverage has been about the administration's response to the Whitewater controversy. "The surprise is the inept handling of the story by the White House," he says.

Although Turner has doubts about the substance of the story, CNN will continue to pursue it aggressively. "I am not going to be outreported by CBS or anyone else," he says. ■

Viewers trust TV news, support censorship

By Christopher Stern

Americans trust television news more than they do newspapers, religious leaders, the President and Congress, according to a new poll.

Despite their confidence in broadcast news, Americans say they favor censorship to limit television violence (52%) and explicit sex (59%). They support censorship (60%) if it leads to discouraging terrorism. In addition, only 50% of those polled said TV news programs get the facts straight. Confidence in newspapers was slightly lower at 49%.

The survey also indicates that a majority of the U.S. (62%) believes there is too much violence on television and 41% believe there is too much sex. Sixty-three percent of Americans think that TV news programs unnecessarily invade privacy.

The survey by the Times Mirror Center for People and the Press was conducted last January simultaneously in eight countries: Canada, the U.S., France, Germany, Italy, Mexico, Spain and the UK.

While Americans have misgivings about sex and violence on television, when asked about specific issues, only a minority (29%) said they favored restrictions on news organiza-

tions in response to the question: "Generally, do you favor or oppose putting restrictions on what newspapers and TV news programs can report?"

Who do you trust?

Percent rating each organization believable*:

Country	Papers	TV News	Church	Nation's Leader
Canada	71	81	47	53
France	68	74	35	41
Germany	84	90	40	40
Italy	63	67	52	38
Mexico	74	75	79	72
Spain	60	64	40	27
UK	53	85	44	26
U.S.	68	73	60	49

*Rated 4 or 3 on a 4-point scale. Source: Times Mirror

Americans said they favor censorship to protect military secrets (69%), but not to avoid embarrassing public officials (23%).

In addition to demonstrating the U.S.'s reliance on television as an information source, the survey also showed that the nation trails much of the world when it comes to knowledge of current events. Only 46% of people aged 18-34 in the U.S. are aware that Boris Yeltsin is the president of Russia, compared with 93% in Germany, 75% in Italy and 67% in Mexico. Americans in the same age group

were more interested in pop star Michael Jackson's personal problems (55%) than the civil war in Bosnia (49%).

Despite the popularity of American-made films and television programs, Europeans say their countries rely too heavily on them. Approximately 70% of the respondents in France think there are too many U.S. video products in their country, followed by 64% in Spain.

The survey was based on telephone interviews with 1,494 adults. The margin of error is plus or minus 3% for U.S. respondents.

The survey also found:

■ Sixty-three percent think TV news tends to favor one side when dealing with political and social issues.

■ Only 10% believe TV news programs cover the personal and ethical behavior of politicians in a "very responsible way." Fifty-two percent say TV news deals with the issue in a "fairly responsible way."

■ Sixty-nine percent believe the press "keeps political leaders from doing things that should not be done."

■ Seventy-one percent say network news is a good influence, while only 39% say Congress is a good influence. ■

THE BEST REASON TO BUY ODETICS ON-AIR AUTOMATION SYSTEMS TODAY?

TOMORROW.

Television managers come to Odetics looking for on-air systems that are futureproof. Systems that will help them avoid costly errors in light of approaching digital tape and disk technology. That's where we come in.

We're Futureproof

Odetics is the master of futureproof television technology. That's how we got to be the world leader in large on-air library management systems. Since day one, Odetics on-air automation systems have been completely format-independent. This means we can handle any tape format from S-VHS to digital Betacam. It also means we're ready to imple-

ment emerging digital technologies in a seamless evolution — not a costly "start over" process.

Automation Is Our Middle Name

And what about automation? It's the technology that made Odetics famous. So we can guide you in the development of phased-in "islands of automation" that let you expand productivity at a cost-effective pace — without forsaking your on-air quality or reliability.

With Odetics there's no need to fear your fate at the hands of an unproven supplier. Odetics is the leader in on-air automation technology for today and tomorrow. Call us to talk about your future.



1515 South Manchester Avenue, Anaheim, California 92802-2907
Phone (714) 774-2200 or (800) 243-2001

Director of Sales
Bill Keegan
(714) 774-2200

Northeast
Ray Baldock
(201) 305-0549

Southeast
Emerson Ray
(813) 960-0853

West
Chuck Martin
(818) 999-9796

North Central
Bill Boyd
(612) 894-2121

South Central
David Scally
(404) 917-9506

CBS O&O's atop Olympic platform

Competitors say sweeps story would be different without Lillehammer spike

By David Tobenkin

In the February sweeps, CBS O&Os in the top three grabbed late-news gold on the strength of the network's Olympics coverage. Without that spike, say rival stations in New York, Los Angeles and Chicago, the order of finish would have been quite different.

New York

In New York, WCBS-TV recorded a 12.7 rating/25 share at 11 p.m. (all rating/share numbers are Nielsen NSI), up from the previous February's 9.8/19 and far ahead of WABC-TV's second-place tally of 10.1/18. However, excluding Olympic dates, WCBS-TV finished third with an 8.9/16, after WABC-TV's 12.4/23 and WNBC's 10.6/20 and down 12% from the CBS affiliate's year-ago total.

The New York O&Os showed little change in ratings in the early news slot, with ABC's 5-6:30 p.m. news block averaging 11.4/22, NBC 7.9/15, and CBS 6.1/12—the same order as a year earlier. WABC-TV continues to enjoy a mammoth lead-in from *The*

Oprah Winfrey Show.

As for the two independents and Fox stations, it appears that more New Yorkers want their news at 10 p.m., since all three independents increased their ratings over last year. Their relative popularity remains the same, with WNYW ahead with 7.0/11, followed by WPIX (4.6/7) and WWOR-TV (3.7/5). In noon news, Fox affiliate WNYW's new half-hour newscast registered a 2.1/6, a distant third to WCBS-TV's (7.2/21) win and WABC-TV's (4.9/14) place.

In early fringe, the older demographics of *Matlock* proved a shot in the arm for WWOR-TV. *Matlock* turned in a 5.8/15 performance, up from the 3.7/10 of *Magnum P.I.* a year ago.

The Ricki Lake Show on WWOR-TV bested *The Montel Williams Show* at 5 p.m., 5.9/12 to 4.6/9. In access, WPIX's lead among affiliates increased with the strength shown by its *Family Matters* block of programming, which replaced last year's *A Different World* and *Murphy Brown* combo. The *Jeopardy!*/*Wheel of Fortune* juggernaut continued to help WABC-TV dominate



the 7-8 p.m. access slot, although it loosened its grip by 8% to finish at a cumulative 17.6/28.

As for late night, *Letterman's* 9.0/25 bested *Leno's* 4.2/11, a 25% drop from *The Tonight Show* rating a year earlier. ABC's *Nightline* declined over the same period from 6.7/17 to 6.1/14.

Los Angeles

In Los Angeles, CBS O&O KCBS-TV recorded a 10.1/24 for its late news, compared with a 7.4/16 for KNBC-TV and 6.7/15 for KABC-TV. That reversed last February's ranking of KABC-TV (10.1/23), KNBC-TV (6.7/15) and KCBS-TV (6.4/15). Representatives of KNBC-TV and KABC-TV claim that when the effect of the Olympics is discounted, KCBS-TV actually lost ground during the period. They also point to KCBS-TV's 5-6:30 p.m. results, where the station declined from a 6.1/12 last February to a 5.5/11 this year. During the same period, KNBC-TV strengthened substantially to 7.6/15, while KABC-TV declined to 8.4/19.

The 10 p.m. faceoff among Fox O&O KTTV and L.A.'s three independents yielded the familiar win by KTLA (5.3/9), with KTTV at 4.1/7, KCAL at 2.7/5 and KCOP at 2.1/4. The Olympics appear to have walloped KCAL's three-hour news block, whose ratings fell to 3.3/5 from 5.1/8.

KCAL's 12 p.m. news lost some ground during the year, falling from 4.1/13 to 3.7/12. Independent KTLA's counterprogramming of the network morning news shows with its own

Manville out at KNBC-TV

Reed Manville, president and general manager, KNBC-TV Los Angeles, resigned suddenly March 12 after two years in the post. John Rohrbeck, president, NBC TV Owned Stations Division, will assume Manville's duties until a replacement can be named. According to Rohrbeck, the change was made to improve morale among KNBC-TV staffers. "Everything is timing," said Rohrbeck, who preceded Manville in the job. "I got out of here two years ago and the economy collapsed. Then we had the riots and their aftermath, followed by the fires, floods and earthquake. Everybody was apprehensive. It certainly was a factor in the morale of the place. My belief was: Since the business is coming back and the ratings are going up, the other issues would take longer and time was not on our side. In order to get people focused on the positive things happening here, we felt it was time to make a change," he said. Not only has the broadcast business improved as a whole, KNBC-TV has seen its news viewership jump to number two in the market behind KABC-TV, from a third-place standing. "We're one of the few stations that can toot its own horn in February during the Olympics. We started to come back in the fourth quarter of last year, and we've been strong in the first quarter of this year," he said. As for a replacement for Manville, Rohrbeck says he expects the search to last no longer than a month or two.

—SC

COMING SOON: GE-1

WHY DOES A LEADER IN
SATELLITE TRANSMISSION SERVICE
NEED YOUR HELP IN
DESIGNING NEW SATELLITES?

At GE Americom we don't just help our customers with their communication needs; we do some communicating of our own — and we listen. That's how we found out what you wanted in our current satellites and what you'll need in our new hybrid, GE-1.

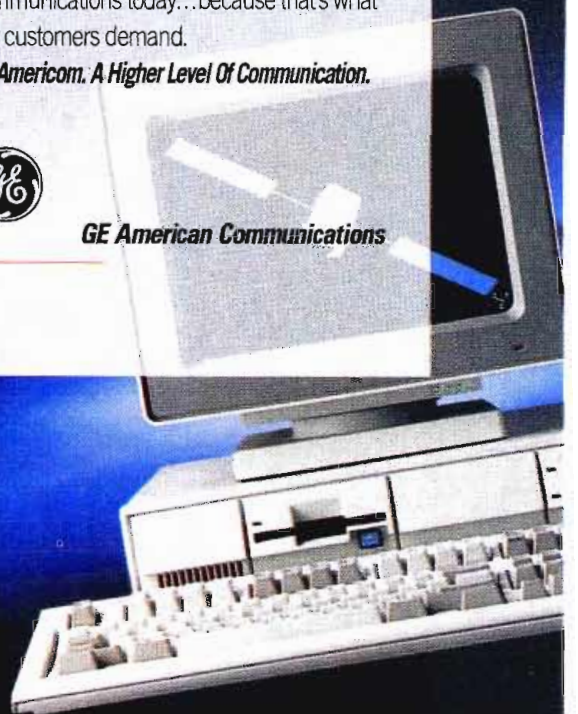
GE-1 service will begin in early 1996, featuring the first U.S. 36 MHz Ku-band transponders. You told us you wanted flexibility and a cost-effective bridge to tomorrow's digital compression technology, and we heard you.

We're shaping the future of satellite communications today...because that's what our customers demand.

GE Americom. A Higher Level Of Communication.



GE American Communications



America's Talking 10 million subs

As a result of successful retransmission-consent negotiations, NBC-owned newcomer cable network America's Talking will launch with more than 10 million subs and will have more than 34 million within five years. NBC Cable President Tom Rogers says the network will be financially viable from day one. Multiple system operators committed to carrying the talk network include Tele-Communications Inc., Time Warner, Continental, Comcast and almost every other top MSO but Multimedia Cablevision, which is launching a talk network of its own. While America's Talking is still nailing down specific markets for its July 4 launch, affiliate sales and marketing senior VP David Zaslav says it is certain that a million Time Warner subscribers in New York City will be able to watch the debut. Meanwhile, two new studios are under construction in the same Fort Lee, N.J., building that houses sister network CNBC. The 60,000-square-foot America's Talking facility will house roughly 150 employees and accommodate a studio audience of about 100. America's Talking will launch with 14 hours of daily original programming, with plans to move some CNBC programming to the new channel after a few years, says Zaslav. —RB

local 7-9 a.m. show, *KTLA Morning News*, continued to bear fruit, racking up a 4.8/19 to nearest network rival KABC-TV's 3.5/14 for *Good Morning America*. However, it was a decline from 6.2/22 a year earlier, due in part to inroads by KTTV's own new morning show, *Good Day L.A.*, which garnered a 1.2/5.

Among kid strips, the hot hand belonged to *Mighty Morphin Power Rangers*, which registered 9.4/20 on KTTV.

That station also benefited from the move of reality show *Cops* from late

fringe, where it garnered a 4.9/11 last February, to 6:30 p.m., where it achieved an 8.5/15 this year. Reality also paid off for KCBS-TV, which replaced the departed *You Bet Your Life* in access with *Real Stories of the Highway Patrol* and watched viewership soar from 4.0/6 to 7.6/12 in the time slot. *Jeopardy!* and *Wheel of Fortune* both dropped in the same slot, together averaging a 14.2/22, down from 12.8/20.

Letterman beat *Leno* handily in his own backyard, racking up a 5.9/21 to *Leno*'s 3.9/14.

Chicago

In Chicago, CBS O&O WBBM-TV took the 10 p.m. news crown with an 18.4/29, besting ABC affiliate WLS-TV's 15.8/24 and NBC affiliate WMAQ-TV's 14.0/21. A year earlier, WBBM-TV was a close second with a 16.7/25 to WMAQ's 16.4/25 and WLS's 17.3/26. However, WBBM-TV's early news rating weakened, falling from 9.1/19 to 7.9/17 for its one-hour 4:30 news slot and from 7.8/13 to 7.2/13 in its 6 p.m. local news follow to the network's *CBS Evening News*.

The two independents with late newscasts suffered significant erosion in their 9 p.m. newscasts from the Olympics. Fox's WFLD fell from 4.0/6 to 3.7/5 and WGN-TV went from 7.7/11 to 6.8/10.

WGN-TV's noon news was virtually unchanged at 8.8/26. *Ricki Lake* delivered a strong performance for independent WPWR-TV in the 4:30 p.m. slot with a 4.3/9, up from the 1.6/3 performance in the slot a year ago. And *Oprah Winfrey*'s strength in her hometown continued to be reflected in her 9-10 a.m. morning slot, with a 12.8/46 that was unchanged from last year.

Letterman also dominated in late night, posting a 10.1/22 to *Leno*'s 6.9/14, which was off from 9.6/20 last year. *ABC Nightline* fell from 10.6/19 to 9.6/18. ■

SYNDICATION MARKETPLACE

Shirley in Miami

Shirley, the talk show distributed by DLT Entertainment Ltd., has added WBFS-TV Miami and WGBS-TV Philadelphia to its existing station lineup. The show will make its debut in Miami on Monday, March 14, and in Philadelphia in September. The show is currently cleared in New York, Los Angeles, Dallas, Kansas City and Orlando, as well as the Fox Net. In New York, however, the show was put on hiatus in January to make room for Tribune's *Can We Shop?!*

ENT adds producer

Danila Koverman was named coordinating producer for new news magazine series *Entertainment News Television (ENT)*. Koverman most recently was acting director of field productions for E! Entertainment Television. She also produced

Extreme Close-Up, a half-hour interview show hosted by Arthel Neville, now the host of *ENT*, which is scheduled to debut in fall 1994. *ENT* is a production of Time Telepictures Television in association with Nuell/Riley Productions and is distributed by Warner Bros. Domestic Television Distribution.

'Computer Guy' a go

Pandora International Entertainment Group pronounced weekly computer advice show *The Computer Guy* a firm go, with clearances in 50% of the country. Markets cleared include WNBC-TV New York, WMAQ-TV Chicago, KRON(TV) San Francisco, WCVB(TV) Boston and KDFW-TV Dallas/Fort Worth. The barter program is described as a cross between *Home Again with Bob Vila* and *MTV Sports* and will highlight computers' roles in the home and

office, probe multimedia products and demonstrate software. Hosting is Mark Bunting, who ran a program of the same name in the Southwest, and currently hosts CNBC's *Bunting's Window*.

Cup coverage

GGP has signed Brent Musburger to host its syndicated *World Cup '94 Soccer Preview*. The program is a series of six half-hour specials looking at the behind-the-scenes action of the 1994 World Cup. The series is targeted for ABC stations, which will carry the World Cup beginning June 17.

'Heat' renewals

MGM Domestic Television Distribution's *In the Heat of the Night* has been renewed in 126 markets representing 82% of the country for the 1994-95 season. ■

COMING THIS SUMMER



★ ★ ★ ★ ★ THE ★ ★ ★ ★ ★
**LINCOLN
DOUGLAS
DEBATES**

1858★AUGUST SEPTEMBER OCTOBER★1994

In August, C-SPAN will kick off its 15th anniversary series, "The Lincoln-Douglas Debates of 1858." The series will feature complete historical re-enactments of the seven U.S. senatorial election debates between Abraham Lincoln and incumbent Senator Stephen A. Douglas. Each three-hour debate will be produced by the original debate site city, with local actors as Lincoln and Douglas.

C-SPAN For more information about this special series, call C-SPAN affiliate marketing at 202. 737. 3220
FUNDED ENTIRELY BY AMERICA'S CABLE TELEVISION COMPANIES AS A PUBLIC SERVICE

Primestar primes for change

Secures new financing, will make switch to digital

By Rich Brown

Direct-broadcast satellite company Primestar Partners, which has kept a relatively low profile in its three years of operation, is starting to make some noise.

Primestar, partly owned by some of

the nation's top multiple system cable operators, last week secured as much as \$565 million in financing for a planned technological upgrade. The funding will enable the DBS service to launch a significantly more powerful satellite when its existing bird

expires in late 1996. The new satellite will, among other things, be able to deliver more channels of Primestar programming through smaller home receiving dishes. Primestar currently delivers programming via 36-inch and 40-inch dishes; DirecTv and United States Satellite Broadcasting will deliver via 18-inch dishes.

Meanwhile, Primestar is about to embark on a \$250 million switch to digital technology. Primestar President/CEO John Cusick says service to the company's 70,000 subscribers will switch from analog to digital delivery this week. He says Primestar has held back on pushing its service past its existing base of 70,000 because the company did not want to distribute more analog equipment that would need to be upgraded to digital.

The switch to digital is important to Primestar because it will enable the company to expand its program offerings beyond the 10 channels currently available. Subscribers now pay Primestar an installation fee of \$100-\$200 plus a monthly fee of \$25-\$34 for the package of 10 popular cable channels. After switching to digital, Cusick says the package will be expanded to 37 channels, including The Disney Channel and 15 regional sports channels. And by mid-1994, says Cusick, digital technology will enable Primestar to expand to 77 channels, including tiered offerings, premium channels and pay per view. Cusick says the price of the expanded basic package will remain at \$25-\$34 per month.

The three-year-old Primestar service is a joint venture of the subsidiaries of some of the nation's top cable TV companies and G.E. American Communications, which owns the satellite currently in use by Primestar. The cable companies include Comcast Corporation, Continental Cablevision, Cox Enterprises, Newhouse Broadcasting Corporation, Tele-Communications Inc. and Time Warner Inc.

Primary lenders in Primestar's \$565 million financing deal include Chemical Bank, Citibank and The Bank of New York. A total of 25 financial institutions are involved. ■

NCI IS PROUD TO CONGRATULATE ITS PLATINUM EAGLE AWARD RECIPIENTS FOR OUTSTANDING SALES PERFORMANCE



Rick Morein, WBAY-TV, Green Bay, WI



Robert Rosberg, KDMX-FM, Dallas, TX

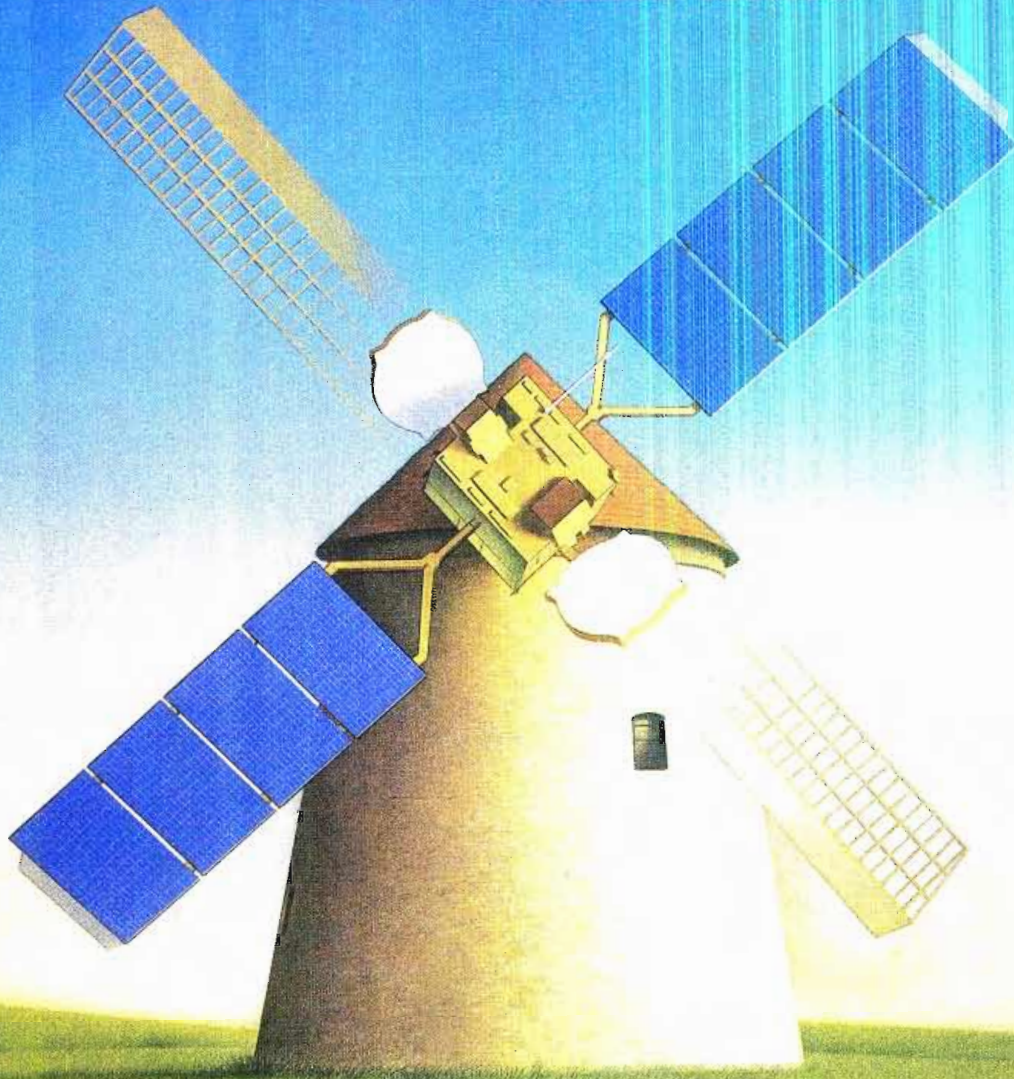
Congratulations also to the following Gold, Silver and Bronze Eagle Award recipients:

Carl Archacki, WRIC-TV, Richmond, VA, *Gold*; Catherine Baker, WRIC-TV, Richmond, VA, *Gold*; Lynn Becker, KLUC-FM, Las Vegas, NV, *Silver*; Frank Costa, KHM-FM, Houston, TX, *Silver*; Santo Criscuolo, KISW-FM, Seattle, WA, *Bronze*; Jennifer Fairbairn, KVRV-FM, Phoenix, AZ, *Bronze*; Dawn Goodall, WATE-TV, Knoxville, TN, *Silver*; Karen Harrison, WRIC-TV, Richmond, VA, *Silver*; John Higdon, WATE-TV, Knoxville, TN, *Silver*; Cindy Hunter, WGAR, Cleveland, OH, *Silver*; Jan Jenkins, KDMX-FM, Dallas, TX, *Bronze*; Dawn Juergensen, WOMX-FM, Orlando, FL, *Silver*; Jeff Kaley, WOMX-FM, Orlando, FL, *Silver*; Scott Mills, WOMX-FM, Orlando, FL, *Silver*; Jalene Noble-Lyon, KHM-FM, Houston, TX, *Gold*; Rogan Oliver, WATE-TV, Knoxville, TN, *Gold*; Cheryl Packert, WGAR, Cleveland, OH, *Bronze*; Doug Pasquinelli, WRIC-TV, Richmond, VA, *Bronze*; Rick Poggenburg, WBAY-TV, Green Bay, WI, *Silver*; Jack Preda, KVRV-FM, Phoenix, AZ, *Bronze*; Jon Schwartz, KDMX-FM, Dallas, TX, *Gold*; Denice Seley, KDMX-FM, Dallas, TX, *Gold*; Jim Small, KISW-FM, Seattle, WA, *Bronze*; Frank Stanitski, WPOC-FM, Baltimore, MD, *Gold*; Steve Sullivan, KDMX-FM, Dallas, TX, *Gold*; Bob Sundheim, WGAR, Cleveland, OH, *Bronze*; Rob Turner, WATE-TV, Knoxville, TN, *Gold*; Pat Wilson-Elliott, WATE-TV, Knoxville, TN, *Gold*; Scott Wood, WATE-TV, Knoxville, TN, *Silver*.

ONLY THE BEST PEOPLE



Nobody puts more energy into your business than our satellite team.



We're not just whistling in the wind when we say that. The fact is, whatever your needs may be, both now and in the future, AT&T is better equipped to rise to the challenge than anyone else.

With Telstar 4, we've launched a revolutionary idea: a new generation of satellites with powerful built-in capabilities that enable us to customize service and operations to your needs. The result is unprecedented flexibility

that can generate all kinds of possibilities in the marketplace: new technologies, new ideas, new applications, new operational benefits, new programming, new audiences, you name it. Telstar 4 can be your most valuable resource in the fast-moving world of satellite communications.

To find out how you can empower your business, call 1 800 847-9335 and get things going with SKYNET® Satellite Services.

DBS duelers cross swords in New York

Dish size and direction of medium are among hot topics at panel session

By Rich Brown

The battle is heating up in the home satellite dish business. Major TVRO (television receive-only) company Echosphere Corp. has just filed a debt offering said to be in the area of \$350 million. Existing direct-broadcast satellite business Primestar Partners is making a \$250 million switch to digital compression and has just secured an additional \$565 million for a planned technological upgrade (see story, page 38).

And although they have decided to postpone their launch by a month, direct-broadcast satellite services DirecTV and United States Satellite Broadcasting say they will enter the fray by the first week of May.

It could shape up to be a nasty fight, based on interplay between Primestar and USSB officials at a Satellite Broadcasting and Communications

Scripps Howard gets real

Scripps Howard Productions is establishing a development division to create new forms of non-fiction prime time programming. Craig Leake, former producer, writer and director of ABC News, has been signed to head the unit as executive producer.

"With new channels and new kinds of programming being planned every day, television has once again become as challenging as it was when I started out in the 1960s," said Leake. Leake, a five-time Emmy award winner, joined ABC News in 1990 as part of the network's effort to create a documentary unit, which subsequently produced the Emmy- and Peabody Award-winning special *Peter Jennings Reporting: Guns*. Most recently, Leake produced ABC's newest news magazine, *Turning Point*. —SC



Association panel last Tuesday in New York. Sparks were flying as the panelists argued about everything from the most effective size of satellite receiving dishes to the role that DBS should play in the multimedia

environment.

Primestar President and CEO John Cusick, whose company is backed by some of the nation's top cable system operators, argued that DBS should complement and not challenge cable systems.

But USSB Chairman and CEO Stanley S. Hubbard said consumers will choose DBS service over cable TV once they see it at their neighbors' house and compare it to the "lousy" picture they get on cable. He said USSB service will be marketed as a service that, when compared to cable, offers better pricing, a better signal and multiplexed program offerings they can't get on their cable systems.

"The real purpose of Primestar was to throw real DBS off track and confuse the marketplace," said Hubbard.

Once DirecTV and USSB are up and running, consumers will have a choice of two different types of DBS delivery. Primestar is available to consumers via 36-inch and 40-inch home dishes that are owned by the company. DirecTV and USSB programming will be delivered by way of 18-inch home dishes that the consumer will have to buy for roughly \$700.

Cusick said that consumers will balk at paying for DBS equipment when they can pay a nominal installation fee and be equipped with a Primestar receiving dish. Meanwhile, Hubbard said USSB research shows that consumers don't want dishes larger than 24 inches in diameter. ■



The most interesting people come and go at Washington International Teleport.

When it's your job to deliver the feed, join the major broadcast and cable networks, pay-per-view producers, and leading U.S. and international news services who rely on WIT for dependable, world-class service.

A single call is all it takes.

WASHINGTON INTERNATIONAL TELEPORT

800-828-4226

800-243-1995

Fax: 703-658-4919

Fax: 703-642-8672

Sales and Corporate Offices

24-hour Technical Operations Center

Images courtesy of: The Washington Ballet; C-SPAN; CBS

You'll never
look at news
the same way
again. ALL NEWS
CHANNEL



© 1993 ALL NEWS CHANNEL Joint Venture, a joint venture of Viacom Satellite News Inc. and Conus Communications. ALL NEWS CHANNEL is a service mark of ALL NEWS CHANNEL Joint Venture.

VIACOM



With All News Channel, you'll see the resources of **150 local** news organizations and 5,000 journalists harnessed to provide you with the latest-breaking stories.

You'll see a **menu** of packaged news segments that you select according to the needs of your market—not the needs of the provider.

You'll see programming from the country's **largest** satellite news-gathering cooperative on your system—without big cost or big commitment.

