

MAY 31

Broadcasting & Cable

The Newsweekly of Television and Radio

PROGRAMING



TCI's Encore to launch six new cable networks **15**

JOURNALISM



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'Grand alliance' moves HDTV out of limbo **59**

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CRS'S JAY KRIEGEL

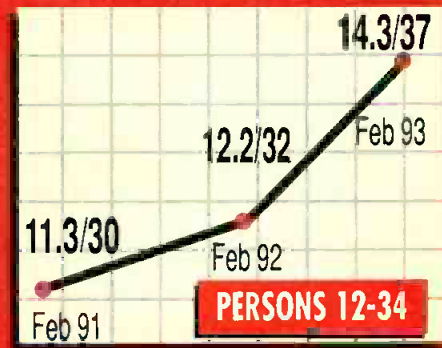
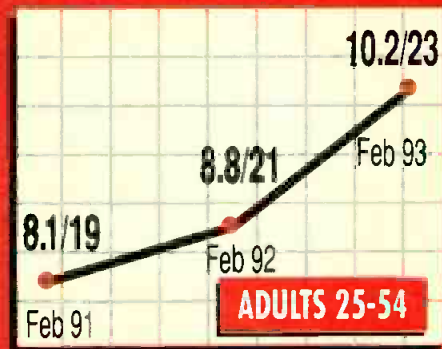
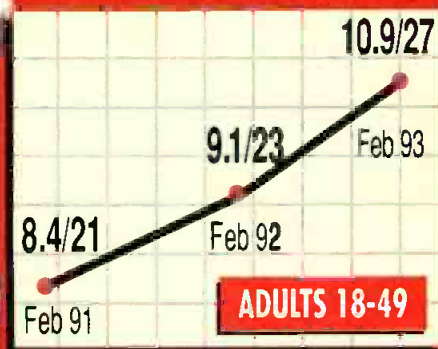
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Fast Track

MUST READING FROM BROADCASTING & CABLE

CBS OPTS FOR RETRANSMISSION CONSENT

CBS has decided to seek retransmission fees from cable operators for its seven owned stations, and it heartened its affiliates with a promise to stand tough against MSO opposition to paying for broadcast signals. / 6

On the agenda for Fox affiliates at their upcoming annual meeting: five-year affiliation agreements (up from the current two) and a block of programing time on the proposed Fox cable channel. / 7

A coalition of 10 TV group owners sent a letter to 15 top MSO's suggesting a meeting for setting up a framework for retransmission negotiations. "Of course we'll meet with these folks," said TeleCable's Richard Roberts. / 8

BASEBALL OWNERS APPROVE JOINT VENTURE

Team owners on Friday approved the ABC-NBC-MLB joint-venture plan for Major League Baseball telecasts, and added a promise to keep post-season games on free over-the-air TV for at least six more seasons. / 11

DBS service PrimeStar last week added CNN, The Nashville Network and The Family Channel to its existing lineup of superstations and PPV channels. Meanwhile, DirecTV signed two Canadian channels for its 1994 debut. / 12

FOX UNVEILS SEVEN-NIGHT SCHEDULE



FOX FALL FARE: Among the eight debuts on Fox for fall—the Sunday sitcom "My Girls." / 14

Fox will kick off its new seven-night-a-week schedule this fall with eight new shows—including its first news magazine—designed to broaden its demographic appeal. Fox execs note, though, that the network wants to maintain its cutting-edge reputation. In a risky move, the network is putting some of its heavy hitters, including "Roc" and "America's Most Wanted," on Tuesday night, challenging ABC's powerhouse lineup of "Full House," "Roseanne" and "Coach." / 14

MORE ENCORES

Beginning next year TCI spin-off Liberty Media will roll out a handful of new cable networks similar to its mini-pay service, Encore. Retailing for \$5-\$6, the channels will offer a mix of theatrical films and TV movies and series. / 15

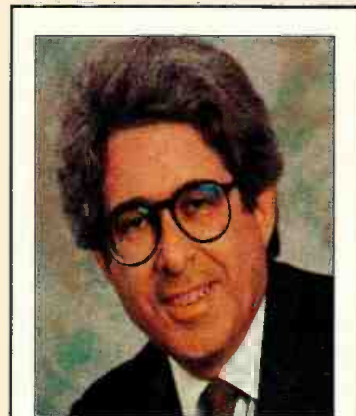
Prime Time Entertainment Network has expanded to a second night of programing by pairing the new "Babylon 5" with "Kung Fu" on Wednesday and letting "Time Trax" float. / 16

Rysher TPE President/CEO Keith Samples is reshaping the newly merged company's management by promoting from within TPE ranks. / 17

USA Networks is taking "a totally different tack," says its programing VP, with heavy investments in production of original sitcoms as well as episodes of "Silk Stalkings," which it will now air exclusively. / 18



PARTING GIFT FROM 'CHEERS': Ninety-three million "Cheers" viewers helped put NBC over the top in the May sweeps, besting second-place ABC by a full point. NBC Entertainment President Warren Littlefield (above) boasted that the strong finish "creates a level playing field for fall." / 10



On the cover

Jay Kriegel, senior vice president of CBS Inc., likens his upcoming negotiations with major MSO's over cable carriage to Mohammed going to the mountain. CBS's O&O's will seek retrans, and Kriegel says he's prepared for the worst. / 21

Photo: Tony Esparza

"That's not a standard....We need a standard, not six standards."

—NAB's John Abel on the HDTV 'grand alliance' / 59

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RADIO CONFRONTS BAD REP ON ADVERTISING

Radio executives are struggling with the perception that the medium cannot deliver creative advertising. "An agency writer might get a radio assignment three or four times a year," said an agency exec. "You just can't get very good doing that amount of work." They hope the \$200,000 in Mercury Award prizes provides a creative incentive. / 25

A brouhaha ensued in Boston when a radio station, under orders from the Red Sox, pulled a local racetrack ad that had poked fun at ball players. / 26

Citing declining response, the NAB has dropped its annual financial survey of radio stations. / 26

GROWTH INDUSTRY IN LOCAL NEWS SERVICES

News services—whether offered by the broadcast networks, CNN, Conus, AP, UPI, AccuWeather or a host of other TV and radio producers—are taking advantage of increasingly efficient and inexpensive technology to satisfy a growing demand from consumers for news and information. Growth opportunities abound. SPECIAL REPORT / 27



HBO'S NEW MARKET: In an effort to reach the 25 million Hispanics in the U.S., HBO will unveil a dubbed version of its pay TV service in October. / 19

FLAT STOCK PRICE MAY BELIE TIME WARNER VALUE

Even before Seagram announced the purchase of 5% of Time Warner, Wall Street seemed satisfied that the media giant was on the right track. Uncertainty over cable reregulation, though, seems to be dampening enthusiasm over its stock price. / 49

Hoping to tap into a market of 350 million consumers in Latin America, TCI broadened its international holdings this month by agreeing to buy 49% of Mexico's Cablevision SA, a subsidiary of Grupo Televisa. / 50

QUELLO ASKS FOR EASY TRANSITION TO NEW RULES

FCC Chairman James Quello told cable executives last week that the industry and the government need to cooperate on cable reregulation. "We're in this together," he said. / 53

Toni Cook-Bush, long considered a frontrunner for the FCC chairmanship, abruptly removed her name from consideration last week, leaving the field open. / 55

MOVIE MONEY SEEKS YOUNG MOVIEGOERS

Ad agencies are targeting young audiences as Hollywood rolls out its summer blockbusters. No big-budget release is immediately targeting audiences older than 34, meaning TV shows with younger demos could benefit. / 56

In an effort to make up for declining ad revenues from televised baseball games, Tribune Broadcasting and the Chicago Cubs took to the air with an hour-long home shopping show featuring Cubs memorabilia. / 58

HDTV PROPONENTS FORGE GRAND ALLIANCE

Rival HDTV developers agreed to work together last week to develop a single system. The alliance says that, by removing the threat of future lawsuits, the agreement will bring HDTV into American homes sooner, perhaps in time for the 1996 summer Olympics in Atlanta. / 59



DOING SOMETHING ABOUT THE WEATHER: Edward St. Pe's weather network provides customized weathercasts to stations that don't have their own weather reports. / 46



KUDOS FOR CARSON: Johnny Carson (center) was the honoree at the Center for Communication's annual award luncheon in New York May 24. Among those joining him were (from left) Lawrence Tisch (CBS), Ted Koppel (ABC), Robert Wright (NBC) and Dan Burke (ABC). / 80

Top of the Week

CBS raises banner on retransmission

Kriegel warns MSO's against obstructionist tactics; declines to detail ongoing talks

By Geoffrey Foisie and
Steve McClellan

CBS last week joined NBC and a growing number of broadcast groups in saying it would forgo must-carry protection and seek compensation from cable operators for the right to carry its seven owned and operated stations.

CBS Senior Vice President Jay Kriegel, in an interview with *BROADCASTING & CABLE* (see page 21), said CBS is primarily interested in cash for retransmission consent: "If we don't get paid for our signal, and that's what we're committed to, then our signal will not be on the cable."

CBS's announcement of plans to go for retransmission consent at its affiliates meeting in New York was a foregone conclusion. The network had led the broadcasting industry effort to attach the retransmission-consent/must-carry provision to the 1992 Cable Act. Indeed, Kriegel said he has already had preliminary discussions with major cable operators.

Kriegel left open the possibility of accepting a cable channel as Fox did in its retransmission-consent deal with Tele-Communications Inc. (see box, next page). In the preliminary talks, he said at the affiliates meeting, operators had offered a channel conditioned on CBS not using it for news.

Kriegel complained that major MSO's such as TCI, Time Warner, Comcast and Cablevision Systems had already violated the spirit of the cable act by declining to negotiate on a market-by-market basis. And he hinted that unsuccessful negotiations could be followed by a lawsuit: "If the top five cable companies, as they seem to be doing...end up having identical positions in the market negotiations, the first analysis we should be doing is not an economic analysis but a legal analysis."

CBS affiliates were pleased with the strength of the statement, saying it provided support for stations wavering between the risk (and possible monetary rewards) of retransmission consent and the security of must carry. Most of the affiliates are expected to follow the network's lead. FCC rules give broadcasters until June 17 to decide which route to take.

"Their announcement was more a confirmation than anything else...that CBS felt as strongly as they said they had felt," said Bill Sullivan, affiliates board chairman and president and general manager, KPAX-TV Missoula, Mont. "I think we really wanted to hear that confirmation."

Like NBC at its affiliates meeting the week before, CBS proposed a plan aimed at restricting CBS affiliates to their ADI so that cable operators could not play one affiliate against another in negotiations. In exchange for the stations' cooperation, the network said it would extend long-term non-duplication protection to affiliates, which gives them the right in some cases to block the importation into their markets of other affiliates.

On the sports front

A money-losing package, in addition to Major League Baseball (see page 11), will come up for renegotiation this fall—the National Football



CBS anchor team Rather and Chung talk to Clinton from affiliates meeting.

Clinton: free time for candidates

In a satellite Q&A with CBS affiliates in New York last week, President Clinton said broadcasters may be required to give free time to political candidates as part of a campaign reform bill he's putting together. The basic thrust of the proposed reform package, he said, would be to "lower the cost of campaigns" and reduce the influence of political action committees. Part of the envisioned package, said Clinton, involves the issuance of publicly funded "vouchers for access to the airwaves" for candidates. "Mandatory air time would only come up again, probably if the public funding portion of this fails," the President said. —SM

League. Pilson said CBS's intention was to retain the NFC package of games and that the league has been put on notice that the next package "must return to profit levels," which would likely mean a reduced rights fee.

Pilson also reported that bids for the rights to the 1996 summer Olympics in Atlanta will be submitted in July. He said CBS would not submit a bid that would lose money, and that the Atlanta Olympic organizing committee is demanding extended coverage that would require the participation of "one or more cable networks."

On the news front

60 Minutes co-editor Ed Bradley had the opportunity to dispel speculation he is mulling over offers from other networks, and did not do so. But he joked: "Mike Wallace told me if I stay, he'll tell me how to do the hair thing." Anchor Dan Rather reported the network would revive the *CBS Reports* documentary banner, and that programs are in the works on Vietnam, Hitler and Stalin, the year 1968, and the Kennedy assassination.

Further details emerged on *Eye to Eye with Connie Chung*, which debuts June 17. In addition to the three main correspondents—Bernard Goldberg, Edie Magness and Russ Mitchell—contributors will include Charles Kuralt, Robert Krulwich, William Geist and Harry Smith.

On the marketing front

George Schweitzer, senior vice president, marketing and communications, led a presentation on positioning CBS as the "preferred brand" among TV viewers, as programmers head into an increasingly fragmented marketplace. "It's All Right Here" will be the network's on-air image statement. "This is not a fall campaign," said Schweitzer, "this is a long-term position. It's a network defining itself against all other entertainment and information choices, not just other networks." Schweitzer also showed affiliates some of the new David Letterman promotion. The basic theme: "Same Dave, Better Time, New Station."

David Poltrack, senior vice president, planning and research, offered his annual prediction of the upcoming prime time season results: CBS, 13.9; ABC, 12.4, and NBC, 10.8. The prediction is based in part on the strength of each network's returning base of programs and sports events such as the Super Bowl and World Series. ■

Fox affils want longer contracts, time on new cable channel

Fox affiliates will press Fox network executives for longer affiliation agreements and a block of time to program on Fox's cable channel at this week's affiliates meeting in Los Angeles. The affiliates want the standard two-year affiliation contract to be upped to five years, according to affiliate sources.

Many affiliates hope a longer contract will convince the network to loosen the chokehold many think Fox has over them. One affiliate operator said the network threatens to pull affiliations if promos are not run the "right way" or if a show is pre-empted. "What affiliates consider minor violations," the operator said, are fireable offenses in Fox's eyes.

Also needing to be worked out at the meeting is a proposal to allow Fox affiliates to program a block of time on Fox's basic cable network.

The network, which may be called Sky Channel after Fox Chairman Rupert Murdoch's European programming service, is set to launch either at the end of this year or early next year. If Sky Channel, or another name that does not mention Fox or the FBC logo, is chosen, it will be a victory for affiliates who were concerned about competing against a similarly named cable channel.

Senior Vice President Preston Padden declined comment.

At press time, Fox still had an agreement with only Tele-Communications Inc. to carry the network. Under the terms of that agreement, TCI pays Fox 25 cents per subscriber and Fox then offers affiliates the choice of taking 7 cents per subscriber outright or 5 cents per subscriber and an equity interest in the cable channel.

But some affiliates think they have been getting too small a sliver of the cable channel pie and have been pushing for a bigger piece of the action.

The block of time on the cable channel for the affiliates to program may be noon to 2 p.m. and may be Fox's (as opposed to the affiliates') idea of a compromise. A sampling of affiliates showed that a later, more opportune time would be preferred. "It's not the kind of time period we get excited about," one Fox affiliate group head said.

Giving affiliates two hours to program and sell could also make the cable channel a tougher sell to cable operators, although some affiliates think the 25-cents-per-subscriber price may have more to do with keeping operators away than giving affiliates time on the channel.

Phil Laxar, vice president of programming, pay per view, for Houston-based KBLCOM, said if Fox affiliates are given a block of time on the cable network, it would reduce the value for cable operators, especially if it is the same programming offered to over-the-air viewers for free.

Glenn R. Jones, CEO and chairman of Jones Intercable, said he is interested in the Fox Network because of TCI's involvement. Jones said it appears to be "a negative item" if Fox affiliates are given time on the Fox Cable Network. Jones added that he would have to look at the details of any agreement between Fox affiliates and the cable network.

Also, Fox has not yet talked to its charter supporter—TCI—about giving affiliates time to program. "If they come to us, we will be happy to talk," said TCI Senior Vice President Bob Thomson.

For the affiliates, a chance to sell ad inventory on the cable channel could help make up for their feeling short-changed. While it's true that they could just choose to negotiate for their own retransmission-consent deals, the affiliation agreement, according to affiliates, gives Fox a 50% cut of any money affiliates receive.

Affiliates will also be getting back one hour on Sundays to program, and apparently Fox is easing up on pressuring those affiliates without news programming to develop some.

Programming plans for Fox's cable channel started to emerge last week. Some sources said Fox plans to program *In Living Color* at 7 p.m. and to rely on soap operas similar to what News Corp.'s international television operations program.

—JF

As anticipated, a coalition of 10 group broadcasters has made overtures to some of the nation's top cable MSO's about the possibility of establishing a workable system for reaching an agreement on retransmission-consent (BROADCASTING & CABLE, April 26 and May 3). In a letter sent last week, group operators LIN Television Corp., H&C Communications, Quincy Newspapers Inc., Federal Broadcasting Co., Post-Newsweek Stations, Buffalo Broadcasting, Gateway Communications, Bonneville International, Chronicle Broadcasting and Outlet Communications said they want to sit down with the MSO's. "It should be obvious that concluding successful agreements between even a fraction of the total number of interested parties will not be possible unless the negotiations are not only in good faith but extremely efficient," the broadcasters wrote.

The letter went to TCI, Time Warner, Continental, Cablevision, Cox, Comcast, Sammons, Falcon, Post-Newsweek, Adelphia, Century, CTEC, Paragon, TeleCable and Jones Intercable. "Of course we'll meet with these folks," said Richard Roberts, head of TeleCable and NCTA Vice

cents the third year. The group's president, Phil Jones, said the formula could be adjusted for those cable systems facing difficulties. No deals have yet been concluded, said Jones.

Tele-Communications Inc. systems are apparently willing to discuss offering a second channel to local stations. One station group president said one of his top-20 market stations, a CBS affiliate, is negotiating with a TCI system to obtain 100% ownership of a second channel.

Capital Cities/ABC is expected this week to reveal its owned-TV-station strategy on retransmission consent. The announcement, to be made by Senior VP Michael Mallardi, is more complicated than that of CBS, since Capital Cities/ABC, like NBC, also has ownership interests in several cable channels. There has been unconfirmed speculation that the company might tie its owned stations' negotiations with cable operators to a possible second channel for ESPN. ABC affiliate board chairman Peter Desnoes, managing general partner of Burnham Broadcasting, said been approached about participating in such a scheme. He said that while Fox made arrangements with its affiliates,

"The value of Fox's affiliates is derivative to a very large degree from the Fox network; for ABC, the value in the relationship is due much more to the affiliates." Almost all ABC affiliates are expected to opt for retransmission consent from the preponderance of cable systems.

Cablevision Systems is challenging the FCC's new must-carry regulations. In a petition filed last week, the

MSO asked that it not be required to carry five broadcast stations that are located in the greater New York metropolitan area. Rather, Cablevision is arguing that "for must-carry purposes, carriage of the five stations be limited to their local markets rather than the entire metropolitan area [or ADI]." The stations are: WTBY Poughkeepsie, N.Y.; WTZA Kingston, N.Y.; WHAI-TV Bridgeport, Conn.; WMBC Newton, N.J., and WLIG Riverhead, N.Y. "We will be forced to drop popular programming in the New York metropolitan area if these five stations are entitled to carriage," the cable company warned.

Viacom cable is taking the FCC to court over the constitutionality of the must-carry rules. The cable operator filed suit in the U.S. District Court, Northern District of California in San Francisco. The Marin County, Calif., board of supervisors submitted a declaration to the court supporting Viacom. Viacom has also asked the court to stay the June 2 deadline for the implementation of the rules.

The FCC issued order late last Friday clarifying aspects of its new must-carry rules. Among rulings: stations do not forfeit their must-carry rights if signal quality or copyright disputes are not settled by the time the rules go into effect this Wednesday (June 2); stations may assert their carriage and channel positioning rights at any time so long as they have not elected retransmission consent; cable operators not providing sufficient information to a broadcaster concerning potential copyright liability in the "required timely fashion" may be fined; broadcasters must "bear the cost of maintaining signal delivery at the specified level by [translators] to retain its must-carry status." ■

Keeping up with Retransmission Consent and Must Carry

Chairman. He said the bottom line is "what can be accomplished."

The broadcasters have made clear that because of anti-trust concerns they won't discuss specific fees. And they've made certain that none of the groups operate stations in the same market. The letter says the coalition does not intend to negotiate or even discuss carriage agreements for specific stations or systems. "It is our hope, however, that we can usefully discuss not only the broad parameters of the value of broadcast programming to cable operators but practical methods of facilitating the efficient development of this new market under the stringent deadlines we all face."

Gary Chapman, NAB chairman and president of LIN Television, has spearheaded this initiative and plans to call the cable MSO's to see whether they're willing to meet with the broadcasters.

One TV station strategy for negotiating retransmission consent elicited interest from CBS stations at last week's affiliate conference in New York. M.J. (Bob) Groothand, VP/GM of KRCG(TV) Jefferson City, Mo., told fellow affiliates that he proposed to the dominant TCI cable system in his metro area that in exchange for a retransmission payment his station would provide the cable system with roughly 125 ratings points per week (roughly fifteen 30-second spots) with which TCI could advertise the system. He said the system has expressed "interest" in the proposal.

Meredith Broadcasting's seven TV stations started asking cable systems for retransmission consent fees of 10 cents the first year, 25 cents the second year and 50

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NBC 'Cheers' the May sweeps

Series finale pushes network to first-place 12.4/21 ahead of ABC, CBS, Fox

By Steve Coe

Acknowledging "it's been a tough year," Warren Littlefield, president of NBC Entertainment, said the network's convincing May sweeps win is an indication of a competitive 1993-94 season. "Our performance in May has created a level playing field for the fall. We showed they're vulnerable and that we know how to schedule.

"I don't think we'll be number one next season," he said, "but we will be competitive."

NBC captured the Nielsen-measured May sweeps by a full rating point over second-place ABC. NBC finished the month with a 12.4 rating/21 share compared with ABC's 11.4/20, CBS's 11.2/19 and Fox's 7.4/13. ABC and CBS were tied for second going into last Wednesday, the final night of the sweeps, but *The 20th Annual Daytime Emmy Awards* on ABC scored a 16.4/27, its highest rating ever, pushing the network ahead.