You'll see only the segments you want—and pay only for the segments **you select.**

You'll see **more viewers** tuning in—and more advertisers turning up.

Look into All News Channel.

You'll see your news in a sharper, fitter, **more profitable new image.**

For more information, call: Carl Schulz at (312) 645-1122 or Elizabeth Clayton at (212) 708-1546.

In the right place

ALL NEWS
CHANNEL®



at the right time.™

Woman
to
Woman
on
LIFETIME



The words of prominent women poets come alive, beginning this month on Lifetime Television.

We're grateful for the opportunity to create these very special minutes of television.

PRODUCED & DIRECTED BY
Arthur Greenwald

FILM ANIMATION
Emily Hubley

VIDEO ANIMATION & POST
The DI Group

ORIGINAL MUSIC SCORE
Patterson Walz & Fox

TITLE DESIGN
Wendy Dobrowner

PROJECT CONSULTANT
Rita Dove
Poet Laureate of the United States

PROJECT COORDINATOR
Kristin Kovacic

SPECIAL THANKS TO
Judy Girard
Lynn Lazaroff



**ARTHUR
GREENWALD
PRODUCTIONS LTD.**
SPOTS & MORE™

617 641-4545

What I Learned from My Mother

I learned from my mother how to love the living, to have plenty of vases on hand in case you have to rush to the hospital with peonies cut from the lawn, black ants still stuck to the buds. I learned to save jars large enough to hold fruit salad for a whole grieving household, to cube home-canned pears and peaches, to slice through maroon grape skins and flick out the sexual seeds with a knife point. I learned to attend viewings even if I didn't know the deceased, to press the moist hands of the living, to look in their eyes and offer sympathy, as though I understood loss even then. I learned that whatever we say means nothing, what anyone will remember is that we came. I learned to believe I had the power to ease awful pains materially like an angel. Like a doctor, I learned to create from another's suffering my own usefulness, and once you know how to do this, you can never refuse. To every house you enter, you must offer healing: a chocolate cake you baked yourself, the blessing of your voice, your chaste touch.

by Julia Kasdorf

From the book *Sleeping Preacher*, published by the University of Pittsburgh Press

ILLUSTRATION
From animation by Emily J. Hubley
Backgrounds by Faith J. Hubley

Top cable shows and nets

Following are the top 15 basic cable programs (Mar. 7-13), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating	
				Cable	U.S.
1. <i>Movie: "Rambo III"</i>	USA	Sun 5:00p	3,653	5.9	3.9
2. <i>Movie: "First Blood"</i>	USA	Thu 9:00p	2,959	4.8	3.1
3. <i>Movie: "Rambo: First Blood Pt. 2"</i>	USA	Sun 3:00p	2,925	4.7	3.1
4. <i>Movie: "Rambo: First Blood Pt. 2"</i>	USA	Fri 9:00p	2,378	3.8	2.5
5. <i>Movie: "First Blood"</i>	USA	Sun 1:00p	2,291	3.7	2.4
6. <i>Murder, She Wrote</i>	USA	Thu 8:00p	2,266	3.6	2.4
7. <i>WWF Monday Night Raw</i>	USA	Sun 7:00p	2,177	3.5	2.3
8. <i>Movie: "Rambo III"</i>	USA	Sat 8:00p	2,122	3.4	2.3
9. <i>Murder, She Wrote</i>	USA	Mon 8:00p	1,999	3.2	2.1
10. <i>Movie: "Live and Let Die"</i>	TBS	Sun 9:30p	1,987	3.2	2.1
11. <i>Ren & Stimpy</i>	NICK	Sun 11:00a	1,959	3.2	2.1
12. <i>Silk Stalkings</i>	USA	Mon 10:00p	1,905	3.1	2.0
13. <i>Murder, She Wrote</i>	USA	Fri 8:00p	1,904	3.1	2.0
14. <i>Movie: "Diamonds Are Forever"</i>	TBS	Sat 10:35p	1,901	3.1	2.0
15. <i>Movie: "The Spy Who Loved Me"</i>	TBS	Sun 7:00p	1,882	3.0	2.0
15. <i>Murder, She Wrote</i>	USA	Wed 8:00p	1,882	3.0	2.0

The top five basic cable services for the week of Mar. 7-13 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/ Share
1. USA	1,836	3.0/4.6
2. TBS	1,465	2.4/3.8
3. TNT	1,033	1.7/2.7
4. ESPN	778	1.2/2.0
5. DISC	722	1.2/1.8

HEADENDINGS



Poetry in motion

"Woman to Woman on Lifetime" debuted on the cable channel this month. The one-minute, animated prime time segments focus on themes "of special importance to women" as expressed by prominent women poets. The segments were produced by Arthur Greenwald Productions, Boston. Above, a scene from "Flash Cards" by poet laureate Rita Dove; animation by Emily Hubley.

Castle Rock on Showtime

Showtime Networks has reached a new exclusive output deal with Castle Rock Entertainment that will deliver 50 theatrical titles to the pay TV distributor through 1999. The deal, estimated to be worth \$240 million, extends a previous agreement begun in 1989 and includes such titles as "City Slickers II," "Little Big League" and "The Shawshank Redemption."

Fashion on E!

E! Entertainment Television is launching a new weekly series, *Fashion File*, on March 30. The series, co-produced by *Toronto Life Fashion Magazine* and Canadian news channel CBC Newsworld, will air Wednesdays at 8:30 p.m. ET.

On tap in San Francisco

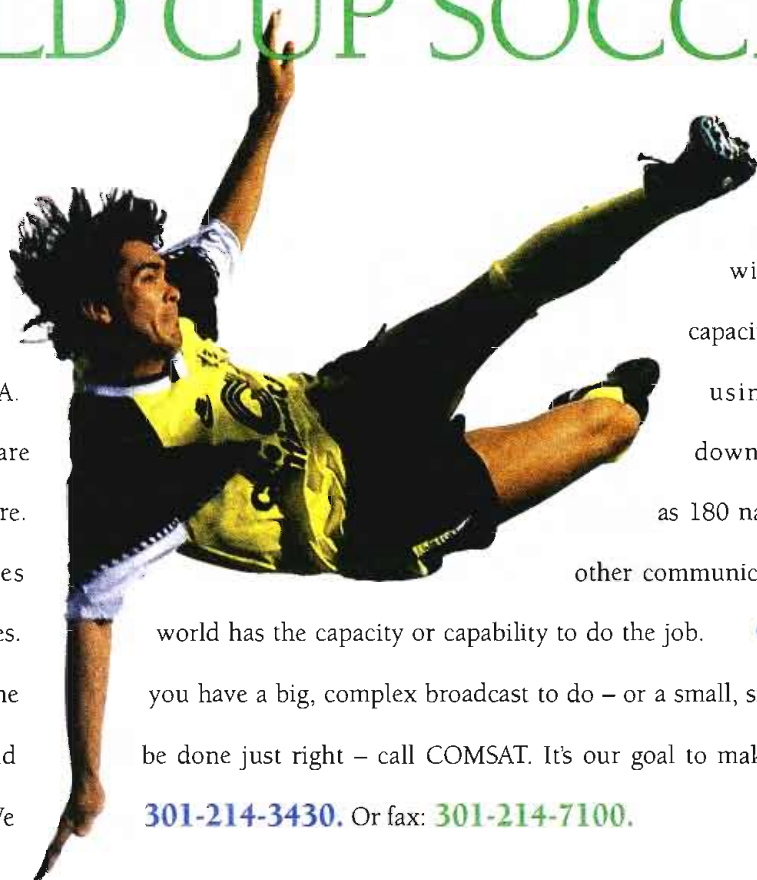
NCTA President Decker Anstrom and FCC Commissioner Andrew Barrett will speak at the Cable Television Public Affairs Association convention in San Francisco (April 6-8).



I Witness Video would like to thank The Ark Trust for honoring us with the prestigious "Genesis Award" in recognition of our presentation of animal issues.

And special thanks to those individuals and affiliates who continue to provide us with amazing and thought-provoking videos.

There is only
ONE WAY
FOR THE WHOLE WORLD
to get a kick out of seeing
'LIVE'
WORLD CUP SOCCER.



This year's World Cup is going to be the biggest sporting event of all time. And it will be held in the USA. More people around the world are going to watch it than ever before. 31.2 billion will see 52 games broadcast from nine separate cities. More than 2 billion will watch the final match live! •• Sound impossible? Not to COMSAT. We

will provide satellite capacity for a "world feed" using five satellites downlinking to as many as 180 nations. •• No other communications system in the world has the capacity or capability to do the job. •• The next time you have a big, complex broadcast to do – or a small, simple job that has to be done just right – call COMSAT. It's our goal to make sure you succeed: **301-214-3430**. Or fax: **301-214-7100**.

WORLDWIDE COMMUNICATIONS Now!  **COMSAT**
World Systems



Ratings Week According to Nielsen, Mar. 7-13

	abc ABC	CBS	NBC	FOX
MONDAY	12.7/20	15.7/25	9.7/15	6.2/9
8:00		18. Evening Shade 14.5/23	32. Fresh Prince 12.4/19	
8:30	42. Day One 11.1/17	14. Dave's World 15.6/23	41. Blossom 11.2/17	83. Fox Night at the Movies—Licence to Kill 6.2/9
9:00		11. Murphy Brown 17.5/26		
9:30	24. People Magazine 20th Birthday 13.5/21	16. Love & War 15.4/24	65. NBC Monday Night Movies—Day of Reckoning 8.7/14	
10:00		15. Northern Exposure 15.5/26		
10:30				
TUESDAY	15.6/25	12.8/20	11.2/18	4.3/6
8:00	22. Full House 13.8/22	30. Rescue: 911 12.5/20	47. Return of TV's Bloopers 10.5/16	90. Adventures of Brisco County Jr. 5.0/8
8:30	23. Phenom 13.7/21		74. J. Larroquette 7.6/12	94. Front Page 3.5/5
9:00	2. Roseanne 23.2/35		68. J. Larroquette 8.0/12	
9:30	6. Coach 19.6/30	26. 20th Annual People's Choice Awards 12.9/20	17. Dateline NBC 15.3/25	
10:00	38. NYPD Blue 11.6/19			
10:30				
WEDNESDAY	19.8/31	8.8/14	11.8/18	7.4/11
8:00	13. Home Improvmt 17.3/27	63. The Nanny 8.9/14	30. Unsolved Mysteries 12.5/19	66. Beverly Hills, 90210 8.6/13
8:30	10. Thunder Alley* 17.7/27	70. Tom 7.9/12		83. Melrose Place 6.2/9
9:00	1. Home Improvmt 25.9/38	59. In the Heat of the Times 9.2/14	47. Now w/Tom and Katie 10.5/15	
9:30	3. Grace Under Fire 21.8/32	63. 48 Hours 8.9/15	32. Law and Order 12.4/21	
10:00	8. Turning Point* 18.1/30			
10:30				
THURSDAY	11.3/18	7.8/12	14.8/24	8.5/13
8:00	47. Byrds of Paradise 10.5/16	82. Rescue: 911 6.3/10	29. Mad About You 12.7/20	42. The Simpsons 11.1/18
8:30			19. Wings 14.4/22	61. Sinbad 9.0/14
9:00	61. Matlock 9.0/14	59. Eye to Eye with Connie Chung 9.2/14	5. Seinfeld 19.8/30	68. In Living Color 8.0/12
9:30		71. AFI Salute to Jack Nicholson 7.8/13	12. Frasier 17.4/27	87. Herman's Head 6.0/9
10:00	20. Primetime Live 14.3/24		34. L.A. Law 12.1/21	
10:30				
FRIDAY	12.3/22	10.1/18	6.3/11	5.7/10
8:00	27. Family Matters 12.8/23	72. Diagnosis Murder 7.7/14	88. Viper 5.9/11	89. Adventures of Brisco County Jr. 5.2/9
8:30	34. Boy Meets World 12.1/21			83. The X-Files 6.2/11
9:00	37. Step By Step 11.7/20	42. Burke's Law 11.1/19	80. NBC Friday Night Mystery—Marked for Murder 6.5/11	
9:30	38. Hangin w/Mr. C 11.6/20	40. Picket Fences 11.4/21		
10:00	27. 20/20 12.8/23			
10:30				
SATURDAY	7.4/13	11.4/20	8.1/15	7.1/13
8:00		21. Dr. Quinn, Medicine Woman 13.9/25	80. The Mommies 6.5/12	77. Cops 7.3/13
8:30	86. ABC Saturday Night Movie—The Whereabouts of Jenny 6.1/11	54. Road Home 9.9/17	75. Empty Nest 7.5/13	72. Cops 7.7/13
9:00		47. Walker, Texas Ranger 10.5/19	55. Empty Nest 9.8/17	79. America's Most Wanted 6.7/12
9:30			57. Nurses 9.6/17	
10:00	53. The Commish 10.0/18		75. Winnetka Road* 7.5/14	
10:30				
SUNDAY	12.0/19	18.6/29	7.3/11	8.1/13
7:00	36. Am Fun Hm Vid 11.9/21	4. 60 Minutes 20.3/34	91. I Witness Video 4.9/8	93. Code 3 4.0/7
7:30	45. Am Fun People 11.0/18	7. Murder, She Wrote 18.5/28		92. Code 3 4.6/8
8:00	46. Lois & Clark 10.9/16		78. seaQuest DSV 7.1/11	55. Martin 9.8/15
8:30		9. CBS Sunday Movie—This Can't Be Love 17.8/28		47. Living Single 10.5/16
9:00				47. Married w/Chld 10.5/16
9:30	25. ABC Sunday Night Movie—An Innocent Man 13.4/22		67. NBC Sunday Night Movie—Dead Again 8.5/13	58. Married w/Chld 9.4/14
10:00				
10:30				
WEEK'S AVGS	13.0/21	12.5/20	9.8/16	6.8/11
SSN. TO DATE	12.4/20	14.4/23	11.2/18	7.2/11

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES

We insure broadcasters against their worst nightmare

Dead air. Whether it's from a lightning strike or technical difficulty, there's nothing worse. As a broadcaster, you have to do whatever it takes to stay on the air. As an insurer, Chubb is there to help you do it.

Chubb offers one of the most comprehensive insurance programs, which is tailor-made for the risks that broadcasters face (excepting primary libel and slander coverage). With Chubb's reputation for fast claim service, it's everything a broadcaster could dream of. For more information, call your agent or broker or 1-800-36 CHUBB.

Insure your world with Chubb

For promotional purposes, Chubb refers to member insurers of the Chubb Group of Insurance Companies who issue coverage. Chubb is proud to participate in "American Playhouse." Watch for it on PBS.



Duopolies growing in revenue share

Station combinations account for increasing amounts of advertising money and listeners, according to new Duncan survey

By Geoffrey Foisie

The impact of duopoly deal-making has added up quickly. Less than two years after the enabling rules went into effect, those station combinations, according to a recent survey by James Duncan, account for roughly 22% of the 12-plus audience and just under 31% of station revenue.

Much of that activity has been concentrated in medium-sized markets, which, Duncan notes, have perhaps been most hurt by station overpopulation.

Among the surprises Duncan found was that marginal stations have been less likely to be merged into duopolies than have strong stations. He said it may take another two or three years for the process to include weaker stations. In a similar vein, Duncan noted that many of the markets where duopolies have taken place, such as Rochester, N.Y., and Richmond, Va., already were strong markets.

PaineWebber securities analyst Alan Gottesman said that while duop-

olies first concentrate on economies of scale, he expects "the concentration of ownership to result in firmer ad pricing." He noted that in those markets where duopolies collectively control at least half the 12-plus audience, they have an even greater percentage of advertising revenue.

The reason for that greater share of revenue is that stronger operators now control more stations, said Clear Channel President Lowry Mays: "Stronger operators know how to deliver results and therefore can command a higher price. It is not that they can raise prices because of a noncompetitive situation." Clear Channel has the greatest representation of any group

The duopolized markets

Duopoly stations as:

Market and rank	Duopoly stations as:		
	% of Stations	% of Audience*	% of Billings**
Boston (9)	39%	54%	78%
Miami (11)	54%	53%	66%
San Antonio (35)	48%	51%	64%
Charlotte, N.C. (38)	47%	54%	71%
Rochester, N.Y. (45)	63%	59%	80%
Richmond, Va. (56)	55%	69%	84%
Honolulu (59)	34%	54%	58%
Albuquerque, N.M. (71)	57%	62%	78%
Spokane (95)	61%	52%	73%
Montgomery, Ala. (143)	43%	52%	59%

Markets included are those where duopoly stations control at least half of 12-plus audience. Duopolies included are those that were closed or announced by Jan. 10, 1994. Does not include LMAs or other joint operating agreements.

*Gross audience share, 12-plus, from fall 1993 Arbitron survey

**Revenue share is pro forma estimate from *Duncan's Radio Market Guide*, which treats duopolies as if in place for entire 1993.

owner in markets where duopolies control more than 50% of the 12-plus audience.

Duncan found more than 20 markets where duopolies control more than half the revenue, led by Richmond with 83.5%. ■

Kahn takes FCC to court over AM stereo

Plaintiff claims commission acted improperly when it chose Motorola system as standard

By Chris McConnell

AM stereo, a sleeper in the marketplace, is alive and well in the courts.

AM stereo developer Leonard Kahn last week appealed the FCC's report and order on the AM stereo standard with the U.S. Court of Appeals for the District of Columbia Circuit. The commission late last year named Motorola's C-Quam AM stereo system as the national standard. The action requires stations to stop using other AM stereo technologies by the end of this year.

About 800-850 U.S. stations are us-

ing the C-Quam system, with as many as 1,200 stations using the technology worldwide, according to Motorola AM Stereo Manager Frank Hilbert.

The FCC initially abandoned its standard-setting effort in AM stereo in 1982, but revived the action last year after prompting from Congress. At the time of the standard's adoption last year, FCC Chief Engineer Tom Stanley said the commission likely would have left the issue alone had Congress not insisted on the standard setting.

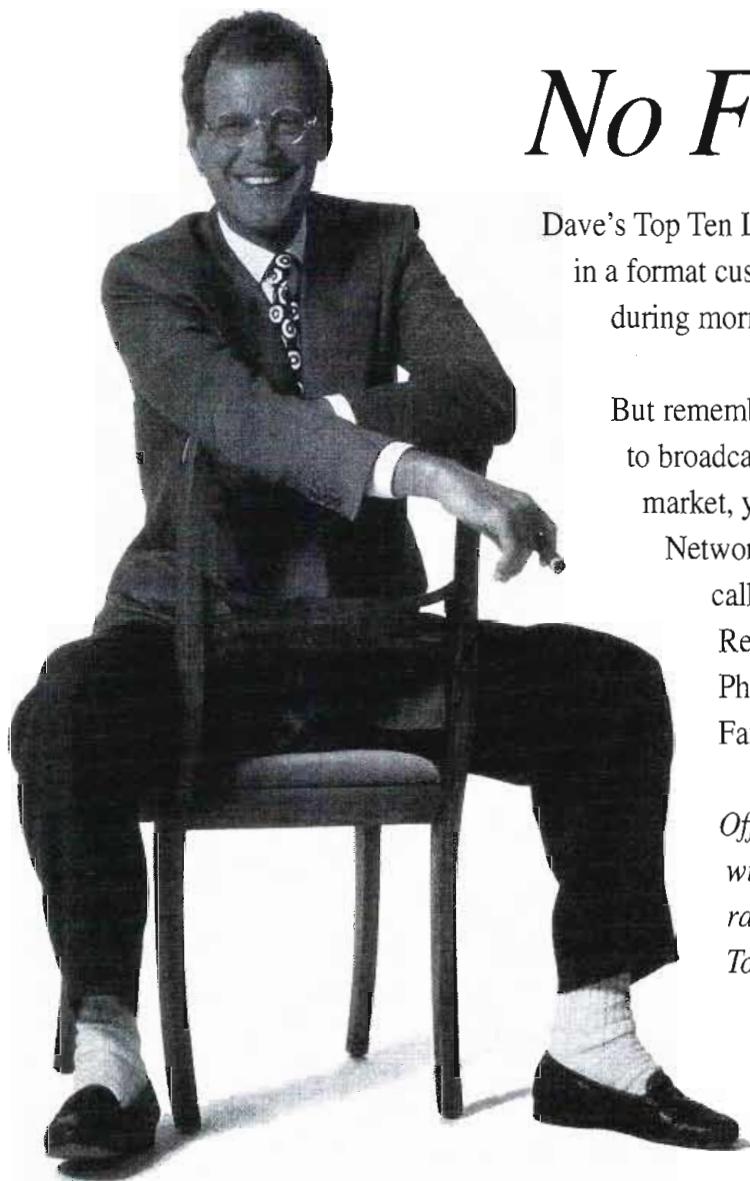
Kahn's appeal of the FCC action charges that the commission erred in choosing Motorola's C-Quam system

as the standard on the basis of its presence in the market. The appeal maintains that the Kahn system is technically superior and that the FCC should have considered charges Motorola gained market acceptance unfairly.

Kahn, who has filed a separate lawsuit against Motorola in a New York court, charges that Motorola discouraged manufacturers from incorporating his technology by threatening them with litigation.

"The commission should not aid and abet a violator of antitrust laws," says Kahn, who maintains that his system offers advantages in avoiding

Starting April 1, Late Show's Top Ten List is Available on Radio ... **ONLY** from CBS Radio.



No Fooling.

Dave's Top Ten List is now available
in a format customized for radio stations
during morning drive.

But remember, for the exclusive rights
to broadcast Dave's Top Ten List in your
market, you must contact CBS Radio
Network for approval. For details,
call or fax Nick Kiernan, VP Affiliate
Relations, CBS Radio Networks.
Phone (212) 975-6085
Fax (212) 975-5280

*Off-air taping of any portion of Late Show
with David Letterman for rebroadcast on
radio is strictly prohibited. Reading the
Top Ten List on the air is also prohibited.*

**CBS
RADIO**
PROGRAMS

LATE SHOW
with David Letterman

The Top Ten List program is subject to copyright and is licensed on an exclusive basis by Worldwide Pants, Inc. to CBS Radio.

adjacent channel interference. Kahn's appeal also says that comments from broadcasters and engineers supporting his AM stereo technology were lost and were not considered by FCC staff during the AM stereo rulemaking.

Motorola lawyers countered that the charges have been examined before, and the fact that a lawsuit is

pending should not bar the FCC from issuing a ruling.

"We don't think there is any merit to the case," Dave Hixson, vice president and senior counsel for the company's law department, says of the lawsuit filed in New York. Hixson notes that the lawsuit, while pending, has not seen any movement.

Kahn stresses that Motorola sought to have the case thrown out of the New York court but was unsuccessful. "It's survived a very extensive attempt to throw it out," he says.

An attorney for Kahn said the court next will call for briefs in the appeal and added that he does not expect any arguments in the case before fall. ■

R I D I N G G A I N

RAB changes administrator roles

In the wake of growing membership, the Radio Advertising Bureau last week announced it will change the responsibilities of two of its executives.

Under the new plan, effective April 1, Wayne Cornils, RAB executive vice president, services, will concentrate on the association's annual conference, RAB's new sales and marketing-oriented meetings co-sponsored with the National Association of Broadcasters, RAB's three standing member advisory committees and the association's efforts to develop cutting-edge information distribution systems for its members.

Training Vice President Mike Mahone will be promoted to senior vice president and assigned to the New York office where he will assume the responsibilities of member service operations, new business development and audio services.

Keymarket to offer IPO

Georgia-based Keymarket Communications filed an initial public offering with expected proceeds of \$54 million. Close to five million shares will be registered. Keymarket CFO Donald Alt says some of the proceeds will go toward the group's indebtedness for current and future station purchases. Alt expects the offering to go to the public in mid-April. Alex Brown is underwriting the IPO.

Sales manager wins big day in court

A San Francisco Superior Court last week awarded \$1,121,443 to Diana Kimbrell, who had filed a wrongful discharge case against

KNEW(AM)-KSN(FM), the number-two rated combo in the San Francisco market.

Kimbrell, the stations' national sales manager in charge of a \$4 million national sales budget, was fired in June 1992. In her suit, she claimed she was terminated without just cause in breach of an implied contract that she was not to be terminated except for just cause.

Attorneys for the country formatted radio stations said that Kimbrell was fired for poor performance and argued that the radio industry is constantly changing and it is standard practice for employees to be terminated without cause.

Through her attorneys, Kimbrell said she hopes the verdict will "lead to substantial changes in the employment practices of the radio and television industry, which all too often hires and fires employees on personality preferences."

Skating big boost for CBS Radio

CBS Radio Sport's coverage of the Ladies Figure Skating competition during the Olympics reached a cumulative audience of about 18 million.

That audience of 18-plus adults split evenly between men and women and gave the coverage a 9.7 rating.

Likely benefiting from the media whirlwind surrounding the Nancy Kerrigan/Tonya Harding affair, CBS says the event drew more than six times the audience that was projected for the network's overall Olympic coverage package.

The network reported that average audience estimates for the complete package included a rat-

ing of 0.8 (average quarter hour, adults 18-plus). The rating for figure skating for the same demographic was 5.2. (A rating point represents 1,873,550 adults.)

The bulk of the network's coverage was heard during morning and afternoon drive.

American Urban in South Africa

American Urban Radio Networks was the only American media outlet to cover the recent meeting of dignitaries of the NAACP with African National Congress President Nelson Mandela.

Tene Croom, news director for AURN, filed daily news updates that aired on SBN News and American Urban News.

AURN is an African American-owned radio network serving more than 300 affiliate stations in the United States and the Caribbean.

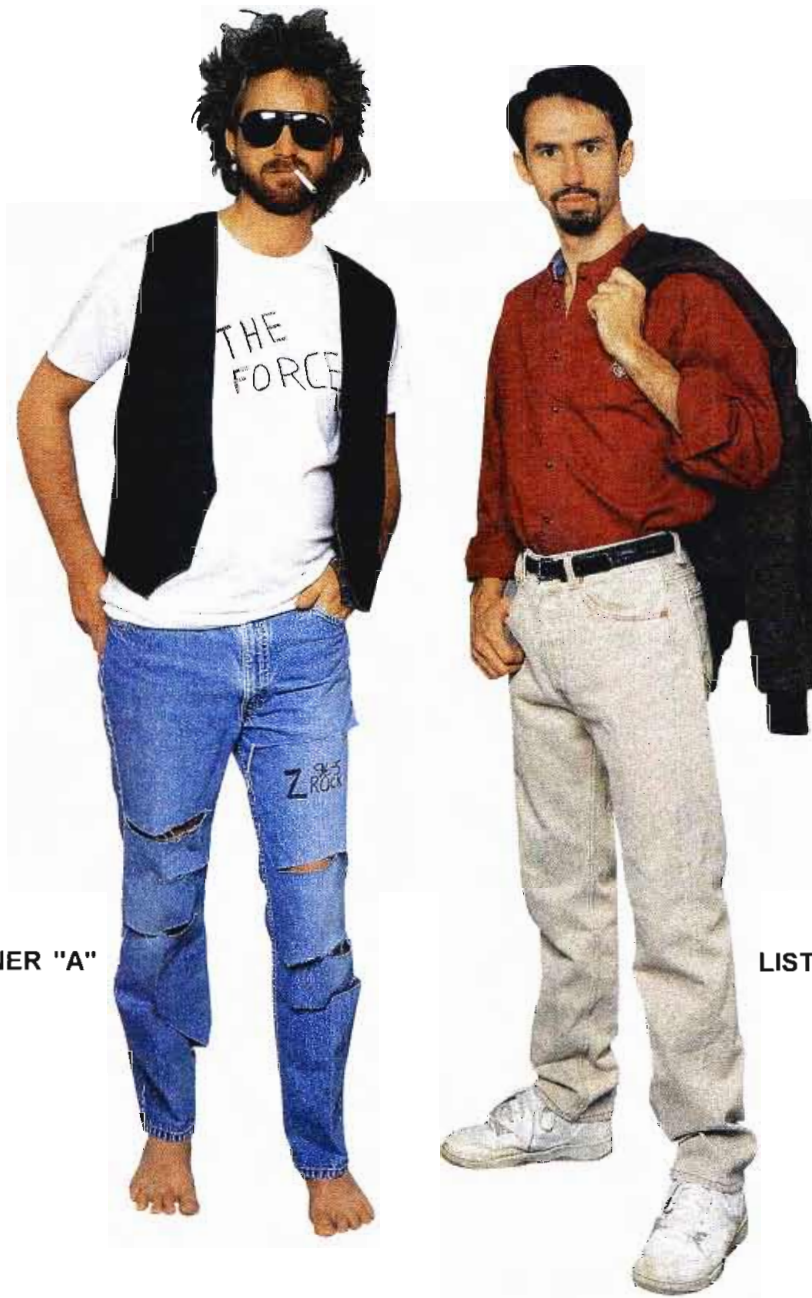
What's old is hot in Phoenix

In what some might consider a oxymoron, KPSN(FM), a Bonnevill International Corp.-owned station in Phoenix, introduced a new slogan last week: "Hot Oldies 97."

The station's general manager, Barbara Dean, says research indicated that the station's former slogan, "Sunny 97," did not communicate her station's upbeat oldies format.

In announcing the slogan change, Dean says that recent Arbitron numbers indicate that the station is giving its growing audience what it wants to hear and that the "Hot Oldies 97" tag will reinforce that message.

WHICH LISTENER ATTRACTS MORE ADVERTISING DOLLARS FOR YOUR STATION?????