The sweeps victory was NBC's ninth consecutive win in May. The network's margin of victory was its largest since 1989, and NBC was the only network to show growth from last year in households, adults 18-49 and adults 25-54.

The highlight for NBC in May



The final episode of 'Cheers' tipped the balance for NBC in the May sweeps.

was—not surprisingly—the *Cheers* finale on May 20, which scored a 45.5/64 and attracted more than 93 million viewers, making it the second-most-viewed episodic program in television history behind the final episode of *M*A*S*H*, which drew more than 121 million. Even without the huge numbers for *Cheers* and the season-ending episode of *Seinfeld* that preceded it, NBC would still have tied with ABC for first place in May.

NBC saw strong performances from all its programming during the month: series, made-for-television movies, theatricals and specials. Although program stunting is a chief element in

most sweeps victories, NBC's special programming accounted for approximately the same amount of time as that of ABC and CBS. Special programming on NBC accounted for 32% of the schedule compared with 35% for ABC and 28% for CBS. NBC had three of the top five regularly scheduled programs in May, with *Cheers* at number one, *NBC Sunday Movie* at number three, and *Seinfeld* finishing fourth.

In long-form programming, NBC averaged a 13.9/23 for movies and miniseries, versus ABC's 12.1/20 and CBS's 10.9/18. The network had three of the top-five-rated made-for-television movies, with *In the Line of Duty: Ambush at Waco* averaging an 18.8/30, *Triumph Over Disaster: Hurricane Andrew* with a 15.7/25, and *Moment of Truth: Why My Daughter?* scoring a 14.2/23. CBS's *Labor of Love* and *There Was a Little Boy* finished fourth and fifth, respectively.

NBC also had the top-rated theatrical movie, with "Fried Green Tomatoes" pulling in a 23.8/38 and beating ABC's "Total Recall," in second place, by more than 10 rating points.

Two areas where NBC did not come in first were miniseries—the network's *Woman on the Run* finished third behind ABC's *The Tommyknockers* and *Murder in the Heartland*—and specials, where CBS's *Legend of the Beverly Hillbillies* ranked first ahead of NBC's *Country Music Awards*.

For second-place ABC, the network finished number one among adults 18-49 on three nights of the week: Tuesday, Wednesday and Friday. CBS was number one among the same group on Monday; NBC was first on Thursday and Sunday, and Fox was number one on Saturday. ABC also had five of the top 10 shows in that age group: *Home Improvement* (2), *Coach* (4), *Roseanne* (6), *ABC Monday Night Movie* (7) and *The Wonder Years* (10). On Wednesday, the last night of the Nielsen sweeps, Fox finished number one among adults 18-34, thanks to the season finale of *Melrose Place*, which finished with a 9.5/17. Among adults 18-49, the 90-minute finale beat CBS and NBC from 8 to 9:30. ■

Fox first with kids

The Fox Children's Network finished number one in May for its second consecutive sweeps win.

Fox's Saturday morning lineup won every week in May among children 2-11, viewers 6-17, teens and households. Through May, the network averaged a 5.1 rating and 23 share among kids 2-11, its highest share average for a ratings month.

Coming in second behind Fox among the 2-11 viewers was CBS with a 4.7/21. ABC was third with a 4.3/19 and NBC was fourth with a 1.2/5. In households, Fox was number one with a 3.0/13, followed by CBS with a 2.8/12, ABC's 2.7/12 and NBC's 2.5/11.

In addition to its May win, Fox was the only network to show growth from last year among viewers 2-11 and 6-17. Fox's increase in the former compared with last year was 28% and 55% among the latter. Among children 2-11, ABC was down 9% from last year, CBS was down 34% and NBC was off 64%.

Fox had seven of the top 10 shows in May among viewers 2-11 including the number-one series. CBS and ABC each had two of the top 10 shows.

—SC

Baseball approves deal with ABC, NBC

No PPV; cable deal superstation issue yet to be resolved

By Steve McClellan

Hoping to take some of the sting (as reportedly felt by viewers and some members of Capitol Hill) out of the regionalization of games under a new venture by Major League Baseball, ABC and NBC, MLB vowed that no pay-per-view telecasts of post-season play would occur for at least six more seasons.

After a teleconference debating the venture last Friday (May 28), team owners approved the new joint venture to produce, market and sell advertising in televised MLB games by a vote of 25 to 2 with one abstention. The two New York teams and the Los Angeles Dodgers were said to have vehemently opposed the venture.

Under the terms of the agreement, MLB would receive no rights fee for its games, but instead would retain 87.5% of the revenues derived from the deal, with the two networks splitting the rest. Once the partners recoup their investment, the split goes to 80-10-10, according to MLB TV committee member Tom Werner.

Acting commissioner and Milwaukee Brewers owner Bud Selig said a letter went to Congressman Ed Markey recently with the pledge of no PPV. According to Selig, MLB's "premiere events," including a proposed new round of divisional playoffs (pending league and player approval), league championship series and the World Series, "will remain on free over-the-air television for the duration of contract."

All games under the new deal, which starts in 1994, will be covered on a regionalized basis, much the way the National Football League coverage is done. Plans call for 12 regular season games following the All-Star Game break, with the first six carried by ABC and the final six by NBC. All games, regular season and post season, will be carried in prime time.

Many details remain sketchy. At the 50-minute teleconference, Selig said the partners would now begin to hammer out the structure of the joint-venture company and decide who will run it. TV committee member Eddie Einhorn denied that the venture would not have opportunities to package MLB

advertising inventory with other network inventory. "Packaging won't be lost in this arrangement," he said.

Still to come: a cable deal, which is not complete, but the lone bidder appears to be ESPN. Turner Broadcasting expressed interest in a package of playoff games, all of which the league decided would remain part of the venture's coverage. MLB's agreement with the superstations also expires at the end of this season. The stations involved, including WTBS(TV) Atlanta,

WGN-TV, WWOR-TV New York and several others, will pay MLB a total of between \$45 million and \$50 million, according to one source.

Asked what approach the league may take in the next go-round, Selig's terse reply was, "the superstation question will be discussed in the future."

The league rejected a last-minute offer from CBS for a minimum guaranteed \$100 million per year for two years beyond the current season. ■

TOP-THREE NIELSEN METERED MARKET MAY SWEEPS RESULTS

Station	May '93 Sign-On Sign-Off	May '92 % Rating chg.	May '93 Late News	May '92 Share % chg.
NEW YORK				
WABC-TV	6.7/18	-7%	9.3/18	-22%
WNBC-TV	5.6/15	-3%	10.4/21	+4%
WCBS-TV	4.8/13	0%	7.7/15	-6%
WNYW(TV)	4.2/11	-5%	6.7/11	0%
WPIX(TV)	3.9/11	-9%	4.3/7	-13%
WWOR-TV	2.8/8	-13%	2.5/4	-20%
LOS ANGELES				
KABC-TV	6.0/16	-10%	7.5/17	-23%
KNBC-TV	5.8/16	+2%	9.1/21	+31%
KTTV(TV)	4.1/11	+8%	4.3/8	+14%
KCBS-TV	3.8/10	-22%	4.3/10	-29%
KTLA(TV)	3.4/9	-15%	5.4/9	-18%
KCOP(TV)	2.8/8	-10%	1.9/3	-40%
KCAL(TV)	2.7/7	-10%	3.2/6	-14%
CHICAGO				
WLS-TV	8.0/21	-7%	15.5/24	-4%
WMAQ-TV	7.6/20	-1%	19.1/30	+15%
WBBM-TV	5.0/14	-11%	12.4/20	-13%
WGN-TV	4.0/11	-15%	6.4/10	-16%
WFLD(TV)	3.0/8	-12%	4.4/7	+17%
WPWR-TV	2.5/7	-25%	None	—
WGBO-TV	0.9/2	-55%	None	—

Source: Nielsen Media Research's NSI ratings (April 29-May 26, 1993, vs. April 23-May 20, 1992).

Notes: Although the ABC O&O stations again won the sign-on-to-sign-off race in the top-three markets, the NBC-owned stations chipped away at ABC's nearly three-year dominance of those markets. Perhaps as a result of NBC's top network sweeps performance with the *Cheers* series finale and headline-driven made-for *Ambush at Waco* and *The Bambi Bembenek Story*, all three of the NBC O&O's late newscasts were able to unseat the ABC O&O's from top-ranked positions established during the most recent sweeps (February 1993). Among the independent stations, Fox O&O KTTV(TV) also pulled a rare coup by surpassing CBS O&O KCBS-TV in the overall station rankings in Los Angeles. —MF

The programing grows on DBS

PrimeStar adds CNN, TNN and Family; DirecTv gets CBC and Power Broadcasting

By Sean Scully

In anticipation of tough competition in 1994, several direct-broadcast satellite companies unveiled major programing deals last week.

PrimeStar, a two-year-old Ku-band DBS service, enhanced its lineup by adding CNN, The Nashville Network and The Family Channel. The programs join the existing service, which includes superstations WTBS Atlanta, WGN-TV Chicago, KTVU San Francisco, WPIX New York and WHYY-TV

Wilmington, Del. (Philadelphia), three pay-per-view channels known as PrimeCinema, audio-only channels known as PrimeAudio, and TV Japan, a Japanese-language channel aimed at visitors and businessmen.

PrimeStar is a consortium of companies, including MSO's Comcast Cable, Continental Cablevision, Cox Cable, Newhouse, TCI, Time Warner and Viacom, along with GE American Communications. The DBS signal is beamed from transponders on Satcom K-1 to the subscriber's one-meter Ku-

band antenna.

The company says that this is the first of several steps designed to position it in advance of the launch of DBS services from Hughes's DirecTv and Stanley Hubbard's United States Satellite Broadcasting.

The new channels will be available to subscribers on June 1.

Meanwhile, DirecTv, which plans to launch its first satellite in December and to go on the air by April, signed its first international programing deal last Thursday with the Canadian Broadcasting Corp. and Power Broadcasting of Montreal. The deal will offer viewers in the United States and Canada two channels of Canadian programing. One channel, probably to be called Northstar, will feature family-oriented drama, arts and entertainment. The other channel—Newsworld International—will feature 24-hour news coverage, including an expanded version of CBC's *Newsworld* program.

The two Canadian channels will be available when DirecTv launches its second satellite, scheduled for the summer of 1994. DBS service will be available on 18-inch dishes, manufactured by RCA, scheduled to go on sale early next year. Once both satellites are in the air, DirecTv will offer at least 150 channels, including extensive PPV movie and sports selections, to subscribers throughout the continental United States and most of southern Canada.

Also last week, C-band pay-per-view DBS provider TVN said it would make an important announcement this week, detailing an agreement with a major "information technology services" company. Details were not available, but the deal should advance the company's drive to develop ways to offer interactive services to C-band satellite subscribers, according to the company.

TVN provides service from Telstar 303 to the multitude of C-band antennas in the United States. It now includes 10 PPV channels, each of which runs a single movie continuously throughout the day, and one unscrambled promo channel to alert viewers to the choices. ■

Fall season producing scorecard

Lorimar was once again the top supplier of programing to the four networks, with seven new series on the network schedules for a combined total of 13 shows on the air this fall. Following Lorimar was Disney with three and nine, respectively. Of the networks' in-house production arms, ABC Productions leads the way with three new series, for a total of five shows on the air. An indication of the popularity of news magazine shows is the combined 10 shows produced by the news divisions of the four networks, with ABC, CBS and NBC producing three each and Fox delivering one. The scorecard below lists the number of new series produced by company, the total number of shows on the fall schedule and the number of hours represented by new and returning series.

The list includes only those shows on the fall schedule, not mid-season projects. Also, each studio or production company involved in a co-production is credited.

	No. of hours Total series New series			No. of hours Total series New series	
Lorimar Television	7	13	8.0	NBC Prods.	1 2 1.0
Disney	3	9	4.5	Vin DiBona Prods.	0 2 1.0
Universal	1	5	4.5	ABC Sports	0 1 2.0
ABC Prods.	3	5	4.0	Arnold Shapiro Prods.	0 1 1.0
CBS Entertainment	1	5	4.0	Barbour-Langley Prods.	0 1 1.0
Twentieth Television	1	5	4.0	Cannon Television	0 1 1.0
Columbia	3	4	2.5	Cosgrove-Meurer	0 1 1.0
Paramount	3	4	2.5	Fox News	1 1 1.0
ABC News	0	3	3.0	Konigsberg-Sanitsky Co.	1 1 1.0
CBS News	1	3	3.0	Kushner-Locke Co.	1 1 1.0
NBC News	1	3	3.0	MGM	0 1 1.0
Castle Rock	2	3	1.5	Steven Bochco Prods.	1 1 1.0
HBO Independent Prods.	1	3	1.5	STF Prods.	0 1 1.0
TriStar	1	3	1.5	Tinsel Townsend Prods.	1 1 1.0
Aaron Spelling Prods.	0	2	2.0	Viacom	0 1 1.0
Stephen J. Cannell Prods.	1	2	2.0	Mozark Prods.	0 1 0.5
Warner Bros. Television	1	2	1.5	MTM	0 1 0.5
Carsey-Werner	1	2	1.0	Shukovsky-English	0 1 0.5
				Witt-Thomas Prods.	1 1 0.5

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Programming

Fox seeks broader demos for fall season

Eight new shows, including its first news magazine, join 10 veterans in seven-night lineup; sees Fridays as wide open; returning Sunday 10-11 p.m. slot to affiliates

By Steve Coe

Fox will debut eight new series on its seven-night-a-week fall schedule, including four comedies, two dramas, a variety show and *Front Page*, the network's first news magazine. Only Wednesday—home to *Beverly Hills, 90210* and *Melrose Place*—remains unchanged.

"Our mandate going into this development season was to create programs that would enable us to broaden our demographic base while at the same time keep us at the cutting edge of what's happening creatively in the television business today," said Sandy

Grushow, president, Fox Entertainment.

Fox scattered many of its veteran series—10 of which return, along with Monday's *Fox Night at the Movies*—to use as anchors on nights where new series are scheduled. *Martin* moves from Thursdays to join *Married... with Children* as co-anchor on Sundays, the night that boasts the most new shows, including *Townsend Television*, *My Girls* and *Daddy Dearest*.

The network confirmed it is returning the Sunday 10-11 p.m. hour to affiliates (BROADCASTING & CABLE, April 12). Lucie Salhany, chairman, Fox Broadcasting, denied the return of

the hour was in exchange for affiliates' clearing the upcoming Chevy Chase late-night show. "We're dropping Sunday 10-11 p.m. to make room for local news shows that many of our affiliates are producing. It had nothing to do with Chevy's debut," she said.

Probably the biggest gamble the network is taking is Tuesdays, when Fox is targeting ABC's powerhouse of *Full House* and *Roseanne*. *Roc* is anchoring the night at 8 p.m. as a counterprogramming move against *Full House*, and *America's Most Wanted* is slotted at 9-10 to take on *Roseanne* and *Coach*. Sandwiched in between at 8:30 is *Buddy Blues*, a comedy about

FOX 1993-94 SCHEDULE

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8-10 <i>Fox Night at the Movies</i> (beginning June 21)	8-8:30 <i>Roc</i> † 8:30-9 <i>Buddy Blues</i> * 9-10 <i>America's Most Wanted</i> †	8-9 <i>Beverly Hills, 90210</i> 9-10 <i>Melrose Place</i>	8-8:30 <i>The Simpsons</i> 8:30-9 <i>Sinbad</i> * 9-9:30 <i>In Living Color</i> † 9:30-10 <i>Herman's Head</i> †	8-9 <i>The Adventures of Brisco County, Jr.</i> * 9-10 <i>The X-Files</i> *	8-8:30 <i>Cops</i> 8:30-9 <i>Cops II</i> 9-10 <i>Front Page</i> *	7-8 <i>Townsend Television</i> * 8-8:30 <i>Martin</i> † 8:30-9 <i>My Girls</i> * 9-9:30 <i>Married with Children</i> 9:30-10 <i>Daddy Dearest</i> *

* New series
† New time

'My Girls'
Sunday at
8:30



two mismatched cops.

"We learned a painful, expensive lesson about going up against ABC's lineup with *Full House*," said Grushow. "The way to take on the competition is with strong alternative programming. That is *Roc*." He also said *Roc* will no longer be produced live, as it was this past season, so that the show can be shot outside the studio on occasion.

"In tackling *Roseanne*, we have the perfect alternative in *America's Most Wanted*," Grushow said.

Although Wednesday will remain unchanged, Grushow said the network is ordering as many as 35 original episodes of both *90210* and *Melrose Place*. He predicts ratings will improve on that night with more original episodes "because serials don't repeat well."

Fox is using three veteran series to strengthen its Thursday night lineup. *The Simpsons* returns at 8 p.m., and the new comedy *Sinbad*, starring comedian Sinbad, fills the lead-out slot at 8:30. "One goal this fall was to

solidify our 9-10 p.m. hour," said Grushow. To that end, Fox is slotting *In Living Color* and *Herman's Head* at 9-10 p.m.

Friday night debuts an entire new lineup with *The Adventures of Brisco County Jr.* in the 8-9 slot and *The X-Files* at 9-10 p.m. Grushow called Friday "a night up for grabs" and noted that "ABC has the only returning show at 8 p.m. in *Family Matters*." *Brisco County* is a western about a Harvard law graduate who becomes a bounty hunter after the death of his father. *The X-Files* is a drama about two FBI agents who investigate unsolved cases involving paranormal phenomena.

Fox is returning both half-hours of *Cops* on Saturday night and debuts *Front Page*, its first news magazine show, in the 9-10 p.m. slot. The network is banking that the magazine, the only show of its kind on Saturday night, will provide successful counter-programming.

Grushow predicts the network's woes on Sunday at 7-8 p.m. will be

over. "We're through with single-digit shares from 7 to 8 p.m. We think we've hit it with *Townsend Television*," he said. The hour-long comedy-variety show starring comedian Robert Townsend will feature musical numbers, comedy sketches and recurring segments. *Martin*, which aired this past season on Thursday nights following *The Simpsons*, is scheduled in the 8 p.m. slot and "will be the only comedy alternative at 8 p.m.," said Grushow. Following *Martin* is *My Girls*, starring rap artist Queen Latifah as one of four upwardly mobile black women living in New York City. *Married...with Children* returns at 9 p.m., and Fox hopes it will provide a sufficient lead-out to *Daddy Dearest*, starring Richard Lewis and Don Rickles.

Not returning next season are *The Ben Stiller Show*, *The Class of '96*, *Down the Shore*, *Flying Blind*, *Great Scott*, *Key West*, *Likely Suspects*, *Parker Lewis*, *Shaky Ground*, *Sightings*, *The Edge*, *The Heights*, *Tribeca* and *Woops*. ■

TCI raises curtain on six more Encores

Ushered in by compression, low-cost pay services to offer mix of films and TV series

By Rich Brown

Tele-Communications Inc. spin-off company Liberty Media Corporation has announced plans to launch not one but six cable networks as soon as digital compression technology begins to roll out on cable systems next year.

The new networks will be a low-cost multiplex version of Encore, Liberty's two-year-old mini-pay movie channel. Each of the six channels will feature a different genre of entertainment programming and will offer a mix of theatrical movies, made-for-TV movies and older TV series.

The launch of the services is expected to cost "in the nine digits," said Encore Chairman John Sie, who declined to offer specifics. Costs so far have included licensing agreements with major studios and independent distributors that will bring more than 2,500 movies and 3,500 series episodes to the channels through the year 2000.

Encore executives are pitching the



John Sie and TCI's six new channels

complete package of pay TV channels as an unregulated revenue stream for operators. The package will retail for \$5-\$6, with the operator collecting more than half that amount. Encore is also allowing the channels to be broken up and sold in regulated packages.

Sie said the channels are expected

to serve as a "locomotive" as cable operators look toward digital compression, which is expected to begin rolling out on TCI systems by July 1994.

The channels are being packaged collectively as "Movies on Demand." The six channels are:

■ Love Stories, a female-skewing

channel with a lineup of films including "Splendor in the Grass," *Roxanne: The Prize Pulitzer*, *The Thorn Birds* and *Scruples*, as well as regular features on romance books, soap operas and astrology. (Liberty Media also owns a 50% stake in Romance Classics, a similar service scheduled to launch Feb. 14.)

■ Western, a male-skewing channel with such movies as "Bite the Bullet," "Johnny Guitar" and "A Fistful of Dollars," as well as the series *Adventures of Kit Carson*, *The Lone Ranger*, *The Rebel* and *The Cisco Kid*.

■ Tweens, designed for ages 8-16,

featuring Cable in the Classroom from 6 a.m. to 2 p.m.; movies such as "Grease" and "Ghostbusters"; after-school specials including *Nancy Drew Mysteries* and *The Hardy Boys*; real-life programs such as *Scared Straight*, and sports programming including skateboarding, surfing and skiing.

■ Mystery, with such movies as "Wait Until Dark," "Dial M for Murder" and "Jagged Edge," as well as series *Eddie Capra Mysteries* and *Suspense Theater*.

■ Action/Adventure, featuring movies such as "Lethal Weapon" and "Last Dragon" and a number of se-

ries, including *S.W.A.T.*, *Route 66*, *Robin Hood*, *Tarzan* and *The Mod Squad*.

■ True Stories/Drama, with a lineup of reality-based movies including "Raging Bull," "The Buddy Holly Story" and "The Right Stuff."

Most titles featured on the channels will be different from those on Encore. The original Encore service, which offers hit movies of the 1960's-80's, is available in 16 million homes and has 3.9 million subscribers. The service was designed to stem pay TV erosion by offering pay TV subscribers an additional channel at low cost. ■

PTEN goes to two evenings, sort of

'Babylon 5' picked up, slotted with 'Kung Fu,' while 'Time Trax' will be inserted by stations in floating second evening; Warner Bros. eases up on back-end terms in exchange for fatter national ad split on front-end

By Mike Freeman

After nearly two months of deliberation and somewhat intense negotiations, the station steering committee of the ad hoc Prime Time Entertainment Network consortium reached agreement with Warner Bros. Domestic Television Distribution on the renewals of *Kung Fu: The Legend Continues* and *Time Trax*, as well as the series pickup of back-door sci-fi pilot *Babylon 5*, for next January. In renewing the two freshman series, Warner Bros. also apparently restructured the original contracts with PTEN stations, relieving them of a mandatory clause to purchase the back-end rights to both series, but, in return, WBTD will get a fatter national advertising split next season.

While the pickup of *Babylon 5* was anticipated (BROADCASTING & CABLE, May 10), PTEN's decision to slot it on Wednesday (8-9 p.m.) before *Kung Fu* (9-10), and have flexibility to schedule *Time Trax* on any of the six remaining evenings, was a surprise. It had been speculated that another two-hour block would fill out a second evening, but since close to half of PTEN's 146 stations (92% U.S. coverage) are Fox affiliates, Fox Broadcasting Co.'s expansion to seven evenings of programming apparently placed limitations on a broader expansion of PTEN.

Timing the PTEN announcement until the big-three networks and Fox had unveiled their 1993-94 prime time schedules. WBTD President Dick Robertson cited FBC's decision not to program 10-11 p.m. on Sundays as a "reason to believe" that Fox affiliates will schedule *Time Trax* there. "We have received guarantees that *Time Trax* will get solid prime slots on Fox affiliates and non-Fox independents as well," he said. "This [PTEN] schedule was agreed to in a collaborative manner, so I'm confident we're going to get secure time periods."

Although Robertson declined to discuss specifics, the PTEN stations also apparently agreed to give up a larger chunk of national advertising time to Warner Bros. for both *Kung Fu* and *Time Trax* (and possibly *Babylon 5*) in exchange for less onerous option terms on the back-end (rerun) rights to any of the three series. PTEN executive committee chairman Evan Thompson, president of the Chris-Craft/United Television station group, was unreachable to confirm what the terms of the barter split will be.

Under the original terms, WBTD received 7 minutes of ad time, while stations retained 5 minutes in each hour drama. One PTEN station source, who had yet to be informed of the new terms, speculated that the PTEN executive committee could have agreed to a 7.5-minute nation-

al/4.5-minute local barter split, or allowed WBTD to expand commercial running time to squeeze out 8/5 or 8/6 splits.

"We did get a larger split on the front end, but I'm not at liberty to discuss what it is," Robertson said. "[Warner Bros. and the PTEN executive committee] felt this was a cleaner way to structure the contracts...to allow them flexibility on the back end and allow us to recoup on our investment sooner on the front end."

Robertson added that PTEN issued a minimum 20-episode order on *Babylon 5*, which, in its two-hour pilot presentation last March, posted a 10.3 gross aggregate average rating nationally (NSS) and outscored the two-hour premieres of *Kung Fu* (10.2 rating) and *Time Trax* (8.4). The space station-based drama, which will go back into production in Los Angeles by mid-July, is executive produced by J. Michael Straczynski and Doug Netter of Rattlesnake Productions.

Production on 22 episodes each of *Kung Fu* and *Time Trax* will also begin later this summer in Canada and Australia, respectively.

Two more back-door pilot presentations are being planned for broadcast during the February 1994 sweeps. And they, like *Babylon 5*, will be considered as potential series for PTEN. One, sci-fi contender *Island City*, will be produced by Lee Rich. ■

New team in place at Rysher TPE

Following merger, President Keith Samples realigns top management

By Mike Freeman

By taking over the leadership of recently merged Rysher TPE (Television Program Enterprises), President/CEO Keith Samples is reshaping its management to reflect his vision of where the program supply house should be heading. Instead of merely bringing people in from outside the company, as is typical of most new corporate regimes, Samples, in an exclusive interview with BROADCASTING & CABLE, says the promotions of several key veteran TPE executives is intended to create a seamless transition of power.

Since forming Rysher Entertainment in 1991, Samples, who had been senior vice president of off-network programing sales for Warner Bros. Domestic Television Distribution (from 1988-91), has maintained a desire to be personally involved in station sales in addition to overseeing program development and production.



Bernstein



Meril



Gamm



Urick

(In completing the acquisition of Rysher [BROADCASTING & CABLE, Feb. 1], parent company Cox Enterprises' merger with TPE created a combined supplier of at least nine incumbent and three new first-run series, in addition to a library of off-network series product.)

As of Tuesday, Samples will have help on many of those fronts, with Ira Bernstein joining Rysher TPE in the newly created position of executive vice president. Bernstein will serve almost as Samples's counterpart in New York, overseeing all areas of domestic

and international programing ventures in addition to establishing new ventures in cable, home video and advertising sales.

Bernstein joins the company from Reeves Entertainment, where, as vice president of advertiser-supported programing, he oversaw the development of a variety of international and cable co-productions including Nickelodeon's *The Tomorrow People* series and Reeves's international co-production of the action-adventure series *Matrix*. (Most recently, he packaged the ABC public affairs special, *We're Expect-*

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ing, which aired last April.)

Even Tim Helfet, who had taken a quiet background role as one of Rysher's major investors when the company was formed more than two years ago, is taking the chief executive officer title. Samples said that Helfet, who owns a minority interest in Rysher TPE, will continue to oversee financial affairs and rights negotiations.

Now that the banner has changed to Rysher TPE, and Samples has taken the leadership mantle from TPE's chairman emeritus Al Masini, Samples is remolding the station sales, media sales, marketing and research departments so that he can have peripheral involvement and yet concentrate on closing major-market station deals. It's a formula that Samples credits brothers Michael and Roger King of King World Productions, Warner Bros. President Dick Robertson and Columbia Pictures Television Distribution President Barry Thurston with having "perfected" over the last 10 years.

In that vein, Samples has promoted Rick Meril, a 10-year TPE sales veteran, to senior vice president of eastern sales. While Samples says he will continue to oversee sales of west of the Mississippi River for the foreseeable future, he hinted that he hopes eventually to hire someone to oversee that

region. Until then, Meril, who was previously vice president and general manager of sales, will work with and report to Samples on major-market sales.

On the national barter ad sales side, Samples has promoted Harvey Gamm to senior vice president/general manager of advertiser sales. Also, Ken Kolb has been promoted from director of ad sales to vice president, while Samples and Gamm went outside to hire Corey Silverman, formerly of Foote, Cone & Belding, to fill Kolb's old slot.

Gamm assumes a post previously held by Phil Flanagan, who retired shortly after the Rysher TPE merger announcement. For the previous three years, Gamm served as TPE's vice president of advertiser sales, which accounted for more than \$125 million in annual national ad billings. He will continue to be based in Rysher TPE's New York office.

The biggest shift comes in the marketing department, where all activity moves to Rysher's Los Angeles office. With program development, marketing and research closely entwined when it comes to syndicated programming, Samples says the move west will insure that he is within "arm's reach" of all three departments.

To that end, Henry Urick has been hired from ITC Entertainment Group

to serve as senior vice president of marketing, filling a vacancy created by Patty Empson, who declined the move to Los Angeles. Joining Urick from ITC is Paul Eagleton as director of marketing, sharing the title with Rysher veteran Dawn Rosenquist.

As for research, veteran ratings analyst George Gubert has taken over the department as vice president. Gubert spent the past three years running an independent ratings consultancy and previously served in senior research positions with Fox Net (Fox's cable channel), Twentieth Television syndication, MCA TV, Petry Television, MMT Sales and TeleRep. ■

Big budget for USA's first-run fall

By Rich Brown

USA Networks has lined up a slate of programming for the 1993-94 season that will include USA's first attempt at producing big-budget prime time sitcoms as well as all-new exclusive episodes of the crime series *Silk Stalkings*.

USA executives are not yet offering specifics on the two planned sitcoms, but it is known that the comedies, which will join USA's lineup in January 1994, will occupy an 8 p.m.-9 p.m. ET/PT time period and will be produced by USA parent companies Paramount Communications and MCA.

USA is expecting better results from the sitcoms than such earlier low-budget attempts as its short-lived *Check It Out* and *Doghouse*, according to David Kenin, executive vice president of programming.

"We're taking a totally different tack," said Kenin. "We're using 'A' producing, writing and performing talent to create these things. We're putting up a lot of money to do this."

USA has committed to 22 all-new episodes of *Silk Stalkings*, the Stephen J. Cannell-created series that will air exclusively this fall on the cable channel. USA previously produced the series with CBS, which had broadcast rights. CBS plans to drop the late-

Broadcasting & Cable

May 17-23

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

TNT 1,497

2.5/4.2

TBS 1,286

2.1/3.5

USA 1,261

2.1/3.3

ESPN 830

1.3/2.2

NICK 522 0.9/1.4

All prime time 8-11 p.m. data supplied by outside sources based on Nielsen Media Research. Ratings and shares based on coverage households of each network.

Top Cable Programs

May 17-23

night broadcast to make room for David Letterman's upcoming talk show. This fall will mark the third season of *Silk Stalkings*, which begins shooting on location in San Diego July 6.

Also new to the USA schedule will be *Case Closed*, a reality series starring Stacy Keach that piloted last year on the network; *Eden*, the previously announced co-production with Playboy, and 36 original movies for USA and the Sci-Fi Channel.

For younger viewers, an original USA animated series loosely based on the movie *Problem Child* will debut this fall alongside another original USA animated series, *The Itsy Bitsy Spider*.

USA's Sci-Fi Channel has picked up 51 half-hour episodes of *The New Adventures of Gigantor*, an animated series from Japan's Tokyo Movie Shinsha Co. Ltd. The series is based on *Gigantor*, the Japanese cartoon series that was syndicated in the United States from 1964 to 1967. ■

HBO to offer Spanish version

By Rich Brown

Home Box Office is looking to tap into an estimated audience of more than 25 million Hispanics in the United States with HBO en Español, a Spanish-language version of the pay-TV service that is scheduled to debut in October 1993.

HBO en Español will actually replace *Selecciones*, an HBO service that since January 1989 has provided dubbed versions of some HBO programming through a second audio program feed.

HBO Chairman and Chief Executive Officer Michael Fuchs said the new dedicated channel would be more user-friendly than *Selecciones*, which required the use of a stereo television or decoder box. The new service will also offer more than three times the number of HBO titles currently available in Spanish. No programming will be produced specifically for HBO en Español.

"This is not a separate channel," said Fuchs. "This is HBO in Spanish." ■

The following are the top 40 basic cable programs, ranked by total number of households tuning in. Ratings are based on each network's total coverage households at the time of the program. Data are supplied by outside sources based on Nielsen Media Research.

	HHs. (000)	Rtg.	Program	Time (ET)	Network
1.	3,089	5.2	NBA Playoffs (Chicago-Cleveland)	Mon. 8-10:45p	TNT
2.	2,627	4.5	NBA Playoffs (Phoenix-San Antonio)	Tue. 10:45p-1:15a	TNT
3.	2,607	4.4	NBA Playoffs (Charlotte-New York)	Tue. 8-10:45p	TNT
4.	2,042	3.5	Ren & Stimpy	Sun. 11-11:30a	NICK
5.	1,956	3.2	Murder, She Wrote	Tue. 8-9p	USA
6.	1,847	3.0	48 Hrs. (movie)	Sun. 2-4p	USA
7.	1,807	3.0	Murder, She Wrote	Mon. 8-9p	USA
8.	1,771	3.0	NBA Playoffs (Seattle-San Antonio)	Thu. 9:45p-12m	TNT
9.	1,754	2.8	MLB (New York-Boston)	Sun. 8-10:42p	ESPN
10.	1,740	3.0	Doug	Sun. 10-10:30a	NICK
11.	1,736	2.9	Monday Night Raw	Mon. 9-10p	USA
12.	1,702	2.9	Rugrats	Sun. 10:30-11a	NICK
13.	1,670	2.8	NBA Playoffs (Phoenix-San Antonio)	Thu. 7-9:45p	TNT
14.	1,666	2.7	Murder, She Wrote	Wed. 8-9p	USA
15.	1,625	2.8	Ren & Stimpy	Sat. 9-9:30p	NICK
16.	1,624	2.8	Salute Shorts	Sun. 11:30a-12n	NICK
17.	1,594	2.6	Pro Boxing	Tue. 9-11p	USA
18.	1,567	2.6	World Wrestling Federation	Sun. 12n-1p	USA
19.	1,558	2.6	Murder, She Wrote	Fri. 8-9p	USA
20.	1,555	2.6	MLB (Montreal-Atlanta)	Mon. 7:30-10:30p	TBS
21.	1,549	2.6	National Geographic Explorer	Sun. 9-11:30p	TBS
22.	1,478	2.5	MLB (Atlanta-New York)	Sun. 1:30-4p	TBS
23.	1,458	2.5	Clarissa Explains It All	Sun. 12n-12:30p	NICK
24.	1,411	2.3	Death Warrant (movie)	Sat. 8-10p	TBS
25.	1,407	2.3	Battle of the Bulge (movie)	Sun. 10:30a-1:30p	TBS
26.	1,403	2.3	MLB (Montreal-Atlanta)	Tue. 7:30-10:30p	TBS
27.	1,384	2.3	Inside the NBA	Mon. 10:45-11:15p	TNT
28.	1,364	2.3	MLB (Atlanta-New York)	Fri. 7:30-10:30p	TBS
29.	1,353	2.2	Silk Stalkings	Sat. 10-11p	USA
30.	1,347	2.2	Silk Stalkings	Sun. 11p-12m	USA
31.	1,337	2.2	Saved by the Bell	Tue. 5:30-6p	TBS
32.	1,334	2.2	A Case for Murder (movie)	Wed. 9-11p	USA
33.	1,331	2.3	Are You Afraid of the Dark?	Sat. 9:30-10p	NICK
34.	1,328	2.3	Rugrats	Sat. 7:30-8p	NICK
35.	1,305	2.2	Saved by the Bell	Mon. 5-5:30p	TBS
36.	1,303	2.3	The Ghost and Mr. Chicken	Sun. 4-6p	FAM
37.	1,299	2.2	Saved by the Bell	Mon. 5:30-6p	TBS
38.	1,294	2.1	MacGyver	Sun. 1-2p	USA
39.	1,260	2.0	Indianapolis Time Trials	Sun. 5-7:04p	ESPN
40.	1,258	2.1	Saved by the Bell	Tue. 5-5:30p	TBS

	ABC	CBS	NBC	FOX
MONDAY	9.3/15	13.9/22	12.7/20	NO PROGRAMING
8:00	59. FBI: Untold Stor 8.0/14	26. Evening Shade 12.1/21	25. Fresh Prince 12.4/22	
8:30	54. Amer Detective 9.0/15	23. Major Dad 12.6/20	17. Blossom 13.2/21	
9:00		9. Murphy Brown 17.5/27		
9:30	45. Wild Palms, Part 2	16. Bob 13.5/21	11. NBC Monday Night Movies—Woman on the Run, Part 15.6/25	
10:00	9.7/15	15. Northern Exposure 13.7/22		
10:30				
TUESDAY	15.1/25	10.6/17	9.6/16	6.4/10
8:00	12. Full House 14.9/26	28. Rescue: 911 12.0/20	59. NBC Movie of the Week—King Ralph 8.0/13	69. Fox Night at the Movies—Robocop 2 6.4/10
8:30	17. Hangin' w/Mr. C 13.2/22			
9:00	5. Roseanne 20.1/32	42. CBS Tuesday Movie—When Love Kills, Part 1 9.9/16	22. Dateline NBC 12.8/22	
9:30	4. Home Improvmt 20.4/32			
10:00	32. Wild Palms, Part 3 11.0/19			
10:30				
WEDNESDAY	13.1/21	9.1/15	11.7/19	14.1/23
8:00	35. Bradymania 10.7/18	57. 48 Hours 8.2/14	28. Unsolved Mysteries 12.0/19	14. Beverly Hills, 90210 14.1/23
8:30				
9:00	6. Home Improvmt 19.6/30	49. CBS Movie Special—When Love Kills, Part 2 9.5/16	31. Law & Order 11.2/20	
9:30	8. Coach 17.7/27			
10:00	42. Wild Palms, Part 4 9.9/17			
10:30				
THURSDAY	7.9/12	7.2/11	36.7/54	7.3/11
8:00		64. CBS Special Movie—The Color Purple 7.2/11	3. Seinfeld 21.3/34	38. The Simpsons 10.1/16
8:30	51. Matlock 9.1/14		2. Last Call 39.6/56	77. AMW: Inside the Criminal Mind 4.5/6
9:00			1. Cheers 45.5/64	
9:30				
10:00	76. Primetime Live 5.5/8			
10:30				
FRIDAY	10.8/20	9.0/17	10.7/20	6.5/13
8:00	36. Family Matters 10.6/22	65. Best of Disney Music II 7.0/14	74. Road to Hollywood 5.9/12	67. America's Most Wanted 6.7/14
8:30	34. Step By Step 10.8/22			69. Sightings 6.4/12
9:00	44. Getting By 9.8/18	39. Miss Universe Pageant 10.0/18	19. NBC Movie of the Week—Perry Mason: Case of the Telltale Talk Show Host 13.1/24	71. Sightings 2 6.1/11
9:30	47. Hangin' w/Mr. C 9.6/17			
10:00	26. 20/20 12.1/22			
10:30				
SATURDAY	8.6/17	10.4/20	8.6/17	6.8/13
8:00	75. TV's Funniest Commercials 5.7/12	21. Dr. Quinn, Medicine Woman 12.9/26	67. Saved by the Bell Goes to College 6.7/14	66. Cops 6.9/15
8:30			47. Empty Nest 9.6/18	59. Cops 2 8.0/16
9:00	39. ABC Saturday Night Movie—Deadly Relations 10.0/19	51. Willie Nelson: The Big Six-0 9.1/17	51. Mad About You 9.1/17	73. Code 3 6.0/12
9:30			45. Sisters 9.7/18	71. Code 3 2 6.1/11
10:00				
10:30				
SUNDAY	9.8/16	14.0/24	14.2/24	7.9/13
7:00	55. Life Goes On 8.9/17	10. 60 Minutes 16.7/32	62. Last Call 7.4/15	79. Parker Lewis 3.6/7
7:30				78. Shaky Ground 4.3/8
8:00	36. Am Fun Hm Vid 10.6/18	13. Murder She Wrote 14.2/24	39. Cheers 10.0/18	57. In Living Color 8.2/14
8:30	30. Am Fun Hm Vid 11.8/19			56. Martin 8.4/14
9:00		23. CBS Sunday Movie—Love, Honor & Obey, Part 1 12.6/20	7. NBC Sunday Night Movie—In the Line of Duty: Ambush in Waco 18.8/30	19. Married w/Childn 13.1/21
9:30	49. ABC Sunday Night Movie—Judith Krantz's Torch Song 9.5/15			32. Married w/Childn 11.0/17
10:00				62. Tribute to Sam Kinison 7.4/12
10:30				
WEEK'S AVGS	10.6/20	10.7/18	15.1/26	8.1/14
SSN. TO DATE	12.2/20	13.0/21	11.2/18	7.6/12

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT



The debate over retransmission consent

Kriegel for the affirmative

Jay Kriegel's title as senior vice president of CBS Inc. tells little about the man. His influence reaches into most areas of that company's operation, and occasionally spills over into the world at large. Thus his role in retransmission consent, an idea whose time had not come before he made the cause his own. Last week, Kriegel announced that the CBS stations would all seek retrans (as opposed to must carry), putting that company's fortunes on the line this summer. He describes herein the retrans rationale and his belief in its workability for both broadcasting and cable.

How will or how should the broadcasting industry respond to the challenge of retransmission consent?

We've got a new piece of legislation that gives broadcasters a right which has been in the communications law ever since 1927, but we all have questions as to whether or not the marketplace in retransmission that was envisioned by the Congress can really work. Or whether there is, in fact, such a thing as a free market when one deals with the cable industry. That's one of the big questions we will all be following with great interest in 1993.

You don't know the answer to that question yet?

I don't think any of us knows very

much about how it's going to happen. There's a piece of me that's optimistic, there's a piece of me that has great concerns about what I've seen so far about the marketplace. One of our great problems in looking at how the bill is going to be implemented is the fact that the cable industry is so concentrated, with five companies having 50% of the country and 10 companies having two-thirds of the country. By comparison, broadcasting is remarkably decentralized with a thousand stations and hundreds of owners. And, of course, in every market that has a station there are two, three, five, seven others. So far, it appears that the decision being made by those five or 10 companies is going to be carried out fairly uniformly across the country. How

COVER STORY

that leads to a constructive negotiation is a big question mark for all of us.

Are you surprised by the way TCI and some of the other big operators have come out of the box, saying, "We're not going to pay?"

No. I think we saw their vehemence in the cable legislation. They have been very rigid about this issue for a long time. We, in fact, tried to have conversations with the cable industry during the pendency of the bill to see if there could be a private settlement of this whole issue. The reaction we got was an indication of the fact that the other side was sufficiently arrogant and sufficiently confident about it that they're not interested in negotiating. They're not interested in working a reasonable accommodation. We'll see over the next few months to what extent they can shield the marketplace by this kind of hard-line rhetoric.

You announced this week that the seven CBS stations would opt for retransmission consent. What do you want from cable operators?

We have created a corporate task force that Johnathan Rodgers [head of the stations division] and I will co-chair. One of our problems has been trying to understand how you negotiate with the cable industry, now that we've got most

of the marketplace. If we believe the value of the Fox stations in that deal is 20 cents, not the seven and a half cents the deal describes, then what's a CBS affiliate worth? I mean, the marketplace will hopefully show that.

But we think that deal has had a very interesting impact on the market because it's encouraged a lot of people to say they're really paying for these stations and they're paying a lot of money for these stations, and I've heard that from cable people as well as broadcasters. And they may have set quite a high price for the value of those stations. Higher than we might have expected them to set. They don't call it a retransmission payment, as you know.

So you're ready to take that same deal? Twenty cents?