LISTENER "A"

LISTENER "B"

LISTENER "A" MIGHT MAKE YOU VERY POPULAR ON THE BAR SCENE, BUT HE PROBABLY WON'T MAKE YOU VERY MUCH MONEY. HOWEVER, LISTENER "B" WILL MAKE YOU POPULAR WITH SOME VERY IMPORTANT PEOPLE - - ADVERTISERS WITH MONEY TO SPEND!!! CONTACT GMN TODAY AT 800-680-7625 AND FIND OUT HOW OUR CD ORIENTED ROCK FORMAT CAN PLUG YOU INTO THE "KEY MONEY DEMO" - - ADULTS 25-54! BEST OF ALL, CD ORIENTED ROCK IS AVAILABLE ON BARTER.

Ranking TV and radio's top players

Exclusive list charts industry's 25 largest group owners

By Julie A. Zier

Despite an upsurge in television and radio station sales in the past year, BROADCASTING & CABLE's rankings of the top 25 TV and radio group owners are full of familiar names and faces.

Acquisitions pushed two TV groups up in this year's rankings, while mild changes in ADI market percentages caused others to slide. Post-Newsweek's acquisition of KPRC(TV) Houston and KSAT(TV) San Antonio from H&C Communications upgraded its rank from 23rd to 15th. The stations supplied the group with two additional percentage points of national coverage, from 1993's total of 4.77% to 7.03%.

Newly named Secret Communications gained 465,800 listeners with the acquisition of WMXD-FM Detroit from Fritz Broadcasting. It makes the most dramatic move on the radio side, advancing from 23rd in last year's ranking to 19th this year.

Paramount acquired WKBD(TV) Detroit and KTXA(TV) Fort Worth, Tex., in pursuit of its fifth-network dream, climbing one percentage point and moving up from 22nd to 19th place. Disney dropped from 18th to 21st, although its one station



(KCAL[TV] Los Angeles) continues to give it 5.3% coverage, according to the Arbitron market rating. The top five television groups—Capital Cities/ABC, CBS, NBC, Tribune and Fox—hold their ground.

Radio experiences a slight shake-up in the ordering of its top groups, as Group W overtakes Capacities/ABC in

the No. 3 position. The acquisition of KKHI-AM-FM San Francisco gives Westinghouse 357,800 more listeners.

In the following lists, TV stations are listed by call letters, ADI city, channel, affiliation and ADI rank/percentage penetration, according to Arbitron's 1993-94 ADI market rankings and household figures. UHF and satellite stations are computed with a 50% reduction in coverage, to comply with FCC rules. The number in parentheses after the group's name is last year's rank.

Radio ranking is based on a group's total number of listeners 12-plus in Arbitron's fall 1993 survey (exclusive audience, 6 a.m.-midnight, Monday-Sunday). Sales pending with the FCC are counted as part of the buyer's group. The number before the group's name is its current rank, and the number following in parentheses is last year's rank. Total number of stations and total listeners follow. Dashes indicate no data was available. ■

TOP 25 TV GROUPS

1. CAPITAL CITIES/ABC (1)

8 stations/23.63%

WABC-TV New York.....Ch. 7	ABC	1/7.16
KABC-TV Los Angeles.....Ch. 7	ABC	2/5.30
WLS-TV Chicago.....Ch. 7	ABC	3/3.28
WPVI-TV Philadelphia.....Ch. 6	ABC	4/2.83
KGO-TV San Francisco.....Ch. 7	ABC	5/2.37
KTRK-TV Houston.....Ch. 13	ABC	10/1.62
WTVQ(TV) Raleigh, N.C.....Ch. 11	ABC	32/1.82
KFSN-TV Fresno, Calif.....Ch. 30	ABC	57/2.55

2. CBS (2)

7 stations/21.86%

WCBS-TV New York.....Ch. 2	CBS	1/7.16
KCBS-TV Los Angeles.....Ch. 2	CBS	2/5.30
WBBM-TV Chicago.....Ch. 2	CBS	3/3.28
WCAU-TV Philadelphia.....Ch. 10	CBS	4/2.83
WCCO-TV Minneapolis.....Ch. 4	CBS	14/1.51
WCIX(TV) Miami.....Ch. 6	CBS	15/1.39
WFRV-TV Green Bay, Wis.....Ch. 5	CBS	72/3.9

*sale pending before FCC

**satellite station

3. NBC (3)

6 stations/20.23%

WNBC-TV New York.....Ch. 4	NBC	1/7.16
KNBC-TV Los Angeles.....Ch. 4	NBC	2/5.30
WMAQ-TV Chicago.....Ch. 5	NBC	3/3.28
WRC-TV Washington.....Ch. 4	NBC	7/1.94
WTVJ(TV) Miami.....Ch. 4	NBC	15/1.39
KCNC-TV Denver.....Ch. 4	NBC	20/1.16

4. TRIBUNE BROADCASTING (4)

7 stations/19.46%

WPIX(TV) New York.....Ch. 11	Ind.	1/7.16
KTLA(TV) Los Angeles.....Ch. 5	Ind.	2/5.30
WGN-TV Chicago.....Ch. 9	Ind.	3/3.28
WPHL-TV Philadelphia.....Ch. 17	Ind.	4/1.42
WGNX(TV) Atlanta.....Ch. 46	Ind.	11/1.81
KWGN-TV Denver.....Ch. 2	Ind.	20/1.16
WGNO(TV) New Orleans.....Ch. 26	Ind.	39/3.3

5. FOX (5)

8 stations/19.26%

WNYW(TV) New York.....Ch. 5	Fox	1/7.16
KTTV(TV) Los Angeles.....Ch. 11	Fox	2/5.30

WFLD(TV) Chicago.....Ch. 32	Fox	3/1.64
WTTG(TV) Washington.....Ch. 5	Fox	7/1.94
KDAF(TV) Dallas.....Ch. 33	Fox	8/1.95
KRIV(TV) Houston.....Ch. 26	Fox	10/1.81
WATL(TV) Atlanta.....Ch. 36	Fox	11/1.81
KSTU(TV) Salt Lake City.....Ch. 13	Fox	41/6.55

6. CHRIS CRAFT/ UNITED TELEVISION (7)

8 stations/18%

WWOR-TV New York.....Ch. 9	Ind.	1/7.16
KCOPTV) Los Angeles.....Ch. 13	Ind.	2/5.30
KBHK-TV San Francisco.....Ch. 44	Ind.	5/1.19
KMSP-TV Minneapolis.....Ch. 9	Ind.	14/1.51
KUTP(TV) Phoenix.....Ch. 45	Ind.	21/5.7
KPTV(TV) Portland, Ore.....Ch. 12	Ind.	27/1.94
KMOL-TV San Antonio, Tex.....Ch. 4	NBC	36/6.8
KTVX(TV) Salt Lake City.....Ch. 4	ABC	41/6.55

7. SILVER KING COMMUNICATIONS (6)

11 stations/15.51%

WHSE(TV) New York.....Ch. 68	Ind.	1/3.58
------------------------------	------	--------

**WHSI(TV) New York.....	Ch. 67	Ind.	1/1.79
KHSC(TV) Los Angeles.....	Ch. 46	Ind.	2/2.65
WEHS(TV) Chicago.....	Ch. 60	Ind.	3/1.64
WHSP(TV) Philadelphia.....	Ch. 65	Ind.	4/1.42
KHSX(TV) Fort Worth-Dallas.....	Ch. 49	Ind.	8/95
KHSH(TV) Houston.....	Ch. 67	Ind.	10/81
WQHS(TV) Cleveland.....	Ch. 61	Ind.	12/77
WYHS(TV) Miami.....	Ch. 69	Ind.	15/70
WBHS(TV) Tampa, Fla.....	Ch. 50	Ind.	16/68
WHSW(TV) Baltimore.....	Ch. 24	Ind.	22/52

8. UNIVISION (Spanish) (8)

9 stations/10.52%

WXTV(TV) New York.....	Ch. 41	Uni.	1/3.58
KMEX-TV Los Angeles.....	Ch. 34	Uni.	2/2.65
KDTV(TV) San Francisco.....	Ch. 14	Uni.	5/1.19
KUVN(TV) Dallas-Fort Worth.....	Ch. 23	Uni.	8/95
WLTW(TV) Miami.....	Ch. 23	Uni.	15/70
KTWW-TV Phoenix.....	Ch. 33	Uni.	21/57
KWEX-TV San Antonio, Tex.....	Ch. 41	Uni.	36/34
KLUZ-TV Albuquerque, N.M.....	Ch. 41	Uni.	48/29
KFTV(TV) Fresno, Calif.....	Ch. 21	Uni.	57/25

9. GANNETT BROADCASTING (9)

10 stations/10.40%

WLVI-TV Boston.....	Ch. 56	Ind.	6/1.13
WUSA(TV) Washington.....	Ch. 9	CBS	7/1.94
WXIA-TV Atlanta.....	Ch. 11	NBC	11/1.61
KARE(TV) Minneapolis.....	Ch. 11	NBC	14/1.51
KUSA-TV Denver.....	Ch. 9	ABC	20/1.16
KPNX-TV Phoenix.....	Ch. 12	NBC	21/1.13
KOCO-TV Oklahoma City.....	Ch. 5	ABC	43/61
WFMY-TV Greensboro, N.C.....	Ch. 2	CBS	49/58
WTLV(TV) Jacksonville, Fla.....	Ch. 12	NBC	54/52
KVUE-TV Austin, Tex.....	Ch. 24	ABC	65/21

10. GROUP W (10)

5 stations/9.72%

KYW-TV Philadelphia.....	Ch. 3	NBC	4/2.83
KPIX(TV) San Francisco.....	Ch. 5	CBS	5/2.37
WBZ-TV Boston.....	Ch. 4	NBC	6/2.25
KDKA-TV Pittsburgh.....	Ch. 2	CBS	17/1.23
WJZ-TV Baltimore.....	Ch. 13	ABC	22/1.04

11. TELEMUNDO GROUP

(Spanish) (11)

6 stations/9.27%

WNJU(TV) New York.....	Ch. 47	Tel.	1/3.58
KVEA(TV) Los Angeles.....	Ch. 52	Tel.	2/2.65
KSTS(TV) San Jose, Calif.....	Ch. 48	Tel.	5/1.19
KTMD(TV) Houston.....	Ch. 48	Tel.	10/81
WSCV(TV) Miami.....	Ch. 51	Tel.	15/70
KVDA(TV) San Antonio, Tex.....	Ch. 60	Tel.	36/34

12. SCI TELEVISION (12)

7 stations/8.8%

WSBK-TV Boston.....	Ch. 38	Ind.	6/1.13
WJBK-TV Detroit.....	Ch. 2	CBS	9/1.85
WAGA-TV Atlanta.....	Ch. 5	CBS	11/1.61
WJW-TV Cleveland.....	Ch. 8	CBS	12/1.54
WTVT(TV) Tampa, Fla.....	Ch. 13	CBS	16/1.35
KNSD(TV) San Diego.....	Ch. 39	CBS	24/49

WITI-TV Milwaukee.....	Ch. 6	CBS	28/83
------------------------	-------	-----	-------

13. SCRIPPS HOWARD (13)

9 stations/8.43%

WXYZ-TV Detroit.....	Ch. 7	ABC	9/1.85
WEWS(TV) Cleveland.....	Ch. 5	ABC	12/1.54
WFTS(TV) Tampa, Fla.....	Ch. 28	Fox	16/68
KNXV-TV Phoenix.....	Ch. 15	Fox	21/57
WMAR-TV Baltimore.....	Ch. 2	NBC	22/1.04
KSHB-TV Kansas City, Mo.....	Ch. 41	Fox	29/83
WCPO-TV Cincinnati.....	Ch. 9	CBS	31/82
WPTV(TV) West Palm Beach.....	Ch. 5	NBC	46/61
KJRH(TV) Tulsa, Okla.....	Ch. 2	NBC	59/49

14. COX ENTERPRISES (14)

6 stations/7.62%

KTVU(TV) San Francisco.....	Ch. 2	Fox	5/2.37
WSB-TV Atlanta.....	Ch. 2	ABC	11/1.61
WPXI(TV) Pittsburgh.....	Ch. 11	NBC	17/1.23
WFTV(TV) Orlando, Fla.....	Ch. 9	ABC	23/1.04
WSDC-TV Charlotte, N.C.....	Ch. 9	ABC	30/83
WHIO-TV Dayton.....	Ch. 7	CBS	52/54

15. POST-NEWSWEEK (23)

6 stations/7.03%

WDIV(TV) Detroit.....	Ch. 4	NBC	9/1.85
*KPRC(TV) Houston.....	Ch. 2	NBC	10/1.62
WPLG(TV) Miami.....	Ch. 10	ABC	15/1.39
WFSB(TV) Hartford, Conn.....	Ch. 3	CBS	25/97
*KSAT(TV) San Antonio.....	Ch. 12	ABC	36/68
WJXT(TV) Jacksonville, Fla.....	Ch. 4	CBS	54/52

16. HEARST BROADCASTING (15)

6 stations/6.72%

WCVB-TV Boston.....	Ch. 5	ABC	6/2.25
WTAE-TV Pittsburgh.....	Ch. 4	ABC	17/1.23
WBAL-TV Baltimore.....	Ch. 11	CBS	22/1.04
WISN-TV Milwaukee.....	Ch. 12	ABC	28/83
KMBC-TV Kansas City, Mo.....	Ch. 9	ABC	29/83
WDTN(TV) Dayton, Ohio.....	Ch. 13	ABC	52/54

17. A.H. BELO (16)

5 stations/6%

WFAA-TV Dallas.....	Ch. 8	ABC	8/1.90
KHDU-TV Houston.....	Ch. 11	CBS	10/1.62
KXTV(TV) Sacramento, Calif.....	Ch. 10	CBS	19/1.16
*WWL-TV New Orleans.....	Ch. 4	CBS	39/66
WVEC-TV Norfolk, Va.....	Ch. 13	ABC	40/66

18. PULITZER BROADCASTING (17)

10 stations/5.84%

WESH(TV) Orlando.....	Ch. 2	NBC	23/1.04
WYFF-TV Greenville, S.C.....	Ch. 4	NBC	35/71
WDSU-TV New Orleans.....	Ch. 6	NBC	39/66
WGAL(TV) Harrisburg.....	Ch. 8	NBC	44/61
WLKY-TV Louisville, Ky.....	Ch. 32	CBS	47/29
KOAT-TV Albuquerque, N.M.....	Ch. 7	ABC	48/58
KDCT-TV Albuquerque, N.M.....	Ch. 6	ABC	48/58
WXII(TV) Winston-Salem, N.C.....	Ch. 12	NBC	49/58
KCCI(TV) Des Moines, Iowa.....	Ch. 8	CBS	68/41
KETV(TV) Omaha, Neb.....	Ch. 7	ABC	73/38

19. PARAMOUNT (22)

7 stations/5.83%

WTFX(TV) Philadelphia.....	Ch. 29	Fox	4/1.42
WDCA-TV Washington.....	Ch. 20	Ind.	7/97
KTXA(TV) Dallas.....	Ch. 21	Ind.	8/95
WKBD(TV) Detroit.....	Ch. 50	Fox	9/93
KTXH(TV) Houston.....	Ch. 20	Ind.	10/81
WFLF-TV Raleigh, N.C.....	Ch. 22	Fox	32/41
KRRT(TV) San Antonio, Tex.....	Ch. 35	Fox	36/34

20. HUBBARD BROADCASTING (21)

9 stations/5.81%

KSTP-TV Minneapolis.....	Ch. 5	ABC	14/1.51
KSAX(TV) Minneapolis.....	Ch. 42	ABC	14/76
KRWF(TV) Minneapolis.....	Ch. 43	ABC	14/76
WTOG(TV) St. Petersburg, Fla.....	Ch. 44	Ind.	16/68
KOB-TV Albuquerque, N.M.....	Ch. 4	NBC	48/58
KOBF(TV) Albuquerque, N.M.....	Ch. 12	NBC	48/58
KOBR(TV) Albuquerque, N.M.....	Ch. 8	NBC	48/58
WDIO-TV Duluth, Minn.....	Ch. 10	ABC	126/18
WIRT(TV) Duluth, Minn.....	Ch. 13	ABC	126/18

21. DISNEY (18)

1 station/5.30%

KCAL(TV) Los Angeles.....	Ch. 9	Ind.	2/5.30
---------------------------	-------	------	--------

22. GREAT AMERICAN (20)

6 stations/5.28%

WTSP(TV) St. Petersburg, Fla.....	Ch. 10	ABC	16/1.35
KSAA-TV Phoenix.....	Ch. 10	CBS	21/1.13
WDAF-TV Kansas City, Mo.....	Ch. 4	NBC	29/83
WKRC-TV Cincinnati.....	Ch. 12	ABC	31/82
WGHP-TV Winston-Salem, N.C.....	Ch. 8	ABC	49/58
WBRC-TV Birmingham, Ala.....	Ch. 6	ABC	50/57

23. PROVIDENCE JOURNAL (19)

9 stations/5.22%

KING-TV Seattle.....	Ch. 5	NBC	13/1.53
KGW-TV Portland, Ore.....	Ch. 8	NBC	27/83
WCNC-TV Charlotte, N.C.....	Ch. 36	NBC	30/42
WHAS-TV Louisville, Ky.....	Ch. 11	CBS	47/58
KASA-TV Albuquerque, N.M.....	Ch. 2	Fox	48/58
KHNL(TV) Honolulu.....	Ch. 13	Fox	70/40
KREM-TV Spokane, Wash.....	Ch. 2	CBS	78/35
KMSB-TV Tucson, Ariz.....	Ch. 11	Fox	79/35
KTVB(TV) Boise, Idaho.....	Ch. 7	NBC	132/18

24. LIN BROADCASTING (24)

7 stations/4.71%

KXAS-TV Dallas.....	Ch. 5	NBC	8/1.90
WISH-TV Indianapolis.....	Ch. 8	CBS	26/96
WOOD(TV) Grand Rapids, Mich.....	Ch. 8	NBC	37/67
WAVY(TV) Norfolk, Va.....	Ch. 10	NBC	40/66
KXAN-TV Austin, Tex.....	Ch. 36	NBC	65/21
WAND(TV) Decatur, Ill.....	Ch. 17	ABC	75/18
WANE-TV Fort Wayne, Ind.....	Ch. 15	CBS	102/13

25. GAYLORD (25)

4 stations/4.66%

KTVT(TV) Dallas.....	Ch. 11	Ind.	8/1.90
KHTV(TV) Houston.....	Ch. 39	Ind.	10/81
KSTW(TV) Seattle.....	Ch. 11	Ind.	13/1.53

TOP 25 RADIO GROUPS



1. CBS (1)

22 stations 14,774,200

WCBS(AM) New York 1,812,100
 WCBS-FM New York 1,700,900
 KNX(AM) Los Angeles 1,107,800
 KCBS-FM Los Angeles 913,000
 WBBM(AM) Chicago 1,017,500
 WBBM-FM Chicago 1,127,900
 KCBS(AM) San Francisco 927,900
 KRQR-FM San Francisco 416,300
 WOGL(AM) Philadelphia 310,200
 WOGL-FM Philadelphia 628,400
 WWJ(AM) Detroit 681,200
 WJOI-FM Detroit 360,300
 WARW-FM Washington, D.C. 278,500
 KTXQ-FM Dallas 360,600
 KLRX-FM Dallas 203,200
 WODS-FM Boston 422,400
 KLTR-FM Houston 263,500
 WCCO(AM) Minneapolis 662,900
 WLTE-FM Minneapolis 429,600
 KMOX(AM) St. Louis 642,500
 KLOU-FM St. Louis 231,600
 WCOF-FM Tampa/St. Petersburg, Fla. 275,900

2. Infinity (2)

26 stations 14,172,700

WXRK-FM New York 1,789,500
 WZRC(AM) New York —
 WFAN(AM) New York 1,473,100
 KROQ-FM Los Angeles 1,207,000
 KRTH-FM Los Angeles 1,179,900
 WJJD(AM) Chicago 450,100
 WJMK-FM Chicago 810,600
 WUSN-FM Chicago 870,400
 KOMA-FM San Jose/San Francisco 224,400
 WYSP-FM Philadelphia 835,500
 WIP(AM) Philadelphia 507,700
 *WYXT(AM) Detroit 387,800
 WOMC-FM Detroit 420,500
 *WPGC(AM) Washington, D.C. 164,300 (S)
 *WPGC-FM Washington, D.C. 680,900
 WJFK-FM Washington, D.C. 364,800
 KVIL(AM) Dallas 19,500
 KVIL-FM Dallas 504,400
 WBCN-FM Boston 468,100
 WZLX-FM Boston 409,000
 KXYZ(AM) Houston 85,500
 WZGC-FM Atlanta 385,200
 WLIF-FM Baltimore 253,700
 WJFK(AM) Baltimore 72,400
 WQYK(AM) Tampa 44,300
 WQYK-FM Tampa 399,800

*sale pending before FCC

**satellite station

(S) Arbitron's summer 1993 listing

3. Westinghouse-Group W (4)

18 stations 11,949,200

WINS(AM) New York 2,269,100
 WNEW-FM New York 1,313,900
 KFWB(AM) Los Angeles 1,255,300
 KTWV(FM) Los Angeles 631,900
 WMAQ(AM) Chicago 872,500
 *KKHI(AM) San Francisco 54,200
 *KKHI-FM San Francisco 303,600
 KYW(AM) Philadelphia 1,172,000
 WMMR-FM Philadelphia 715,800
 WLLZ(AM) Detroit 399,000
 WBZ(AM) Boston 683,700
 KILT(AM) Houston 57,500
 KILT(FM) Houston 596,900
 KIKK(AM) Houston 37,400
 KIKK-FM Houston 494,900
 KDKA(AM) Pittsburgh 569,300
 KFBK(AM) Sacramento 326,800
 KGBY-FM Sacramento 195,400

4. Capcities/ABC (3)

18 stations 11,784,100

WABC(AM) New York 1,424,800
 WPLJ-FM New York 1,927,900
 KABC(AM) Los Angeles 804,400
 KLOS-FM Los Angeles 997,500
 WLS(AM) Chicago 459,800
 WLS-FM Chicago 295,300
 KGO(AM) San Francisco 982,900
 WJR(AM) Detroit 756,000
 WHYT-FM Detroit 656,600
 WMAL(AM) Washington, D.C. 414,500
 WRQX-FM Washington, D.C. 501,000
 WBAP(AM) Dallas-Fort Worth 522,900
 KSCS-FM Dallas-Fort Worth 626,200
 WKHX(AM) Atlanta —
 WKHX-FM Atlanta 519,700
 WYAY-FM Atlanta 342,700
 KQRS(AM) Minneapolis 19,000
 KQRS-FM Minneapolis 532,900

5. Shamrock (5)

18 stations 7,222,900

WHTZ-FM New York 2,308,200
 KZLA-FM Los Angeles 576,700
 KLAC(AM) Los Angeles 242,000
 KSAN-FM San Francisco 433,500
 KNEW(AM) San Francisco 119,100

KABL(AM) San Francisco 240,200
 KABL-FM San Francisco 384,600
 WWWW(AM) Detroit 53,500
 WWWW-FM Detroit 490,600
 KZFX-FM Houston 326,200
 WFOX-FM Atlanta 357,200
 KEEY-FM St. Paul, Minn. 418,300
 KFAN(AM) St. Paul, Minn. 210,500
 WWSW(AM) Pittsburgh 50,400
 WWSW-FM Pittsburgh 374,800
 KMLE-FM Phoenix 316,600
 KXKL(AM) Denver 34,300
 KXKL-FM Denver 286,200

6. Viacom (6)

14 stations 6,548,100

WLTW-FM New York 1,819,500
 KYSR-FM Los Angeles 830,700
 KXEZ-FM Los Angeles 721,500
 WLIT-FM Chicago 822,000
 KSRY-FM San Francisco 243,000
 KSRI-FM San Francisco 65,400
 WLTJ-FM Detroit 452,800
 WCPT(AM) Washington, D.C. 70,800 (S)
 WCXR-FM Washington, D.C. 289,800
 WMZQ(AM) Washington, D.C. 7,700
 WMZQ-FM Washington, D.C. 467,100
 KBSG(AM) Seattle/Tacoma, Wash. 25,200
 KBSG-FM Seattle/Tacoma, Wash. 437,900
 KNDD-FM Seattle/Tacoma, Wash. 294,700

7. Cox (7)

14 stations 6,511,500

KFI(AM) Los Angeles 1,041,200
 KOST-FM Los Angeles 1,486,700
 WCKG-FM Chicago 698,100
 WYSY-FM Chicago 237,600
 WIOD(AM) Miami 311,000
 WFLC-FM Miami 415,900
 WHQT-FM Miami 424,400
 WSB(AM) Atlanta 472,500
 WSB-FM Atlanta 493,300
 WSUN(AM) Tampa, Fla. 80,100
 WWRM-FM Tampa, Fla. 233,300
 WCOF-FM Tampa, Fla. 275,900
 WHIO(AM) Dayton, Ohio 122,600
 WHKO-FM Dayton, Ohio 218,900

8. Evergreen (8)

11 stations 5,654,500

KKBT-FM Los Angeles 839,700
 WLUP(AM) Chicago 395,800 (S)
 WLUP-FM Chicago 715,100
 WWBZ-FM Chicago 661,400
 KMEL-FM San Francisco 673,900
 KIOI-FM San Francisco 588,400
 WASH-FM Washington, D.C. 379,500

WTOP(AM) Washington, D.C. 432,500
 KTRH(AM) Houston 553,600
 KLOL-FM Houston 368,100
 WVCG-FM Miami 46,500 (S)

9. Bonneville (9)
15 stations 5,588,900

WMXV-FM New York 1,353,400
 KBIG-FM Los Angeles 887,100
 WTMX-FM Chicago 562,800
 KOIT(AM) San Francisco 85,000
 KOIT-FM San Francisco 475,300
 KZPS-FM Dallas 350,600
 KIRO(AM) Seattle 596,300
 KIRO-FM Seattle 107,200
 KIDR(AM) Phoenix —
 KSPN-FM Phoenix 148,600
 KMBZ(AM) Kansas City, Kan. 202,000
 KLTH-FM Kansas City, Kan. 232,500
 KCMO(AM) Kansas City, Mo. 155,300
 KCMO-FM Kansas City, Mo. 178,100
 KSL(AM) Salt Lake City 254,700

10. Emmis (10)
5 stations 4,671,800

WQHT-FM New York 1,806,400
 KPWR-FM Los Angeles 1,499,700
 WKQX-FM Chicago 782,800
 KSHE(FM) St. Louis 372,000
 WENS(FM) Indianapolis 210,900

11. Gannett (12)
11 stations 4,520,000

KIIS(AM) Los Angeles 23,600
 KIIS-FM Los Angeles 1,587,400
 WGCI(AM) Chicago 278,600
 WGCI-FM Chicago 927,000
 KOAI(FM) Dallas 544,400
 KKBQ(AM) Houston 8,000
 KKBQ-FM Houston 380,200
 KSDO(AM) San Diego 308,000
 KCLX-FM San Diego 191,300
 WDAE(AM) Tampa 25,400
 WUSA-FM Tampa 246,100

12. Greater Media (11)
14 stations 4,508,700

WMGQ-FM New York 129,100 (S)
 KRLA(AM) Los Angeles 284,100
 KLSX-FM Los Angeles 1,094,200
 WPEN(AM) Philadelphia 393,400
 WMGK-FM Philadelphia 466,300
 WHND(AM) Detroit 44,800
 WCSX-FM Detroit 443,800
 WRIF-FM Detroit 406,200
 WWRC(AM) Washington, D.C. 147,300
 WGAY-FM Washington, D.C. 404,600
 WMEX(AM) Boston —
 WMJX-FM Boston 510,300
 WBCS-FM Boston 184,600
 WCTC(AM) New Brunswick, N.J. —

13. Clear Channel (13)
26 stations 4,504,200

KHYS-FM Houston 274,300
 *WHYI-FM Miami 461,800
 WAXY-FM Ft. Lauderdale, Fla. 172,000
 *WRBQ(AM) Tampa, Fla. 87,100
 *WRBQ-FM Tampa, Fla. 333,800
 WMTX(AM) Tampa, Fla. 12,500
 WMTX-FM Tampa, Fla. 282,700
 *WERE(AM) Cleveland 68,100
 *WNCX-FM Cleveland 306,700
 WQAI(AM) San Antonio, Tex. 132,700
 KAJA(FM) San Antonio, Tex. 200,300
 KQXT-FM San Antonio, Tex. 218,500
 *WXBX(AM) Buffalo, N.Y. 30,000
 *WUFX(FM) Buffalo, N.Y. 152,500
 WHAS(AM) Louisville, Ky. 238,100
 WAMZ-FM Louisville, Ky. 254,800
 KTOK(AM) Oklahoma City, Ok. 151,000
 KJYD-FM Oklahoma City, Ok. 168,600
 KEBC-FM Oklahoma City, Ok. 174,200
 WRVA(AM) Richmond, Va. 181,800
 WRNL(AM) Richmond, Va. 26,300
 WRVQ-FM Richmond, Va. 170,000
 WRXL-FM Richmond, Va. 123,100
 KPEZ-FM Austin 100,300
 KHFI-FM Austin 183,000
 KALO(AM) Port Arthur, Tex. —

14. Susquehanna (14)
16 stations 3,662,300

KNBR(AM) San Francisco 679,500
 KFOG-FM San Francisco 359,100
 KLIF(AM) Dallas-Fort Worth 256,600
 KPLX-FM Dallas-Fort Worth 477,200
 KRBE(AM) Houston 5,900
 KRBE-FM Houston 477,900
 WNNX-FM Atlanta 347,500
 WRRM-FM Cincinnati 174,900
 WGH(AM) Virginia Beach, Va. 26,800
 WGH-FM Virginia Beach, Va. 184,600
 WFMS-FM Indianapolis 273,000
 WGRL-FM Indianapolis 87,900
 WARM(AM) Scranton-Wilkes Barre, Pa. 84,600
 WMGS-FM Scranton-Wilkes Barre, Pa. 91,400
 WSBA(AM) York, Pa. 52,700
 WARM-FM York, Pa. 82,700

15. Summit (15)
7 stations 3,596,500

WRKS-FM New York 2,016,200
 KHVN(AM) Dallas-Fort Worth 117,200
 KJMZ(FM) Dallas 364,400
 WADK(AM) Atlanta 119,100
 WVVE-FM Atlanta 551,000
 WCAO(AM) Baltimore 103,500
 WXYV(FM) Baltimore 325,100

16. Pyramid Broadcasting (18)
12 stations 3,464,700

WNUA-FM Chicago 611,600
 WYXR-FM Philadelphia 617,100
 WXKS(AM) Boston 113,400
 WXKS-FM Boston 659,900
 WJMN-FM Boston 536,200
 WRFX-FM Charlotte, N.C. 220,300 (S)

WAQS(AM) Charlotte, N.C. 33,100
 WAQQ-FM Charlotte, N.C. 113,000
 WHTT(AM) Buffalo, N.Y. 15,500
 WHTT-FM Buffalo, N.Y. 194,000
 WBUF-FM Buffalo, N.Y. 120,500
 WPXY-FM Rochester, N.Y. 230,100

17. Jacor (17)
13 stations 3,405,300

WPCH-FM Atlanta 556,400
 WGST(AM) Atlanta 303,500
 WFLZ-FM Tampa 313,200
 WFLA(AM) Tampa 244,400
 KRFX-FM Denver 299,000
 KAZY-FM Denver 124,700
 KOA(AM) Denver 417,200
 WLW(AM) Cincinnati 410,400
 WEBN-FM Cincinnati 280,200
 WLWA(AM) Cincinnati 159,000
 WQIK(AM) Jacksonville, Fla. 24,900
 WQIK-FM Jacksonville, Fla. 171,800
 WMYU-FM Knoxville 100,600

18. EZ Communications (16)
14 stations 3,346,500

WIOQ-FM Philadelphia 686,500
 KMPS(AM) Seattle 37,300
 KMPS-FM Seattle 417,500
 KYKY-FM St. Louis 312,300
 KUSA(AM) St. Louis 52,800
 KSD-FM St. Louis 308,300
 WBZZ-FM Pittsburgh 347,300
 WQKB-FM Pittsburgh 152,300
 WEZB-FM New Orleans 208,800
 KRAK(AM) Sacramento, Calif. 63,600
 KRAK-FM Sacramento, Calif. 241,200
 KNCI-FM Sacramento, Calif. 173,200
 WSOO-FM Charlotte, N.C. 237,600
 WMXC-FM Charlotte, N.C. 107,800

19. Secret Communications (23)
(formerly Booth/Broadcast Alchemy)

14 stations 3,151,500
 WJLB-FM Detroit 593,900
 *WMXD-FM Detroit 419,400
 WDVE-FM Pittsburgh 416,300
 WLTF-FM Cleveland 305,400
 WWWE(AM) Cleveland 229,400
 KRZN(AM) Denver 67,600
 KMJI-FM Denver 202,100
 KSMJ(AM) Sacramento 54,600
 KSFM-FM Sacramento 218,000
 WWNK-FM Cincinnati 172,800
 WNDE(AM) Indianapolis 79,500
 WFBQ-FM Indianapolis 88,500
 WCKN(AM) Indianapolis 23,100
 WRZX-FM Indianapolis 280,900

20. Great American (19)
13 stations 3,056,500

WKLS-FM Atlanta 411,700
 WXTB-FM Tampa 239,500
 KSLX-FM Phoenix 163,100
 KBPI-FM Denver 189,200

KKRZ-FM Portland 301,600
 KEX(AM) Portland 286,800
 KYYS-FM Kansas City, Mo. 189,200
 WDAF(AM) Kansas City, Mo. 230,200
 KSEG-FM Sacramento, Calif. 172,000
 KRXQ(FM) Sacramento, Calif. 157,600
 WKRQ-FM Cincinnati 322,400
 WLWQ-FM Columbus 193,300
 WTVN(AM) Columbus 199,900

21. Tribune Broadcasting (20)
6 stations 2,953,600

WQCD-FM New York 1,203,700
 WGN(AM) Chicago 1,127,200
 KEZW(AM) Denver 72,800
 KOSI-FM Denver 292,000
 KCTC(AM) Sacramento, Calif. 86,000
 KYMX-FM Sacramento, Calif. 171,900

22. Nationwide (22)
11 stations 2,641,900

KDMX-FM Dallas 347,600
 KHMV-FM Houston 470,700
 KISW-FM Seattle 272,100
 KVRV-FM Phoenix 244,600
 WGAR-FM Cleveland 332,300

WPOC-FM Baltimore 375,400
 WCOL(AM) Columbus 73,100
 WCOL-FM Columbus 144,700
 WNCI-FM Columbus 221,100
 KLUC-FM Las Vegas 160,300
 KXNO(AM) Las Vegas —

23. Park Broadcasting (25)
22 stations 2,561,700

WPAT(AM) New York 241,000
 WPAT-FM New York 1,198,800
 KWJJ(AM) Portland 45,800
 KWJJ-FM Portland 230,800
 KJJO(AM) Minneapolis 13,000
 KJJO-FM Minneapolis 192,100
 WTVR(AM) Richmond, Va. 29,400
 WTVR-FM Richmond, Va. 108,500
 KEZX(AM) Seattle —
 KEZX-FM Seattle 130,700
 WHEN(AM) Syracuse, N.Y. 61,600
 WRHP-FM Syracuse, N.Y. 43,400
 WDEF(AM) Chattanooga, Tenn. 16,300
 WDEF-FM Chattanooga, Tenn. 73,100
 KWLO(AM)-KFMW-FM Waterloo, Iowa 61,300 (S)
 WNLS(AM)-WTNT-FM Tallahassee, Fla. 51,600 (S)
 WNCT(AM)-WNCT-FM Greenville, N.C. 39,600 (S)

WNAX(AM)-WNAX-FM Sioux Falls, S.D. 16,600 (S)

24. Jefferson-Pilot Communications (21)
13 stations 2,552,600

WMRZ(AM) Miami 100,300
 WLYF-FM Miami 408,200
 WMXJ-FM Miami 264,400
 WQXI(AM) Atlanta 78,200
 WSTR-FM Atlanta 483,100
 KSON(AM) San Diego 48,600
 KSON-FM San Diego 311,500
 KYGO(AM) Denver 86,100
 KYGO-FM Denver 326,200
 KWMX(AM) Denver 2,000
 KWMX(AM) Denver 71,900
 WBT(AM) Charlotte, N.C. 192,700
 WBT-FM Charlotte, N.C. 179,400

25. Inner City Broadcasting (24)
5 stations 2,464,300

WLIB(AM) New York 278,800
 WBLS-FM New York 1,676,300
 KBLX(AM) San Francisco 38,100
 KBLX-FM San Francisco 414,200
 KSAQ-FM San Antonio 56,900 (S)

Capcities board proposes 10-for-1 split

After last Monday's decision, shares close at all-time high

By Geoffrey Folsie

Capital Cities/ABC's board of directors has agreed to propose a 10-for-1 split of the company's stock.

Such splits generally are well-received by investors, and last Monday's move was no exception: Shares of CapCities gained 11 3/4% on Tuesday to close at a new high of 708 3/4. One company executive also attributed the stock activity to improved investor perception of the television network business (BROADCASTING & CABLE, March 14).

To accomplish the split, the company would need to increase the number of authorized shares. That move would have to be put to a shareholder vote at the company's annual meeting in May.

CapCities currently has 15.4 million shares outstanding, roughly one quarter of which are owned by inside executives and directors, including 2 million shares held by Warren Buffett's Berkshire Hathaway Co. Cap-

Cities/ABC was the second most expensive stock on the New York Stock Exchange, next to Berkshire Hathaway's roughly \$15,800 per share.

Trading volume has averaged approximately 20,000 shares per day. The relatively low trading volume has made it difficult for institutional shareholders to trade in and out of the stock and has complicated the company's ongoing share repurchase program, one company executive said. By lowering the stock price, the split also will increase the pool of potential shareholders, adding to liquidity.

There was some speculation that the company's announcement was a prelude to a merger move. The company executive, who asked not to be named, said: "Some stock splits are just stock splits. This move has had its proponents within the company for a long time, principally former president Dan Burke. The timing seemed right when the stock was setting new highs." ■

No easy path to voice-and-video

The telephone companies will employ diverse technologies to bring voice-and-video service to consumers, says Eric Buck. The Donaldson, Lufkin & Jenrette securities analyst recently wrote that there is "no definitively superior or ideal network architecture being supplied by any one equipment vendor. Anyone who tells you there is one winning architecture is either lying, stupid or worse—both."

Buck expects telcos and cable system operators to spend more than \$5 billion per year during the next 20 years to "evolve their networks."

Financing with a twist

ValueVision International will finance a proposed \$150 million acquisition of National Media Corp. through private placement of units consisting of debt securities and warrants to purchase ValueVision common stock. ValueVision says it intends to raise the acquisition funds through private placement of "straight" debt securities.

Changing Hands

This week's tabulation of station and system sales

■ **WIMJ-FM Cincinnati** □ Purchased by Jacor Communications Inc. (Randy Michaels, president) from Pathfinder Communications (John Dille, president) for \$9.5 million. **Buyer** owns WLW(AM)-WEBN-FM/WLWA (AM) Cincinnati; WGST(AM)-WPCH-FM Atlanta; WFLA(AM)-WFLZ-FM Tampa and WQIK-AM-FM Jacksonville, both Florida; KAZY-FM/KRFX-FM Denver, and WMYU-FM Knoxville, Tenn. **Seller** owns WOJK(AM)-WMEE-FM Fort Wayne, Ind.; WCUZ-AM-FM Grand Rapids, Mich.; KOLL-AM-FM Tulsa, Okla., and WTRC(AM)-WLTA-FM South Bend, Ind. WIMJ-FM has adult contemporary format on 92.5 mhz with 16 kw and antenna 910 ft.

■ **WEEI(AM) Boston** □ Purchased by Back Bay Broadcasters (Peter and James Ottmar and Ross Elder) from Boston Celtics Communications LP (Steve Schram, president) for \$4 million. **Buyer** owns WFXT-TV Boston. **Seller** owns WARA(AM)-WWKX-FM Providence, R.I. WEEI has sports format on 590 khz with 5 kw.

■ **WVPO(AM)-WSBG(FM) Stroudsburg, Pa.** □ Purchased by Nassau Broadcasting Co. Inc. (Louis F. Mercatanti, chairman) from Commonwealth Broadcasting Co. Inc. (Greta Kreuz Cerny, owner) for \$2.2 million. **Buyer** owns WHWH(AM)-WPST-FM Princeton, N.J. **Seller** has no other broadcast interests. WVPO has news/information format on 840 khz with 250 w. WSBG has CHR format on 93.5 mhz with 550 w and antenna 764 ft. Filed March 7 (AM: BAL940307GF; FM: BALH940307GG). **Broker: Blackburn & Co.**

■ **WDAR-AM-FM Darlington, S.C.** □ Purchased by Atlantic Broadcasting Co. Inc. (Fred C. Avent, president/director) from MEG Associates Ltd. (J. Taylor Monfort, G.P.) for \$435,000. **Buyer** owns WJMX-FM Florence, WJMX-

FM Cheraw, WSQN-FM Scranton and WGTR-FM Bucksport, all South Carolina. **Seller** has no other broadcast interests. WDAR(AM) has classic rock format on 1350 khz with 1 kw. WDAR-FM has classic rock format on 105.5 mhz with 4 kw and antenna 400 ft. Filed March 4 (AM: BAL940304GF; FM: BALH-940304GG).

■ **KULE-AM-FM Ephrata, Wash.** □ Purchased by Mirage Communications Corp. (Bob Berry) from Basin Street Broadcasting (Jerry Isenhardt and Al Gessey) for \$335,000. **Buyer** has no other broadcast interests. **Seller** owns KOZI-AM-FM Chelan, Wash. KULE(AM) has country format on 730 khz with 1 kw. KULE-FM has country format on 95.9 mhz with 6 kw and antenna 460 ft. **Broker: Broadmark Capital Corp.**

■ **WSSN-FM Weston, W.Va.** □ Purchased by West Virginia Radio Corp. (Dale B. Miller, president) from Stonewall Broadcasting Corp. (Bruce Beam Jr., president) for \$250,000. **Buyer** owns WAJR(AM)-WVAQ-FM Morgantown, W.Va. **Seller** has no other broadcast interests. WSSN-FM has adult contemporary format on 102.3 mhz with 940 w and antenna 489 ft. Filed March 4 (BALH940304GE).

■ **WKDM(AM) New York** □ Purchased by Way Broadcasting Inc. (Arthur Liu, president) from United Broadcasting Co. (Gerald Hroblak, president) for \$250,000. **Buyer** owns WNNK-FM Newark, N.J. **Seller** owns

KALI(AM) San Gabriel, Calif. WKDM has Spanish format on 1380 khz with 5 kw. Filed March 3 (BAL940303EC). **Broker: Star Media Group.**

■ **WMTO-FM Port St. Joe, Fla.** □ Purchased by Transportation Group International Inc. (Tim O'Brien, president) from Don McCoy, receiver, for \$250,000. **Buyer** and

Proposed station trades

By dollar volume and number of sales

This week:

- AMs □ \$4,834,000 □ 5
- FMs □ \$10,000,000 □ 3
- Combos □ \$3,777,500 □ 4
- TVs □ \$90,000 □ 1
- Total □ \$18,701,500 □ 13

So far in 1994:

- AMs □ \$31,067,514 □ 44
- FMs □ \$156,814,500 □ 78
- Combos □ \$315,253,552 □ 56
- TVs □ \$192,840,000 □ 14
- Total □ \$793,005,566 □ 192

SOLD!

WHTM-TV, Harrisburg, Pennsylvania from Smith Broadcasting Group, Inc., Robert N. Smith, President to Price Communications Corporation, Robert Price, President.

Brian E. Cobb
Broker

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

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

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

RADIO and TELEVISION
BROKERAGE • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO • CINCINNATI
SAN FRANCISCO

Subject to F.C.C. approval

NAB Suite 2831, Las Vegas Hilton
appointments requested

seller have no other broadcast interests. WMTO-FM has adult contemporary format on 93.5 mhz with 1.3 kw and antenna 659 ft. Filed Feb. 25 (BALH-940225GH).

■ **WFEB(AM) Sylacauga, Ala.** □ One hundred shares of voting common stock purchased by Bruce Carr from Nerine Carr for \$250,000. **Seller** and **buyer** are mother and son. WFEB has oldies format on 1340 khz with 1 kw. Filed March 3 (BTC940303ED).

■ **WJCM(AM) Sebring, Fla.** □ Stock sale purchase to RAMA Communications Inc. (Sabeta Persaud, president) from Emma Eshleman, personal representative of estate of Elam Eshleman Jr., for \$234,000. **Buyer** owns WOKB(AM) Winter Garden, Fla., and pending FCC approval, wxxu(AM) Cocoa Beach, Fla. **Seller** has no other broadcast interests. WJCM has MOR format on 960 khz with 5 kw. Filed Feb. 28 (BTC940228EA).

■ **KZXX(AM) Kenai, Ark.** □ Purchased by Brent Elkington from Cobb Communications Inc. (Thomas Tierney, president) for \$100,000. **Buyer** has no other broadcast interests. **Seller** owns KLAM(AM) Cordova, KVOK(AM)-KJUZ-FM Kodiak, KVAK(AM) Valdez, and KSWD(AM) Seward, all Alaska. KZXX has classic rock format on 980 khz with 1 kw. Filed Feb. 16 (BAL940216EC).

■ **WPTJ(TV) Johnstown, Pa.** □ Purchased by Venture Technologies Group Inc. (Lawrence Rogow, president) from Richard Bedford, Chapter 7 trustee, for \$90,000. **Buyer** and **seller** have no other broadcast interests. WPTJ is dark, licensed to ch. 19, with 1,660 kw visual, 166 kw aural, and antenna 1,190 ft. *Broker: Ray Rosenblum.*

■ **KWSN(AM)-KRRO-FM Sioux Falls, S.D.** □ Purchased by Radio One-Sioux Falls (Raymond Lamb, chairman /director) from XMT Group Inc. (Barry Schloss) for \$807,500. **Buyer** owns KLDZ(AM)-KMFM-FM Lincoln and KTTT(AM)-KKOT(FM) Columbus, both Nebraska; KBKR-AM-FM Brookings and KJUV(AM)-KZNC(FM) Huron, both South Dakota, and KQAD(AM)-KLQL-FM Luverne, Minn. **Seller** has no other broadcast interests. KWSN has full service format on 1230 khz with 1 kw. KRRO-FM has classic rock format on 103.7 mhz with 50 kw and antenna 187 ft. Filed Feb. 23 (AM: BAL940223EB; FM: BALH940223EC). —JAZ

March puts bounce in CBS

10% increase in NCAA ad sales outjumps predictions

By Steve McClellan

With 75% of its college basketball ad revenue on the line, CBS reports that its sales for the National Collegiate Athletic Association Basketball Championship, better known as "March Madness," are up 10% over a year ago.

The increases are surprisingly strong, says CBS network ad sales chief Joe Abruzzese. The network had predicted a modest single-digit increase for the tournament, figuring that in an Olympics year the dollars wouldn't be available.

Ad agency executives confirm Abruzzese's estimates. "They did an impressive job of selling the tournament in an Olympics year," one agency executive says, adding: "It's a must-buy for sports advertisers in March."

Sources say CBS was asking \$600,000 per 30-second spot in the championship game, which airs on Monday, April 4. Some advertisers are paying that, but others who bought early paid \$400,000-\$500,000, sources say. The championship game will reap \$25 million-\$30 million in

gross revenue.

Spots in the "final four" coverage are said to be going for roughly \$300,000, which should yield another \$30 million or so for that double-header coverage on April 2 (5-10 p.m.), live from Charlotte, N.C., where the final also takes place.

In 1992—the last Olympics year—sales for the NCAA basketball tournament were essentially flat. The difference this year may be that there are no summer games, which frees up some sports money, Abruzzese says. "We surpassed all expectations this year," he says. "In terms of audience, it reflects the fact the tournament is still growing." During the past three seasons, the tournament has grown roughly 12% in ratings. Last year, the 13-day, 63-game event averaged a 9.4/21, compared with 9.0/20 in '93 and 8.3/19 in '91.



The biggest new sponsor this year is Pennzoil, which is sponsoring the half-time report. Major returning sponsors include General Motors (the exclusive domestic car advertiser), Mazda, Mercedes, Honda, American Airlines, Anheuser-Busch, AT&T, Goodyear, Sprint, Pepsi, Pizza Hut and UPS.

The tournament is the sports division's largest spring event. Coverage is split into eight regional networks, involving simultaneous coverage from 14 different venues across the country. "We have just gone from doing the most auspicious and challenging tape event with the Olympic games in Lillehammer to the most auspicious and challenging live event with the NCAA tournament," says Len DeLuca, vice president, program planning, CBS Sports.

Preview coverage began March 12. Game coverage, which started March 17, is spread over 11 days, including seven prime time exposures. ■

Cable debt downgraded

Moody's Investors has lowered the debt rating on senior notes of Cablevision Industries from Ba3 to B1. The action reflects "concerns about Cablevision Industries' high leverage against the background of an effective subordination of the notes to substantial indebtedness at the subsidiary level and the company's vulnerability to rate regulation," Moody says. —GF

ANNOUNCING A NEW FORCE

FOR NUCLEAR ENERGY IN WASHINGTON

On March 16, 1994, the nuclear energy industry consolidated its Washington, D.C., organizations into a new trade association: the Nuclear Energy Institute.

The Nuclear Energy Institute combines the American Nuclear Energy Council (government affairs), the Nuclear Management and Resources Council (regulatory and technical issues), the U.S. Council for Energy Awareness (communications) and the nuclear activities of the Edison Electric Institute.

The challenges facing the nuclear energy industry are complex and intertwined. The Nuclear Energy Institute integrates a variety of resources—government affairs, technical/regulatory affairs and communications—for maximum effectiveness.

The Nuclear Energy Institute will focus on serving the needs of its member companies and providing information to the government, the media and the public. NEI will also help develop solutions to the industry's top priorities: ensuring the competitiveness of operating plants, developing disposal facilities for high- and low-level nuclear waste, and creating the conditions for new nuclear plant orders.



NUCLEAR ENERGY INSTITUTE

1776 I STREET N.W. WASHINGTON, D.C. 20006 (202) 739-8000

Additions may delay telecommunications bill

House Judiciary, Commerce committees tack on last-minute amendments

By Christopher Stern

A last-minute amendment to telecommunications legislation by House Judiciary Chairman Jack Brooks (D-Tex.) would create tougher legal tests for regional Bell operating companies that want to get into long-distance markets.

The adjustment may slow legislation that, so far, has been supported widely in Congress. Brooks's amendment would give the Justice Department the right to pre-empt state regulators when an RBOC applies to enter the intrastate long-distance market. Justice's right to intercede would expire after 120 days.

Because the legislation will have an enormous impact on the telephone industry, Capitol Hill staff members have expressed concern that the differences between the bill by the Judiciary Committee and the same bill passed by the Energy and Commerce Committee will delay passage of a single telecommunications bill. The committees were on a parallel course until last week. Both passed the bill last Wednesday.

The legislation (H.R. 3626) is the product of a carefully crafted compromise between Brooks and Commerce Committee Chairman John Dingell (D-Mich.).

Despite the last-minute amendment, telco executives are enthusiastic about the progress Congress made last week, saying they will work to modify the legislation on the House floor.

"We are very pleased with what happened yesterday," said Jeff Ward, vice president for federal policy, Nynex. What concerns Nynex and other RBOCs is Brooks's requirement that RBOCs be subject to a holdover provision established when the AT&T monopoly was broken. Under the provision, RBOCs may not enter intrastate long-distance markets unless there is "no substantial possibility" the company can use its monopoly power in the local market to impede competition in the long-distance market.

Even if the RBOCs prevail in the House, they face a tough fight in the Senate. A bill sponsored by Senate Commerce Committee Chairman



Commerce Committee Chairman John Dingell

Ernest Hollings (D-S.C.) would severely restrict their entry into the long-distance market.

While they suffered a setback concerning long-distance markets within a state, Ward said, the RBOCs won a big victory in the Energy and Commerce Committee with the inclusion of an amendment by Billy Tauzin (D-La.). That provision would make common carriers with more than 1.8 million access lines subject to price regulation, rather than "cost-based rate-of-return" regulation. Ward said the price-cap regulation would allow telcos to expand into video services without complicated price-allocation formulas.

The Energy and Commerce Committee also passed a comprehensive telecommunications reform bill (H.R. 3636) that would allow telephone companies to offer cable in their service area and make it easier for cable companies to enter the local telephone business.

"This bill provides a sound regulatory foundation to create a competitive marketplace. We look forward to continuing to work with the Congress and the administration to enact a bill this year," said Decker Anstrom, president, National Cable Television Association.

Broadcasters were especially pleased with the measure, which gives them flexibility in the use of their spectrum (see story, page 6). And it directs the FCC to revisit its radio and TV station ownership rules. ■

Bills at a glance

The Brooks-Dingell bill (H.R. 3626), as amended by the Judiciary Committee, would:

- Give the Justice Department 120 days to intercede in a regional Bell operating company request to provide intrastate long-distance service. Justice must rule there is "no substantial possibility" that Bell entry would disrupt competition.
- Allow RBOCs to enter out-of-region long-distance competition after five years. Telcos would need FCC and Justice Department approval before entering the market.
- Allow RBOCs to begin making telephone equipment after one year.
- Allow RBOCs to provide long-distance services "incidental" to other services such as cable and personal communication services.

The Markey-Fields Bill (H.R. 3636) would:

- Repeal the cable-telco crossownership prohibition so that telcos could offer cable services in their service territory.
- Require telcos to provide video dialtone to get into video business.
- Allow telcos to offer video services through a separate subsidiary.
- Restrict franchising authorities from regulating additional services offered by cable companies.
- Require set-top boxes to be offered by third parties and retail stores.
- Require local phone companies to provide access and interconnection to their network.

President Clinton last week announced his intention to nominate Susan Ness to the FCC.

The 45-year-old former media lender would fill the Democratic seat left vacant by Ervin Duggan, who left to become president of the Public Broadcasting Service. Ness is close to the Clintons and was an active Clinton-Gore campaign fundraiser in Montgomery County, Md. That is where Ness lives with her husband, Lawrence Schneider, an international trade lawyer with the Washington law firm of Arnold & Porter, and their two children.

From 1983 to 1992, Ness was in the media lending division at American Security Bank. She administered loans in the areas of broadcast and cable TV, small telephone, cellular telephone and paging. She was responsible for roughly half the \$500 million the division lent during her years with the bank. Ness also is a member of the Federal Communications Bar Association. She graduated from The State University of New Jersey-Rutgers in 1970 and Boston College law school in 1974. She also received an MBA from the University of Pennsylvania's Wharton School in 1983.



allegedly improper meeting with a broadcaster.

The U.S. Information Agency's much-maligned TV Marti "influence[s] a negligible number of Cubans," according to an internal USIA report. The service, which is broadcast on channel 13 from Southern Florida, "achieves virtually no reception nor impact within the greater Havana area due to heavy jamming," the report says. The report, written by USIA's Tom Switzer, is based on interviews last month with U.S. government officials, dissidents, journalists and others in Cuba.

Switzer's interviewees recommended several fixes for TV Marti: Switch to UHF and broadcast during prime time (6 p.m. to midnight); double or triple TV Marti's VHF power; broadcast at random times via transmitters or three or four movable aerostat balloons (TV Marti now transmits from one stationary balloon); broadcast via a transmitter mounted on a "zeppelin" that would cruise above the Straits of Florida; and broadcast via a "special" direct-broadcast satellite.

The Reagan administration started TV Marti and its radio counterpart, Radio Marti, to try to undermine Fidel Castro's government and win support among anti-Castro Cubans in Florida. On the campaign trail in Florida in 1992, now-President Clinton endorsed the services.



Washington Watch

Edited By Kim McAvoy

Radio broadcasters last week scored a victory in the Senate when a banking bill (S. 1275) passed that included a favorable radio ad disclosure amendment. The National Association of Broadcasters, which has been a driving force behind the amendment, is predicting the radio industry will gain up to \$50 million more a year in advertising revenue from automobile companies. Similar legislation passed the House last year. A conference committee of the House and Senate will reconcile differences between the two bills, and the NAB is optimistic that the bill will move to the White House for the President's signature.

The legislation will help eliminate some of the problems radio broadcasters encounter when airing certain kinds of advertising, such as for automobile loans and leasing. Currently, broadcasters must include lengthy disclosure information, but under the bills, advertisers could insert a toll-free number for listeners to call for consumer information.

Now that the FCC is on the Internet, it is reminding the public that "ex parte rules that apply to written presentations to any commission decision-making personnel also apply to Internet E-mail presentations."

Under FCC rules, parties in a disputed case may not have a private meeting or communication with FCC staff members to discuss the merits of their case. In the case of Internet, "E-mail presentations to commission decision-makers in restricted proceedings are prohibited unless they are served on all parties to the proceeding."

The FCC's ex parte rules recently were called into question by the commission's inspector general, who complained they were unclear. He made the statement in a report criticizing several top FCC staffers for an

The FCC is asking the House Telecommunications Subcommittee to preserve the commission's ability to conduct a thorough review of whether—or to what extent—broadcasters should be allowed to offer ancillary services such as data transmission and paging. An FCC proceeding affords the best opportunity to weigh the impact ancillary services may have on conventional broadcast services, HDTV and the value of spectrum, FCC Chairman Reed Hundt wrote in a March 11 letter to Subcommittee Chairman Ed Markey (D-Mass.).

Amy Zoslov of the FCC's Mass Media Bureau is moving over to the commission's Cable Services Bureau as a senior attorney in the competition division.

FCC Chairman Reed Hundt is among those slated to speak at the National Cable Television Association convention May 22-25 in New Orleans. Hundt may get a rather cool reception from the industry's members, who have complained bitterly about the FCC's new cable rate regulations. NCTA also has invited Vice President Al Gore, but the White House has not said whether he will be there.

The National Association of Broadcasters in May will hold the first in a series of regional seminars on license renewals for radio stations. One is slated for May 10 at the Holiday Inn Monticello, Charlottesville, Va.; another for May 17 at the Holiday Inn Charleston House, Charleston, W.Va. NAB is targeting broadcasters in Maryland, the District of Columbia, Virginia and West Virginia because they have the earliest FCC radio renewal application deadline—June 1, 1995.

Seltel still adding stations after strong surge

Rep firm focuses on basics of television spot ad sales

By Jim Cooper

As the television industry scrambles to come to terms with the technological and economic components of the information superhighway, the Seltel ad rep firm is boosting its market share by sticking to the past.

Rather than be distracted by alternative revenue streams in high-definition television and interactive technology, Seltel executives say they sell spot television, and that's it.

"We're doing the same thing today that every good rep firm was doing 10 to 15 years ago," says Carl Mathis, senior vice president, client relationship and new business, Seltel.