We've said we don't care what you call the payment. We don't care what bank you send it to. We don't even care where you send it. If TCI wants to send our checks through the American Red Cross, we would be happy to accept it as long as the check clears.

But how much value do you attach to these signals?

It's our belief that the broadcasting industry is subsidizing the cable industry. If you took away all broadcast signals from the cable industry, everybody agrees and every study

"If TCI wants to send our checks through the American Red Cross we would be happy to accept it as long as the check clears."

of the largest companies announcing: "Here's a policy for the entire country; we may be in 40 states, we may have 10 million subscribers, but not one red cent." So it doesn't behoove our seven stations to go negotiate with the local system managers if we've been told they're going to tell our station manager: "I have no authority to negotiate with you, I can only give you nothing."

So we've had to conclude that, for the larger MSO's, we will have to deal with them the way they are—they are creating the market, which is to deal with them nationally. To go to their headquarters. We will deal with the local MSO's, small MSO's and local cable operators on a local basis with the stations, but it doesn't make sense to have seven GM's flying to Denver and trying to meet with John Malone in seven separate negotiations.

Is the dynamic of the negotiation that Mohammed goes to the mountain?

Mohammed always does. It doesn't much matter; it's going on both ways, actually. It's sort of like the meetings with Hollywood over fin-syn; we always pick up the check.

TCI's John Malone and Continental's Amos Hostetter are not refusing to negotiate; they just don't want to fork over any dollars. Do you have to have dollars out of this?

Those are interesting questions of labor law about when you go to a negotiation saying, "I'm happy to sit at the table and negotiate with you—I'm just not going to pay anything." Yes, you can have a negotiation in good faith on that basis, but then you have to look at the circumstances and say, "Let's see what else they're prepared to offer." They've made one deal between Malone and [Fox's Rupert] Murdoch. And we've had some conversations.

John Malone just found 25 cents for a new Fox channel, right? Which doesn't exist and we don't know what's on it. Our assessment is that channel might be worth five cents in

shows that there'd be a significant impact on the economics of the cable business—that cable going bare as a truly separate business, just selling cable programming, would have a significantly reduced revenue stream and profitability, through some combination of lower rates and lower penetration. Usually the numbers show that there would be a 25% to 50% hit in cable revenue. All of that is somewhat theoretical, but that's an effect we're talking about in the marketplace. That sets a value.

That doesn't say that anybody's going to get that value in a marketplace negotiation, and I think the question of what you negotiate based on that, and what's a fair resolution, because, after all, we are making a significant change from a system in which cable has had our signals free to a system of compensation. It doesn't necessarily get there in one day. We all understand the realities of business and can be reasonable about transitional periods.

How many cable subscribers are reached by the seven CBS O&Os?

About 12 million.

So how about a buck a home a month?

It's your number. I'm not going to speculate about it.

The way we read it is the cable operators just don't want to pay for broadcast signals.

Let's get away from semantics. The issue is whether or not we get paid for our signal. If we don't get paid for our signal, and that's what we're committed to, then our signal will not be on cable. The question is whether the cable operators will back off and negotiate a reasonable deal before our CBS signal goes off the cable system.

Is there some common denominator other than money? For example, would you be interested in another channel?

We've told the people we've talked to that we're willing to

listen to any proposal that is serious. Our primary interest is to strengthen free over-the-air broadcasting. We do not want to see retransmission used to leverage the strengthening of the cable industry. We are interested in seeing our stations strengthened for future competitive purposes. Is there a set of circumstances under which we would consider a second channel? It's not something we're looking at. If the leaders of the cable industry were willing to offer us a second channel without restrictions that we could program with news, sports and entertainment and on a competitive economic basis, I think that's something we'd have to consider.

As you know, the cable industry's been very restricted historically as to program content, despite all the talk about choice. Now that they're aware of the world of abundance, what is the reason for restricting choices? Why shouldn't there be three or four news channels? So far, they've been interested in choice so long as they control what the choices are.

Is there any difference between what some of the big companies are saying publicly and what they're telling you privately?

I think so. That doesn't say that anybody's negotiating, but

"If we don't get paid for our signal, and that's what we're committed to, then our signal will not be on cable."

people tend to be harder in public than they are in private. But I don't know that there's an enormous range of difference right now. We're in the early posturing stages; there's a lot of noise. Given the current mood in the marketplace, you wouldn't think that any early deal is likely to be a particularly good deal. When people are that hard and trying to send signals to the other side about how tough they are, I suspect the only deals people are going to do quickly are ones that send a message that they made a good deal. Sometimes that suits both sides. I don't expect there to be any good early deals.

Have you taken into account the possibility that, at the end of the day, you will have neither carriage nor money?

You have to take that into account. I think a wise man would opt to go through all the consequences here and that's clearly a possible consequence of opting for retransmission consent. We are taking the risk that at the end of the day, come October 6, that's what happens.

And is that a viable possibility to you? Can you live with that answer? What would be the consequence? What would it cost you?

It would be extremely costly to our stations and to our network if that were to happen. We are hoping it doesn't happen.

Have you quantified it?

You have to do it with different sets of assumptions as to what happens to viewing levels on different kinds of programs at different times of day in different areas. We've done some of that work preliminarily, but I think we've had to assess the risk for us and it's a very, very serious risk. We are, in many ways, putting our business on the line. We are taking a very significant corporate risk, but we're doing it because at least CBS feels that this is a pivotal moment in

the history of broadcasting, that there is a historic inequity and imbalance in the marketplace between the free system and the paid system, and that Congress has given us a chance to at least rectify some of that.

It's been a long, tough battle to do that, and if some of us aren't prepared to stand up and try to take advantage of that and see if we can level the playing field, then we've let the moment go by and have not seized the moment to strengthen our system. It's an extremely competitive world we're operating in, and people have to take risks if you're going to survive. We don't see any choice—looking out at the threatened nature of free broadcasting against this juggernaut of the pay television world—but to try to strengthen free broadcast, and this is one critical way to do it.

In the best of all possible worlds, what could you accomplish by this? How much could you come away with to strengthen free broadcasting?

I'm just not going to quantify it and I don't think it's helpful. We are talking about a marketplace with many different parties. Our stations, other stations—I don't know what the total would be. Clearly, potentially, it could be a significant amount of money, and to the extent it's a significant amount of money each year, it begins to change certain

patterns in the relationship between ourselves and the cable industry going forward.

If you go back to our fundamental argument—which we believe that Congress has bought and which we believe the FCC had bought prior to that in their studies—that broadcasting is subsidizing, unfairly, the cable industry, then part of what we have been dealing with is a double hit because the cable industry has effectively had our money. We have, in effect, subsidized our own competition building up these competitive channels. So not only will we have better economics but also the artificial economics which have been able to dominate the cable business for the last few years will change in the future.

Could you walk us through the thought process that's going into your position?

We've had to learn, in many ways, because we are not in the cable business; we are somewhat disadvantaged about understanding how to deal with the cable industry because we read the statute and the statute says that in Chicago our station manager, Bill Applegate, should sit down and negotiate with the local cable operators. And then we look at the map of Chicago and get the franchises and we see that, interestingly enough, in downtown Chicago there are two franchisees. One is Prime and one is TCI. There are five areas, but there are two franchise holders.

So what does Bill do? TCI is based in Denver and Prime is based in Austin, Texas. What you start to see is that while on one hand there's an enormous amount of patchwork in each of these marketplaces, there are many, many franchise systems, and we're going to have to look to see if they fall within the ADI or outside, but as you start to aggregate, you see different patterns. You see that the largest MSOs are everywhere with significant numbers. We've got the largest MSO's, like TCI, in virtually all of

our markets. When you take the aggregate number of homes that a company like a TCI or a Time Warner or Continental has with CBS-owned stations, it's very significant.

Since we know now, from what's happened in the marketplace, that the heads of those companies are making national policy and that they're not going to do a separate deal in Chicago, presumably, than they'll do in Philadelphia or in Los Angeles or Miami, we will have to figure out all of our relations with them and then go sit and try to talk to them collectively about some kind of policy.

Is it possible that before this is over you would have to have a collective negotiation with all those MSO's in order to get a deal? For example, could you make a deal with TCI without making a deal with Prime?

That's very possible, theoretically. You know, it is curious to date that the range of positions taken by the leaders of the cable industry is not a very wide path. I mean, between "not one red cent" and "nothing" is a pretty narrow negotiating range.

I'm not even sure the rhetoric is very different between "Over my dead body" and "Don't cross this line"—pretty similar statements. I think the fundamental question can be

battle? Viewers are going to call the cable systems and the systems will simply say, "Well, the channel is there for WUSA. All it has to do is give us permission and we'll put it right back on." How do you answer that?

I guess that's what the next three months are going to be about. It's our hope we can explain our position. Let's not forget that the FCC regulations say that there is no pass-through for the first year, so at least you can't run a spot in New York saying that "WCBS wants to raise your cable rates," because you can't pass that through, at least this year.

I think it's in everybody's interests to be somewhat realistic about expectations. Broadcasters are not going to get a dollar for every station. There isn't that much money out there. And I think you have to look at the structure of the industry today and put yourself in the shoes of the guy on the other side of the table. A cable operator today is charging \$22.00 a month and he's spending \$3.50 on programing. He's not going to double his programing cost overnight. He's just not. Human nature. I know we wouldn't. Nobody's going to do that. He's not going to jump from \$3.50 to \$7 for programing. He can do more than five cents, but he's not going to do \$3. Where it is in

"The range of positions taken by [cable] leaders is not a very wide path. I mean, between 'not one red cent' and 'nothing' is a pretty narrow range."

raised by this negotiation about whether or not there is such a thing as a marketplace. After all, the premise of the law is that you can have a marketplace negotiation between a broadcast station and the cable MSO's. One of the things that we will watch—and that we hope the government will watch—is whether that assumption is true. Is there, in fact, a true marketplace out there. I'm not sure of the answer to that. I mean, if at the end of the day none of the five largest MSO's has paid anything for any broadcast in the country, you have to make your own judgment about what that means, and we all will.

Right now they seem to be saying, "Your signal isn't worth anything to me." But what if there were two wires in New York? What would the CBS signals be worth to one of those two guys? Does anybody have any doubt that one of those two players would want to have the over-the-air broadcasters? And that if the only difference—or a major difference between the two systems—was that one of them had CBS, NBC and ABC and the other didn't, which one of them would be the dominant provider of programing in New York? It would be worth a lot; that's the way a competitive system values products.

The best thing that could happen to broadcasting would be an a la carte system. Right? Because in an a la carte system do you have any doubt where viewers would allocate their money? They at least wouldn't be allocating it to channels they weren't watching. My favorite quote of the season was a cable industry panel on a la carte programing in which your last cover subject [Kay Koplovitz of USA] was quoted as saying: "My god, we don't want a la carte. That would put us out of business. Because we wouldn't get paid any money. People don't watch us."

If WUSA in Washington is dropped, what's going to be the political and public relations fallout? How do you win that

that range the market will say.

Look, these are very intelligent people who are extremely sophisticated businessmen. We have tried to put ourselves in their shoes, to understand some realistic parameters of what might happen. It might be helpful if they did the same. It might be helpful if they said, "What would I do?" Now, in fact, some of them who are in both businesses are beginning to see that it's a little more complicated. Because now, suddenly, they don't want to give up the value for their broadcasting stations.

Knowing everything I know, the few guys I've talked to who really do understand the other business don't find this such a difficult negotiation. I mean, nobody likes suddenly having a new charge imposed on your business, but it happens all the time, especially when you've had something free for a long time.

Will both sides come out of this alive?

We're in a business and we are committed to the future of this business. We are not looking for Pyrrhic victories and we're not trying to have abstract fights in principle. We've looked long and hard at this issue, and we believe that retransmission is fair. We also believe it can be workable in the marketplace. I think it's very important to remember that despite the fact that people are getting angry, this isn't personal and, in fact, our business is not antithetical to the cable business. Quite the contrary. To the consumer, we are inextricably linked. We've always believed that. We've said that in every speech we've ever given together. We have no reason to take apart the way in which our signal is delivered into people's homes.

We are looking for an economic adjustment. We think that can be done, and our hope is and our assumption is that it will be done as cooler heads prevail by the end of the summer. ■

Radio

Industry faces its advertising drawbacks

Mercury Awards seen as good beginning, but problems with creative persist

By Peter Viles

Radio executives say the industry is finally facing up to a problem that has hurt the medium for decades: the perception, on the part of major advertisers, that radio commercials rarely measure up to the creative standards the medium demands.

According to numerous radio executives, there is little doubt that this perception has kept some national advertisers from using radio. When radio executives from different companies make joint sales pitches to national advertisers, the first objection to the medium is usually the limitations of radio creative, according to Gordon Hastings, president of Katz Radio Group.

"The mindset of most packaged goods and product advertisers is that you can't sell the product without a demonstration—without sight, sound and movement," says Hastings, who has been part of numerous sales calls organized by the Radio Advertising Bureau's Radio Industry Executive Partnership.

It was partly with those objections in mind that the radio industry last year organized the Radio Mercury Awards, for which the industry put up \$200,000 in cash to reward the year's most creative advertisements.

In addition, the awards were intended to encourage major advertising agencies to pay more attention to radio and to the unique creative challenges of the medium.

As the industry gears up for the second annual Mercury Awards (see box), executives say they see signs that the awards program has already done some good.

"I think the creative side is getting better," says Ralph Guild, chairman, Interep Radio Store. "There are more [agency] people challenged by radio than in the past. I think the Mercury

Mercury Awards, at a glance

Where Waldorf-Astoria Hotel, New York

When June 9, 1993

Prizes \$100,000 grand award, \$20,000 gold prizes and \$5,000 silver prizes in four categories: humor, non-humor, music/sound design, station-produced

Entries 889 entries; 40 finalists

Judges Nearly 40 advertising and radio creative directors; final round co-chaired by Steve Frankfurt of Frankfurt Gips Balkind and Jerry Della Femina of Jerry Inc.

Sponsors RAB, Radio Creative Fund, major radio station groups, networks, rep firms, associations, Arbitron, BMI

Event Chairman Gordon Hastings, president, Katz Radio Group

Last Year's Winner The Richards Group, Dallas, for Motel 6

Awards have helped enormously."

In addition to the Mercuries, the RAB has created a fund to produce sample commercials—"spec" spots—for advertisers who don't use the medi-

um. Interep has started a similar program and has hired Tom Hripko, one of the original Mercury winners, to write commercials for prospective national advertisers.

The awards, meanwhile, have brought more attention to radio creative. On June 8, the night before the ceremony, the Museum of Television & Radio will devote a seminar to the subject, featuring major writers and producers of radio commercials.

Hripko, who helped create the widely praised Motel 6 commercials, says radio creative "definitely needs improvement.... For the most part, the stuff that's on the air is—ugh. But there are some redeeming things out there.

"The agency people are the ones who aren't interested," he says. "They often sell clients around it, or they'll just say, 'No, we can't do a good job of that in radio.'"

Bert Bertis, whose company, Bert Bertis & Co., produces some 500 radio spots per year, agrees that major agencies often avoid radio, partly because they don't produce enough radio spots to have expertise in the medium.

"You have to understand that an agency writer might get a radio assignment three or four times a year," Bertis says. "You just can't get very good doing that amount of work." ■

News breaks even or better

Radio news continues to be a break-even or profitable department at the vast majority of stations, according to a new study by the Radio and Television News Directors Association.

The study, conducted in mid-1992, shows that 44% of radio newsrooms make money, 42% come out even and only 14% lose money. That's about the same as in 1991, when the study showed 43% were making money, 46% coming out even and 11% losing money.

Large newsrooms—those with three or more employees—were the most likely to be profitable. Some 67% of newsrooms with three or more staffers made money, the survey says.

—PV

Banned in Boston: Sox not amused by ad

Baseball team orders humorous spots for racetrack pulled from broadcasts on WRKO

By Peter Viles

When the Boston Red Sox took offense at a humorous radio spot promoting Suffolk Downs, a \$44,000 radio buy suddenly turned into a news story, a public relations bonanza for the horse track and a public relations disaster for the team.

According to the racetrack, it also drew so much attention that the track had its biggest business day in 18 months.

First the commercial: a 30-second spot in which former Red Sox manager Joe Morgan, a popular figure in Boston, talks about why he likes thoroughbreds more than ballplayers.

"Horses don't give me headaches," Morgan says. "Horses don't expect to get paid unless they win.... And when was the last time you heard about a horse busting up a hotel room?... And they don't even think about messing around with women until after they retire!"

Boston newspapers speculated that the last line bothered the Red Sox the

most, especially in light of team member Wade Boggs's embarrassingly public extramarital affair a few years ago. In any event, the team, exercising a clause in its contract with WRKO-AM, forbade the station from running the ads during Sox broadcasts. Prior to the Red Sox decision, the ad ran during roughly 20 broadcasts; it was pulled from the final six games of its scheduled run.

"We don't think it's funny and that it gives a negative image," Jim Healey, Red Sox broadcast chief, told the *Boston Herald*. "It unfairly portrays baseball players and the Red Sox in a bad light."

Joe Winn, president of Atlantic Radio Corp., which owns WRKO, said the ad was pulled after an unsuccessful attempt to have the script changed at the team's request.

"We have a relationship with the Red Sox," Winn told BROADCASTING & CABLE. "We respect their thoughts on this. They thought it cut across the grain."

Boston newspapers were quick to

criticize the Red Sox. "Bonehead play at Fenway," the *Boston Herald* editorialized. Said the *Boston Globe*, "We already knew that the Red Sox lack speed, power and defense. Now we know they also lack a sense of humor."

The commercial continued its normal run on five other Boston stations, said Chip Tuttle, director of marketing and communications at Suffolk Downs.

He said the track actually saved \$3,000 when WRKO pulled the spots, and it donated \$5,000 to the Jimmy Fund, a charity the Red Sox support, as a goodwill gesture.

In the meantime, Tuttle said, the track enjoyed several days of free publicity and its biggest business day since it reopened.

"The reaction has been about 99% against the Red Sox decision," he said. "Fortunately for us, this has enabled the ad to gain more attention than it ever would have, even if they had run it all summer long at no cost." ■

NAB pulls plug on radio station financial survey

Declining response diminished its value, association says; Commerce study will fill void

By Peter Viles

The National Association of Broadcasters has decided to stop conducting its annual financial survey of radio stations, leaving the report in the hands of the U.S. Commerce Department. The NAB will, however, continue its annual financial survey of television stations.

Mark Fratrick, vice president/economist at the NAB, said the decision was made several months ago based on three factors: declining response from stations, the Commerce Department's plans to conduct a similar survey, and changes in the radio industry (duopolies, local marketing agreements) that make comparisons of stations more difficult.

Fratrick said the NAB plans to work with the Commerce Department to insure that the government survey yields

the kind of industry information the NAB has provided in the past.

The Commerce Department has already released its first survey, covering 1991, and Fratrick said a second survey, covering 1992, will probably be released by the end of this year. The first survey did not contain some of the key information the NAB has tallied on profitability.

The annual radio survey was conducted by the FCC until the early 1980's, when the commission dropped it and the NAB picked it up. The survey became an important political document for the industry when it began showing that roughly half of all radio stations were losing money; the evidence was crucial to the industry's successful drive for relaxed ownership limits.

Fratrick said the NAB was particularly concerned about declining re-

sponse to the survey, and faced the prospect of spending more money to make sure the survey remained accurate.

In recent years the survey actually consisted of two questionnaires mixed together: a "long-form" survey sent to every commercial station and a "short-form" survey sent to about 800 stations and used as a control sample.

For the final survey, released last June, the response rate for the long-form survey was just 23.6%, while the response rate for the short-form version was 77%.

"We felt comfortable with our national estimates, but when we were trying to break them down into smaller categories, the cell sizes were getting quite small," Fratrick said. "We were losing some confidence in the smaller breakouts." ■

Special Report

LOUIS MYRIE



News services: filling changing needs and niches

*With the consumer appetite for news growing both here and abroad, and the explosive new growth of electronic media outlets around the world, the opportunities have never been greater for new and established news service providers. Domestically, the news divisions at the major networks are expanding their news-gathering activities beyond service to their own programs and local affiliates (page 30). Meanwhile, CNN and Conus battle for a greater share of the syndicated news market while relying extensively on their affiliates for material to provide specialized services like sports updates (page 34). The Associated Press and United Press International continue to find new services to offer broadcasters (page 38). Those companies and a handful of others are also considering entry into the global video news agency field, which has been dominated by World Television News and Reuters Television (page 40). There are also a growing number of players in the specialized field of weather services (page 46), as radio news services try to adapt to a changing marketplace (page 47). And one new service, Bullet*Poll, appears to have found a niche—as well as a rapidly growing client roster (page 48).*

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Networks plot more news services

Divisions at Big Three and Fox explore ways to market their video worldwide



CBS affiliate KWTX-TV Waco, Tex., captured dramatic and exclusive video of the first day of the siege of the Branch Davidian compound there (shown above is last month's fiery finale to that siege). Among the pictures the station caught was the shooting of a U.S. treasury agent on the roof of the compound. CBS's news services division consulted the station on how to best market the footage, which was seen in stills and on television the world. All three networks serviced scores of foreign broadcasters covering the siege.

By Steve McClellan

In the 1990's, network news operations are being forced to do more than produce programs. With a watch-every-penny mentality being applied by corporate bosses, coupled with advances in technology, all the networks are beginning to service hundreds, if not thousands, of news customers around the globe.

Not long ago, the major networks made their mark in news with a few key programs, including evening newscasts, morning programs and documentaries. The shows were produced primarily through news divisions that spanned the globe. But in recent years the network news operations have trimmed overhead and are increasingly looking for ways to generate revenue from the product they produce, beyond selling advertising in the shows they create.

Key to that strategy is an effort to package material in newsfeed or even program service form to other end users both domestically and abroad. ABC owns World Television News

(WTN), a news agency that services clients around the world. CBS and NBC have in-house news services designed originally to service domestic affiliates that are increasingly expanding their view to encompass the world market.