Of the 133 stations it represents, Seltel, which was acquired by Katz Communications in early 1991, added 17 clients in 1993 and 16 in 1992. Don

Robinson, Seltel's president and chief executive officer, says the net gain of stations in that time was 25. Two stations have added their names to Seltel's list so far this year and Mathis expects more to follow.

"[Stations] don't feel they are getting the attention that they used to," says Mathis when asked why the stations switched their representation.

Katz President and Chief Executive Officer Peter Goulazian says his company acquired Seltel after seeing it as an "unrecognized, extremely capable company" run by talented managers. It also had a loyal client base made up of Paramount, Clear Channel, Act III and Renaissance Broadcasting stations, he says.

Goulazian says that after being acquired by Katz, Seltel expanded and Katz helped bring more structure and discipline to the business of acquiring

stations.

However, one rep industry executive says the stations Seltel has added are mostly small-market affiliates and independents that might not have been profit centers for other rep firms.

Saying Seltel has compiled more of a "laundry list" of stations than anything else, the executive adds: "They've done an adequate job, but it's tonnage."

One major rep firm has acknowledged that it recently restructured its organization partly in response to gains Seltel was making among its client list.

While having "no real capital investment on the part of Katz," Goulazian says, broadcasters may see Seltel's image as enhanced by Katz. He points to Seltel's December 1992 acquisitions of stations in Erie, Pa., and Providence, R.I. The stations are owned by Northstar Television, which has a long-standing relationship with Katz in other markets, Goulazian says.

Mathis sees Seltel's success based mainly on a better sales effort on the part of his company.

Pointing to a general shift in the rep industry away from freewheeling spending to intense scrutiny of the bottom line, Mathis says Seltel has aggressively tried to win new business.

"The days of the limos and roses are gone. [The rep industry has] been getting squeezed, and we have to be a little quicker on the draw," Mathis says.

Seltel's early association with then-fledgling Fox Television Network in the mid- to late 1980s has paid off, Mathis says, adding that the network's affiliate stations have established themselves as market mainstays. "We have hitched our wagon to that star," Mathis says.

"For my money, Seltel is expert at representing independent and Fox affiliate stations. We think they are the rep firm of the '90s," says Perry Sook, president and general manager, Superior Communications Group-owned KOCB-TV, an independent in Oklahoma City and one of the two stations Seltel has added so far this year.

Of the 133 stations Seltel represents, 61 are Fox affiliates, 24 are CBS, 16 ABC, 14 NBC and 18 independent. ■

Florida interconnect sees sunshine

Seven cable companies operating in the Miami-Fort Lauderdale market have joined to form an advertising interconnect.

The regional venture will cover roughly 700,000 area cable subscribers and reach more than 90% of homes in the South Florida ADI.

The cable companies joining forces are Tele-Communications Inc., Dynamic Cablevision, TeleCable Corp., Jones Intercable, Continental Cablevision, Selkirk Communications and Adelpia Communications.

Advertisers will receive market research, sales information and billing invoices from one source that represents the entire market, as opposed to getting information from each system.

The system was formed to make it easier to attract regional and national advertising dollars to the area's systems, says William Volkman, director of advertising sales, TCI Southeast, and chairman of the interconnect.

"The interconnect will insure that national spots all run on the various cable systems at the same time, making it much easier for the advertisers to buy and monitor," Volkman said.

The interconnect will be represented nationally by New York-based Cable Media Corp.

David McGlade, TCI's vice president of regional advertising, said the choice of a rep firm for the interconnect was not an easy one. The "Miami spot business is in excess of \$160 million; the choice of a national rep was critical."

—JC

Turner electronically links to ad agencies

EDI system will quicken deals and reduce cable contract errors

By Jim Cooper

Turner Broadcasting Sales and Donovan Data Systems last week announced what they say is the first fully automated use of electronic data interchange, EDI, by a cable network.

The Turner EDI initiative was launched last August to fix problems in the flow of contracts between Turner and advertising agencies using both Donovan and non-Donovan electronic media information services.

In 1992 Donovan developed a system that transferred research and audience information between advertising agencies and cable networks by trading computer discs back and forth.

The next step was the "seamless" transfer of information electronically between agencies and cable networks, that was announced last week.

Turner, through DDS, will be able to

transfer original contracts and invoices with agencies, says Mary Ellen Gallico, DDS's senior vice president, group director, electronic media. Secondary contract adjustments and makegoods, however, will not be completed electronically.

Using the cable industry's ANSI standards developed by The Electronic Cable Committee, TECC, Turner will be able to communicate with advertising agencies not associated with DDS.

Larry Goodman, the Turner executive in charge of the project, says the complexity of cable advertising contracts makes them time consuming to process and prone to error. DDS's Gallico says the new process will reduce the time it takes to process a contract and will cut down on errors.

"For the first time, a cable sales organization is able to trade electronically," says Goodman. He says TBS is com-

mitted to full electronic linkage with all major agencies and that the effort with Donovan covers 70% of that universe.

"Like Turner, we are always looking to take cable's back room to the next level," says DDS President David Solomon.

DDS is one of the world's leading suppliers of integrated data processing and information management services to advertising agencies, advertisers and major rep firms. Donovan's clients include 18 of the top 25 advertising agencies.

After announcing its arrangement with DDS, Turner late last week said it had also completed a deal with Foote, Cone & Belding, one of the largest non-DDS agencies. The deal with FCB will also create an electrical transfer of original contracts between Turner and the agency using TECC's standard. ■

Local home shopping profiles area businesses

As tele-shopping increasingly becomes an option nationally for retailers and marketers, local broadcast and cable outlets are getting into the act as well.

In the Torrance and Long Beach areas of suburban Los Angeles, privately held *HomeTown Shopping Show* has collected more than 100 local and regional advertisers to its twice daily, half-hour program on five area cable systems.

The show's ads, aired via leased-access time, can be seen on all five cable systems or on just one, depending on the area an advertiser wants to reach.

Clients include home-financing companies, dry cleaners, amusement park owners and others pitching their products, services and establishments. They pay about \$3,000 for a one-minute spot that runs 14 times each week for a package of 14 weeks. The price corresponds to the number of cable systems on which the ad runs.

John Schoen, general manager of Radium Open Air Markets, a cottage industry that has flourished in the South Bay area of Los Angeles following the decline of the aerospace industry there, has advertised for the past two years on the program. He says he is happy with the results and that he plans to spend his ad budget there in

the future. As for his radio advertising budget, Schoen says he is cutting it by 40% because the \$850 to \$950 per spot cost of radio is inefficient compared to the tailorable *HomeTown Shopping*.

Conceived by former broadcasters Pamela Roberts and

Hugh Malay and modeled after national home shopping shows, *HomeTown Shopping* airs 26 separate advertorial programs during the half hour, each with an 800 number for direct-response selling during the show. Off-channel buying is also encouraged by offering incentives such as coupons valid with an in-store purchase.

The show is produced and aired by *HomeTown* and is often shot at the client's location by the show's "hosts," Roberts and Malay. Powerful production software gives the show a look rivaling national home

shopping shows, and repetition and competitive pricing have hiked response rates, says Frank Kilpatrick, president of *Hometown*. "We're trying to build the fabric of local retail community with the program," says Kilpatrick.

HomeTown Shopping has the potential to reach about 700,000 viewers in eight to 10 communities. It attracts regional ad clients and is talking to national advertisers.

—JC



A Torrance, Calif. business advertises its "15-minute cash advance for your car or boat on the *HomeTown Shopping Show*."

Big news at NAB: tapeless recording

Firms with latest digital storage technology hope to make videotape obsolete

By Chris McConnell

VTR makers may be riding into a digital ambush in Las Vegas. A pack of companies, including computer giants Hewlett-Packard Co. and IBM, will be bringing digital video storage technology to the broadcasting show this year in an effort to blaze a trail into the tape storage business.

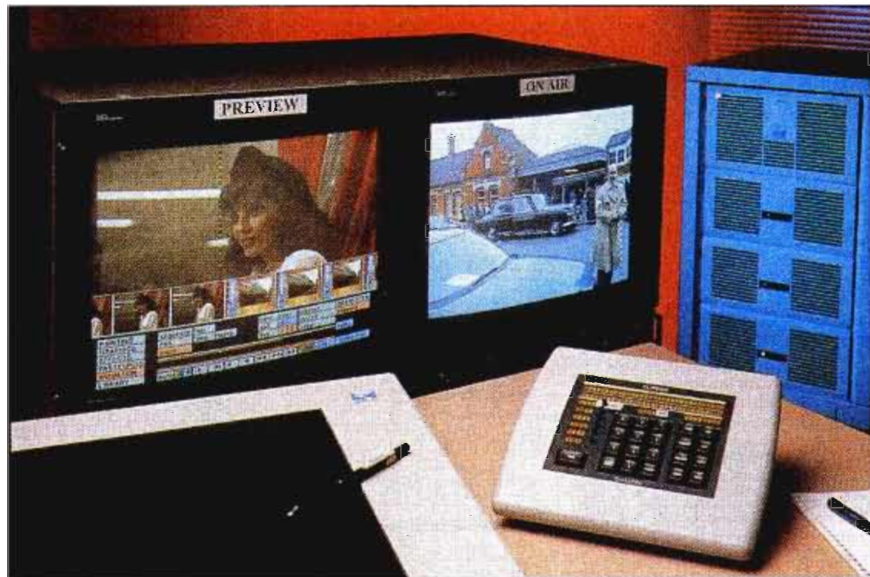
While H-P and IBM display new products and prototype equipment, a host of additional companies—including Sierra Design Labs, Recognition Concepts Inc., Quantel, Avid, Tektronix, Silicon Graphics, Dynatech and Odetics—will be looking to build on the earlier digital storage market begun by companies such as Abekas.

Although previous tapeless machines have topped out at storing 50-60 seconds of full bandwidth video, companies at the NAB show this year will bring machines that allow users to digitally store several minutes of uncompressed—and several hours of compressed—video. The added capacity, observers say, marks the beginning of a trend that eventually will relegate tape machines to the video archive department.

"We're sort of on the cusp of a real revolution," says Kelley Williams, the NAB's manager of television engineering. Citing the decreasing cost of digital storage media, Williams says that the days of true long-form digital video storage may be fast approaching.

Toward that end, Hewlett-Packard is announcing a new broadcast video server aimed at replacing videotape carts. The H-P server will compress video at several rates, allowing users to store between six and 51 hours of video. It will use the compression standard of the Motion Picture Experts Group (MPEG). Functioning at 15 megabits per second, the machine will store six hours of broadcast-quality video, the company says.

Hewlett-Packard decided on the 15 mbps rate (about 12:1 compression) after surveying broadcasters during the past two NAB shows. The compa-



Quantel's Clipbox system offers 'multitasking' capabilities.

ny asked onlookers to pick which of two television sets was showing compressed footage and found that votes were split evenly between the two screens, according to a spokesman.

H-P plans to conduct similar research at this year's convention.

For those wanting to store video for nonbroadcast applications, the server data rate can be reduced to 1.5 mbps. When functioning at the lower rate, the server can be expanded to allow for as much as 51 hours of storage, with intermediate options at 17 and 24 hours. The machine will carry an optional server buffer capable of storing six hours of video information and playing material if the main server fails. Like the main drive, the buffer carries a 45 gigabyte disk capacity when functioning at 15 mbps.

The system also will incorporate a "Redundant Array of Independent Discs" (RAID), allowing failed discs to be exchanged with new drives while the system remains on the air.

Additional features will include software that allows users to perform on-line programming of upcoming ads and other video clips while the server is feeding material to the transmitter for broadcast. A scalable architecture will allow users to configure the

machines for various broadcast applications, including commercial and program playback as well as time-delayed broadcasting.

While using compression to store video on its own machine, H-P also is working with Incline Village, Nev.-based Sierra Design Labs to produce a video disc recorder storing uncompressed video.

A version of the recorder, currently available from Sierra for a price starting at around \$40,000, stores varying amounts of full bandwidth video beginning at three minutes. The company says its technology can allow users to store as much as two hours of material, although a spokeswoman said broadcasters have been using the machine to store roughly six minutes of video. In Las Vegas, the company will unveil a version of the machine that enables users to store as much as 24 minutes of video.

H-P plans to use the Sierra technology, along with some of its own specifications, to produce a version storing between 3 and 12 minutes of uncompressed video. The H-P version will be expandable to store as much as 80 minutes of video.

Another Nevada company, Carson City-based Recognition Concepts



Inc., also is pursuing the uncompressed video storage market with

an array of component, composite, switched and high-definition machines. The company's NTSC composite machine, says RCI Director of Sales and Marketing Ron Earwood, stores varying amounts of video ranging between 4 and 13.7 minutes.

Earwood says that the storage capacity will jump to 27 minutes once 2 gigabyte drives are available, which he anticipates will happen in the next six months. In Las Vegas, RCI, which is making its third appearance at the broadcasters' show, will demonstrate a server capable of storing uncompressed, high-definition video. Two versions of the machine exist, one for storing 6 minutes and another that is capable of storing 10 minutes of HD material.

RCI's technology has attracted the interest of equipment giant Sony, which is working with RCI on a machine for storing 1.2 gigabytes of uncompressed video. The machine will use 64 disk drives and should be running this month, according to Larry Thorpe, vice president of production technology for the Sony advanced systems group.

Thorpe notes that although some manufacturers maintain the importance of storing video in an uncompressed format, others insist the video can be compressed without rendering it unacceptable for airplay.

"They're all right," Thorpe says, adding that compression is acceptable in some cases, but problematic in others, such as when the user is performing a high degree of manipulation on the stored image. "There, we raise a cautionary flag," Thorpe says. He adds that Sony plans to distribute a compression booklet to broadcasters at this year's convention.

His company's Destiny editing machine uses a combination of hard drives and magneto-optical discs to store video in a compressed form. As with the H-P and other machines, the user can select the degree of compression, beginning at a ratio of about 6:1 and moving as high as 30:1 for off-line editing. The video compressed at 6:1, Thorpe says, provides a respectable picture that might prove

acceptable for airing.

"Nothing comes for free," Thorpe says of the compression/quality trade-off. "It's only a question of degree."

Rex Stevens, general manager of digital television for Tektronix, maintains that full bandwidth storage represents a costly dinosaur destined for replacement by compressed storage devices. He says uncompressed storage drives the price of machines beyond that which broadcasters can afford.

"We just think that day is gone," Stevens says, adding the uncompressed approach to storing long-form video will never overcome cost issues. He notes his company has surveyed broadcasters and determined that 24 mbps video will satisfy their needs. The data rate provides the video equivalent of Betacam SP metal tape, he says.

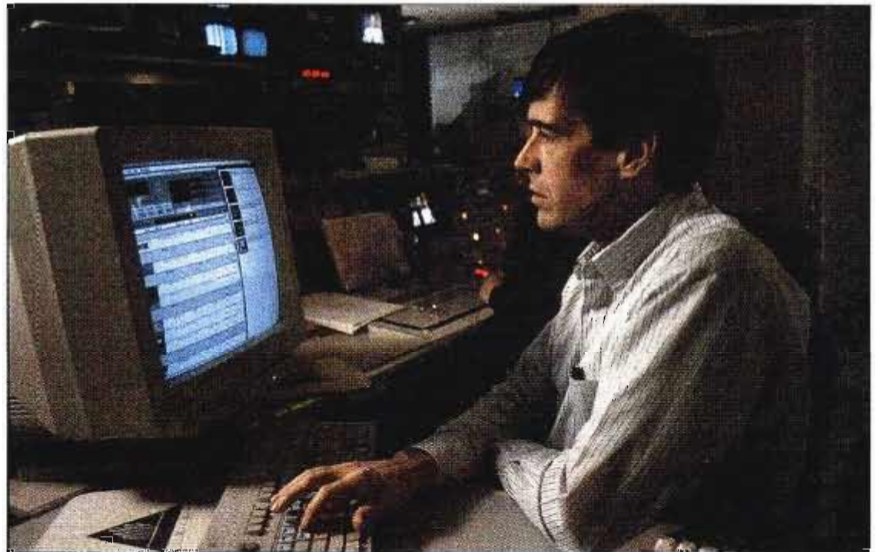
This week, Tektronix is introducing its Profile machine in Las Vegas. The \$45,000, four-channel machine stores video at data rates ranging from 24 to

offers varying data rates but produces Beta SP quality video, Delaney says. The machine also stores material in a RAID environment, allowing users to expand the storage capacity.

Delaney notes, however, that although the company is exhibiting its machine at the broadcaster show this year, SeaChange is aiming the device more toward the cable industry. The units start at about \$150,000 for a single station, he says.

Aside from H-P, another computer heavyweight, IBM, is traveling to Las Vegas with its Power Visualization System. A company spokesman says that the system is geared more toward special effects houses. The machine includes a "production" server that provides a full-resolution D1 stream.

Bruce Culbert, IBM's program manager for multimedia consulting services, says the company is working with several television studios to assess the requirements for developing a VTR replacement machine. While the current visualization sys-



Dave Munde of WCSH-TV Portland, Me., at the controls of Avid's AirPlay system.

48 mbps. Storage capacity varies between 40 and 320 minutes, Stevens says. At 48 mbps, storage capacity is halved from the capacity at 24 mbps.

"Our customers are telling us the [compressed] video is perfectly acceptable," says Ed Delaney, vice president of sales and marketing of SeaChange Technology. SeaChange offers a Digital Spot System aimed at storing video clips and is planning an upgraded version that would boost capacity to 30 minutes.

Like several of the machines at NAB this year, the SeaChange system

tem can act as a spot playback machine, Culbert says, it is better suited for post-production. The machine, which starts in the \$300,000 range, can store several hours of MPEG-compressed video.

Culbert adds that IBM will show prototypes in Las Vegas, including file servers used in interactive TV trials.

Despite the rush to ax tape machines—one company even described its machine as a VTR replacement system—tape machine makers Tektronix and Sony insist that

the linear technology will survive even in a world where broadcasters record, edit and play to air without tapes.

"There will always be linear storage," Stevens says, maintaining that the tape technology will continue to offer the cheapest method of archiving material. Thorpe adds that his company sees "a linking of arms of tape and tapeless."

Marty Stein of tape equipment maker Ampex concedes there is "more and more disk in the editing equation," but says tapes offer the best solution for storing large amounts of source material. "As you build up layers, you have to have a place to store the composites," says Stein, data storage technology marketing manager for Ampex.

Other equipment makers, however, anticipate a tapeless broadcasting era. In addition to H-P, Tektronix, RCI and Sierra, rivals Quantel and Avid will be opening the curtain on new digital servers and network applications.

Quantel will be bringing its new Clipbox system to the convention. The company is billing the machine as a "multitasking" system capable of allowing multiple users to simultaneously prepare, edit, reorder and play video to air. The system will use Dylan disk stores to provide random access of video. Clips within the system can be titled, numbered, dated, described and categorized.

The system's Video Bank will hold six hours of uncompressed CCIR 601 video. Moving into the compressed domain, the system will hold a 30-hour storage capacity. Additionally, the Quantel machine will carry a discretionary compression feature that allows users to mix compressed and uncompressed material within the system and select the required video quality on a "clip-by-clip" basis.

The company cites title creation as one potential application of the feature. Users can lay uncompressed text over a compressed clip without degrading the edited portion of the clip. The system also provides up to eight user seats per Clipbox. The new Clipbox will follow the introduction earlier this year of the Quantel Edit Box, which also incorporates the Dylan random access disc technology into a \$349,000 system. Quantel says it will announce the first pricing for the Clipbox this week.

Avid Technology Inc. also will raise the flag for tapeless broadcasting

with a series of announcements concerning its Media Recorder, NewsCutter and AirPlay systems. The company plans to introduce a high-speed networking solution for integrating its disc-based storage products.

The company plans to integrate the three systems with a new Unix-based MediaServer and AvidNet/Asynchronous Transfer Mode (ATM) networking solutions. The AvidNet/ATM system is designed for delivering digital media via fiber optic-based networks.

Avid hopes that the integrated system will allow users to capture source material for recording directly to hard drives. The NewsCutter tool would enable editors to then begin editing material from the file server and, when completed, air the material using AirPlay.

The company's Media Recorder, which stores video in compressed form, is available for \$29,000. The NewsCutter lists at \$42,900, while the AirPlay sells for \$59,000.

In addition to the new network solutions, the company plans to introduce a new version of its AirPlay machine. The AirPlay 3.0 will offer multichannel playback of digitally stored video. Broadcasters, the company says, can use the machine to record and play video simultaneously. They also might use the device in providing multicasting services.

The 3.0 version of AirPlay will provide interfaces to several automation systems, including Basys, SoftTech, NewsMaker and Newswire and Columbine. Using such systems, users can send playback schedules electronically from newsrooms directly to the AirPlay machine. Automated reconciliations of traffic logs can be fed back to the traffic computers.

Additionally, a new 3.0 version of NewsCutter will include real-time title and digital video effects. The feature allows editors to add graphics, titles and effects such as wipes and dissolves to news stories.

Joining the line of companies developing new file servers is BTS, which will hold a private showing of a "practical digital storage technology" for broadcasting and post-production. But although the company is showing a host of new products on the floor this year, it is keeping the file server demonstration off the convention's main thoroughfare.

BTS, which notes that U.S. patents are pending on portions of its system,

says its technology will have several applications including multitrack video recording.

While some companies—Quantel, for instance—are heralding their machines as the beginning of "tapeless broadcasting," others are looking to sell transitional machines. Dynatech is billing its Digistore machine as such a device.

The Boston-based company's machine offers multichannel playback of compressed video. Storage capacity is variable but can go as high as 3.5 hours per channel. The system also allows users to play as many as three separate broadcasts. Digistore Development Engineer Bob Craig describes the video as Betacam quality.

At this week's convention, the company will demonstrate a fully installed system providing three channels of video.

"It's intended as a full replacement for cart machines," says Craig. He says the company is focusing on commercial insertion, but eventually may move toward storing video in longer form.

Odetics, plans to introduce what it calls a "hybrid" tape automation system. The new system is aimed at allowing broadcasters to begin storing material digitally while keeping the VTRs in use. Users can switch material from tape to disk and then play directly from disk to air.

Also gunning for the shorter-form cart market is Silicon Graphics Computer Systems. The company's Onyx computer carries an expandable capacity ranging from 2 gigabytes to 3 terabytes. At 3 terabytes, users could store 30 hours of material, says Greg Estes, Onyx product line manager.

The company, which this week expects software providers to announce new products to run on the system, has found the greatest demand for its product in the post-production industry. "The need for rapid, random access is becoming more important," adds Sony's Thorpe.

The NAB's Williams agrees with the importance of fast editing and playback, but says the entire process must be tapeless to allow users to enjoy the true benefits of tapeless broadcasting. Williams says broadcasters should not be afraid to invest in the new devices. The only danger, he adds, is the possibility of buying something that will become obsolete in short order. ■

Classifieds

For rates and other information call Mitzi Miller at 202-659-2340

RADIO

HELP WANTED MANAGEMENT

General manager: Large market New England powerhouse. We are looking for the brightest there is. We offer an excellent facility with excellent ratings and a strong staff. This is a long term career move. If you lead by example, are sales focused, are an outstanding motivator and goal driven this position is for you. You must be driven by the highest standards of excellence and capable of achieving them. In return, you will enjoy excellent income and stability, with a respected broadcast group. Your response is absolutely confidential and even if your current situation has presented you with a level of contentment we urge you to reply. Resume to Box E-10. EOE.

Florida small market FM seeks a take charge, selling sales manager. Excellent facility. Resume & cover letter to 904-523-9610. EOE.

General sales manager for growing suburban Chicago AOR. Must be a results oriented leader that excels in coaching and motivating a young sales staff. Must be organized, assertive, and willing to carry account list. Send credentials to: Sue Schmitz, WABT, PO Box 249, Dundee, IL 60118. EOE.

We're looking for a manager/salesmanager for our small-medium market radio stations in Arkansas. Excellent area! Excellent opportunity! Equity position available. EOE. Reply to Box E-28.

Eastern Long Island radio network: WBAZ-FM/WLIE-FM seeks general sales manager, operations manager and news director. Duopoly committed to local community service and highest quality marketing, sales, news and on-air entertainment products. WBAZ leads the market with a light AC format plus Boston Pops; NY Mets; candidate debates; award winning election night and monthly public affairs program; editorials; political endorsements, and a myriad of special features. WLIE will sign on shortly with an equally strong news commitment, NY Yankees and a format to be announced. We seek smart, hands-on, creative leaders who play to win. Competitive salary and equity alternative. EOE. Contact President, Box 1200, Southold, NY 11971; fax 516-765-1662.

General manager: Barnstable Broadcasting seeks experienced sales-oriented general manager for WWKL-FM (KOOL 94.9) Harrisburg, PA. Must have strong sales management background with systematic and effective methods for recruiting and hiring, training and managing people while keeping it fun. We're looking for a strategic thinking GM who can bring out the best from a talented staff, maximize revenue share and grow operating income. The right candidate will be very well compensated. Write to David Gingold, President, Barnstable Broadcasting, Inc., PO Box 9042, Waltham, MA 02254-9042. EOE.

HELP WANTED SALES

If you have had good sales experience in West Texas smaller markets and feel you are ready for that step up, we are looking to add 2 aggressive, young AE's at Abilene's Hot New Country FM. Call Jack Smith 915-673-5252, or fax resume to 915-675-6449. Equal opportunity employer.

Central CA's #1 Rocker looking for aggressive, intelligent, involved salespeople. Opportunity knocks for those of you who are above the rest. Those that specialize in social visits need not apply. Send resumes in confidence to: KRAB Radio, 3701 Pegasus Drive, Suite 123, Bakersfield, CA 93308. EOE.

Local sales manager: FM radio station seeks local sales manager. Great product, great company, great coastal location. Must be experienced, money-motivated and driven to excel. No desk jockeys! Salary, commission, bonus, benefits. Females and minorities encouraged. Resume to: General Manager, Box E-29. EOE.

HELP WANTED NEWS

Award winning WOBN news department is seeking applicants for immediate and future openings. Experienced candidates must be go-getters with strong anchoring and reporting skills. Women are encouraged to apply. Send tape and resume to News Director, WOBN-FM, 1015 Atlantic City Blvd., Bayville, NJ 08721-3541. EOE.

SITUATIONS WANTED MANAGEMENT

Bob Bolton: Seeking new management challenge. Recently GM/GSM with Eastern NC station I built from CP. Management/sales/programming and construction career spans 25 years. Capable of wearing many hats to reduce your overhead. Call anytime including weekends! 919-249-1893.

Problems with ASCAP, BMI, SESAC? Fees too high, audit claims, annual and per program reports. Call me for help today. Bob Warner, 609-395-7110.

Programming, sales and technical genius with exclusive new talk/music format! Looking for good market to kick it off. Coastal Florida preferred. Bill: 813-844-3823.

SITUATIONS WANTED NEWS

Sports broadcaster: Young, talented, ambitious recent college graduate. Five years of experience doing live sports talk, sports updates and baseball play-by-play. Willing to relocate. For tape and resume, call Greg Sher. 410-542-2388.

Dynamic sports pro with experience in play-by-play, sports talk and sports news looking to move up. Major market experience. Extensive sports knowledge. Both radio and TV background. Young talent that is ready to explode onto your station! Jeff Kurtz 510-524-7336.

SITUATIONS WANTED ANNOUNCERS

Back in part-time after format change. Seek full-time Eastern A/C, Oldies, Country in medium or major market. 17 years experience. Mark Anderson 302-994-3934.

Calling all voice talent scouts! Looking for that "distinct" voice? Please dial 617-298-3437 for a sample tape and resume.

Dependable stable announcer seeks weekends within driving distance of Daytona. 20 years radio experience. Will consider full time. Mike, 904-255-6950.

TELEVISION

HELP WANTED MANAGEMENT

KJCT-TV (ABC) Grand Junction, CO seeks a production manager. Successful candidate must be a strong manager, teacher and team player. Minimum 5 years TV production experience. Computer literacy and video toaster knowledge necessary. Send resume and tape to: J. Hammer, Manager, 8 Foresight Circle, Grand Junction, CO 81505. EOE.

Promotion manager: Fox affiliate on beautiful Carolina coast seeks hands-on promotion manager with production experience. Please send resume and non-returnable tape to: General Manager, WFXI-TV, PO Box 2069, Morehead City, NC 28557. EOE.

Station manager: Start-up commercial UHF independent television station seeks a sales-oriented, hands-on station manager. Proper candidate should be a motivator, goal-setter, achiever and strong leader. Great opportunity to get large market experience. Competitive compensation package and benefits. Women and minorities encouraged to apply. Send cover letter, resume and salary history to Box E-12. Sorry, no phone calls. EOE.

Local sales manager needed to take charge of #1 sales staff and bring them to new heights at this top rated CBS affiliate in charming New England coastal city of Portland, Maine. Must be able to lead by example. Candidate must have a minimum 5 years of strong local sales and/or local management background with proven success in new business development, experience in value added promotions, thorough knowledge of rating books, working knowledge of Marshall Marketing and excellent people skills. Women and minorities are strongly encouraged to apply. Please send resume and cover letter to Paul Saltin, General Sales Manager, WGME-TV, 1335 Washington Ave., Portland, ME 04104. EOE/M/F.

Local sales manager: Experienced LSM with excellent leadership skills, strong people skills and a proven track record creating alternate revenue sources, developing new business, sales research and sales promotions. Independent experience preferred; emphasis on motivation, training and development. Computer literacy a plus. Resume and salary history to: Director of Sales, PO Box B, Sacramento, CA 95813. No calls please. EOE.

General sales manager: Rare opportunity in a top 75 market, where the quality of life is excellent. NBC affiliate seeks applicant with skills necessary to lead and grow an already successful sales department. Strong local/regional/national sales, marketing, and management experience required. Reply to Human Resources, WLEX-TV, PO Box 1457, Lexington, KY 40591. EOE. Females and minorities encouraged.

Satellite network director: Fast paced satellite organization looking for individual to direct the hardware/software satellite division of expanding company. Will be responsible for international customer sales and relations, R&D, coordination of hardware, software encryption, uplink management, and time buying. Requires experience in all facets of satellite broadcasting, departmental budgeting, and international sales. Interested candidates send resume to HR, Dept. VPSN, 200 Swisher, Lake Dallas, TX 75065. EOE.

National sales manager: Fox affiliate in 32nd market looking for aggressive, proven sales professional to lead our national sales effort. Should have strong number and negotiating skills and have a passion for event and value-added selling. Good people skills a must. Rep or NSM experience preferred. Please send resume and letter to: WLFL-TV, 1205 Front St., Raleigh, NC 27609. EOE.

HELP WANTED SALES

Leading national television representative firm seeks experienced account executive for Southwestern office. Also seeking candidates for a sales assistant position. Send resumes to Box E-17. EOE.

WTVH-5 seeking an account executive. Minimum of one year broadcast experience a must, three years broadcast experience preferred. Send resume outlining sales experience to: Peg McDermott, WTVH-5, 980 James Street, Syracuse, NY 13203. No phone call please. WTVH is an equal opportunity employer.

National sales manager: WESH-TV in Orlando, Florida, an NBC affiliate, is seeking a national sales manager. The right individual for the job should have an in-depth knowledge of television sales, inventory control and possess excellent communicative skills. This person must have a proven track record in selling special opportunities and sponsorships. 3-5 years previous rep experience or national sales management experience preferred. College degree also preferred. Send resumes to: Nick Nicholson, GSM, WESH-TV, 1021 N. Wymore Rd., Winter Park, FL 32789. No phone calls accepted. EOE.

Television sales representative in mid-size New England market. Minimum 3 yrs broadcast sales experience. Resumes to: WPTZ-TV, 45 Roosevelt Highway, Colchester, VT 05446. EOE.

We are a major Canadian post-production video facility specializing in broadcast quality standards conversion (PAL-SECAM-NTSC). We're looking for dynamic persons to represent us in California, New York and Illinois. The work involved consists of offering standards conversion services to companies selling (or buying) TV programs, movies, etc. to and from foreign countries. We offer the very best quality conversion at rates 30 to 50% less than U.S. facilities, partly because of the advantageous exchange rate between U.S. and Canadian currencies. If you have an established network of contacts in the field of importation/exportation of video programs of any kind, this is an excellent financial opportunity, full time or part time. Please fax your resume. Attn: Pierre Corbeil 514-982-0796. EOE.

WVTV-TV sales manager an ABC affiliate seeks a highly motivated, disciplined professional to lead the staff with creative ideas and positive motivation. Convince me to hire you! Send VHS tape and resume to B. Chase, 371 Target Industrial Circle, Bangor, ME 04401. EOE.

National account executive: Sinclair Broadcasting is growing and expanding. We are presently interviewing for the position of national account executive. Individuals will be based in Chicago and Los Angeles. These individuals will be our spot sales liaison between our stations and our rep firms. Individuals must have at least three years of TV broadcast experience and have a proven record of overachievement in their broadcast career. Please send a detailed work history of achievement to: Steve Marks, General Manager, WBFF Fox 45, 2000 W. 41st Street, Baltimore, MD 21211. WBFF and Sinclair Broadcasting are equal opportunity employers.

Account executive: Immediate opening for an experienced sales rep who can handle good existing list and develop new business for ABC affiliate. Live and work on Maryland's Eastern Shore—a healthy, growing market. Susan Kelly, GSM, WMDT TV, PO Box 4009, Salisbury, MD 21801. EOE, M/F.

HELP WANTED TECHNICAL

Maintenance engineer: Top 50 northeast affiliate seeking a broadcast maintenance engineer. Experience should include Sony 1" VTR's, Sony 1/2" Beta equipment, Grass Valley production switchers and routing systems. Two (2) years previous broadcast experience preferred. Comprehensive benefits package offered. EOE. Send resumes to Skeeter Lansing, WTEN-TV, 341 Northern Blvd., Albany, NY 12204.

Master control operator: Entry-level position for technical or electronics school grad. Successful applicant will have knowledge in the operation of 1-inch, 3/4-inch and Beta-broadcast equipment; master control and other studio equipment. Competitive compensation package and benefits. Women and minorities encouraged to apply. Send resume to: Box E-18. Sorry, no phone calls. EOE.

Chief engineer: Commercial UHF independent television station seeks an experienced hands-on chief engineer responsible for selection, installation and maintenance of studio equipment, transmitter facility and microwave system. Duties include oversight of master control operators and compliance with all FCC rules and regulations. This is not a desk job. Successful candidate must possess FCC license: SBE certification a plus. Competitive compensation package and benefits. Women and minorities encouraged to apply. Send resume and salary history to: Box E-19 Sorry, no phone calls. EOE.

Maintenance engineer: Dynamic, growing CBS affiliate in livable mid-size market has an immediate opening for an experienced maintenance engineer. Requires minimum three years hands-on maintenance of Betacam, U-matic and 1" tape. Transmitter experience a plus. Mail resume, salary history and references to: Chief Engineer, WOWK-TV, 555 Fifth Avenue, Huntington, WV 25701 or fax 304-529-4910. No phone calls please! EOE.

Master control/TD: Requirements: Switch station breaks, load commercials, program tapes and dub video tapes; 3 years exp. in broadcast television; FCC license; working knowledge of waveform monitors, vectorscopes and VU meters; exp. as TD newscasts on GVG300 with Kaleidoscope DVE. Interested applicants send resume to: Charmaine Williams, KRIV Fox Television, PO Box 22810, Houston, TX 77227. EOE.

Operations engineer. Northwest's leading news station seeks an operations engineer with experience in technical direction or post production as well as studio production, MC, or ENG. Please send 2 copies of your resume to: KING 5 TV, HR Dept - Ref #94R7A8, 333 Dexter Ave N, Seattle, WA 98109. No phone calls please. EOE M/F/D/V.

Managing engineer: Multi-station operation/Midwest. Must be self-motivated and people person. Hands on innovative position. Excellent growth opportunity, benefits, profit sharing. EOE. Reply to Box E-30.

Assistant chief engineer: Mid-Atlantic TV station is seeking a highly motivated individual who has excellent technical, organizational, and communication skills. Must have at least 5 years broadcast engineering experience and an FCC General Class Radiotelephone license or SBE Broadcast certification. Will assist in management and maintenance of existing studio, transmitter, and ENG facilities and will help design and implement future upgrades. Must demonstrate a commitment to service and quality. Respond to Box E-31. EOE.

Maintenance engineer-vacation relief: Responsibilities include the maintenance of studio, videotape and electronic news equipment including cameras, videotape recorders, video switchers, digital effects, editing and transmitting equipment. FCC license preferred. Professional related maintenance experience required. Send resume to: Raymond Johns, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

Maintenance technician: WUNI TV-27 seeks a full-time technician with hands-on repair experience with Sony Betacam equipment. 2 year degree in electronics or equivalent required. Sony training preferred. Component level troubleshooting required. UHF transmitter experience helpful. Send resume to Chief Engineer, WUNI TV-27, PO Box 810, Needham Hts., MA 02194. Fax#617-433-2750. EOE.

Dynamic Sunbelt network affiliate has immediate opening for maintenance engineer. Experience necessary, ENG/SNG experience a plus. Future advancement possibilities excellent. Send resume and salary history immediately to Personnel Director, Sunbelt Broadcasting Company, 1500 Foremaster Lane, Las Vegas, NV 89101. EOE.

Studio engineer-vacation relief (2 positions): Positions require experience as a TV studio audio engineer or still store/chyron/robotic camera operator, and a thorough understanding of TV studio operations. Completion of accredited college or technical school desirable. Professional experience required. Send resume to William Beam, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

Media center engineer (video tape)-vacation relief: Position requires operating knowledge of Ampex VPR2/VPR3, Sony Betacam video tape machines and the ability to set up and adjust all associated equipment to required standards. Previous professional operating experience is necessary. Send resume to: William Beam, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

Group owned TV station in the Houston market looking for a director of engineering to join our engineering team. 3-5 years broadcast television experience, appropriate education & general FCC license. UHF transmitter experience, strong maintenance skills, studio & computer knowledge essential. This is a hands-on managerial position. Send resume to: Station Manager, KSHH-TV, 2522 Highland Square Mall, Alvin, TX 77511. No phone calls. EOE. M/F.

Master control operator: Switch air according to program log. Keep program and transmitter logs within compliance of FCC regulations. Record programs and dub commercials for air. Knowledge of 1" and 3/4" tape formats preferred. Resume to T. Hiebert, KTVA (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. Close 3/28/94. EOE.

Mobile facility engineer in charge: Starliner Mobile Video, located in suburban Philadelphia has an immediate opening for an EIC for its 48 foot mobile unit. Position requires a working knowledge in maintenance of Sony 1" & Beta, GVG Switcher, Abekas DVE & ESS, Chyron 4100 & Infinet. Prior experience on a mobile facility preferred. Must be organized, self-motivated and able to work with people. Competitive salary and benefits package. Mail or fax resume to: SMV, 525 Mildred Avenue, Primos, PA 19018; Fax: 215-626-2638. EOE.

HELP WANTED NEWS

Booming Pacific Rim island needs a seasoned professional news director. Multiple award winning 17 year old news staff of 22 needs a leader. Hard news and investigative reporting skills a must. Provide resume and salary history to: Harrison Flora, Group Vice President, 530 West O'Brien Drive, Agana, Guam 96910 or fax 671-477-7847. EOE.

News director: Top 70 Texas affiliate seeks news director with proven experience, strong competitive drive, and high journalistic standards. We offer a big challenge, support for your efforts and a company that wants to win. M/F. EOE. Reply to Box E-21.

WGN Television: WGN-TV, Chicago, the flagship of Tribune Broadcasting, is expanding! We're looking for the best in the business to work on our new morning newscast. We have openings for: Anchor/reporters, general assignment reporters, weathercaster, executive producer, show producer. If interested, please send an audition tape (if applicable) and/or two (2) copies of your resume to: Jennifer Schulze, News Director, WGN-TV, 2501 W. Bradley Place, Chicago, IL 60618. No phone calls please! Tapes will not be returned. Equal opportunity employer/MF.

News photographer: College degree and at least one year of experience in a commercial television news department. If you are a motivated self-starter with a commitment to excellence, send your tapes/resumes to Human Resources Manager, WYFF-TV, PO Box 788, Greenville, SC 29602. EOE.

Needed now!! Investigative reporters. Guam Cable TV's Cable News, winner of Polk, AGA Silver Gavel and 8 Ace Awards, is looking for the next Woodward and Bernstein's willing to work as a team. Send letter with news philosophy, resume, non-returnable tape, salary history and references via domestic priority mail to: Harrison Flora, Vice President, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. EOE.

WSYX-TV is looking for a #2 weatherperson. 2 years experience required with AMs seal. Send tape and resume to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn: Weatherperson. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

WSYX-TV is looking for a sports reporter/producer. Duties to include reporting and fill in anchoring. 2 years previous producing experience required. Send tape and resume to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn: Sports Producer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

Photojournalist: TV news dept. has opening for photojournalist with college degree & 4 yrs. exp. in news. Individual should possess advanced tape editing skills along with good field initiative. NPPA membership considered a plus. Direct tape & resume to Doug Crary, Executive Producer, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No telephone calls, please. EOE.

Are you one of the best reporters in the business? If so, you'll work well with the rest of our team. Extremely committed and well-equipped CBS affiliate in one of the most competitive markets in the country is looking to add to its already great reporting staff. Aggressiveness, enterprise and a demonstrated ability to humanize the story are the requirements for this general assignment position. If you've got these talents along with at least three years experience, please send non-returnable tape and resume to: Phil Bell, Executive Producer, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an equal opportunity employer and encourages applications from members of minority groups. No phone calls, please.

Tired of the news grind? Washington, DC production house seeks camera person/editor with 5 years experience who's ready to do it right, not just fast. Send resumes only to: GVI, 1331 F St., NW, Suite 250, Washington, DC 20004. EOE.

Weekend producer: Television news dept. has opening for a Saturday/Sunday morning producer. Candidates must have college degree, 2 yrs. exp. in TV news & 2 yrs. exp. producing newscasts. Top notch writing & editing skills are required along with ability to motivate & direct team of experienced reporters, editors, & anchors. Interested persons should send resume to: Doug Crary, Exec. Producer, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No telephone calls, please. EOE.

News anchor: Emmy winning WCBD-TV looking for person to complement female co-anchor. Right candidate should have proven investigative reporting skills and not be just a reader. College degree preferred. Send 3/4" tape, resume and references to News Anchor/WCBD-TV, PO Box 879, Charleston, SC 29402. EOE M/F. Drug test mandatory. Phone calls will disqualify you.

Anchor & reporters wanted: Top 35 market leader looking for major players. Immediate openings at station with all the toys that uses them every day. Need experience, aggressiveness, and strong desire to win. Tapes to: Paul Dughi, WBNS-TV, PO Box 1010, Columbus, OH 43216. EOE.

WKRN-TV, the ABC affiliate in Nashville has an immediate opening for the following position: **News photographer:** A minimum of two years experience as a news photographer...and a tape that demonstrates an understanding of good storytelling. Live truck experience will be helpful. Send resume and tape to: Rodney King, Chief Photographer WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. No phone calls. EOE M/F.

ENG editor-vacation relief (4 positions): Experience in television news operation required. Ability to operate Sony 800 system a must—Sony 600 system a plus. Must be able to work unsupervised under deadline pressure. Send resume to Peter Menkes, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

The WNDU Stations (the NBC-TV affiliate, plus AM and FM) are looking for an experienced, creative weathercaster to expand the market's leading weather team. You will present the weather segments on WNDU-TV's top rated, primary weekday newscasts and do live shots and community involvement. We're looking for someone to develop and manage a winning team already equipped with excellent equipment. Meteorologist preferred. Send non-returnable tape and resume to: The WNDU Stations, Attention: Human Resources, PO Box 1616, South Bend, IN 46634-1616. No phone calls. EOE.

Fox magazine show: "Front Page" is moving to New York and is looking to recruit a few top notch news managers. Open positions include some editorial, administration/business and production and technical operations. All inquiries will be confidential. EOE. Send resume to: Fox News Productions, 10201 West Pico Blvd., Building 12/Room 203, Los Angeles, CA 90035. Attention: Kim Montour.

Health reporter: NewsChannel 9 is seeking an aggressive, experienced health reporter. Must be capable of generating and producing local health stories and appearing on-set five nights per week. Anchor skills a plus. No beginners. Send non-returnable tape and resume to: Jim Church, News Director, 410 West 6th St., Box 1150, Chattanooga, TN 37401. EOE. No phone calls.

Reporter/photographer: NewsChannel 9 is seeking a self-motivated, do it all journalist to generate, shoot and report stories. We have all the toys: SNG, ENG, Beta, Newsroom computer and the best staff in East Tennessee. Send non-returnable tape and resume to: Richard Simms, News Operations Manager, 410 West 6th St., Box 1150, Chattanooga, TN 37401. EOE. No phone calls.

TV news producer: Supervise, manage, and lead other production and news personnel. Prior TV news experience and good people skills required. Please send resume and tape to Billy Otwell, Assistant News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No telephone calls. EOE.

Anchor needed: Top station in the Tulsa market is looking for a 5 pm co-anchor. Strong writing, reporting and live skills a must. Need an enthusiastic, take-charge journalist to join this number one news team. Only the experienced need apply. Send non-returnable tape and resume to: Personnel, KTUL-TV, PO Box 8, Tulsa, OK 74101. EEO/MF.

Executive producer: Looking for someone to supervise and coordinate the production of four daily newscasts. Must have solid editorial judgment, high production values and ability to deliver superior product despite any obstacles. College degree and at least five years producing experience required. Previous management experience a plus. Send tape, resume and news philosophy to: Personnel, KTUL TV, PO Box 8, Tulsa, OK 74101. EEO/MF.

Strong Gannett owned NBC station in Florida seeks energetic and creative sports photojournalist. Heavy emphasis on local sports demands someone who is as accustomed to shooting and editing long form features, as catching the highlights of a game. The right candidate gets in on the ground floor in covering the newest NFL franchise, the Jacksonville Jaguars. A desire to learn and a willingness to work hard and think for yourself are essentials for this position. Two years photojournalism experience required. Send resume and tape (no phone calls) to Bill Zetterower, Chief Photographer, WTLV-TV, PO Box TV-12, Jacksonville, FL 32231. EOE.

Investigative reporting team: Powerful Southeast network affiliate looking for one reporter and one photographer to lead a new investigative unit. The ideal candidates will have I-Team experience and be familiar with media law. Both must be highly motivated, excellent storytellers who are willing to put in the research time then turn a story fast. Photographer must be able to shoot and do interviews independently. College degree/three years television news experience required. Send resume tape on 3/4", small format Beta or MII. EOE/MF. Reply to Box E-32.

Weather/feature reporter for small market ABC affiliate in Northeast. Produce and anchor 6 & 11 pm weather, feature and human interest reporter. Must be ENG and weather friendly. Write, shoot and edit (3/4"). Call Mike Dotson, News Director, WMGC, Binghamton, NY 607-723-7464. EOE.

General assignment reporter: College degree and at least one year of experience in a commercial television news department. If you are a motivated self-starter with a commitment to excellence, send your tapes/resume to Human Resources Manager, WYFF-TV, PO Box 788, Greenville, SC 29602. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Experienced TV writer-producer adept at sophisticated political humor, with conservative bent to work on syndicated political talk show. Write political and social satire for daily program; produce segments, bits. East Coast-based. Resume, writing samples and non-returnable tapes to Box E-26. EOE.

Graphic artist-vacation relief: WABC-TV seeks a highly qualified computer graphics artist for vacation relief position. Experience with Quantel Paintbox, Digital F/X, AVA and Harris Still Store is required. News graphics experience and ability to handle tight deadlines is a must. Please send resume and tape to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

KJCT-TV(ABC) Grand Junction, CO. seeks a writer/producer. Successful candidate will write, shoot and edit client and station spots. Position requires a degree in TV production or equivalent and a skilled communicator able to produce quality under tight deadlines. Send resume and tape to Glen Sanders, KJCT-TV, 8 Foresight Circle, Grand Junction, CO 81505. EOE.

Associate producer, Reuters NewMedia: As a part of our corporate television department, this person will be responsible for the creation of video packages for the corporate market. Duties include script writing, research and field production. We require a minimum of three (3) years experience in broadcast television, an undergraduate degree and strong written and verbal communication skills. For consideration, please send resume to Reuters NewMedia Inc., 1700 Broadway, 39th Floor, New York, NY 10019, Attn: Dept. AP. EOE M/F/D/V.

Graphics and design manager: WJXT, a Post-Newsweek station in Jacksonville, the sunny home of the newest NFL team, is looking for an experienced graphics and design manager. We're loaded with state of the art equipment, extremely talented staff and exciting projects. If you're an experienced "hands on" manager whose work is truly cutting edge, let's see your resume and reel. No phone calls. Attn: WJXT Graphics & Design Manager, WJXT, 4 Broadcast Place, Jacksonville, FL 32247. EOE.

Director wanted: Qualified applicant will have 2 years previous directing experience, strong supervisory skills and an ability to work well with clients and staff. You must be able to switch your own newscast. Computer literacy and graphic design skills are also a plus. Send resume and tape to: Mike Taylor, KSWO-TV, Box 708, Lawton, OK 73502. EEO and no phone calls.

Newscast director needed immediately in Jacksonville, Florida. Applicant must be experienced in graphics-intensive, live newscasts and possess the ability to facilitate the production of commercials, promos and special projects. Send tape and resume to: Michael Baer, Production Mgr., WTLV-TV, 1070 E. Adams Street, Jacksonville, FL 32202. EOE.

Assistant director of promotion: KPHO, Arizona Five, the state's #1 independent seeks a strong, organized, hands-on #2 position in the promotion department. Candidate should possess a solid production background, a unique flair for writing and an eye for graphic design, computer editing skills a plus. Duties include supervision of radio production, daily administration of department, and assisting in long-range positioning of station. Three years advertising/TV promotion experience required. Join a fun-loving, hard-working team, and live in beautiful Arizona! Send resume and tape (no phone calls, please) to: Dusty Schmidt, Director of Marketing & Promotion, KPHO-TV, 4016 N. Black Canyon, Phoenix, AZ 85017. EOE.

SITUATIONS WANTED MANAGEMENT

Senior broadcast operations manager, 39, with exceptional technical and field production talents, seeks relocation to West Coast (Pacific Northwest preferred). 17 years network experience. Has engineered and managed live television remotes in 65 countries. Reliable, creative self-starter; quality track record. Good people skills, multilingual, excellent references. Reply to Box B-50.

Responsible self starter with degree and eighteen years experience in television production and management, eager to relocate my family to Eastern-Mid West area for managerial position in commercial or educational television. Peter 305-926-7569.

SITUATIONS WANTED SALES

Dale Carnegie sales graduate with six years selling radio advertising, currently employed with AT&T, is looking for a position as an account executive with a television station. Please call Martin Garbus at 213-749-3461 or write to him at 27113 Sanford Way, Valencia, CA 91355.

SITUATIONS WANTED ANNOUNCERS

Calling all voice talent scouts! Looking for that "distinct" voice? Please dial 617-298-3437 for a sample tape and resume.

SITUATIONS WANTED NEWS

Entertainment reporter. 12 years TV experience, 5 network. Seeks new pastures from Sept. Reply to Box E-22.

SITUATIONS WANTED TALENT

Male "Dear Abby"/"Wizard of Oz": 70,000 hours experience counseling. Buddy Piper, humorous talk show host. "What's your problem?" 1-800-743-0707.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Shopping channel veterans: Former QVC execs and managers each looking for new challenges. Talent, production, marketing, programing and other areas. All with start-up experience. Reply to Box E-23.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Assistant professor, two temporary on-year appointments to begin August 29, 1994. Primary teaching responsibilities include courses such as Broadcast Journalism, Radio/TV Production, Broadcast Law and African-Americans in Television. Graduate degree in broadcasting or mass communication and teaching experience required. Additional responsibilities may include advisement, committee work, and possible supervisor of a radio production lab and/or campus radio station. Send letter, vita, transcripts and three letters of recommendation to: Search Committee, Communication Studies, SUNY Oswego, Oswego, NY 13126. Application deadline April 30, 1994, or until position is filled. SUNY Oswego is an affirmative action/equal opportunity employer.

Broadcast news: Asst/Asso. professor, tenure track to teach beginning and advanced classes in broadcast writing, reporting and producing. B.A. degree, 5 years professional broadcast news experience required; college teaching, M.A., Ph.D. or ABD, print journalism experience preferred. Send application, resume and references by May 15, 1994 to Journalism Dept., California State University, Northridge, CA 91330. CSUN is an equal opportunity/affirmative action, Title IX Sec. 504 employer.

University of Montana: Scenic designer for theatre and television-assistant/associate professor. Teach scenic design, construction, drafting and painting for theatre and television; develop TV production design curriculum; permanent position. Begin August 22, 1994. Review begins April 10. Send: Letter and resume to: Drama/Dance, University of Montana, Missoula, MT 59812. EOE.

HELP WANTED MANAGEMENT

Manager of audiovisual production: A prestigious national healthcare organization located in the North Loop area in Chicago is seeking an audiovisual production professional. A Bachelor's degree in Film, Audiovisual Production, Broadcast Communication or Journalism is required. Five (5) years experience in specialized broadcast journalism with emphases in production, management and communication at a TV station, production company, news broadcasting company, public relations firm or ad agency required. Additional requirements include: Strong technical and creative skills; scriptwriting; management of outside producers and vendors; cost-analysis expertise to produce and distribute audiovisual projects; strong communication skills; and ability to research topics and brief spokesperson. Hands-on experience with slides film and video equipment; on-line producer of video and film programs for broadcast, corporate or institutional use. Also desirable: wordprocessing; familiarity with inter-active video and computer technology; experience interacting with news reporters and spokespersons in media related activities. We offer an excellent salary and benefit package. For consideration, send resume along with salary history in confidence to Box E-25. EOE/M/F/V/D.

FINANCIAL SERVICES

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

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.

HELP WANTED SALES

LARCAN-TTC Inc. is seeking an experienced, full-power television sales person. Qualifications include 5+ years experience in full-power television sales, a television engineering background, computer literacy and knowledge of system design. An enthusiastic self-starter who follows through to close is required. LARCAN-TTC is located outside of Denver, Colorado and offers an excellent compensation package for the right candidate. Please send resume with salary history to the Director of Sales and Marketing, LARCAN-TTC Inc., 650 South Taylor Avenue, Louisville, CO 80027. LARCAN-TTC is an EOE.

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.

EMPLOYMENT SERVICES

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

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

WANTED TO BUY EQUIPMENT

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

Wanted: TV transmitters on any UHF channel or high VHF, antennas, coax or waveguide. Immediate purchase. Dealer. 702-386-2844.

Want to buy 1 KW UHF amplifier. Ten watt VHF transmitter channel 7/13. KCL-TV, Neosho, MO 417-451-1440. No dealers!

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.

Antenna (LPTV) Scala SL-8 Channel 59. Available-never used! \$3000 or best offer. 407-682-7195.

UHF TV transmitter for sale, 60 KW klystron, well maintained, still on the air. Megastar 702-386-2844.

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.

Parts & service for Townsend Transmitters. B.M.A. Inc. PO Box 817, Neosho, MO 64850. 417-451-1440. Harris Visual UHF Exciter \$5,000; Townsend complete UHF Exciter \$10,000.

RADIO-MISCELLANEOUS

Radiation hazard meters General Microwave, model 3. RF range 300 MHz to 18 GHz. \$1,195.00. 702-386-2844.

I would like to purchase or lease airtime in East Hampton, NY or New York City, or Cape Cod, Mass. AM or FM. Send rates/best offer. Reply to Box E-33.

HELP WANTED MANAGEMENT

TELEVISION—MISCELLANEOUS

Video switches, 3M model 101 vertical switches. Ten in, one out. Audio follow video. \$185. 702-386-2844.

TV news journalists! Know what will put you ahead of the pack for that job? We do! Want to know more? Write/call: C...Marketing Works, 18 Lisa Dr., Ste. B, Nashua, NJ 03062, 603-888-6788.

ALLIED FIELDS—MISCELLANEOUS

Pristine beachfront 2/2 units on quiet barrier island of Florida's West Coast. Will trade vacation time for media advertising. 1-800-622-HIDE.

SATELLITE—MISCELLANEOUS

Satellite equipment bought and sold: Earth stations, antennas's, HPA's test equipment, etc. Also, sales, design, installation of earth stations, microwave and data networks. Megastar 702-386-2844.

RADIO MISCELLANEOUS

Sub Carrier available on 100,000 watt South Florida FM. Broadcasting at 950' from the Gannett Tower located on the Dade/Broward border covering Dade, Broward and Palm Beach counties. Call 305-442-7503.

TELEVISION HELP WANTED PROGRAMING PROMOTION & OTHERS

SUPERVISING WRITER

Washington D.C. documentary production unit seeking experienced writer for staff position as Supervising Writer. Will have editorial responsibility over post-production of original films. Requires background as writer or writer/producer of documentaries. Minimum of four years experience in television production, as writer, producer or comparable work. Some experience supervising other writers desirable. Send resume to: Supervising Writer, Box E-27. Equal opportunity employer.

HELP WANTED TECHNICAL

Television Systems Design Engineers

Would you like an opportunity to join the industry's top facilities design team and work on some of the most exciting projects in the country? Our clients include major Hollywood studios, the networks, and the nation's top broadcasters.

National TeleConsultants is seeking experienced television systems design engineers to join its dynamic, growing staff.

A minimum of 3 years design engineering experience is required. Operations experience is highly desirable. National TeleConsultants offers a very competitive compensation package. Send resume to:

NationalTele@nsultants

1651 Gardena Avenue ▪ Glendale, CA 91204 ▪ Fax: 213-245-8008

Equal Opportunity Employer

PRESIDENT / GENERAL MANAGER

One of the Southeast's premier public telecommunications centers looking for a professional, experienced leader to manage TV and FM stations. Strong communications, organization, planning, and outreach skills a must. Responsible for effective operations and programming commitment, proper fiscal management, further development of human resources and special projects/events.

Successful experience at senior management level required. Undergraduate degree required; Advanced degree preferred.

Send resume to: Dr. Melvin Reid
Byron Harless, Reid & Associates, Inc.
2426 Phillips Highway
Jacksonville, FL 32207

Confidentiality assured, if requested. Equal Opportunity Employer.

HELP WANTED NEWS

Leading German TV network seeks experienced professional cameraperson/editor for top-notch quality network news productions. Flexible hours, travel required. Fax resume to RTL German TV (212) 975-7448

BUSINESS OPPORTUNITY

REAL ESTATE TELEVISION

Internationally respected real estate journalist/author has format, production co. talent, co-host and track record to produce a weekly 1/2-hour nationally syndicated real estate TV show. Seek distribution, sponsors, investors. Call Rich Newman in Las Vegas at RETV c/o rfn productions, (702) 253-6333.

ALLIED FIELDS

EMPLOYMENT SERVICES



JOB OPPORTUNITIES NATIONALLY

Professional, Technical & Production
Cable & Broadcast TV, Film...
2x month, 6 issues/\$35, 12/\$60, 22/\$95.