For the past two years, Fox has been building relationships with domestic stations to build a news service also designed primarily to serve a growing number of Fox affiliates getting into news.

"Everyone to varying degrees is into that now," said Don Browne, executive vice president, NBC News. "The networks used to define themselves with just a couple of shows. That was the traditional distribution path for news product. But the world has changed and we've adapted. We're trying to look at the world globally, and distribute our news product as widely as we can."

John Frazee, vice president, news services, CBS News, and architect of CBS's worldwide Newsnet operation, agreed. "We're defined as a news agency by the European Broadcast

Union," he said, saying the network has business relationships with about 30 European broadcasters and many others throughout the world. "We've been very aggressive in developing these relationships," Frazee said. "We feel it's very important to have them."

The ABC-WTN connection

ABC's situation is somewhat different than the other networks. It has led the way in getting into the news service game through its ownership of WTN. ABC News has had a working relationship with WTN or its predecessor companies since the network's news division was founded in 1961. ABC first acquired an equity stake in the news service, then known as UPITN, in 1982. In 1990, ABC bought the majority stake in the service held by ITN, the news organization serving the U.K.'s ITV group of broadcasters.

"We're not getting into this business," said Richard Wald, senior vice president, ABC News. "We've been in it." WTN, like Reuters Television (formerly known as Visnews), is a video wire service with a thousand or more clients worldwide.

Separate from that service, ABC, like its domestic competitors, has an affiliate newsfeed service, NewsOne. Besides servicing affiliates with footage and on-location-production support (as do the CBS and NBC affiliate news services), it also has a growing business servicing foreign clients and domestic customers outside the ABC affiliate body. "You get at our [news video] library through NewsOne," said Wald. "So if a show like *Oprah* needs material for a segment they're doing, they would buy from NewsOne." He also said increasing numbers of foreign broadcasters are also buying NewsOne services and subscribe to WTN as well.

"Basically what we're seeing is an explosion of new program services" around the world, said Wald. "We set up everything to service two things, our shows and our affiliates. The platform we have built to do that is capable of helping other entities to make shows. So the question becomes how to use that platform in light of the new

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ways programs are being distributed by cable, satellite and so forth overseas. Or, to put it another way, where is it that ABC News might develop new ways of using its strengths [to generate incremental revenues]?"

NBC's News Channel

Most of NBC's activities in the news service area now originate from Charlotte, N.C., home base of NBC News Channel. How to exploit that service beyond the core business of serving NBC affiliates is "something we really spend a lot of time on," said Robert Horner, president, NBC News Channel.

"The core will always be service to NBC affiliates," said Horner, who designed the Charlotte operation from scratch three years ago. But clearly there are other uses for the product generated by the channel. Domestically, the News Channel is co-owned CNBC's largest supplier of news footage.

That relationship was the cause of

some concern among many affiliates when it first developed. "I'm still not terribly thrilled about it," said one NBC affiliate news director, who said other stations feel the same way. "But I don't think there's much the affiliates can do about it."

According to Horner, much of the initial concern has faded. "Clearly, it hasn't hurt them. The cable network is feeding about nine business stories to the affiliates daily. We're the pipeline for that. We consider ourselves the news agency within NBC, making sure that news product is flowing to all units that need it."

Two months ago, News Channel launched a 24-hour Latin American service that is being sold to cable operators in Mexico, Central and South America. News Channel hired about 50 additional staff to launch that service, and Horner said similar services for other parts of the world are being considered.

What is the upside potential? "I don't think there is much we could do

in terms of add-on product that could have a direct financial impact that would ever come close to equaling the importance of the News Channel" as the primary affiliate newsfeed, Horner said. "There is so much economic value at stake for both sides. News is the unchanging identity of the network, and local news is 100%, or close to it, of the image of stations." It is also the engine that drives local revenues. For some stations, news revenues account for 50% or more of their revenues.

At ABC, Wald says the objective for NewsOne is to do "slightly better than break even," with some of the revenue derived from non-affiliate sources used to help offset the costs to affiliates.

CBS's Newsnet

At CBS, Frazee said Newsnet's foreign operation is profitable. "The costs to affiliates domestically are quite controlled," he said. "The rates haven't gone up in quite some time because of our ability to sell [Newsnet] elsewhere. Domestically, we don't make money and we don't plan to."

Frazee said CBS Newsnet acts as a "broker and pooler of material," as well as a producer and transmitter of footage. "Look at Waco or the King trial in Los Angeles. We serviced both affiliates and overseas people. When the Russian coup happened, we had seven paths out of Moscow that enabled a lot of people to do a lot of live shots."

Are there opportunities in the domestic market beyond service to affiliates? Frazee says he does not rule it out. "But we would be extremely sensitive to the issue of competing with our own affiliates," he said. And in foreign markets, he added, the network continually looks for opportunities. "We'd love to do a 24-hour program service," he said.

According to Janee Vanessen, director of foreign development, NBC News, who is based in Charlotte and developed Canal de Noticias NBC, the Hispanic-oriented news service is now in more than 1 million cable homes in 11 countries throughout Latin America. "It's growing pretty fast," she said, noting the service had 400,000 subscribers at launch. She said the network is looking at other ventures as well. "We've got a million irons in the fire. Everybody is talking to everybody. The old ties are meaningless. The possibilities are endless." ■



Canal de Noticias NBC is NBC News Channel's first major effort to package news programming for a major audience outside the U.S. (Shown above are the program's three main Charlotte, N.C.-based anchors: Sergio Urquidí, Ana-Louisa Herrera and Nicolas Kasanzew.) NBC News Channel officials say they have plans in development for program services aimed at other regions of the world as well, including Europe and Asia. CBS News executives say they are also looking at similar opportunities worldwide. "We'd love to program a 24-hour news channel," said CBS News Vice President John Frazee. "We're exploring a lot of opportunities."

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Newssource national correspondent Judy Fortin reporting live from Memphis, Tenn., site of the Elvis stamp unveiling earlier this year. Newssource provides five-minute, customized live shots of breaking stories on a first-come, first-served basis nationwide to CNN affiliates for a nominal charge.



Crews from Conus members KSAT-TV San Antonio (above, setting up for live reports) and KXAN-TV Austin provided 50 live shots on the first day of the cult standoff in Waco. More than 75 transmissions were provided for member stations April 19-April 20, when the standoff ended.

Battle of the C's

The two major competing independent news providers, CNN and Conus, offer stations expanding menus of breaking news and feature capability

By John Gallagher

In their quest to get the latest, greatest and most exclusive shots to the stations they serve, the two major independent providers of video, CNN's Newssource and Conus, are able to offer distinct features to their customers while competing directly for clients in the ever-expanding news and information marketplace.

CNN itself was responsible for paring the choices to two major players when it bought Group W Newsfeed last year, taking over 88 affiliate agreements for more than \$2 million. The acquisition boosted CNN's stable to more than 350 affiliates and, at the same time, gave Conus one less competitor to worry about.

"What [the acquisition] has done, I think, is essentially draw the boundaries and make the distinctions [between the services] very clear," says Steve Blum, director of information services at Conus. All 88 contracts were recently renewed with CNN.

Newssource: feeding the world through Atlanta

Newssource, a 24-hour service with bureaus in Atlanta, Washington and

Los Angeles, broadcasts 11 feeds daily Monday-Friday and seven feeds each weekend day to 300 affiliates. A second "features" feed at 9:30 a.m. was created for CNN affiliate producers to round out their newscasts with features on health, business and science. "It gives them the look, the feel, the texture that complements the demographics that are watching their newscast at noon," says Jon Petrovich, executive vice president, CNN Headline News.

One strongpoint for Newssource is its access to CNN's newsgathering resources to feed coverage to affiliates. "In this day and age, when local news has more time for itself and is therefore available to do more international and national stories, that material is there for them," says Steve Haworth, CNN spokesman.

Timeliness, says Petrovich, is another strength. "A lot of services, not intentionally, because of timing of key newscasts, inadvertently hold material...for that key show at 6:30. Here [in Atlanta], it's like a faucet, it's continually on, and when [news] comes in the building, it's turned around and sent back out [to affiliates]."

Newssource became more appealing

to West Coast affiliates three weeks ago with the opening of its Los Angeles bureau. It is in line with CNN's goal to provide more timely service to a larger audience. "When you divide the country by region...you are getting a better relationship with your affiliates because you are showing them you are catering to those stories that may not have interest elsewhere," Petrovich says.

Newssource Live' is an edition that covers breaking stories, provides generic live shots and, for a small fee, personal live shots tailored for a specific affiliate on a first-come, first-served basis.

Newssource is not market exclusive, that is, in some cases, stations competing within a market may each subscribe to CNN. Petrovich says this can cause concern, but that concern goes away when big stories break and stations are not dependent on just one source for a feed.

In the Mike Tyson verdict, for example, which was announced close to 11 p.m., Newssource created a generic live shot to air on all 300 of its affiliates at one minute after 11 p.m. "Two or three stations in some markets could have aired that shot at once," said Jack Womack, executive producer for CNN Newssource Live Edition, "but they were protected and they were covered, and they left with a live shot from the scene."

Other shots are tightly embargoed market-by-market. If a Miami station gets a certain shot, that footage is embargoed to all other stations in that

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market. "It's a real fragile situation, but we go out of our way to make it work," Petrovich says.

CNN wants to create a Newsource for its 19 international bureaus, which could ultimately benefit CNN's entire operation, according to Petrovich. "We already have our people [overseas]. We use them to help our [international] affiliates so we can assemble our troops here—we have five crews and five reporters—and we get them outbound. We're there the minute it happens."

Market exclusivity from Conus

Unlike Newsource, Conus is set up to be a market-exclusive service, which is the case in all but a handful of markets. In those markets the member station had to consent to the operation. "In the cases where we are nonexclusive, we try to keep the services separate," says Steve Blum, Conus director of information services. "For example, in West Palm Beach, one member takes the national feed and the other member participates only in the regional activity, so there really

isn't any overlap there."

Conus, a cooperative service about 55% of which is owned by Hubbard Broadcasting Inc., is an outgrowth of USSB, a wholly owned Hubbard subsidiary. USSB developed the satellite news gathering (SNG) truck in 1983; in 1984 five charter members put Conus into operation.

"We were put in business to serve local television stations," says Blum. The core of the company is the satellite news cooperative, which now has 105 local stations as members, 15-20 of which own a stake. Another service is All News Channel, a joint venture between Conus and Viacom that is set to launch on a DBS satellite in December. USSB and Hughes Communications will share transponder space on the bird.

TV Direct, which covers the executive branch and provides long-form feeds of speeches and other events, was originally a partnership with AP whereby Conus supplied video and AP the graphics. Conus took over control in March when both companies decided to keep their services separate.

"Given our goals and given AP's goals, it made sense for us to go our separate ways," Blum says.

A fifth service, another type of custom newsgathering service, is offered to syndicated programs and networks. It is the source, for example, for the video of the *MacNeill/Lehrer NewsHour's* lead news summary. It provides clips for *Rush Limbaugh*, *Inside Edition* and The Weather Channel.

As an outgrowth of an existing operation with facilities already in place, like CNN's Newsource, Conus is well positioned to take advantage of the opportunities available through DBS. "Putting USSB on the air, obviously we're going to be staffing up, and that's going to be happening over the next few months. Our assumption is that All News Channel will be going up on DBS," Blum says.

Conus is in the process of making editorial changes to the program to make it more palatable to the consumer. "That's not just in preparation for DBS," Blum says, "but also to better serve our cable and broadcast clients." ■

CNN, Conus try to satisfy sports hunger

What is a sports report without the most compelling and entertaining highlights of the day?

Every sports anchor knows the answer, and that's why many turn daily to CNN Newsource Sports and Conus for the diving catches, broken-field touchdown runs and in-your-face dunks.

CNN Newsource Sports producer Mark Popkin says the syndicated news service satellite delivers seven to eight hours of sports highlights daily (on Galaxy IV, transponder 7) to 298 of 344 stations that are CNN news affiliates. With nine full-time staffers specifically assigned to CNN Newsource Sports, edited highlight packages and sound-on-tape (SOT) interviews are fed to stations, while scripted shot sheets are sent out via Associated Press Medialink wire service to stations. (Many of those stations also subscribe to Dow Jones & Co.'s SportsTicker wire service, which provides running game updates and final statistical results.)

Conus provides cut highlight packages and raw SOT interviews to more than 100 client stations nationally, but also services regional cable sports channels and DBS sports channels, according to Jim Richter, senior managing editor for Conus Communications' newsfeed service.

CNN Newsource Sports and Conus have become particularly indispensable in the area of live remotes, specifically in games of regional and national scope (Super Bowl, World Series, Stanley Cup and the NCAA basketball tournament), where field producers

coordinate "star-of-the-game" interviews. Stations have the choice of using both services' on-the-spot talent or customizing satellite interviews with their own on-air station talent.

Richter says Conus, whose syndicated All-News Channel serves as the platform for its sportsfeed service, utilizes a "regional concept" in promoting stations to get involved in reciprocal video packaging and live remote arrangements. Conus and, in some cases, another client station may request the remote, but Richter says Conus covers the cost of satellite time in return for "favors" (live remotes or highlights) down the road.

The professional sports leagues (Major League Baseball, the National Basketball Association and the National Hockey League) and the National Collegiate Athletic Association have also been looking to pick up the slack with highlight and file footage.

MLB has contracted its highlight services through Phoenix Communications, whose Sports Newsatellite subsidiary provides highlight footage to more than 140 stations. NFL Films, which is independently owned by president Steve Sabol, handles a bulk of the file footage business for the football league. NCAA Productions and its NCAA TV News division generally provide a steady stream of file footage of the nation's college football and basketball programs, as well as a variety of review and preview programs involving those sports.

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Wire services move to custom tailoring

AP offers a variety of services to serve individual needs of stations; UPI is also providing niche material as it attempts to regroup

By John Gallagher

It has been at least a decade since the Associated Press and United Press International were going head to head in competing for TV and radio station newswire services.

UPI, whose future is uncertain after its filing for Chapter 11 last year and subsequent purchase by Middle East Broadcasting Co., is holding steady, although a contract with the Wire Service Guild has yet to be signed.

Both organizations are offering customized services to their members, as news organizations seek to trim down without compromising their ability to gather news.

The senior news service, the Associated Press, has come a long way since its start in 1848 as a pool for reporters rowing out in New York harbor to meet ships with news from overseas. The not-for-profit cooperative is now the largest source of information in the world, with 144 domestic bureaus, 90 international bureaus and more than 3,100 full-time employees.

"We are a wholesaler," said Jim Williams, AP's vice president and director, broadcast division. "We gather news and wholesale it to media companies who turn around and retail it. No one is set up to gather and distribute as instantaneously as AP, because we're in so many locations. And because we're a cooperative, we have the newsgathering of our own staff plus our members."

Those members include ABC, CBS, CNN, NBC, 98% of all television stations with regularly scheduled newscasts and 51% of all commercial radio stations, along with 1,781 domestic newspapers.

AP offers a variety of customized services. APTV, AP NewsPower, AP Headlines, AP DriveTime, AP NewsTalk and AP Specialty Wires all include features specific to the needs of individual stations. It offers graphics capabilities for television to enhance newscasts, and can deliver color photos in less than three minutes. On June 1, it will introduce AP NewsCenter, a fully automated television newsroom capable of producing a full newscast.



Jim Williams, vice president and director, broadcast division, Associated Press



Steve Geimann, executive editor, United Press International

AP has taken some heat recently for increasing its rates, and some stations plan on dropping the service because of it. Jack Swanson, general manager of KING(AM) Seattle, said it is a perfect example of what happens when there is a lack of viable competition. "Ten years ago, I think the competition between UPI and AP kept a cap on what AP could demand for rates," he said. "[The increase in rates] is a natural byproduct of what happens when the economy allows one player to take control."

Williams looks forward to the convergence of computers, telephones and the broadcasting industry, as AP, in developing software for the newsroom, anticipates its members expanding their license to use AP's products in the new environment. "We see multimedia becoming a reality," he said. "We do not think it will replace the traditional broadcast businesses as they are today, it will just be another distribution channel."

United Press International, which was saved from oblivion when it was acquired out of bankruptcy last year by Saudi-owned Middle East Broadcasting, is trying to climb back into the newswire arena in leaner, meaner form.

UPI today is basically two divisions: a wire service and a radio network. The wire provides a service that, like AP, can be customized based on geography, topic and delivery

mechanism. "Over the course of time, UPI has put more and more of its services onto a common communications pipeline," explained UPI Executive Editor Steve Geimann, "so that people can access that pipeline and pull out the elements of the service that are of interest to them."

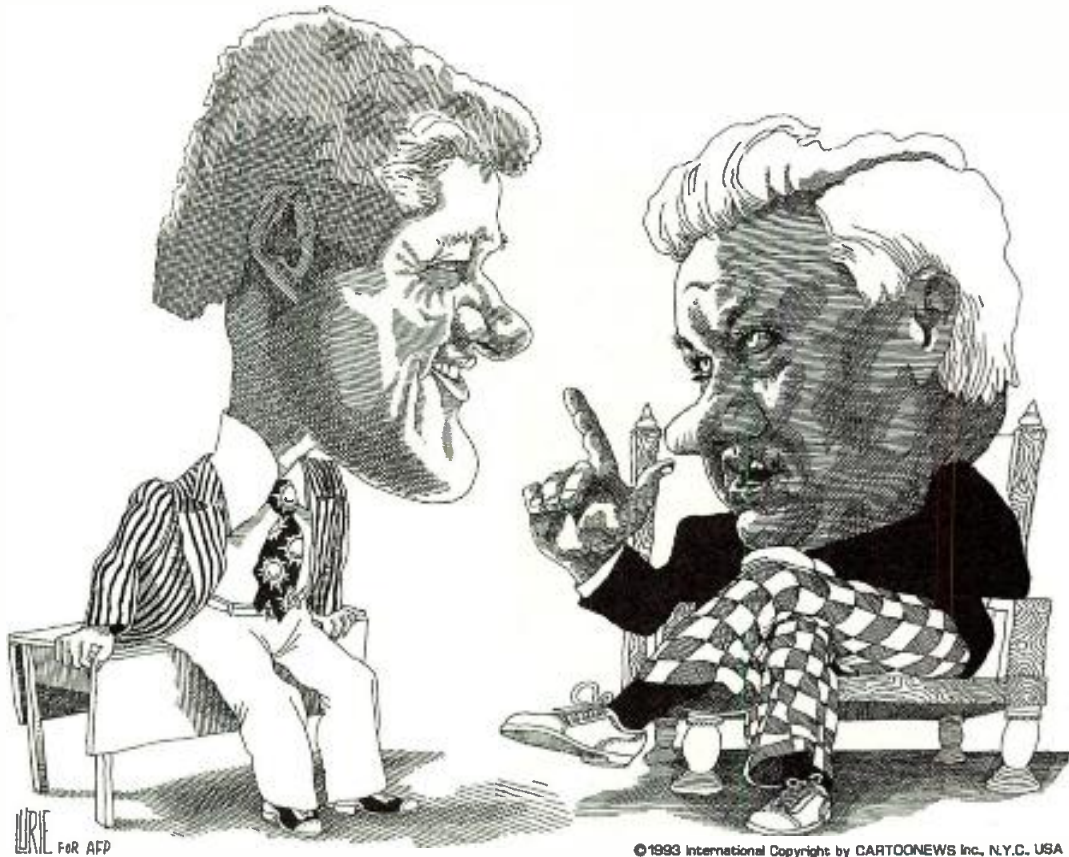
The 24-hour radio network provides two services: fully produced programs that go on at the top of each hour, and an actuality service, which provides raw material that stations can use to produce their own broadcasts.

Selectnews, developed by UPI last year, saves operating costs for clients that don't require news 24 hours a day, allowing users to dial in by modem and select only the news stories they want.

It has been speculated that UPI may try to get into the video news service, which AP said it will do for its international operations, but Geimann couldn't confirm any plans. "It would certainly make sense to move into that area, given our parent company being a video company and UPI being an international news service," he said. The Middle East Broadcasting Centre in London produces television programs and distributes them via satellite to the Middle East.

Negotiations for a contract between UPI and the Wire Service Guild ceased last February, but Geimann said ongoing discussions have been taking place to resume those negotiations. ■

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The growing focus on global news

The biggest providers of international video—WTN and Reuters—find themselves in competition with a host of new firms hoping to cover the world, or parts of it

By Steve McClellan

For more than three decades, two key players and their predecessor companies have dominated the international video news agency business—Reuters Television and World Television News. Now, with the emergence of scores of new international broadcasters, cable systems and other satellite-delivered services, news organizations intend to give them a run for their money.

A dozen or so other established television news organizations around the world are getting into the news service business, with programs or footage or a combination of the two, or are exploring the possibility of doing so.

After WTN (which is 80% owned by Capital Cities/ABC) and Reuters, CBS News and CNN are generally acknowledged as the next largest suppliers of footage to end-users world-



With the expansion of private broadcast, cable and satellite TV services around the globe, and the growing influence of developing nations on world affairs, a growing list of news agencies are considering getting into the video news service business. Above: WTN's coverage of Bosnia.

wide. CNN International, the program service, now serves about 70 million homes outside the United States.

About a year and a half ago, the British Broadcasting Co. launched a 24-hour international service seen largely as a competitor to CNN International. Called BBC World Service Television, it is modeled after the BBC's 60-year-old World Service Radio. World Service Television is now available to more than 17 million homes in Asia, the Middle East, Africa, Europe and Canada.

NBC News, which sold its almost 40% stake in Reuters Television (for-

merly Visnews) last year, is now planning to distribute news material in both wholesale and retail form to news programmers around the world (see page 30).

A handful of print news agencies, both in the United States and abroad, are also trying to figure out how best to get into the video news business, including the Associated Press, United Press International, Tokyo-based Kyodo News International and Paris-based Agence France-Presse (AFP).

AP appears to be furthest along with its plan, which envisions a fully and separately staffed video news agency that would work in conjunction with its worldwide print news agency. The AP membership still has to approve a final plan, but AP executives have told prospective clients they may have a service up and running as early as 1994.

At UPI, discussions appear to be at the exploring-all-options stage. But executives there said that any video news service that does emerge would likely be some form of venture with parent company Middle East Broadcasting Co., a London-based supplier and producer of general television entertainment and news programming targeted to Arabic populations in Europe, the Middle East and Africa.

AFP sources say the news agency is talking with potential outside joint-venture partners about putting together

CNN to bring the world to the U.S.

CNN is working on a plan to market CNN International as a separate cable channel in the U.S. Company officials are a little vague about the timing, but said they hope to do it within the year. News of the plans was made public by Turner Broadcasting System Chairman Ted Turner at the Economic Club of Detroit last week. Turner noted that the launch of the new channel was subject to board approval. Over the past two years, CNN has aggressively expanded CNN International into a global news service covering many parts of the world, including Europe, Asia, the Middle East, Africa and Latin America. Initially, the effort was criticized by some international broadcasters as having too great an emphasis on U.S. news that was of little relevance to the international community. But now, at least half of CNNI's material is generated overseas. But, said Eason Jordan, CNN senior vice president and international managing editor, the international service will continue to cover North America extensively. "The U.S., Canada and Mexico are key players on the world scene and influence world events significantly," he said.

—MF

a video news service. Such a venture would tie into the agency's existing digital satellite network for distributing its various print, photo and on-line services to more than 130 countries worldwide. One source said the agency was looking for a partner with television know-how to complement the agency's newsgathering expertise.

Kyodo News International (KNI) is described by executives inside and outside the company as the Associated Press of Japan. Jim Bruckner, New York-based director of business development for KNI, confirmed the agency wants to be in the video business. "They are investigating it," Bruckner said of high-level Kyodo news executives in Tokyo. "Japan is a big player in television in all kinds of ways, and ultimately I think they will get into it. They want to remain the news agency of record for Asia," and expanding to video news is seen as the way to strengthen that position, he said.

"The next few years are going to be real interesting," said a source at one of the news agencies with plans to get into the the video news business. "Everybody is talking about getting into this business, but most of them are still trying to figure out how and when."

Meanwhile, Reuters and WTN are taking steps to strengthen their positions. Last year, Reuters bought out its partners in Visnews—NBC and the BBC—and is integrating the newly named Reuters Television into the company's media business unit. According to Andrew Nibley, top editor of Reuters' American operation, Reuters, the goal of that integration is to enable the news agency to anticipate stories before they happen rather than just respond. Certain administrative costs will be reduced as well.

As to others contemplating a move into the business, Nibley said, "the big word is 'if.' We don't underrate the AP by any means. They have the full weight of the U.S. newspaper business behind them. But I don't think you can start it by simply equipping journalists with high-8 cameras. It's a specialized business that takes a lot of experience and an incredible infrastructure. You don't set it up overnight."

As Nibley and others pointed out, there's an increasing blurring of the line between purveyors of pure news services—suppliers of footage, satellite services and the like—and those

who produce news programs. "CNN is one of our biggest customers," noted Terry O'Reilly, vice president, Americas, WTN.

With more outlets for news opening up around the world, many of the larger news organizations see opportunities to distribute their own programming internationally, said O'Reilly. "Everybody would like to be out there. The question is what is the most efficient way to do it," he said. WTN, based in London, has more than 1,000 clients worldwide. Although it's owned by Capital Cities/ABC, O'Reilly said, "WTN is an independent entity" whose charter is to serve all comers on a non-exclusive basis. "There's an added comfort level to striking up these relationships when you're independent," he said.

CNN International, meanwhile, is taking steps to provide greater regionalized coverage of world events. It is building a new production facility in Asia at a cost of around \$10 million that will mirror a similar CNNI facility in London, where most of the European coverage originates. ■

AP readies satellite upgrade

AP Broadcast is preparing for a major technology upgrade that will nearly double the news service's capacity for distributing audio to radio stations.

Beginning this fall, perhaps as soon as October, AP will switch to SEDAT technology by Scientific Atlanta, a compressed digital technology that is used by major commercial radio networks.

AP will also change satellites to Satcom C-5, and is planning to install and maintain satellite dishes for member stations that require new equipment.

"That's a big cost-savings for the stations," said Jim Williams, VP-director, AP Broadcast Division. "It's going to be good because not only will they be able to receive AP, we will allow them to use the dish to receive an array of other programming." —PV



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The inexpensive way to watch Washington

Instead of staffing a full-fledged bureau in the nation's capital, many U.S. and foreign broadcasters use ENG production and satellite service firms there

By Sean Scully

What do you do if you're trying to set up a small news bureau and you can't afford to buy all the expensive video recording and editing equipment that go along with electronic newsgathering and satellite transmission? Perhaps you have the money, but you just don't want the hassle of owning and maintaining all that equipment far from your headquarters. In either case, the answer is: you rent.

In Washington, home to hundreds of small foreign and domestic news bureaus, there are several companies catering to these news bureaus, offering equipment, satellite uplinks and downlinks, production, editing, and even complete field ENG crews.

Professional Video Services

One of the companies, Professional

Video Services, started by accident. "It's a hobby that got out of control," said founder Bob Grevemberg.

In the early 1980's, Grevemberg was a Washington-based cameraman for the BBC. At the time, the BBC Washington bureau relied on its neighbor, CBS, to transmit satellite feeds. The problem was, Grevemberg said, that CBS was not really set up to handle very many outside feeds. The BBC was paying lots of money for the service, and on a busy news day, CBS necessarily had to push its outside clients back to accommodate its own business.

Grevemberg looked at the problem and realized the BBC could save considerable money by setting up its own satellite equipment.

Unfortunately, it turned out that the BBC could not pay him enough to cover the payments on the equipment every month, so Grevemberg had another idea: why not rent the equipment to other broadcasters when the BBC didn't need it? Better yet, Grevemberg offered the BBC a cut of the profits from these outside rentals.

The BBC was delighted. Grevemberg bought the equipment, set it up, and began taking outside clients. Business was good. After two months or so, though, London called and said there was a problem. The outside business was so lucrative that the BBC was turning a profit. At the time, the British government forbade the BBC to make a profit.

Unwilling to give up on a good thing, Grevemberg struck out on his own. The BBC dropped its stake in the business, becoming just another client of the newly founded Professional Video Services. Today, this accidental business has grown to occupy four floors of its office building. It has more than 60 employees, more than 30 ENG cameras, and millions of dollars worth of editing, switching, studio and satellite equipment.

Most of the clients are foreign broadcasters, including Grevemberg's old colleagues at the BBC. Many, including the BBC and the new domestic Fox News Service, sublet offices directly from PVS. That way, Gre-

vemberg said, they can have immediate access to equipment, editing services, studios and repairs from PVS.

Pyramid Video

Just a short walk from the PVS building is the National Press Building, the journalistic heart of the city and headquarters for Pyramid Video. Like PVS, Pyramid rents equipment and services to a variety of foreign and domestic broadcasters. Pyramid also functions as the unofficial electronic heart of the Press Building. Pyramid has fiber connections throughout the building, including to the famous National Press Club. It is also wired to the J.W. Marriott Hotel, which abuts the Press Building and fronts on Pennsylvania Avenue only a few blocks from the White House.

These interconnections allow Pyramid to cover a wide variety of events, including the frequent press conferences in the hotel and at the Press Club, and the weekly National Press Club Luncheons.

In addition, Pyramid has dedicated fiber links to a number of strategic locations around the city, including the White House, the Pentagon and both interior and exterior locations at the Capitol.

"We're tapped into everyone," said Marketing Director Nicola Frost. "It's like one-stop shopping. You never have to leave [our offices]."

Potomac Television

Closer to the Capitol, just a block up from Grevemberg's new Capitol Hill location, is Potomac Television. Like both Pyramid and PVS, Potomac offers crew rentals, editing and production, and a variety of transmission options. And like the other companies, Potomac also supplies equipment to standing news bureaus in the building. CNN's Newssource and Tribune Broadcasting both maintain their own news and production staffs, but use Potomac's equipment. But, like a traditional news service, Potomac also features a complete newsroom.

Assistant Bureau Chief Tom Kole said Potomac functions as a full Washington bureau for stations that cannot afford to send reporters to the city. ■

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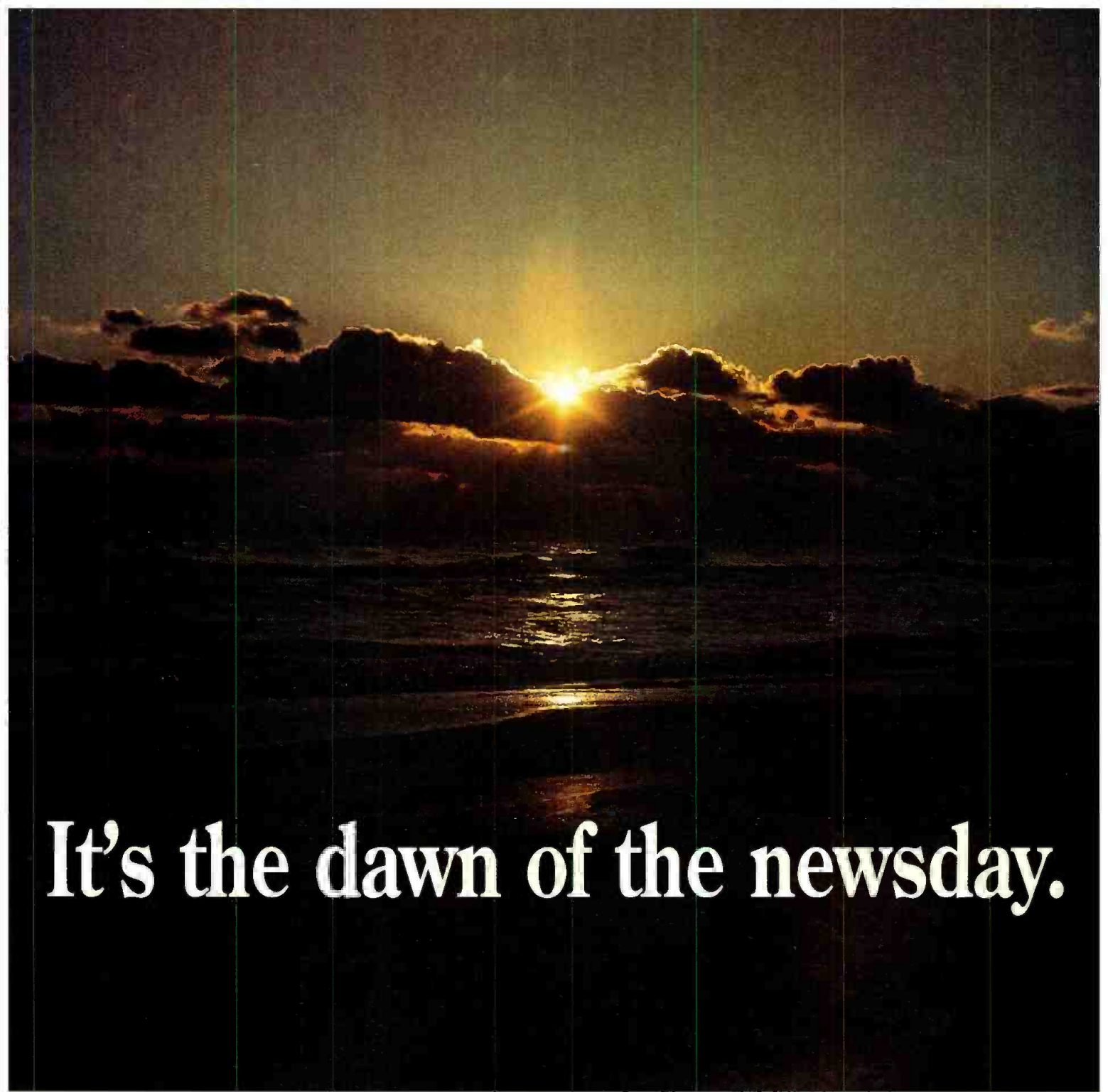
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The business of weather

'What you pay a weather service, you recoup in spot time'

By Jim Cooper

Professional meteorologists shine when the weather is bad by using computer networks, graphics packages, satellites and early-warning weather alert systems to chart Mother Nature's endless variables.

While weather in the media is the most visible service of weather forecasting services, industries as varied as timber and film turn to companies such as Accu-Weather Inc., Metro Weather, Fleet, Compu Weather and others to find out how weather patterns might affect business.

Among the oldest and largest of these services, Accu-Weather, based in State College, Pa., will celebrate its 30th anniversary this June. "We are fully diversified throughout the weather product line," said Mike Steinberg, president of Accu-Weather.

With a staff of 70 meteorologists, Accu-Weather has the largest number of forecasters in one place in the world, said Steinberg.

Accu-Weather has a diverse client base but is best known for its work in the media. The Exclusive Accu-weather Forecast, which is faxed to television stations across the country and internationally—reaching as far as

the Pacific Rim—provides customized weather information for several dozen stations subscribing to the trademarked service. Accu-Weather's meteorologists discuss the faxed information with the station's weather staff to work out any kinks before airtime, said Steinberg.

Accu-Weather also boasts an extensive graphics package for 150 subscribing stations, producing nearly 20,000 graphics per day.

The service, said Steinberg, has embraced technology as the best way to deliver accurate predictions. Subscribing to Doppler Radar offered by Paramax Systems Corp., meteorologists can more accurately find areas of snow and rain, but they can also chart its movements—something, Steinberg explained, that aging radar systems from the 1940's and 1950's cannot do.

Visually interesting graphics have become important to the success of weather programs and segments. In light of this, Accu-Weather developed its trademarked Ultra Graphix-Plus system that, like the exclusive forecast, is customized to a client's locale.

In the weather-service business, meteorologists value the name of the forecasting service. "That name is very important in the process," said

Steinberg of Accu-Weather.

Pat Pagano, president of Metro Weather Service, also emphasized the importance of a service's name. "What's in a name? Large weather services produce the same services as smaller services and charge five times the going price," he said, adding that stations will buy the name service even if they could save by using smaller competitors.

An established name, explained Pagano, can be a revenue boon because popular weathercasters and segments can bring funds from sponsors.

"What you pay a weather service, you can recoup in spot time," Pagano said.

Like Accu-Weather, Metro Weather is an old player in weather prediction, with 20 years experience on radio and in supplying information to television stations such as KYW-TV Philadelphia.

With clients in both media and industry, Pagano said his service predicts lightning patterns for computer companies worried their programing could be damaged by an electrical storm. Even lawyers use weather, and Pagano and his fellow forecasters have served as "forensic meteorologists" in court cases in which the weather at the time of an incident could affect the outcome of a case.

Metro Weather presently serves 25 radio stations and has 35 industry clients and about a dozen local TV stations across the country. ■

Weather where there was none

Much like his personal heroes, Edward St. Pe is an innovator. In his opinion, William Paley and Ted Turner revolutionized the nation's media systems, and St. Pe would like to dramatically change how weather is delivered to television users.

St. Pe is founder and president of the National Weather Network in Jackson, Miss., which provides a full weathercast to stations without their own.

"It was always in the back of my mind," said St. Pe, who began working in TV in 1979 with NBC in New York and began delivering the weather on-air in the early 1980's at WLBT-TV Jackson, Miss. After stints at two Louisiana stations, ending in 1988, St. Pe went ahead with his idea for the weather network.

St. Pe and three staff meteorologists produce a full-service weathercast. The weathermen gather informa-

tion, customize it, deliver the weather on camera and bounce it off a satellite from NWN's teleport.

NWN can be seen on more than 25 stations and is expanding into a number of cable entities that include more than 80 outlets for Fox's satellite-delivered cable programming and service about 100 radio clients. St. Pe said 90% of his clients offered no weather before signing up for NWN.

The network offers a way, said St. Pe, to bring high-quality weather to viewers unaccustomed to seeing detailed reports on local stations. Stations also benefit from a weathercast that attracts viewers and ad dollars, he said.

"Everywhere we go, we do a custom piece," said St. Pe, who inserts station logos and call letters for each broadcast. "It is instant weather representation that can turn into sales." ■



Radio news services stress flexibility

Stations want raw audio and newscasts tailored to fit their formats

By Peter Viles

Radio stations are increasingly looking to news services and networks for flexible news products they can edit themselves and turn into their own locally produced newscasts.

As a result, according to radio news executives, stations are depending on news services for a variety of news products and ancillary services, but not necessarily for the traditional top-of-the-hour newscasts that networks have always produced.

"Frankly, radio news is now being produced in more different ways by local stations," says David Bartlett, president of the Radio and Television News Directors Association. "Fewer and fewer stations, particularly in big markets, are carrying full network newscasts on the hour.

"Affiliates are depending on the networks not so much for programming, but for raw [audio] material," Bartlett adds, "and, of course, their compensation checks—but that's another story entirely."

The big players in the radio news service continue to be the major commercial networks—ABC, CBS, Unistar (which distributes CNN Radio News) and Westwood One (which distributes NBC and Mutual), plus UPI, Reuters, Zapnews, newcomer Standard News and the Associated Press, which serves roughly half the commercial stations in the United States. Other news providers include Business Radio Network and USA Radio Network.

In addition, National Public Radio has shown remarkable growth as a news operation recently, feeding some of radio's most popular long-form news programming to some 450 non-commercial stations.

"There is more news on public radio than ever before," says William Buzenberg, NPR's vice president, news. "And I think clearly one of the reasons is the drying up of news elsewhere on the dial."

On the commercial side, Steve Geimann, executive editor and executive vice president of UPI, says stations want more local news and more stories

that localize national or international news. Further, he says, stations want the option of taking bits and pieces of the wire service that they can mold into a morning drive information package.

"The two things that I see stations asking for are flexibility and targetability," says Bob Benson, vice president, news, ABC Radio Networks. In response, ABC offers a variety of niche services such as a news service tailored for urban music stations that provides in-depth coverage of stories that are considered of interest to urban listeners.

The AP, meanwhile, now offers four separate wire services for radio, and separate data services tailored to music formats such as rock, country and urban.

"Back in the old days we had one

wire—the radio wire—and the theory was that one size fits all," says Jim Williams, vice president and director, AP Broadcast Division. "In today's fragmented market, we find that that theory won't fly."

Jim Hood, president of Zapnews, says he notices more stations adding back news during afternoon drive, and a continued demand for more entertainment news.

John Rodman, managing editor of Standard News, points out that despite the proliferation of news services, there appears to be a drop-off in the number of network radio reporters out gathering news.

"Very few [organizations] have real reporters now in radio," he says. "There's so much being piggybacked either off of stringers or television now." ■

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Bullet*Poll gives stations quick fix

Client list grows to more than 30 TV stations for same-day automated phone sampling system using fiber phone hookups to track demographic numbers

By Mike Freeman

Nearly four months after its launch into the station marketplace, Bullet*Poll has quietly but quickly been convincing local broadcasters that it can deliver same-day turnaround on locally customized polls and market research studies. The sampling methodology and degree of accuracy have apparently been strong enough for parent company Hypotenuse Inc. to sign extended subscription deals with more than 30 stations, including such journalistically oriented station groups as Hearst Broadcasting and Post-Newsweek Stations.

In developing an advanced computer software system at its Verona, N.J., headend facility, one of Hypotenuse's key selling points with Bullet*Poll is that it's the first same-day polling sys-

tem in this country that can conduct automated phone samplings particular to a station's ADI coverage area. At a time when broadcasters have continued to survive in a crowded television universe through localism, customized polling provides them with another headline-driven hook to local viewers.

After the first shakedown tests with WSVN-TV Miami during the presidential elections last fall, Hypotenuse's president, Jay Leve, and executive vice president, Fred Bierman, put Bullet*Poll through its first paces in full-scale demonstrations at last January's NATPE convention in San Francisco (BROADCASTING, Jan. 18).

Following the convention, Bierman said Hypotenuse's sales agent, Koch Communications, had consummated deals with CBS O&O's KCBS-TV Los Angeles and WCAU-TV Philadelphia;

all six of the Hearst stations (WCVB-TV Boston, WTAE-TV Pittsburgh, WBAL-TV Baltimore, KMBC-TV Kansas City, WISN-TV Milwaukee and WDTN Dayton) and three of the four Post-Newsweek stations (WDIV-TV Detroit, WPLG-TV Miami and WJXT-TV Jacksonville, Fla.).

Hypotenuse's business plan, says Bierman, is to have more than 100 TV stations signed up by this time next year. He also says that Hypotenuse has completed its first radio deal with Press Broadcasting's WKXW(FM)-WBUD(AM) combo in Trenton, N.J., and is studying the prospects of offering a similar Bullet*Poll print service to newspapers.

Bierman declined to reveal what TV stations are paying for licenses, which can range from 52-time to minimum 18-time usage contracts.

Bierman said that Bullet*Poll typically conducts a random sampling with roughly 500 respondents in a market from an updated database of phone number exchanges (provided independently by Survey Sampling Inc.), which he says is representative of the coverage area's demographic makeup.

All a station's on-air news talent or news director has to do is call an 800 phone number and record a prepared polling question, which is then mass-duplicated for automated transmission from Bullet*Poll's fiber optic headend to MCI's standard trunklines into the market. (The fiber optic headend, Bierman claims, provides an "enhanced" signal when the 500 or so calls go over MCI's phone lines.)

Respondents answer the topical polling subjects and demographic questions by pushing touch-tone numbers on the phone correlating to their answers.

Bierman says that if a station records the question by 3 p.m. local time, Bullet*Poll can have a phone sampling tabulated by 9:30 p.m., up to an hour or two hours before most stations' late newscasts. The finished data is faxed to the stations, which can create the graphics and incorporate Bullet*Poll's logo with their own call letters. ■

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Time Warner: high before Seagram

Stock passes from one unknown to another on its way up; analysts recommend restraint

By Geoffrey Foisie

Seagram Co.'s announcement late last Wednesday that it had bought more than 5% of Time Warner (see "Top of the Week") was yet one more affirmation that the media conglomerate was in the right businesses.