Subscribe today. Send check/MO to:
ENTERTAINMENT EMPLOYMENT JOURNAL™
Dept. 550, 7095 Hollywood B. #815
Hollywood, CA 90028
For more info call: (800) 335-4335
In CA: (213) 969-8500



EMPLOYMENT SERVICES CONTINUED

The only service specializing in media!
 Innovative temporary staffing solutions for

- ▲ Sales
- ▲ Promotions
- ▲ Traffic
- ▲ Research
- ▲ Engineering
- ▲ Sales assistants



TEMPS, INC.
 Chicago • New York • (800) 556-5550

FOR SALE EQUIPMENT

**SAVE OUR PLANET,
 SAVE YOUR MONEY.**

Our recycled evaluated video tapes are guaranteed as good as new for less than 1/2 the price. Order: (800)238-4300



FOR SALE STATIONS CONTINUED

At NAB/Las Vegas. Contact via Las Vegas Hilton or call for appointment.

BARRY SKIDELSKY

Attorney at Law

655 Madison Ave., 19th Floor
 New York, NY 10021
 (212) 832-4800

The Industry's Lawyer.

HELP WANTED MANAGEMENT

OPPORTUNITIES FOR THE

Creative Mind

DIRECTOR OF CUSTOMER SERVICE

Broadcast Products


Avid, with over 3000 installations worldwide is the global market leader in advanced digital media solutions. Avid is growing at more than 100% a year. Avid's broadcast product line allows for faster, more efficient capture, creation, and distribution of commercials and news programs.

An exceptional opportunity exists for a seasoned broadcast professional to design, develop and implement a customer service strategy for the Broadcast Products Group. In this highly visible role, the successful candidate will manage a staff to provide support, documentation, training and facilities engineering.

This challenging position demands an entrepreneurial professional who thrives in a fast-paced dynamic environment and has leadership, problem solving and program management skills. The successful candidate will have the business expertise to identify and exploit sales/service opportunities to gain a competitive advantage.

Candidates must have 10-15 years of broadcast experience including proven management talent, preferably in the areas of broadcast operations and maintenance engineering. Experience with computer-based systems a plus.

Avid offers an exciting, fast-paced, high growth environment and the opportunity to make a major impact. Please mail or fax resume, with references and salary requirements to: Avid Technology, Inc. Metropolitan Technology Park, One Park West - BC, Tewksbury, MA 01876; FAX (508) 640-1552.
An Equal Opportunity Employer



FLORIDA FM
 (OWNER MUST RETIRE)
\$850,000

"A REAL TOY" — BEAUTIFUL STRONG GROWTH AREA NEAR ORLANDO AND TAMPA BETWEEN OCEAN AND GULF. HIGH TECH EQUIPMENT. THIS WON'T LAST. MY LOSS IS YOUR GAIN.
CONTACT OWNER WITH YOUR CREDENTIALS. BOX E-34.

WESTERN MAJOR MARKET fulltime AM. Asking \$900K. Terms.

ROCKY MOUNTAIN POWERHOUSE AM-FM Combo. Arbitron rated. Principals only.

COLORADO AM-FM Combo. 60 min. from new Denver airport. Asking \$395. Terms

MIDWEST move-in to Arbitron market. Outstanding opportunity.

CONTACT: Doug Stephens 913-649-5103

TEXAS 100kw FM, real estate included, solid ratings performance in rated market. Cash Flow.
CONTACT: Bob Austin 813-896-0045

PA Class A Combo in college/resort area. Non-broadcast owner. Will sacrifice at 2X revenue and a seller note. Asking \$450K.

PA turn-around combo with 6kw FM. Needs on site owner. Asking \$600K. Outstanding terms for qualified buyer.

NJ Cape May/Wildwood area.

6kw FM stand alone. Producing small cash flow without sales staff. Seller financing.
CONTACT: Jack Satterfield 215-660-7790

COLORADO fulltime 1kw AM, College Town.
COLORADO 100kw FM. Great coverage.
CONTACT: Al Perry 303-239-6670

FLORIDA metro Class C exclusive.
COLORADO major ski resort Class C Combo
CONTACT: Bill Varecha 303-476-8289

Satterfield & Perry, Inc.
 Media Brokers • Appraisers • Consultants
 Philadelphia • Kansas City • Denver • Vail • Tampa • Orlando

FOR SALE STATIONS

LOUISIANA CLASS B
 Rated Mkt.
(407) 295-2572

Rochester, NY W38AW
 Operating LPTV

Clearwater, FL - LPTV
 Will build for your programming
Call 716-544-3820
 or Visit Ron @ NAB Booth #11701

WHITLEY MEDIA

SOUTHWEST OPPORTUNITIES
 CENTRAL TEXAS; AM/FM Combo
 only stations in the county
 \$310,000 on terms

OKLAHOMA; AM/FM Combo
 Single station market
 \$395,000 on terms with R.E.
 12770 Coit Rd. Ste 1111
 Dallas, TX 75251 214 788 2525

FLORIDA FM
 Orlando/Daytona Market
 All New Equipment-Excellent Terms
 Principals Only
 Michael O'Hara Garcia
 Fax: (703) 525-4955

For the Record

OWNERSHIP

Granted

WTWS(TV) New London, CT (BALCT-931116KE)—Action Jan. 27.

WFYV-FM Atlantic Beach, FL (BALH-931129GE)—Action Feb. 22.

WAPE-FM Jacksonville, FL (BALH931129-GE)—Action Feb. 22.

WCKJ(AM) Augusta, GA (BAL930923EA)—Action Feb. 23.

WBLJ(AM) Dalton, GA (BAL931126ED)—Action Feb. 1.

WFTD(AM) Marietta, GA (BTC931209EC)—Action Feb. 17.

WJEM(AM) Valdosta, GA (BTC931012-EE)—Action Feb. 18.

KFQC(AM) Davenport, IA (BAL931215-EE)—Action Feb. 23.

KEEL(AM) Shreveport, LA (BAL931110-EC)—Action Jan. 28.

KITT(FM) Shreveport, LA (BALH931110-ED)—Action Jan. 28.

KMSS-TV Shreveport, LA (BTC931222-KE)—Action Feb. 18.

WGRD-AM-FM Grand Rapids, MI (AM: BAL931221GG; FM: BALH931221GH)—Action Feb. 22.

WLAV-AM-FM Grand Rapids, MI (AM: BAL-931208GF; FM: BALH931208GE)—Action Feb. 18.

WTCX(FM) Lakeville, MN (BALH931118-EA)—Action Jan. 24.

WKZF-FM Bayboro, NC (BALH940126-GG)—Action Feb. 17.

KOOQ(AM)-KELN-FM North Platte, NE (AM: BTC940103EB; FM: BTCH940103-EC)—Action Feb. 18.

WWKB(AM) Buffalo, NY (BAL931228GE)—Action Feb. 22.

WCHP(AM) Champlain, NY (BTC931102-EC)—Action Jan. 13.

WBWZ-FM New Paltz, NY (BTCH931119-GG)—Action Feb. 18.

WKSE-FM Niagara Falls, NY (BALH-931228GF)—Action Feb. 22.

WWAT(TV) Chillicothe, OH (BALCT-931102KF)—Action Jan. 14.

WQTL-FM Ottawa, OH (BALH931223GS)—Action Feb. 18.

KSWO-TV Lawton, OK (BTCCT940119-KE)—Action Feb. 3.

KOKL(AM) Okmulgee, OK (BAL931213-EA)—Action Feb. 22.

WUSR(FM) Scranton, PA (BTCED931029-

Abbreviations: 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; PSA—presunrise service authority; pwr.—power; RC—remote control; 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. One meter equals 3.28 feet.

GF)—Action Jan. 24.

WMFX-FM St. Andrews, SC (BALH931223-GR)—Action Feb. 18.

WEKR(AM) Fayetteville, TN (BTC931215-ED)—Action Feb. 22.

KRJT-AM-FM Bowie, TX (AM: BTC931124-EC; FM: BTCH931124ED)—Action Feb. 23.

KINL-FM Eagle Pass, TX (BTCH931117-EC)—Action Jan. 28.

KHYM(AM) Gilmer, TX (BAL930210ED)—Action Feb. 23.

KITE(FM) Kerrville, TX (BAPLH931124-GU)—Action Jan. 13.

WLDJ(FM) Appomattox, VA (BALH931112-

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,934
Commercial FM	4,986
Educational FM	1,666
Total Radio	11,586
Commercial VHF TV	559
Commercial UHF TV	593
Educational VHF TV	123
Educational UHF TV	243
Total TV	1,518
VHF LPTV	512
UHF LPTV	955
Total LPTV	1,467
FM translators	2,141
VHF translators	2,334
UHF translators	2,458
Total Translators	6,933

CABLE

Total systems	11,385
Total subscribers	58,834,440
Homes passed	91,433,000
Cable penetration*	62.5%

*Based on TV household universe of 94.2 million.
Source: Nielsen, NCTA and FCC.

GI)—Action Jan. 31.

WTKK(TV) Manassas, VA (BTCCT931104-KF)—Action Jan. 27.

WNVZ(FM) Norfolk, VA (BALH940128-GK)—Action Feb. 18.

FACILITIES

Applications

Ft. Collins, CO KFCT-TV ch. 22—31 License Inc. seeks MP to change; ERP vis: 1,878 kw; ant. 256 m.; TL: 4.8 km W of Pierce, Weld Co., CO.

Clermont, FL WWFL(AM) 1340 khz—K.A.B. Communications Inc. seeks MP to change TL to 1.93 km NW of Clermont on State Rd. No. 561, Clermont, FL.

Bridgewater, NJ WBRW(AM) 1170 khz—Bridgewater Broadcasting Co. seeks CP to reduce day power to 229 w and make changes in antenna system.

Columbia, SC WCTG(AM) 840 khz—Radio 840 Inc. seeks MP to make changes in antenna system.

Fajardo, PR WRUA(TV) ch. 34—Damarys de Jesus seeks MP to change TL: Puerto Rico Telephone Co. tower El Yunque Peak, 9 mi. W of Fajaroo, PR.

Martinsville, VA WPIM(FM) 90.5 mhz—Martinsville Community Workshop Inc. seeks mod. of CP to make changes: ant.: 118 m.; TL: Rte. 57, 300 m. E of Martinsville city limits, Henry Co., VA. Modify antenna supporting-structure height.

Ripley, WV WVRP(FM) 90.7 mhz—Lower Ohio Valley Educational Corp. seeks mod. of CP to change main studio location to Ripley, WV.

Actions

Huntsville, AR KREB(FM) 99.5 mhz—Granted app. of CP to make changes; change antenna structure height. Action Dec. 13.

Ford City, CA KZPE(FM) 102.1 mhz—Granted app. of Ford City Broadcasting for mod. of CP for new station change ERP: 6 kw; ant. 39 m.; TL: Maricopa Ridge, 2 km S of city of Maricopa, Kern Co., CA. Action Jan. 31.

Eustis, FL WKIQ(AM) 1240 khz—Granted app. of J&V Communications Co. for CP to make changes in antenna system. Action Feb. 10.

Liberal, KS KSCB(AM) 1270 khz—Granted app. of Seward County Broadcasting Co. Inc. for CP to reduce night power to 30 w and change from DA-N to ND-N secondary class D. Action Feb. 17.

Cambridge, MA WHRB(FM) 95.3 mhz—

FOR THE RECORD

Granted app. of Harvard Radio Broadcasting Co. Inc. for CP to make changes; ERP: 1.55 DA/kw; ant. 194 m. Action Dec. 30.

Dickinson, ND KRRB(FM) 92.1 mhz—Granted app. of Roughrider Broadcasting Co. for CP to make changes: ERP: 8 kw; ant. 169 m.; TL: approx. 12 miles SSW of Dickinson, ND; change class to C3 (per MM docket 89-138). Action Feb. 15.

Lewisville, NC WSGH(AM) 1040 khz—Granted app. of Winston-Salem-Greensboro-High Point for CP to add night service with 0.182 kw and make changes in antenna system. Action Feb. 16.

McClellanville, SC WZJQ(FM) 98.9 mhz—Granted app. of Gilchrist Communications Inc. for CP to make changes; change: TL: 1.6 km E of Honey Hill, Berkley Co. Action Jan. 27.

Reading, PA WXAC(FM) 91.3 mhz—Granted app. of Albright College for CP to make changes: ERP: 0.2 kw; ant.: 10 m.; TL: Albright Woods Apts., E of N 13th St., Muhlenberg Township, Berks Co., PA.

Nashville WNQM(AM) 1300 khz—Granted app. of WNQM Inc. for CP to increase day power to 10 kw and correct coordinates. Action Feb. 22.

Bay City, TX KXGJ(FM) 96.1 mhz—Granted app. of Ammerman Enterprises Inc. seeks mod. of CP to make changes; ERP: 100 kw; ant. 299 m.; TL: 2.2 km SE of Citrus Grove, Matagorda Co., TX. Action Feb. 1.

Waco, TX KCKR-FM 95.5 mhz—Granted app. of Broadcasting Unlimited Inc. for CP to

make changes; ERP: 100 kw; ant. 326 m.; and to replace existing DA. Action Feb. 17.

Danville, VA WDRG-TV ch. 24—Granted app. of Danville Television Partnership for MP to change TL: approx. 0.5 miles S of NC Hwy #29 and NC Hwy 1353 Rd. #1-NC Hwy 1353; Old Post Office Bldg., Pelham, NC 27311.

Spotsylvania, VA WPLC(FM) 99.3 mhz—Granted app. of Free Lance-Star Publishing Co. for CP to make changes; ERP: 6 kw; install DA. Action Feb. 16.

Beckley, WV WJLS(AM) 560 khz—Granted app. of Personality Stations Inc. for CP to change TL to 4th Ave., approx. 1 km W of Raleigh, WV. Modify nighttime pattern and operate with .47 kw night/4.5 kw day.

NEW STATIONS

Applications

Sheffield, AL (BPED940214MD)—American Family Association seeks 89.9 mhz; 1 kw; ant. 38 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WAFR(FM) Tupelo, MS.

Los Molinos, CA (BPH940210MG)—Broad Spectrum Communications Inc. seeks 101.7 mhz; 6 kw; ant. 11 m. Address: 5421 Bay Creek Dr., Lake Oswego, OR 97035. Applicant is headed by Paul Dausman and has interests in KLRS(FM) Chico, CA.

Point Arena, CA (BPH940223MC)—Point Broadcasting seeks 102.3 mhz; 0.828 kw;

ant. 507 m. Address: 759 South State St. #133, Ukiah, CA 95492. Applicant is headed by Philip Moore and has no other broadcast interests.

Indian River Shores, FL (BPH940210 MOF)—Sun Over Jupiter Broadcasting Inc. seeks 97.1 mhz; 6 kw; ant. 100 m. Address: 17 W. 54th St. #8-B, New York, NY 10019. Applicant is headed by George Pine and has interests in WNIX(AM) Greenville and WIQQ(FM) Leland, both Mississippi.

Warsaw, IL (BPED940222MC)—Western Illinois University seeks 89.5 mhz; 10 kw; ant. 137 m. Address: 900 West Adams St., Macomb, IL 61455. Applicant is headed by Wilma Sutton and has no other broadcast interests.

Defiance, OH (BPED940222MH)—Xavier University seeks 88.5 mhz; 19 kw; ant. 85 m. Address: 3800 Victory Parkway, Cincinnati, OH 45207. Applicant is headed by Dr. James King and owns WVXM(FM) West Union, WVXU(FM) Cincinnati and WVXC(FM) Chillicothe, all Ohio, and WVXR-FM Richmond, IN.

Moses Lake, WA (BPED940310MA)—Washington State University seeks 91.5 mhz; 7.17 kw; ant. 209 m. Address: 382 Murrow Communications Center, Pullman, WA 99164-2530. Applicant is headed by Dennis Haarsager and owns KWSU-AM-TV/KZUU (FM) Pullman, KFAE-FM and KTNW(FM) Ellensburg, KNWY(FM) Yakima, all Washington, and KRFA-FM Moscow and KNWO(FM) Cottonwood, both Idaho. ■

SERVICES

BROADCAST DATABASE **dataworld**[™] MAPS

Coverage/Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

EDS BROADCAST DATA SERVICES

A Div. of Moffet, Larson & Johnson, Inc.
• AM, FM, TV, H-group databases
• Coverage, allocation and terrain studies
• FCC research
703 824-5666 FAX: 703 824-5672

DSI COMMUNICATIONS, INC.

• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite Engineering and Installation
627 Boulevard
908-245-4833 Kenilworth, NJ 07033

Stainless, inc.

New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc. Structural Consultants

Towers and Antenna Structures
Robert A. Shoolbred, P.E.

1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4661

LDL COMMUNICATIONS, Inc.

RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

IDB FOR WORLDWIDE SATELLITE TRANSMISSION SERVICES CONTACT:

IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-240-3904

NATIONWIDE TOWER COMPANY

ERECTOR - DISMANTLER - ANTENNA - RELAP
ULTRASOUND - STRUCTURAL ANALYSIS - PAINT
INSPECTIONS - REGUY - ENGINEERING

P.O. BOX 130 POOLE, KY 42444-0130
PHONE (502) 533-6600 FAX (502) 533-0044
24 HOUR EMERGENCY SERVICE AVAILABLE

DON'T BE A STRANGER

To Broadcasting's 117,323 Readers - Display
your Professional or Service Card here. It will be
seen by station and cable TV system owners
and decision makers.

* 1989 Readership Survey showing 3.7 readers
per copy

AFCCE

Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036-0333
(301) 776-4488

contact BROADCASTING MAGAZINE

1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$55 per insertion
26 weeks - \$70 per insertion
13 weeks - \$85 per insertion

There is a one time typesetting charge
of \$20. Call (202) 659-2340.

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.
240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(813) 366-2611
MEMBER AFCCE

CARL T. JONES
CORPORATION
CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS
8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488

Since 1944 Member AFCCE

**COHEN, DIPPELL AND
EVERIST, P.C.**
CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCCE

MLJ
Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703-824-5660
FAX: 703-824-5672
MEMBER AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128
 (415) 342-5200
(202) 396-5200
Member AFCCE

CARL E. SMITH
CONSULTING ENGINEERS
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 50 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360
Member AFCCE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON
CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCE

F.W. HANNEL & ASSOCIATES
Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**
J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101 (703) 356-9765

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCE

**John F.X. Browne
& Associates P.C.**
Consulting Telecommunications Engineers
525 Woodward Ave. Bloomfield Hills, MI 48304
810-642-6226 (642-6827 FAX)
Washington
202-293-2020 (293-2021 FAX)
MEMBER AFCCE

D.C. WILLIAMS, P.E.
Consulting Radio Engineer
Member AFCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS
Clarence M. Beverage
Laura M. Mizrahi
P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

STEVEN J. CROWLEY, P.E.
Consulting Engineer
1133 15th St., N.W., Suite 1200
Washington D.C. 20005
Telephone (202) 223-1101
Fax (202) 223-0806
Member AFCCE

Suffa & Cavell, Inc.
Consulting Engineers
10300 Eaton Place, Suite 450
Fairfax, Virginia 22030
(202) 332-0110 (703) 591-0110
Fax (703) 591-0115
Member AFCCE


**SPECTRUM
ENGINEERING COMPANY**
BILL CORDELL, P.E.
11111 Katy Freeway, Suite 360
Houston, Texas 77079
(800) 966-8885 Fax: (713) 984-0066
Communications Engineering Consultants
Member AFCCE


Radio/TV Engineering
Company
"Serving Broadcasters over 35 years"
Consultants: Norwood J. Patterson, Pres.
1415 North Star Lane, Los Osos, Ca. 93402
Ph. (805) 528-1996 & Fax: (805) 528-1982

**George Jacobs
& Associates, Inc.**
Consulting Broadcast Engineers
Domestic & International
Member AFCCE
Suite 410 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD
20910

AFCCE
Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036-0333
(301) 776-4488

PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

52 weeks - \$55 per insertion
26 weeks - \$70 per insertion
13 weeks - \$85 per insertion

Kudos

EDITOR: This is to congratulate you on your probing interview of Ervin Duggan in the Jan. 31 issue of BROADCASTING & CABLE. You held no punches in exposing some of the financial and programing conundrums faced by PBS and now by Duggan in the era of rapidly expanding alternate distribution channels. It's gratifying to see that BROADCASTING & CABLE'S interviewer challenged Duggan to define what is wrong with "the commercial imperative" and how he intends to mandate an "ethic of fairness" and allocate financial resources. In all, I found it to be unbiased, informative and incisive reading for programers and policy-makers alike.—*Joshua S. Grotstein, director, business & strategic development, CNBC.*

Historical sidelight

EDITOR: Perhaps I've overlooked it, but in the reams of press regarding the battle for Paramount, I've seen no refer-

ence to the fact that, had it not been for the financial interest/syndication rules, there would be no Viacom today. Not an important point, but a rich irony that what was once CBS Films will be larger than the parent corporation from which it spun.—*Harry McClintock, operations manager, WYOU(TV) Scranton, Pa.*

In limbo

EDITOR: I cannot believe the limited coverage given the Feb. 25, 1994, FCC freeze on new AM, FM and TV applications in your March 7 issue.

You completely missed the point in your story on the freeze. It's not only on the 50 or so cases that are in a comparative hearing at the commission, but the freeze also stops any applications from being filed for new AM, FM and TV stations.

We had worked since last August on a new FM frequency for our community. We had already spent several thousand dollars on engineering and legal fees preparing to file, only to be told

by the commission to just sit here and do nothing. Our filing window, which was to have opened by March 11, 1994, was frozen and Lord only knows when it will ever be opened.

To me, the big news of the freeze is the chilling effect it has on any new stations ever getting on the air.—*Randal J. Miller, president, Miller Communications Inc., Taylorville, Ill.*

Hogwash

EDITOR: This is in response to Del Cassidy's "Violence tempest" on March 7.

Thanks to Del Cassidy our problems are solved! We should have known that commercials are at the root of crime and everything else that ails our society.

Why have we not realized that when a person sees a commercial for a product it is upsetting not to be able to afford the product. This could lead to a life of crime.

What a boatload of "hogwash."—*Frank Ferreri, WLUV-FM, Port Richey, Fla.*

THIS WEEK

- **March 21-24**—National Association of Broadcasters. Las Vegas. Contact: (202) 429-5300.
- **March 21-25**—Third annual *Infomercial Conference and Trade Show*. Loews Santa Monica Hotel, Santa Monica, Calif. Contact: (310) 472-5253.
- **March 24**—National Association of Black Owned Broadcasters 10th annual communications awards dinner. Sheraton Washington, Washington. Contact: Fred Brown, (202) 463-8970.
- **March 24**—American Women in Radio and Television 19th annual national Commendation Awards. Waldorf-Astoria, New York. Contact: (212) 302-3399.
- **March 31**—The National Academy of Television Arts and Sciences 21st annual Daytime Emmy Awards nomination ceremony. Contact: Trudy Wilson, (212) 586-8424.

APRIL

- **April 5**—"Journalism on the Info Highway," seminar sponsored by Center for Communication. Center for Communication, New York. Contact: (212) 836-3050.
- **April 5-7**—Virtual Reality Entertainment Forum. Grand Hyatt Hotel, New York. Contact: (212) 717-1318.
- **April 6**—International Radio and Television Society Gold Medal Dinner. Waldorf-Astoria Hotel, New York. Contact: (212) 867-6650.
- **April 6**—Radio and Television News Directors Foundation annual banquet and Celebration of the First Amendment. Mayflower Hotel, Washington. Contact: Frances Dattilo, (202) 659-6510.
- **April 6-8**—"Redefining Local Exchange Competition: New Rules, New Players, New Technologies," seminar sponsored by Business Research and Swidler and Berlin. Ritz Carlton, Washington. Contact: (800) 822-6338 or (202) 842-3022.
- **April 9**—"Creating Today's Television," seminar sponsored by NATPE International. WMAQ-TV, Chicago. Contact: (312) 453-4440.

Datebook

- **April 10-12**—Association of National Advertisers marketing communications conference. Don CeSar Beach Resort, St. Petersburg, Fla. Contact: (212) 697-5950.
- **April 10-12**—Cabletelevision Advertising Bureau. New York. Contact: (212) 751-7770.
- **April 12**—50th annual Radio and Television Correspondents' Association dinner. Washington Hilton. Contact: Ivan Goldberg, (202) 828-7016.
- **April 12**—"The Business of Entertainment: The Big Picture," conference sponsored by Wertheim Schroder and Variety. Pierre Hotel, New York. Contact: (212) 492-6532.
- **April 15-20**—MIP-TV. Cannes, France. Contact: (212) 689-4220.
- **April 19**—National Academy of Television Arts and Sciences 15th annual Sports Emmy Awards. Marriott Marquis Hotel, New York. Contact: Trudy Wilson, David Beld or Rob Simmelkjaer, (212) 586-8424.
- **April 20**—Scripps Howard Foundation National Journalism Awards. Cincinnati Westin Hotel, Cincinnati, Ohio. Contact: (513) 977-3035.
- **April 21-22**—National Association of Broadcasters second regional career seminar. Embassy Suites Hotel, Chicago. Contact: (202) 429-5498.
- **April 21-22**—"Current Issues in Multimedia Licensing," seminar sponsored by Prentice Hall Law & Business. New York Palace, New York. Contact: (800) 223-0231.
- **April 23-24**—National Academy of Television Arts and Sciences 21st annual Daytime Emmy Awards judging panels. New York. Contact: Trudy Wilson, (212) 586-8424.
- **April 30-May 1**—National Academy of Television Arts and Sciences 21st annual Daytime Emmy Awards judging panels. Los Angeles. Contact: Trudy Wilson, (212) 586-8424.

MAY - JUNE

- **May 8-11**—Conference On Interactive Marketing/East. Marriott Orlando World Center Resort and Convention Center, Orlando, Fla. Contact: (310) 798-0716.
- **May 13-15**—Federal Communications Bar Association annual seminar. Nemaocolin Woodlands Resort, Farmington, Pa. Contact: (202) 736-8149.
- **May 22-24**—NBC affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 664-4444.
- **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.
- **May 25**—National Media Owl Awards. First Chicago Center, Chicago. Contact: Mary Schwartz, (312) 664-6100.
- **June 1-4**—CBS affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 975-4321.
- **June 2-4**—43rd American Women in Radio and Television national convention. Minneapolis Hilton and Towers, Minneapolis. Contact: Gene Barnes, (212) 302-3399.
- **June 5-11**—15th annual Banff Television Festival. Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-3060.
- **June 7-9**—ABC affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 456-7777.
- **June 8-11**—PROMAX International and Broadcast Designers Association. New Orleans. Contact: (213) 465-3777.
- **June 11-13**—ShowBiz Expo. Los Angeles Convention Center, Los Angeles. Contact: (714) 513-8400.
- **June 20-23**—Wireless Cable Association International annual convention. Las Vegas Hilton, Las Vegas. Contact: Connie Clark, (319) 752-8336.

Major Meetings



John Charles Siegel

When John Charles Siegel sought a seat on the National Association of Broadcasters TV board four years ago, he was a man with a mission. He was determined to see TV broadcasters regain their cable must-carry rights.

It was a tough fight, but the NAB and broadcasters, including Siegel, succeeded when must carry was included in the 1992 Cable Act. Siegel was in a unique position to wage the battle—he has been chairman of the NAB's TV board since last June and is senior vice president, Chris Craft Industries, parent company of the Chris Craft/United Television group.

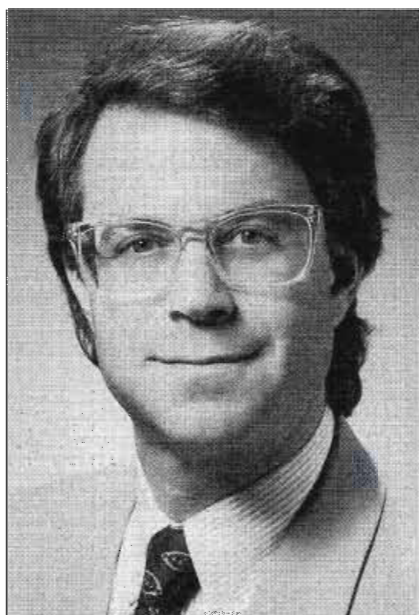
Siegel has a "very clear, practical and sophisticated understanding of the future of broadcasting," says fellow board member James Rowe, Washington vice president, NBC.

That future will depend on the type of role broadcasters are permitted to play on the information superhighway, Siegel says. Congress needs to understand "that broadcasting is the only true universal service in this country, that it is free and has served this country very well in the past."

But, he adds, "We know that there are two things that it won't be. It won't be universal, and it won't be free." If the government wants to preserve free and universal radio and TV service for all consumers, he says, then broadcasters must play an important role on the infohighway and must be able to compete.

Siegel says that broadcasters also need greater flexibility to use their spectrum to offer supplemental services. He calls such services "program enhancement services." They include airing player statistics for sporting events, and broadcasting school closings and other emergency services that go to the heart of broadcasters' public service obligations. He also thinks that broadcasters can carry electronic newspapers, faxes and even deliver encrypted medical information to doctors and hospitals.

The TV industry has no qualms about competition, Siegel argues. "We just want that competition on a level playing field, and we don't want it where one hand is tied behind our



back. If we can't compete and maximize the efficient use of our spectrum and expand into additional revenue-producing services, the long-term viability of a single-channel advertising-supported provider in a 500-channel universe may be in serious jeopardy."

Siegel knows something about competitive TV markets. Chris Craft station group is ranked sixth among broadcast groups.