But numbers-oriented Wall Street had already gone qualitative on Time Warner. Without knowing how much the company's proposed "full-service network," announced two weeks ago, will really cost or how much incremental revenue the \$5 billion upgrade will generate, investors seemed satisfied even before the Seagram announcement that the Time Warner/US West announcement added about 10% to the media conglomerate's value.

Yet, does that estimate adequately reflect a supposedly revolutionary development in Time Warner's cable division, which already provides 40% of Time Warner's cash flow?

One reason the stock may not have advanced more than 10% is continuing uncertainty over cable reregulation. One analyst, who recently changed his recommendation on the stock from buy to hold, and who asked not to be identified, said rate regulation is still expected to negatively affect the company's earnings. "The market has not been accommodating to down quarters," he said.

Also, the analyst said, "A lot of the optimism can be justified based on the expanded pay per view and multiplexing" that the full-service network's improved capacity will facilitate. "But do we know that the Sega Channel is going to work? And what will the take rate be?" One reason for caution, he suggested, is that "it is going to be a marketing game, whether you are talking about PPV movies or any other services. And in the main, cable

has been singularly undistinguished in marketing."

At least one other analyst, S.G. Warburg's Lisbeth Barron, downgraded her rating on Time Warner stock, also to a hold, when it was \$35.

"I think of Time Warner like a drug company which has a new drug in development. As long as the company keeps hitting the press conferences and other milestones along the way, I am a believer."

Jay Nelson
Brown Brothers Harriman

"[H]aving enjoyed a myriad of announcements regarding debt-for-preferred swaps, new equity infusions

and long-term strategic alliances, Time Warner shares now appear to fully discount the company's achievements to date," she wrote.

John Tinker, an analyst at Furman Selz, noted that additional investor caution may be due to the fact that the cable and film entertainment divisions will become "deconsolidated" from Time Warner for accounting purposes, and thus investors may have less information to work with.

And two analysts at NatWest's Washington analysis division, Martin Sharkey and George Dellinger, cautioned that the deal could face regulatory delay. They noted that the Clinton administration has yet to "outline its antitrust policy, nor has it completed the staffing of the Department of Justice's Antitrust Division." The two also said that any of the other regional telephone operating companies could petition Judge Harold Greene, who still has to rule whether the US West investment complies with the telco's consent decree.

While some believe the uncertainty about the full-service network merits

Continues on page 52

Local ads still driving revenue

The Television Bureau of Advertising said the TV stations in its monthly time-sales survey reported April revenue up an average of 5.3% compared with April 1992. Local sales continued to be the driving force for both affiliates and independents, rising 9% and 3.9% respectively, while spot advertising revenue grew 2.2% for affiliates and 1.4% for independents. Overall, affiliates were up 5.9% in April; independents, including Fox affiliates, were up 2.9%.

Revenue for April was up 9% over the same period two years ago.

Results of publicly reporting group owners mirrored the TVB survey. Multimedia said its broadcasting revenue for April was up 3%, although national ad dollars were "soft." The company added that "a great deal of uncertainty remains, particularly in retailing." Pulitzer said its broadcasting revenue was up 4.7%.

TCI buys 49% of Televisa cable subsidiary

Move is latest by U.S. MSO's broadening their international investments

By Meredith Amdur

Cable giant Tele-Communications Inc. has agreed in principle to acquire 49% of leading Mexican cable operator Cablevision SA, a wholly owned subsidiary of media conglomerate Grupo Televisa. Hoping to tap a Latin American market estimated at 350 million consumers, TCI's move is part of a wave of new foreign investment for America's largest cable operator. The company says other major announcements concerning its international expansion will follow in the coming months.

TCI has struck a strategic alliance south of the border that could spearhead operational and programming developments in Central and South America. The purchase price of the stake is said to be equal to fair market value. Cablevision's 1992 revenues were \$80 million.

Two of the largest and most influential communications groups in North and South America, TCI and Televisa, will set up a 50-50 joint-venture company in Mexico to develop cable and pay TV throughout Latin America. The partnership will include developing high-definition TV services and building strategic alliances and co-investment in businesses in all Pan-American Spanish-speaking territo-

ries.

Grupo Televisa, the largest media company in Mexico with 1992 revenues of \$1.36 billion, holds interests in TV broadcast and production, music and print publishing, sports promotion, advertising, satellite communications, feature film production and distribution. Cablevision claims to be Mexico's largest pay TV company—although rival Multivision disputes this—with roughly 195,000 subscribers. Cablevision also holds stakes in U.S. stations through the Spanish-language network Univision. The company's South American interests spread throughout Argentina, Chile, Peru and Venezuela.

In the spirit of the North American Free Trade Agreement (NAFTA)—currently a political hot potato—the two companies have formed a North-South alliance that could spawn numerous telecommunications, data and entertainment outlets and open up new export markets for programming and other services.

Earlier this year, Televisa acquired 49% of global satellite operator Pan-AmSat, presumably to ultimately pursue some form of Latin American DBS pay service. With access to TCI's technological advantage in pay TV and voice and data distribution, the joint venture intends to launch new

cable services and buy existing ones.

TCI and Televisa anticipate explosive growth in the cable and pay TV arenas as the companies pursue an extensive broadband telecommunications infrastructure across Mexico and the southern continent.

Latin America has become the latest hot spot for international TV investment. Already, ESPN, HBO, Turner's TNT, Cartoon Network and CNN, MTV and, most recently, Spelling Entertainment, have taken their program offerings into the Spanish- and Portuguese-speaking worlds to the south. New entertainment services are also on the drawing board, such as the cable channel to be launched by 20th Century Fox in July. Warner Bros. is also said to be considering a youth-oriented channel for Latin America.

The region benefits from little regulatory restraint on media investment and programming and the fact that there are few language barriers that can make similar "Pan-European" projects difficult.

TCI has stepped up its international expeditions over the last year as part of its global rollout. Looking beyond its core U.S. cable business for the long term, TCI currently holds interests and joint ventures in nine countries outside the United States, serving approximately one million subscribers abroad. In addition to operations in Israel, Scandinavia and New Zealand, TCI is the second-largest operator (with partner US West) in the UK where it has invested £150 million (\$232 million) and is poised to expand its cable holdings in France, where it has an interest in Videopole.

Despite such prevailing optimism, however, activity and profits could be hampered by slow overall economic growth in the region. Recent industry surveys indicate that economic growth in Latin America (not including Brazil) will slow this year and national deficits will increase.

Nevertheless, with roughly 90.6 million households, a total population estimated at 420 million and 70% TV penetration, analysts expect the Latin American TV industry to grow considerably over the next 10 years. Currently, only 3.5 million homes are connected to cable TV. ■

Continental does the new math

The first attempt by an MSO to put dollars to rate regulation appeared last week in a bond-offering prospectus. Continental Cablevision said the application of the FCC's rate "benchmarks" to the MSO's systems as of April 1, 1993, "would result in an estimated reduction in revenues which, when expressed in annualized terms, would range between \$60 million and \$70 million." The information appeared in the financial information for a \$300 million offering of senior notes and debentures that was being placed by Morgan Stanley, Lazard Freres and J.P. Morgan Securities.

That revenue reduction is roughly 6% of the company's 1993 fiscal revenue and, said a source familiar with the company, would hurt cash flow by 11%-13%. That estimate, however, did not include possible "cost-of-service" showing or "any other mitigating actions which may be taken by the company."

Continental said that if it were unable to "mitigate" the rate regulation impact, it would have to amend its existing loan agreements "or reduce its total indebtedness in order to avoid a violation of a financial covenant set forth in such agreements limiting the ratio of the company's total indebtedness to its consolidated cash flow." —GF

Changing Hands

This week's tabulation of station and system sales (\$250,000 and above)

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$4,685,000 □ 9

FM's □ \$6,992,050 □ 8

AM-FM's □ \$4,195,000 □ 5

TV's □ \$0 □ 0

Total □ \$15,872,050 □ 22

So far in 1993:

AM's □ \$21,893,299 □ 95

FM's □ \$227,688,530 □ 138

AM-FM's □ \$265,396,526 □ 86

TV's □ \$1,005,605,866 □ 32

Total □ \$1,520,584,221 □ 351

For 1992 total see Feb. 1, 1993 BROADCASTING.

WKLY(FM) Rochester, N.Y. □ Sold by WKLY Inc. to Heritage Media for \$4.3 million. Seller has no other broadcast interests. Buyer is headed by Paul Fiddick. Station will combine with Heritage Media's WBBF(AM)-WBEE(FM) Rochester for duopoly there. Heritage is also licensee of five AM's, seven FM's and six TV's. WKLY has oldies format on 98.9 mhz with 50 kw and antenna 560 feet above average terrain. *Broker: Blackburn & Co.*

WOMI(AM)-WBKR(FM) Owensboro, Ky. □ Sold by Owensboro Broadcasting Co. to Tri-State Broadcasting for \$2.7 million, according to industry sources. Seller is headed by John Hager and also publishes a local newspaper. Buyer is headed by Alan Brill and is subsidiary of Brill Media Co., licensee of four AM's, five FM's and several newspapers. WOMI is fulltimer with news-talk format on 1490 khz with 830 w. WBKR has contemporary country format on 92.5 mhz with 91 kw and antenna 1,049 feet above average terrain.

WWFE(AM) Miami □ Sold by Jeanette E. Tavormina, Chapter 11 trustee for Todamerica Inc., to Fenix Broadcasting Corp. for \$2.7 million. Seller has no other broadcast interests.

Buyer is headed by Jorge A. Rodriguez and has interests in licensee of WRHC(AM) Coral Gables (Miami), Fla. WWFE has Spanish, news-talk format on 670 khz with 50 kw day and 2.5 kw night.

WGUS-AM-FM Augusta, Ga. □ Sold by HVS Partners to Benchmark Communications for approximately \$1 million. Seller is headed by Gisela Huberman and Thomas Schattenfield and owns one AM and five FM's. Buyer is headed by Bruce Spector and also owns WZNY(FM) Augusta. It recently purchased WKHI(FM) Ocean City, Md., for \$2.2 million. Benchmark owns three other AM's and seven other FM's. WGUS(AM) has country format on 1380 khz with 5 kw day and 710 w night. WGUS-FM has CHR format on 102.3 mhz with 1.5 kw and antenna 666 feet above average terrain.

KRZR(FM) Hanford-Fresno, Calif. □ Sold by Louis C. DeArias, as receiver for KMGX Corp., to NewTex Communications for estimated \$1 million. Seller is also receiver for KTRW(AM)-KZZU-FM Spokane, Wash. Buyer is headed by former NBC Radio Group Vice President Bob Sherman. Other investment partners in NewTex include Austin Ventures, Stonehill Investment Corp. and Olympus Private Placement Fund Ltd. KRZR has AOR format on 103.7 mhz with 50 kw and antenna 499 feet above average terrain. *Broker: Kalil & Co.*

KNYN(FM) Santa Fe, N.M. □ Sold by Radio Santa Fe Inc. to Plaza Broadcasting Inc. for \$525,000. Seller is headed by James Hurst and has no other broadcast interests. Buyer is headed by Richard L. Bloch and has no other broadcast interests. KNYN has country format on 95.5 mhz with 19 kw and antenna 1,850 feet above average terrain. *Broker: Norman Fischer & Assoc.*

WKNZ(FM) Collins, Miss. □ Sold by Southern Air Communications Inc. to Covington County Broadcasters Inc. for \$520,500. Seller is also licensee of WBKH(AM) Collins, Miss. Buyer is headed by Ottis Wolverton and has no other broadcast interests. WKNZ has

CLOSED!

WTKE (formerly WWNZ-FM), Orlando, Florida from Paxson Broadcasting to Press Broadcasting Company, Inc. for \$5,000,000.

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Top advertisers on top 12 cable networks, Jan.-March 1993

1. Procter & Gamble	\$36,541,711
2. General Motors Corp.	\$14,128,257
3. Philip Morris Companies	\$13,507,213
4. American Express Co.	\$12,915,014
5. Anheuser-Busch	\$8,596,829
6. American Home Products	\$7,787,670
7. Chrysler Corp.	\$7,743,774
8. Kellogg Co.	\$7,645,171
9. Hasbro	\$7,196,946
10. AT&T	\$7,135,337
Total	\$123,197,922

Source: Arbitron

country format on 101.7 mhz with 1 kw and antenna 541 feet above average terrain.

WCRJ(AM) Jacksonville, Fla. □ Sold by Christian Voices to Nicholas D. and Connie Durbano, husband and wife, and G.I. Black for \$500,000. **Seller** has no other broadcast interests. **Buyers** have no other broadcast interests. WCRJ has country format on 1530 khz with 50 kw day. *Broker: The Proctor Group.*

KOIL(AM) Omaha, Neb. □ Sold by Robert Greenlee to Aegeus Inc. for \$470,000. **Seller** is former station group owner. **Buyer** is headed by John Mitchell and also owns KKAR(AM) Omaha, setting up duopoly operation there. Mitchell also owns six other stations in Nebraska. KOIL is fulltimer with oldies format on 1290 khz 5 kw. *Broker: Chapin Enterprises.*

WQWM(AM) Kaukauna, Wis. □ Sold by Martin Communications Inc. to Evangel Ministries Inc. for \$380,000. **Seller** is headed by Quinn Martin, who recently sold WHET(FM) Sturgeon Bay and WOZZ(FM) New London, both Wisconsin ("Changing Hands," March 1). **Buyer** is headed by Kenneth D. Ellis and is licensee of WEM(FM) Neenah-Menasha and WGNV-FM Milladore, both Wisconsin. WQWM has oldies format on 1050 khz with 1 kw day and 500 w night.

KBAI(AM)-KWWV(FM) Morro Bay, Calif. □ Sold by Morro Bay Investment Corp. to KROZ Productions Inc. for \$360,000. **Seller** is headed by Dino Fulvio and has no other broadcast interests. **Buyer** is headed by Roz Rogoff and has no other broadcast in-

terests. KBAI is fulltimer with soft AC format on 1150 khz with 5 kw. KWWV is assigned to 99.7 mhz with 220 w horizontal, 210 w vertical and antenna 1,633 feet above average terrain. *Broker: Miller & Assoc.*

WMEL(AM) Melbourne, Fla. Sold by Elyria-Lorain Broadcasting Co. to Twin Towers Broadcasting Inc. for \$350,000. **Seller** is headed by Gary Kneisley and also owns WEOL(AM)-WNWV(FM) Elyria, Ohio. **Buyer** is headed by John E. Harper and has no other broadcast interests. WMEL is on 920 khz with 5 kw day and 1 kw night. *Broker: Donald K. Clark Inc.*

WYNZ-AM-FM Portland, Maine □ Sold by Buckley Broadcasting Corp. of Maine to Saga Communications of New England Inc. for \$350,000. **Seller** is headed by Richard D. Buckley and is licensee of five other AM's and eight other FM's. **Buyer** is headed by Edward K. Christian and recently purchased KIOA-AM-FM Des Moines, Iowa ("Changing Hands," Feb. 15). It is also licensee of five AM's and 11 FM's. WYNZ(AM) is fulltimer with nostalgia format on 970 khz with 5 kw. WYNZ-FM has oldies format on 100.9 mhz with 3 kw and antenna 225 feet above average terrain.

WLNB(FM) Ligonier, Ind. □ Sold by Ligonier FM Partnership to Summit Radio Inc. for \$284,550. **Seller** is headed by Howard G. Heckner and has no other broadcast interests. **Buyer** is headed by Michael Leep and has time brokerage agreement with licensee of WUBU(FM) South Bend, Ind. WLNB has AC format on 102.7 mhz with 3 kw and antenna 300 feet above average terrain.

WLVB(AM) Bloomfield, Conn. □ Sold by Living Communications of Connecticut Inc. to Intal-Net Broadcasting Corp. for \$275,000 cash. **Seller** is headed by David Swenson, Joseph Battaglia and Lloyd Parker, who also have interests in WLIX(AM) Islip, N.Y. **Buyer** is headed by Lucio C. Ruzzier Sr., who has interests in two LPTV's. WLVB has Christian, AC format on 1550 khz with 5 kw day and 2.4 kw night. *Broker: New England Media Inc.*

KOJJ(FM) East Porterville, Calif. □ Sold by Tulare Lite Corp. to Roll-Wit-It Communications Inc. for \$260,000. **Seller** is headed by Jerrold Miller. **Buyer** is headed by Stanley K. Burrell and has no other broadcast interests. KOJJ has AC format on 100.5 mhz with 1.5 kw and antenna 465 feet above average terrain.

WEBZ(FM) Mexico Beach (Panama City), Fla. □ CP sold by Wengor of Panama City Inc. to Woodfin Broadcasting Inc. for \$250,000. **Seller** is headed by Robert G. Kerrigan and has no other broadcast interests. **Buyer** is headed by Blane A. Woodfin. Woodfin's father, B. Ken Woodfin, has interests in one AM and three FM's. WEBZ has AC format on 99.3 mhz with 50 kw and antenna 519 feet above average terrain. *Broker: Patton Media.*

Time Warner

Continued from page 49

caution, others feel the uncertainty could just as easily understate the potential of Time Warner and its stock. Said Brown Brothers Harriman's Jay Nelson: "I think of Time Warner like a drug company which has a new drug in development. As long as the company keeps hitting the press conferences and other milestones along the way, I am a believer."

Even the unnamed analyst who lowered his recommendation said there could be substantial "upside" from the full-service network: "Maybe by being there first you attract new businesses and investors."

The simplest explanation for the limited reaction of the market came from Wasserstein Parella analyst Richard McDonald, who said, "Investors react slowly." ■

Washington

Quello to cable: 'We're in this together'

Chairman asks for smooth transition to new rules; pledges rate freeze won't be extended

By Joe Flint

FCC Chairman James Quello, in a speech last week to Washington cable industry executives, stressed the need for the cable industry and government to work together on implementing the new rate regulation rules.

"The rules are the reality. We must confront them without being confrontational—we're in this together," the FCC chairman said at a luncheon sponsored by the Washington Metropolitan Cable Club.

Quello urged the cable industry not to push for wholesale changes when filing petitions in the next few weeks for reconsideration of the rules. "Don't expect the FCC to rewrite the rules," he said.

There is room for fine-tuning, though: Quello asked for help from the industry to make the rules work more smoothly, and said the commission is considering issuing periodic public notices to answer questions on rate regulations.

Quello also reassured cable operators that the commission has no intention of extending the rate freeze beyond 120 days.

Getting the money from Congress to implement the rules is still a problem, he said. With regard to a supplemental appropriation, Quello said it may be too little. The commission has asked for \$12 million in 1993 and \$30 million in 1994. Quello said the Office of Management and Budget told him to expect \$16 million for 1994, prompting the commission to go with a cable user fee to cover the cost of regulation (BROADCASTING & CABLE, March 22). "It's not our preferred means," he said.

Quello also used his speech to discuss the "media convergence" going on between the cable and the tele-



Commerce Committee Chairman Hollings (l) and Irving after Monday's hearing

Irving about to get NTIA post

Larry Irving at deadline last Thursday was eagerly awaiting final Senate confirmation to head the Commerce Department's National Telecommunications and Information Administration as assistant secretary for communications and information.

In the post, the 37-year-old former House Telecommunications Subcommittee aide is expected to be deeply involved in formulating administration policy aimed at spurring the development of a national information infrastructure—a web of broadband networks bringing advanced communications services to the entire nation.

At his confirmation hearing Monday before the Senate Commerce Committee, Irving declined an invitation from Senator Conrad Burns (R-Mont.) to offer his thoughts about what the policy should be, saying he did not want to "get out ahead of his principals."

"You're right," quipped Committee Chairman Ernest Hollings (D-S.C.). "Don't get ahead of your principals or you won't be around."

But in written responses to questions from Burns distributed at the hearing, Irving allowed that the NTIA's policy review would encompass a re-examination of the ban against telephone companies' owning cable systems or owning programming in their telephone-service areas. Any relaxation of the ban would have to be coupled with regulatory "safeguards," he added. "Until telephone companies no longer have market power in the provision of local telecommunications services," he said, "it is vital to have safeguards in place that protect their customers from improper cross-subsidization and their competitors from discriminatory treatment."

—HAJ

phone industries.

"The burden of the Cable Act may provide the spur to the development of the electronic superhighway," he said. If it all leads to more competition, Quello said, the turmoil over the

Cable Act will have been worthwhile.

The FCC chairman said he was pleased to see signs that the stalemate between broadcasters and cable operators over retransmission-consent fees can be broken. Quello pointed to the

Fox-TCI agreement—in which Fox will get a cable channel from TCI and share the revenues with its affiliates—as an example of the industries' striking agreements that benefit both sides. ■

Duggan advises targeted role for government in high tech

Cites success of spectrum grants for cellular phones

By Joe Flint

For new technologies to succeed, FCC Commissioner Ervin Duggan warned his fellow Democrats, "regulatory overkill" must be avoided.

In a speech to the Chicago chapter of the Federal Communications Bar Association May 21, Duggan warned that government, in establishing technology policies, "should seek to apply minimum resources to trigger the maximum boom, or multiplier effect, for its investment." As an example, Duggan cited the government's grant of spectrum to create the cellular telephone industry, which "launched hundreds of companies, generated thousands of jobs and made life more convenient and productive for millions of citizens."

The same approach, Duggan said, should be taken in designing the tele-

communications superhighway the Clinton administration is pushing.

"The FCC's Office of Plans and Policy estimates that the U.S. telecommunications industry is attracting private capital at the rate of \$50 billion a year. Stated another way, this industry alone is attracting investment at an annual rate three times the size of the administration's economic stimulus package. Better, then, that the government's policies attempt to leverage this power rather than to duplicate it," Duggan said.

For government to invest its own money in new technology to spur growth would be a mistake, Duggan said. He pointed to government money spent developing new towns. "The failures are monuments to unwisdom: the unwisdom of imagining that government can do better what the private sector does well."