The company operates six independents: KCOP(TV) Los Angeles; WWOR-TV Secaucus, N.J.; KPTV(TV) Portland; KMSP-TV Minneapolis; KBHK-TV San Francisco and KUTP (TV) Phoenix. Network affiliates include KTVX(TV) Salt Lake City and KMOL-TV San Antonio. Last year, the company teamed with Paramount Communications to start a fifth network.

Despite its portfolio, Chris Craft's corporate structure is small. It includes his father, Herb, chairman and chief executive officer; brother Bill, senior VP; and Evan Thompson, executive vice president. Herb Siegel is well known in the entertainment

industry, not only as a broadcaster but as a top executive for many years at General Artists Corp., a leading talent agency. Among his clients were Jackie Gleason and Nat King Cole.

After graduating from high school in 1970, Siegel spent a year at the University of Southern California—Los Angeles. He graduated in 1974 from University of the Pacific, Stockton, Calif., with a degree in social sciences. He earned a law degree from the University of San Francisco's law school in 1977 and worked for a year at the San Francisco law firm of Crosby, Heafey, Roach & May.

A year later, when Siegel had the opportunity to work in Washington, he took it. He joined then-Senator Abraham Ribicoff (D-Conn.) as a special assistant. He loved working on Capitol Hill, he says. But he left his congressional job in 1981 to join Chris Craft Industries as tax counsel.

In 1983, following United TV's purchase of KBHK-TV San Francisco, Siegel moved back to San Francisco to be president of the station while maintaining his corporate duties with Chris Craft. The company continued

to grow throughout the 1980s.

It was during that decade that broadcasters' cable must-carry rights were attacked in the courts and ultimately declared unconstitutional. The issue now rests with the Supreme Court, which earlier this year heard arguments in the case. Some observers felt the oral arguments

did not bode well for broadcasters. But Siegel has not given up. "I think we'll win," he says.

In June, Siegel's NAB term is up and he will leave the TV board. And although he will remain active in industry affairs, Siegel sees his departure as a good chance to spend more time with his family. —KM

Senior vice president, Chris Craft Industries, San Francisco; b. June 11, 1952, Philadelphia; BA, social sciences, University of the Pacific, Stockton, Calif., 1974; JD, University of San Francisco, 1977; associate, Crosby, Heafey, Roach & May, 1977; special assistant, then-Senator Abraham Ribicoff, 1978-81, Washington; tax counsel, Chris Craft Industries, 1981-83; vice president, Chris Craft; president, KBHK-TV San Francisco; present position since 1985; m. Jane Israel, Oct. 12, 1985; children: Jack, 7; Holly, 5.

Fates & Fortunes

BROADCAST TV



Beckman

Appointments at NBC Entertainment, Burbank, Calif.: **Preston Beckman**, VP, program planning, scheduling, named senior VP; **Rick Ludwin** renews contract as senior VP, specials, variety programs, late night.

Mary Anderson, general attorney, NBC, New York, named senior general attorney.

Richard Frankie, senior VP, business affairs, Columbia Pictures Television, Culver City, Calif., assumes similar position for company's sister company, Columbia TriStar Television Distribution, there.

Joseph Gianquinto, president, broadcast operations, technical services, Group W Television, Philadelphia, named VP, administration, Group W Network Services, Stamford, Conn.

Robert Ross, director, broadcast operations, engineering, KYW-TV Philadelphia, named VP, engineering, Group W Television, there.

Christopher Weis, manager, northeast division, Bohbot Entertainment, Chicago, joins Rysler Entertainment, Dallas, as director, southwest sales.

Joe Abruzzo, director, analytic services, Nielsen Marketing Research, New York, joins Network Television Association there as senior VP/director, research.

Appointments at RHI Entertainment, New York: **Dawn Bernsley**, sales executive, Deviller, Donegan Enterprises LP, there, joins as executive in charge of client services; **Alan Lewis**, director, operations, Samuel Goldwyn Co. there, joins as manager, business affairs administration.

Erin Scanlon-Manning, research manager, Tribune Entertainment Co., Chicago, named director, research.

Appointments at WETA-TV Washington: **David Thompson**, resident arts

adviser, named director, arts, cultural programming; **Marcia Shia**, research associate, named program development manager.

Blaine Rominger, local sales manager, KTLA-TV Los Angeles, named GSM.

Sharon Moser, controller, KFDX-TV Wichita Falls, Kan., named VP/controller.

John Larson, reporter, KOMO-TV Seattle, joins *Dateline NBC*, Los Angeles, as correspondent.

Phil Johnson, local sales manager, KDKA-TV Pittsburgh, joins WPXI-TV there in same capacity.

Willard Shepard, anchor/special projects reporter, WJW-TV Cleveland, joins WTJV-TV Miami as anchor/general assignment reporter.

Appointments at KSFY-TV Sioux Falls, S.D.: **Jim Schuessler**, local sales manager, KING-TV Seattle, joins as GSM; **Steve Johnson**, independent writer/producer/consultant, Minneapolis, joins as director, promotion, marketing.

Appointments at WTVB-TV Buffalo, N.Y.: **David Luka**, national sales manager, named director, national/regional sales; **Carrol Wolter**, manager, sales promotion, special events marketing, named director, public relations.

RADIO

Harvey Watkins, CFO, Viewers Choice, New York, joins Radio Equity Partners, Norwalk, Conn., as senior VP, finance.

Appointments at Unistar, Los Ange-



Ross



Clifford

les: **Brenda Ross**, midday air personality, KPWR-FM there, joins as evening personality; **Chuck Cliff-**

ford, weekday morning personality, KLAC (AM) there, joins as midday host, Unistar Country.

Dave Alpert, newswriter/editor, ABC News Radio, ABC Radio Networks, New York, named producer.

Dennis Ianiro, senior network account executive, Telemundo, Los Angeles, joins CBS Hispanic Radio Network there as account executive.

Phil West, program director, WOMC-FM Detroit, assumes similar responsibilities at KKSJ-FM Portland, Ore.

Donna Vaughan, promotions, news director/morning news anchor, WHLI (AM)-WKJY-FM Long Island, N.Y., joins Shadow Broadcast Services, Rutherford, N.Y., as news anchor.

Paul Miraldi, marketing/promotion director, KDWB-FM Minneapolis, joins KEEY-FM St. Paul as marketing manager; **Laurie Belleau**, senior account executive, Miller Meester Advertising Marketing, Minneapolis, joins KFAN(AM)-KEEY-FM St. Paul as direct marketing manager.

CABLE

Stephanie Storms, VP, law, government relations, Viacom Cable, Pleasanton, Calif., named VP/deputy general counsel, cable, Viacom International Inc., there.

Dick Thrall, senior VP, operations, administration, Multimedia Entertainment, New York, named senior VP, programming, for Multimedia's new cable service, Talk Channel.

Susan McFaul, former western region VP, Encore, Los Angeles, joins Cable Radio Network, Sundland, Calif., as national accounts manager.

Stan Weil, senior VP, Turner Entertainment Sales, New York, assumes additional responsibilities for the adult syndication division.

Appointments at Comedy Central, New York: **Lisa Juris**, associate director, promotion marketing, CBS/Broadcast Group there, joins as director, promotions; **Mark Barron**, regional sales manager, eastern region, American Movie Classics, Woodbury, N.Y., joins as director, affiliate marketing; **Michael Borza**,

manager, on-air promotion, named director; **Andrea Taylor**, senior writer/producer, on-air promotion, Lifetime Television, New York, joins as head writer, on-air promotion.

Appointments at Empire Sports Network, West Seneca, N.Y.: **Ron Bertovich**, commissioner, Atlantic 10 Conference, joins as VP/GM; **Nick DiVico**, advertising representative, Cable Sales, Rochester, N.Y., joins as regional sponsorship sales manager; **Mark Ewart**, consultant to Empire Sports, joins as chief engineer.

Nancy Feldman, manager, merchandising, Arts & Entertainment Network, New York, joins American Movie Classics and Romance Classics, Woodbury, N.Y., as manager, convention services.

Adam Holzer, team services coordinator, NBA Properties Inc., New York, joins Turner Broadcasting Sales Inc. there as sales service executive, sport sales.

Nick Febrizio, manager, affiliate sales research, Arts & Entertainment Network, New York, named director, affiliate sales, eastern region.

Pete Sauerbrey, manager, media relations, Sci-Fi Channel, New York, named director, media relations, USA Networks there.

TECHNOLOGY

Appointments at Capital Cities/ABC Multimedia Group, New York:

Robert Ackley, VP, finance, operations, Capital Cities/ABC Video Publishing, Stamford, Conn., named VP, finance, administration; **Katherine Dillon**, managing director, ABC News Ventures, there, named VP, production, technology; **Lauren Marrus**, VP/journals publisher, *Institutional Investor*, there, joins as VP.

Scott Kolber, VP, market strategy, Viacom Entertainment, New York, named director, technology, business operations, Viacom International Inc., there.

ADVERTISING

Elected to Television Bureau of Advertising board of directors: **Ed Bradley**, VP, Meredith Broadcasting Group; **Thomas Burchill**, president/CEO, Petry Inc.; **Grace Gilchrist**, station manager, WXYZ-TV Detroit; **Wayne Godsey**, executive



Honoring the champ

Former heavyweight boxing champion Muhammad Ali was among the honorees at the second annual Turner Broadcasting System Trumpet Awards honoring outstanding African American achievement. The ceremony was held at Atlanta's Omni Hotel. Other honorees included poet Maya Angelou, former Los Angeles mayor Tom Bradley and historian Gordon Parks. Congratulating Ali are Jane Fonda and Turner Broadcasting Chairman Ted Turner.

VP, Pulitzer Broadcasting, and **L. Donald Robinson**, president/CEO, Seltel Inc.

WASHINGTON

Patrick Gushman, Media Business Corp., Washington, joins Satellite Broadcasting and Communications Association, Alexandria, Va., as VP and executive director of new education foundation, the T. Howard Foundation.

DEATHS

Jack Spector, 66, veteran New York disc jockey, died March 8 while on

the air at WHLI(AM) Hempstead, N.Y. Spector briefly played class D baseball with the Brooklyn Dodgers farm team before starting in radio in the 1950s. He worked at WMCA(AM) New York, 1961-72. He then worked for various stations, including WCBS-FM New York, where he hosted *Saturday Night Sock Hop*.

John Harrison, 48, chief television correspondent, South Africa, for the British Broadcasting Corp., died March 9 in a car crash there. Prior to being transferred to South Africa in 1991, he was BBC's chief political correspondent based in London.

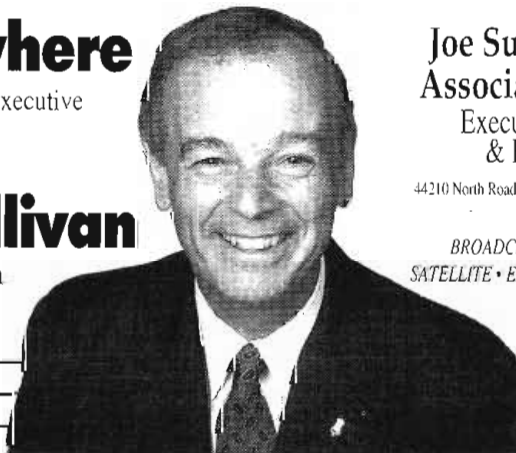
—Compiled by Marsha L. Bell

Somewhere

there is a superior executive exactly right for your company

Joe Sullivan

will find that person



Joe Sullivan & Associates, Inc.
Executive Search & Recruitment

44210 North Road, Southold, NY 11971
(516) 765-5050

BROADCASTING • CABLE
SATELLITE • ENTERTAINMENT

BMI and the Television Music License Committee reached an agreement for music license fees through Dec. 31, 1994. The deal requires no retroactive adjustments to payments made between 1983 and 1993. Instead, it calls for "an additional \$14 million to BMI during calendar year 1994 beyond the payments called for under the interim license agreements."

ABC Sports and Liberty Sports signed separate deals with the Big Eight conference and several of the more competitive schools in the Southwest Conference for televised football packages starting in 1996 when the College Football Association pact expires. ABC agreed to pay \$57.5 million for the five-year package, according to one source. Liberty Sports is said to have paid about \$40 million over the same time.

In addition, **ABC Sports and the U.S. Figure Skating Association have renewed their rights deal** in a multiyear agreement. In addition, ABC Sports will become the official marketing arm of the USFSA, providing marketing and promotional opportunities for sponsors, including use of USFSA's logos, tickets, hospitality areas and event signage. Televised events will include the U.S. Figure Skating Championships, professional-amateur competitions and, beginning in 1995, the Tom Collins Tour of World and Olympic champion figure skaters.

Renaissance Communications has proposed to maintain 98% of the equity in WTIC-TV Hartford, Conn., while still complying with FCC rules that it end a crossownership conflict between the station and the *New Haven Register* and one other newspaper. The group owner also said that it would, through a wholly owned subsidiary, continue to run the station according to a "management

Cowan to head VOA

Geoffrey Cowan, a former candidate for the FCC chairmanship, has been named the 19th director of Voice of America. "I'm proud to be taking on a role my father had," says Cowan. His father, Louis G. Cowan, was the organization's second director (1943-45). Cowan says this is an "era of tremendous opportunity for international broadcasting," and wants to take advantage of innovations in interactive technology. A public interest lawyer, TV producer and lecturer at UCLA, Cowan taught communications law and policy there for 20 years. Most recently, he was director of the school's new Center for Communication Policy. In addition to his duties at UCLA, he won an Emmy as executive producer of the movie "Mark Twain and Me," and is the author of "The People vs. Clarence Darrow: The Bribery Trial of America's Greatest Lawyer." Cowan was a member of the board of directors of the Corporation for Public Broadcasting in 1979-84.



—MLB

agreement" with the 2% equity (and 100% voting) licensee controlled by former Multimedia President J. William Grimes. The crossownership problem arose because Warburg, Pincus Capital Co., the largest shareholder in Renaissance, also has an ownership interest in the papers.

Top cable MSO Tele-Communications Inc. is in talks to become a partner in the planned music video network to be launched later this year by Time Warner, Sony, Thorn EMI, Polygram and Ticketmaster. The talks put into question TCI's earlier announced plans to develop a music video network with media giant Bertelsmann.

Reality TV moviemaker Patchett-Kaufman Entertainment has stirred up controversy by paying two police detectives for their life story rights before a high-profile racketeering case they investigated went to trial. The two Cobb County, Ga., detectives were suspended after admitting they sold their story rights for \$100,000 for a two-hour Patchett-Kaufman movie in

development for ABC about Fredric Tokars, a lawyer accused of racketeering and contracting with a hit man to kill his wife.

CBS wants TV news cameras allowed at all events except its own annual shareholders meeting. That's according to Accuracy in Media, which is seeking shareholder approval to allow televising of the meetings, held in recent years at the Museum of Modern Art in New York. AIM noted that CBS allows other news media to cover the meeting. CBS spokespeople were unavailable for comment, but AIM said that the company, as an alternative, plans to put its own TV camera in the room and offer a free videotape to any shareholder requesting one.

The FCC's June 30 deadline for compliance with new AM emission standards is nearing, and the commission warns that there will be no extensions. In 1989 the FCC adopted the new emission standard to reduce second-channel interference and to improve AM reception quality.

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telesharing* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating TheFifthEstate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co. Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1994 by Reed Publishing USA. Rates for non-qualified subscriptions, including all issues: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Except for special issues where price changes are indicated, single copies are \$3.95 US. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

A contingent of **top broadcast and cable executives gathered at the Old Executive Office Building** in Washington last week to support three new **antiviolence PSAs featuring President Clinton**. The group included NBC President Robert Wright and CBS/Broadcast Group President Howard Stringer as well as Motion Picture Association of America President Jack Valenti. Attending from the cable industry: Showtime CEO Tony Cox, USA Networks President Kay Koplovitz, Disney Channel President John Cooke and MTV Chairman Tom Freston. Clinton praised the industries for their pledges to air the PSAs.

The NAB is hoping that the FCC does not do anything drastic with a proposal to revise the Emergency Broadcast System. An EBS plan missed the March meeting agenda and the NAB is urging the commission to issue a tentative decision if the measure appears on the April agenda. A tentative action would give broadcasters a better chance to make changes to the FCC rulemaking. Past NAB comments have supported an EBS upgrade, but voiced concerns about the cost.

Errata: In a Feb. 28 story on home shopping, Q2 President Candice Carpenter did not say that dollars spent through home shopping will be largely incremental spending. Rather, she said that some of the money spent through home shopping will be incremental. Also, she said that both regularly scheduled half-hour shows and less rigid home shopping formats will work in the future because each holds a different appeal for consumers.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 6. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel of Fortune	15.4/227/98
2. Jeopardy!	13.4/220/99
3. Star Trek	11.8/245/99
4. Century 16	10.9/183/97
5. Oprah Winfrey Show	9.9/237/99
6. Entertainment Tonight	9.4/179/95
7. Roseanne	9.1/187/98
8. Nat'l Geog.-Assign.	8.8/193/96
8. Star Trek:DS9	8.8/238/99
10. Inside Edition	8.1/163/94
11. Hard Copy	7.8/164/92
12. Wheel of Fortune-wknd	7.5/179/82
13. Baywatch	7.2/195/94
14. Married...with Children	6.9/183/95
15. Current Affair	6.5/181/94

Fox still eyeing WGBS-TV

Will Fox Broadcasting's aborted purchase of WGBS-TV Philadelphia be resurrected in the not too distant future? A source close to would-be seller Combined Broadcasting insists that both parties still want to do the deal. Fox and Combined reportedly had been advised by counsel that the NAACP's petition to deny the station transfer could have caused problems for the station's upcoming license renewal. That Fox has asked the FCC to rule on the issues raised by the NAACP petition—which alleges foreign ownership in excess of the 25% limit—means the objection could be decided on before a new transfer application is re-submitted. The delay would not be entirely without penalty: WGBS-TV presumably would have to pay for programming that it would then have to supplant with the Fox network schedule should Fox buy the station. —GF

WASHINGTON

Tempers flare

So much for the "collegial atmosphere" on the FCC's 8th floor to which Chairman Reed Hundt has often referred. Commissioner Andrew Barrett was quoted by the Associated Press last week criticizing Commissioner James Quello. Barrett reportedly was upset because Quello had raised the possibility of additional penalties, including an administrative hearing, for Infinity Broadcasting after two more indecency complaints were filed against Howard Stern. "I wish Jim Quello would button up his lip," said Barrett, according to the AP. In a handwritten note to Barrett, Quello responded: "Your remarks in AP were much more intemperate than mine. Next time read or check the facts before mouthing off to the press."

LAS VEGAS

Bounced from BEA?

A Broadcast Education Association panel at the NAB convention — scheduled for Sunday (March 20) — apparently fell victim to inter-industry rivalry. According to panel moderator Jerry Udwin, NAB President Eddie Fritts asked that Udwin be removed from the panel because he "represents telcos." BEA told Udwin that NAB had suggested it would drop its funding of BEA if he were not removed. Udwin, a former Group W executive, now represents Bell Atlantic and the United States Telephone Association. Udwin, who has moderated a Sunday BEA panel for several years, canceled the ses-

sion, saying "the integrity of the panel has been compromised." The panel was entitled "New Technologies, New Services, New Jobs," and was to have featured representatives from broadcasting, satellite, cable and telephone. NAB could not be reached for comment.

ST. PAUL

USSB backer

A yet-unnamed Wall Street investor last week reportedly paid more than \$40 million for a 10% stake in United States Satellite Broadcasting, the direct-broadcast satellite venture controlled by Hubbard Broadcasting, a Hubbard source confirmed. The deal brings to around \$100 million the amount Hubbard has taken in during the past four months from a number of new investors, including Dow Jones, the source said. Hubbard, determined to retain majority control, is ready to close the door to new investors, although the company continues to negotiate with Microsoft billionaire Paul Allen for a buy-in of "less than \$25 million," the source said.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"We already have a perfectly good bimonthly incentive program. It's called a paycheck."

The remote control

It's revealing to review the headlines under consideration for this week's cover. "Above It All" was one of the first, but that seemed too elitist a characterization of Reed Hundt's chairmanship of the FCC. "Going It Alone" was another, but that too was rejected in recognition of his being surrounded by a bevy of advisers from one part or another of the political—and economics—spectrum. "The Chairman from Another Planet" had some appeal, reflecting how different the drummer to which he appears to be responding on the FCC's eighth floor.

We almost went to press with "My Way," to acknowledge his aloofness from the industries he regulates while putting the most positive light on his chairmanship style—that is, to suggest there may be a method behind his madness that we have yet to discern. In the end we settled on "The Remote Control," which pretty much sums up our portrait of his administration at this point.

In the past week, Chairman Hundt made himself available to BROADCASTING & CABLE editors as they prepared the "critical analysis" that appears in this issue, and we are most grateful for that generosity of time and spirit: our reporting is better honed for his having had a chance to challenge it in advance. We were impressed by his sincerity and his zeal, but remain troubled by the disparity in our perceptions. He insists heatedly that his decision on cable rate regulation had nothing to do with Capitol Hill, while we see Ed Markey's fingerprints, and those of other House Democrats, all over the deal. And he insists, for another example, that the cable industry should be grateful for the FCC's 17% reduction in rates because it took uncertainty out of the marketplace and increased the medium's competitiveness. By that criterion, Jack Welch should be asking Congress to cut the price of refrigerators.

One of the problems may be that Hundt has trouble

articulating his point of view to the unbelieving, as opposed to the convinced—whomever they might be. Another may be that he so rarely tries. The few public appearances he's made have avoided substance like the plague, and his late-in-the-day decision to send a surrogate satellite feed to Las Vegas while he sticks close to the Vice President in South America isn't likely to shed any real light on the broadcast issues his FCC has so far ignored.

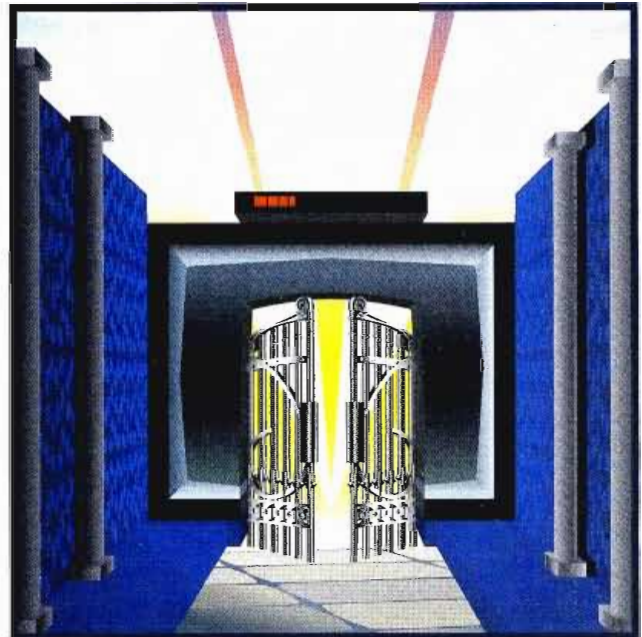
The truth is that, after 113 days in office, there is as yet no articulated vision of Reed Hundt. He will agree with and perhaps applaud our characterization of him as a consumerist, and his early activities support that view. He spoke as an irate parent in decrying TV violence in his maiden appearance in Miami—as though he would have the industry answer to his personal standard. Hardly the dispassionate, judicial, objective approach we expect of an FCC chairman. The cable rate cut was surely consumerist, if you don't care what happens to the industry that built that medium to its present prominence, and to the information highway that was about to emerge from the confluence of cable and telephone. Still another of our split perceptions: He denies that the rate cut was the final straw in breaking up the TCI-Bell Atlantic merger—a view that, in fairness, others share. But we've been over that ground with a fine-tooth comb and see no reason to dispute the assurances of John Malone and Ray Smith that they had reached an agreement days before the FCC decision, but could not hold on in the face of a \$144 million reduction in cash flow. Of course, Hundt's view will be reinforced if a brisk market in telco-cable mergers again develops.

We knew Hundt would be a regulator, but we hoped he'd be one of the new breed that President Clinton promised when he took office—women and men with a dedication to free markets and free enterprise and an appreciation of the industries put in their charge. The new chairman of the FCC may yet turn out to be one. If so, you'll read it here first.

<p>Lawrence B. Taishoff, chairman Peggy Conlon, publisher</p> <p>Editorial Donald V. West, editor/senior vice president Harry A. Jessell, executive editor Mark K. Miller, managing editor Kira Greene (special projects), assistant managing editor John S. Eggerton, assistant managing editor David R. Borucki, art director Rick Higgs, systems manager Kim McAvoy, washington bureau chief Elizabeth Rathbun, assistant editor Chris McConnell, Christopher Stern, staff writers Marsha L. Beil, Julie A. Zier, editorial assistants Denise P. Smith, Kenneth R. Ray, production artists Winslow Tuttle, Catharine Garber, proofreaders</p> <p>□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028 Geoffrey Folsie, bureau chief Stephen McClellan, chief correspondent Rich Brown, assistant editor (cable) Jim Cooper, staff writer Jennifer Allen, production manager</p> <p>□ Los Angeles 5700 Wilshire Blvd., Ste. 120, 90036; 213-549-4100; Fax 213-937-4240 Steve Coe, bureau chief David Tobenkin, staff writer</p> <p>□ London Europa House, 54 Great Marlborough St., W1V1DD; 44-71-437-0493; Fax 44-71-437-0495 Meredith Amdur, international editor</p>	<p>Founder and Editor Sol Taishoff (1904-1982)</p> <p>Broadcasting & Cable</p> <p>1705 Desales Street, N.W. Washington, DC 20036 Phone: 202-659-2340 Circulation: 800-554-5729 Editorial Fax: 202-429-0651 □ Advertising Fax: 202-293-3278</p> <p>Broadcasting & Cable Yearbook Editorial 908-464-6800 Circulation 800-521-8110 Advertising 212-337-6943</p> <p>Circulation/Distribution Michael Borchetta, subscription promotion director William Cunningham, distribution manager Leonard Weed, fulfillment director</p> <p>Cahners Consumer/Entertainment Publishing Division John J. Beni, senior VP-general manager Lawrence B. Taishoff, adviser Richard Vitale, VP-operations & planning Robin Ruskin Linder, VP-telemarketing Barrie Stern, VP-creative services Kip Winchester, VP-circulation</p> <p>Cahners Publishing Co./Reed Publishing (USA) Inc. Robert L. Krakoff, chairman-CEO</p>	<p>Advertising</p> <p>□ New York 212-645-0067; Fax 212-337-6947 Lawrence W. Oliver, associate publisher Randi T. Schatz, international sales director William C. Schenck, senior account manager Robert Foody, account executive Stacie Mindich, marketing/sales support coordinator Antoinette Fasulo, executive assistant Joan Miller, secretary</p> <p>□ Los Angeles 213-549-4100; Fax 213-937-5272 Gary Rubin, national marketing director, director of syndication advertising Amy Levesque, western sales representative Erika Sedey, administrative assistant</p> <p>□ Washington 202-659-2340; Fax 202-293-3278 Doris Kelly, sales service manager Mitzl Miller, classified advertising manager</p> <p>Advertising Representatives Lewis Edge & Associates (Southwest regional and equipment advertising); 609-683-7900 Fax 609-497-0412 Ayer Communications (West Coast equipment advertising); 714-366-9089; Fax 714-366-9289 Yukari Media (Asia); (81) 6 956 1125; Fax (81) 6 956 5015 Laura Boy, Access Communications (Europe); (33) 37 48 44 60; Fax (33) 37 48 35 66</p> <p>BROADCASTING & CABLE (United Kingdom); (44) 71 637 3663; Fax (44) 71 580 5559</p>
---	---	---

THE **REAL** FUTURE STARTS HERE FOR CABLE SALES MANAGEMENT

**CAB's SuperSunday and the 1994 Cable Advertising Conference
will prepare you now to harness emerging TV innovations
to lead the way to higher cable ad sales revenues.**



APRIL 10

SUPERSUNDAY

New York Marriott Marquis

"Turning Vision Into Reality"

This first-ever program of in-depth panels and presentations will prepare cable sales management to turn the vision of cable's new frontier into tangible revenue growth. Sessions will focus on maximizing your organization's human and technological capital in television's interactive mega-multichannel future. Emphasis will be on equipping ad sales executives with strategies for building cash flow on the electronic superhighway.

APRIL 11-12

1994 CABLE ADVERTISING CONFERENCE

New York Marriott Marquis

"The Gateway to Advertising's New Frontier"

Running back-to-back with SuperSunday, this intensive two-day program will provide cable sales management with the opportunity to hear spot and national advertisers outline their plans and challenges for the immediate years ahead. Cable sales executives will also be able to attend PreView '94—a special showcase of new and emerging TV innovations that will allow you to see the cutting-edge developments you've only heard about!

WHO SHOULD ATTEND?

- Corporate MSO Management
- Regional VPs
- Interconnect General Managers
- Corporate Ad Sales Management
- Large System General Managers
- National Sales Managers

**For registration information or to receive a detailed program,
call the Cabletelevision Advertising Bureau at (212) 751-7770 x29.**



I

ntroducing MAESTROworks

*O*rchestrate
your digital
future

Work in perfect harmony with our multimedia newsroom. And, to bridge the analog and digital worlds, our integrated Media Library strikes just the right chord.

For total media management, our video servers offer non-stop commercial and program delivery.

With a scalable, networked architecture, MAESTROworks can fit your needs and budget, and even protect your existing investments. Meet MAESTROworks.

Call 1-800-869-7009

See Us At NAB Booth #19247



AUTOMATION SYSTEMS

A Digital Equipment Corporation Company