There is a place for government,

though, in new technology: government needs to "press forward the idea of video common carriage—of open entry for many programmers onto the broadband video highway," Duggan said.

New technologies may also usher in new ways to look at regulation, Duggan warned. Citing US West's proposed \$2.5 billion investment in Time Warner Entertainment, he said, "we cannot merely assume that the increased vertical and horizontal integration that such alliances create will naturally lead to greater competition... Old regulatory solutions may not work anymore. So we need to think creatively—to devise regulatory strategies that will insure competition as industries meld."

Duggan also warned that as optimistic as people may be about the "technology bonanza," it is important to "avoid falling prey to technological utopianism," that is, "the danger of believing the hype and making disastrously wrong choices; the danger that illusion will lead to disillusionment. A more modest, even skeptical, approach to technological truth claims is, I think, a better approach." ■

Campaign finance bill passes committee

The Senate Commerce Committee last week approved a campaign finance reform bill (S. 329) that would provide candidates with non-pre-emptible spots at the lowest pre-emptible rates.

The measure also includes language requiring radio commercials to contain a six-second announcement by the candidate indicating that the spot was paid for by the candidate's election committee. TV ads must include a picture of the candidate.

The FCC will also be asked to study a proposal by Senator Byron Dorgan (D-N.D.) requiring political ads to be at least five minutes long.

Republican Senators Bob Packwood (Ore.) and Conrad Burns (Mont.) were the only members voting against the measure, which could be incorporated into the much larger campaign finance reform package that has been offered by the Clinton administration. "What we're doing here is awful," said Packwood. Burns called the bill "draconian and intrusive."

While the National Association of Broadcasters is not opposing S. 329, it has made clear its objections to the administration's proposal. Last week, NAB President Eddie Fritts, in anticipation that the Senate might soon consider the President's campaign finance package, wrote to Senate members urging them to reject it.

Fritts said the proposal would "unfairly force the broadcasting industry to bear the brunt of efforts to drive down overall campaign spending." Among the "worst features," he said: additional 50% discounts for Senate candidates; communications vouchers that will "force stations to deal with a new and complicated bureaucracy," and "harsh penalties for stations—including loss of their licenses—even for a single inadvertent violation of the new and convoluted political broadcasting regulations."

Republican opposition to the Clinton plan remains strong, and it is unclear whether the measure will ever survive a filibuster. —KM

Toni Cook-Bush has dropped out of the race to be the next FCC chairman and will return from three-month maternity leave to her job as a top aide on the Senate Communications Subcommittee, a spokesman for the subcommittee's parent Commerce Committee confirmed last week.

Rumors she was out made the rounds in Washington for two weeks (BROADCASTING & CABLE, May 24), but she steadfastly refused to comment on them. The truth could no longer be evaded, however, after Commerce Committee Chairman Ernest Hollings (D-S.C.) told reporters last Monday that he understood Cook-Bush had withdrawn because she was having a baby. That baby, Dwight Bush Jr., was born Monday at the Washington Hospital Center.

Cook-Bush had long been considered a strong candidate for the post. Not only had she the background in communications, she had the political clout. She could count on the support of her bosses, Hollings and Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), as well as her stepfather, Vernon Jordan, a prominent figure in the Clinton campaign and transition. Her race (African American) and sex were also seen as assets in Clinton's diversity-minded personnel office.

Most were inclined to believe the official explanation that Cook-Bush was stepping aside so she would have ample time for her newly expanded family. Because of her role in drafting and passing the regulatory 1992 Cable Act, Cook-Bush is no friend of the cable industry. But it is unknown whether any element of the industry lobbied against her appointment, and any negative vibes from cable should have been offset by the positive ones from the broadcasting industry.

It is also unknown whether her involvement in an RKO radio license renewal case while a communications attorney in the early 1980's gave anyone at the White House pause. After it became apparent that the licenses of all of RKO's radio stations were in jeopardy, Cook-Bush joined hundreds of others in filing competing applications. A settlement of her challenge netted her around \$500,000. There was nothing illegal in what she did, but many viewed the license challenges as an abuse of the FCC processes. The FCC subsequently banned big settlement payments.

If Cook-Bush is out, who's in? Before everybody in Washington conceded the nomination to Cook-Bush, Reed Hundt, an antitrust attorney at Lathan & Watkins, was considered a top candidate. As a friend of President Clinton's and Vice President Gore's, he is still considered a top candidate. Hundt knows communications law, having been involved in wireless cable and cellular telephone litigation. Other names kicked around last week were those of David Leach, a communications aide to House Energy and Commerce Committee Chairman John Dingell (D-Mich.), and Sharon Nelson, chairman of the Washington state public utilities commission.

Acting FCC Chairman James Quello last week pooh-poohed talk of his getting the job on a permanent basis, but noted that industry groups had voiced their willingness to campaign for him.

As for the new list of prospective candidates, Quello said he has heard good things about Hundt and thinks David

Leach is "fantastically well qualified." He also endorsed his fellow Democrat on the commission, Ervin Duggan. "Whoever gets it has one hell of a job," Quello warned.

Viacom's recently established Washington office is growing. Ellen Schned, FCC Mass Media Bureau legal adviser, has joined the broadcasting and cable company as its government affairs director effective tomorrow (June 1). She works for Mark Weinstein, senior vice president, government affairs, who is splitting his time between Washington and New York.

Fox last week weighed in on the Justice Department's review of its fin-syn position, urging Attorney General Janet Reno to maintain Justice's opposition to

the rerun restrictions on the big-three networks. Rupert Murdoch, in a May 25 letter to Reno, argued that "the marketplace has become so competitive that the rules should be repealed and the [parallel] consent decrees vacated.... [T]he public interest would be best served by allowing all parties, including the three networks, to freely compete without being burdened by outdated and artificial regulatory constraints or judicial remnants thereof."

As an "emerging" network, Murdoch noted, Fox was never subject to the FCC rules or the decrees.

As of Washington Watch's deadline last Thursday, Justice still had not decided what, if anything, it would do about fin-syn. If it does nothing, it is assumed U.S. District Court Judge Robert Kelleher will eventually get around to repealing the fin-syn decrees (as the Bush Justice Department had urged him to do) and unleash the networks into the rerun business.

Time Warner Entertainment wasted no time in trying to clear the regulatory way for US West's \$2.5 billion investment (BROADCASTING & CABLE, May 24), formally asking the FCC for an 18-month waiver to spin off eight cable systems in areas where US West provides telephone service. Without the waiver, US West's interest in the systems would violate the statute banning local telco-cable crossownership. The waiver is needed to sell the systems in an "orderly fashion," TWE said, noting the FCC has "routinely granted similar waivers in the past."

The eight systems serve 84,861 subscribers: Canon City (7,402 subs) and Colorado Springs (44,795), both Colorado; Flagstaff (11,684), Sedona (3,592) and Prescott (9,880), all Arizona; Marshall (5,102) and Montevideo (2,306), both Minnesota, and Sunland Park, N.M. (100).

The National Cable Television Association, undaunted by the fact that its second-largest member, Time Warner, and US West are soon to be partners, last week moved to block US West from beginning immediate construction of a so-called video dialtone network in Omaha. The association urged the FCC to deny the telco's request to begin the build prior to obtaining the Section 214 authorization. It is through the 214 application process that the FCC is supposed to determine whether the planned video dialtone networks are in the public interest and pose no anticompetitive risk, the NCTA said. ■



Washington Watch

Edited By Harry A. Jessell

Advertising & Marketing

Movie money seeks youth

Stations see increased spending on summer blockbusters

By Jim Cooper

As Hollywood studios begin to roll out their summer offerings, agency executives see promotion dollars aimed at younger movie audiences entering the television spot market.

"I think a ton of money has gone into spot, a lot into the networks as well," said one agency executive.

Large summer releases such as Columbia's "Last Action Hero," Tri-Star's "Cliffhanger," MCA's "Jurassic Park" and Paramount's "The Firm" have sales managers selling time in youth-oriented dayparts.

Bill Pulliam, general sales managers at KTXL-TV, the Fox affiliate in Sacramento, said he is seeing more spot buying in early and late fringe dayparts as agencies position their local ads around network buys in prime time. Movie advertising, said Pulliam, looks for a younger audience, the strong suit of Fox's schedule.

"We do better than any station in our market," he said.

Richard Bornstein, marketing director for Samuel Goldwyn Co., which produced "Much Ado About Nothing" for summer release, said the film has been well received by audiences in New York and California. When that success begins to spread by word of mouth—which provided a big boost for "The Crying Game" and "Howards End"—a television campaign will be mounted.

"It's just too early to say," said



'Jurassic Park' ads include product tie-ins such as this toy line derived from the movie.

Bornstein, when asked where ads would be placed. Several studios, including Paramount, which will release three big-budget films this summer, declined to comment on their broadcast and cable advertising budgets and placement.

Like last summer, with "Terminator 2," this summer holds the promise of another Arnold Schwarzenegger draw in "Last Action Hero." And with MCA's \$65 million marketing blitz for "Jurassic Park," combined with studio campaigns for more than three dozen other films, the television marketplace could be crowded with film ads.

"It all depends on how they do at the box office," said Pulliam.

One agency executive said no big-budget summer release is trying to attract audiences that skew older than 34, and that ads around older-skewing programming such as talk shows and legal dramas will not see a lot of mov-

ie money. "Every studio pretty much buys the same show on the same station," the executive said. Stations with the majority of younger-skewing programs in their markets are expected to get as much as 80% of movie advertising.

"Cost per gross ratings points on some of those stations is low, and 350 points can be purchased per week without trouble," said a source.

At the network level, Fox shows with a 12-34 audience, such as *The Simpsons*, will likely have a lot of movie ads, many of which are bought for Thursday night to reach the weekend moviegoing audience.

Studios, the agency source said, are buying mostly independents, and studios not buying network tend to buy prime time in spot. Studios that buy network tend to buy time in prime access and late fringe, she said.

The studios feel those dayparts have a moviegoing audience, she added. ■

California doubles its ad budget: Other travel states hold steady

Colorado not feeling boycott; Florida moving ahead with image commercials

By Jim Cooper

California's promotional budget doubled in fiscal year 1992-93, ending in June, as the state legislature and administration supported more advertising in the wake of the Los Angeles riots.

Projected spending rose to \$2.9 million from \$215,000—making California one of two states to hike advertising budgets by more than 100%, according to the U.S. Travel Data Center.

Much of the state's television advertising targeted western states, from which the majority of tourists hail.

Titled "California, What Are You Doing?," the campaign, said Fred Sater, media relations manager for the California Division of Tourism, was aired in eight "markets that give us the quickest return." The television ads were split between cable and broadcast programming in those markets. The state ended the campaign in early May.

While California is significantly stepping up its ad spending, other states dependent on the travel industry and tourism are not.

Florida, which suffered a public relations setback after the murder of a German tourist in Miami, is not increasing spending on advertising, said Bob Lawrence, senior vice president of Fahlgren Martin Benito, the agency handling the state's ad campaigns.

The U.S. Travel Data Center reports that Florida's total advertising budget for the fiscal year ending this June is \$4,235,000. Lawrence, however, placed the figure at \$6.7 million.

Lawrence said the "Coast to Coast" ad campaign that is presently being aired in the U.S. will be tailored for the European market. Florida's campaign began running on CNN International in 144 spot ads last Thursday. The ads will also be seen on a separate spot schedule in Toronto, Montreal and the United Kingdom.

The market for the ads, according to Lawrence, is large metropolitan centers east of the Mississippi. "Strategically, you can't fight sensational head-

Top 10 travel office ad budgets

State	1991-92 Budget Actual	1992-93 Projected
1. Illinois	\$8,354,500	\$9,535,000
2. Texas	\$5,900,000	\$6,200,000
3. Hawaii	\$5,778,698	\$5,868,464
4. Louisiana	\$6,307,274	\$5,679,000
5. Virginia	\$5,310,000	\$4,800,000
6. Colorado	\$4,621,453	\$4,753,000
7. Alaska	\$3,841,954	\$4,616,315
8. South Carolina	\$3,440,211	\$4,385,241
9. Florida	\$3,293,069	\$4,235,999
10. Missouri	\$4,175,863	\$3,825,270

Source: U.S. Travel Data Center

lines," he said.

Dean Sullivan, of the Florida Division of Tourism, said the state's television advertising aired in a \$1,220,000 broadcast spot campaign in 16 markets east of the Mississippi and a \$597,000 cable buy on CNN Headline News, TNN, TWC/TTC, WTBS, TNT and USA Network.

Colorado is enjoying a banner year, with record snowfalls, a new professional baseball team and an August visit by the Pope. This follows predictions that Colorado tourism might wane in the face of a boycott of the state over a constitutional amendment that stops local laws from protecting the civil rights of gays. "We don't even want to touch it, really," said

Mario Giordano when asked if the state's ads will address the amendment.

Deputy director and director of advertising for the Colorado Tourism Board, Giordano said some convention deals had fallen through but individual travel is strong.

Colorado ran its 30-second television ads on only ESPN, CNN and CNN Headline News.

"Our markets are very diverse," said Giordano, who explained that national cable is the best way to reach them nationwide. "If we had more money, we would do more cable," he said, pointing out that the sales tax that helps fund advertising ends June 30. ■

Agencies test interactive cable

The IT Network, Dallas-based interactive cable network, has announced it has signed deals with two ad agencies. Foote, Cone & Belding and Wunderman Cato Johnson Worldwide have agreed to participate in testing the interactive technology. "The clients of both agencies will receive real-time usage and survey feedback," said John Reed, executive vice president of the IT Network. Reed said both agencies would test interactive TV for different clients. IT Network delivers interactive telephone services in 60 markets and uses existing cable and telephone lines to deliver interactive services to the home. The deal also gives the agencies access to a series of internal IT Network studies and reports on consumers' use of interactive services. IT Network is currently testing in Birmingham, Mich., and plans two more consumer tests before a full rollout in early 1994.

—CS

Tribune/Cub's baseball diamonique

By Mike Freeman

What Major League Baseball teams may lose in revenue when the next broadcast network rights deal is signed within the next few weeks, the Tribune Co. and its Chicago Cubs may have found a way to at least partially recoup. The solution: home shopping telecasts. Last Sunday, Tribune Broadcasting's flagship, WGN-TV Chicago, and its syndication subsidiary, Tribune Enter-

tainment, produced and telecast an hour-long special selling Cubs memorabilia. In addition to airing locally, the show was rebroadcast nationally later on the cable superstation.

With at least another five Tribune-owned independents holding broadcast rights to New York Yankees, Los Angeles Dodgers, California Angels, Philadelphia Phillies and Colorado Rockies baseball telecasts, Tribune Entertainment's vice president of programming, Jim Lutton, said the syndica-

tor is considering doing similar specials with those franchises. (Tribune Entertainment inaugurated its first home shopping telecast with talk show host Joan Rivers's *Can We Shop?*)

"At this point, we're taking it one step at a time, but if we can build the right kind of template, we'll be interested in expanding the concept," Lutton said. "It all depends on how successful the sales of Cubs merchandise is. Our intent is to become the broadcast leaders in home shopping." ■

PSA's get electronic verification

BDS tracking service tested by Ad Council, Centers for Disease Control

By Jim Cooper

Two leading distributors of public service announcements have turned to a computer research system to track the effectiveness of their spots.

Previously relying on reply cards from stations, the Ad Council and the Centers for Disease Control will use Broadcast Data Systems' 24-hour electronic verification service.

The Ad Council, currently responsible for 25 PSA campaigns including

the United Negro College Fund and the American Red Cross, is using BDS monitoring data to create more effective spots and improve local outreach.

"Now, by knowing exactly when and where PSA's air, our sponsors not only know what they're getting for their work and out-of-pocket costs, but also know where their strengths and weakness are," said Donna Feiner, vice president of media administration for the council.

Using the electronic verification system, the Ad Council can determine how soon PSA's get into the market and how long their cycles last, as well as tracking seasonal fluctuations, the impact of localizing certain spots and spot lengths.

A test of the BDS Monitoring system conducted by the Battelle Memorial Institute, an Ohio-based research consulting group, showed the benefits. "We always suspected that accurate monitoring of a PSA campaign would be very informative to clients interested in evaluating educational campaigns," said Carol Keegan, principal research scientist at Battelle.

Keegan participated in monitoring the America Responds to AIDS campaign on behalf of the Centers for Disease Control and found the BDS data helped target AIDS-related PSA's to areas where the HIV rate was rising.

"In short, this information offers a marketing tool to make PSA's more productive for sponsors and more useful to communities," Keegan said. ■

Nielsen realigns marketing staff

Nielsen Media Research has restructured its marketing department by promoting five executives who have been given a mandate of improving services and bringing in new business.

President/COO William Jacobis said he wanted to build on Nielsen's strong position in local station measurement and expand its national and local cable services. (Nielsen recently launched its RSVP system, which allows cable systems direct access to data from its mainframe computers.)

David Harkness was promoted to senior vice president, planning and



Harkness



Yates



Taragan



Smith



Whiting

development. Harkness, with Nielsen since 1975, was formerly senior vice president, director of marketing for Nielsen's syndication, cable and home video businesses. In his new position, Harkness will focus on new business expansion, including commercial verification.

L. Randy Yates was promoted to senior vice president, national services. Yates joined Nielsen in December as vice president, marketing. He will be in charge of all national marketing functions of Nielsen Media and will oversee national advertisers and advertising agencies.

Robert J. Taragan has been promoted to senior vice president, local services. He has been director of marketing for the Nielsen Station Index.

Toni Smith was named senior vice president, director of marketing for Nielsen's Television Index, and Susan Whiting was promoted to senior vice president, director of marketing for cable television service. —CS

Technology

The 'grand alliance' becomes reality

GI, Zenith, AT&T and ATRC will work together on progressive scanning HDTV

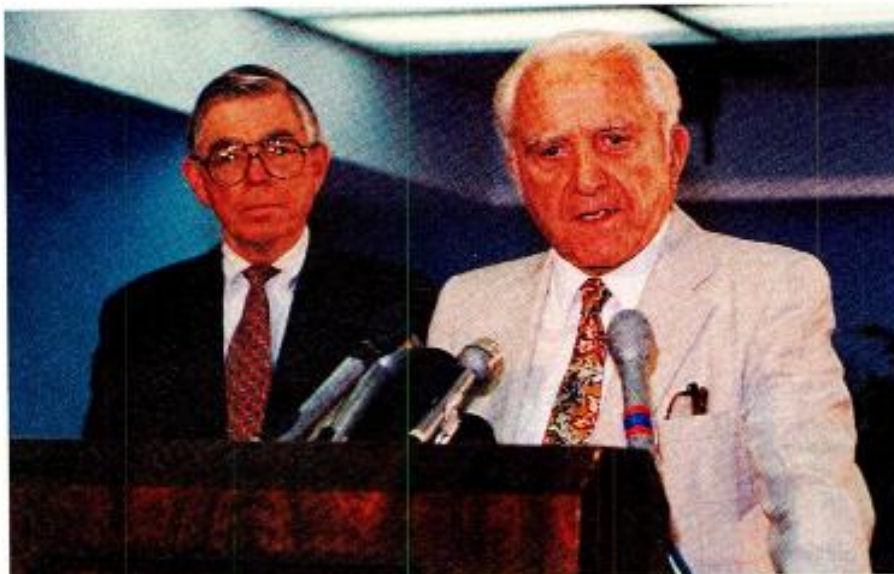
By Sean Scully

After a week of intensive negotiations, the three groups vying to develop the U.S. HDTV standard have agreed to merge their efforts and develop a single system.

The agreement gives the proponents the rest of the year to hash out remaining details and build the prototype. On the face of it, that would appear to delay FCC action on HDTV by at least a year. AT&T Vice President of Government Affairs Robert Graves explained, however, that although a recommendation on the HDTV standard has been delayed, the alliance actually may mean consumers will see HDTV on the market years sooner. Since all the proponents are now working together, there is less chance that a court challenge once the FCC makes a final decision on a national broadcast standard. Plus, Thomson Consumer Electronics Vice President for Technology Joseph Donahue pointed out, now that the broad outline of the HDTV standard has been drawn by the proponents, manufacturers can begin to design new TV sets that can go into production the moment the FCC makes its decision.

Donahue held out the possibility that HDTV could be ready in the United States by 1996, when Atlanta will host the summer Olympic games.

At a hastily called press conference at FCC headquarters in Washington on May 24, FCC HDTV Advisory Committee Chairman Richard Wiley announced that the three companies, known as HDTV proponents, had agreed to develop a system using a process called "progressive scanning" to build the picture on the screen. Both the cable and the broadcasting industry had endorsed the use of the traditional "interlaced scanning" in letters to Wiley earlier this



Wiley (left) joined by FCC Chairman James Quello to announce alliance May 24.

month. Wiley and the proponents said, however, that progressive scanning will offer maximum compatibility with computers, which have used progressive scan monitors for many years. Apple Computer Chairman John Sculley called for the use of progressive scanning in a letter to the FCC at the end of last week.

To accommodate the concerns of broadcasters and cable operators, Graves explained, the proponents decided to allow new HDTV sets to use either progressive or interlaced scanning. Television sets will be able to adapt easily to whatever kind of signal is received. A TV set will, for example, be able to recognize that it is receiving an interlaced scan picture, using 787.5-line resolution at 30 frames per second, and make the appropriate adjustments to use the signal. The same set could also recognize that another source is sending a 1,050-line progressive scan image at only 24 frames per second and make appropriate adjustments. The television set

would do all this internally and automatically, and the consumer would never notice the changes.

Initially, the proponents agreed, all HDTV sets 34 inches or larger would use a progressive scan display of at least 787.5 lines at 60 frames per second. Manufacturers would have the option of making smaller sets that use interlaced scanning. In both cases, the television set's internal computer would be able to convert and use any kind of signal that comes in. Eventually, Wiley said, the proponents would like to see every television set use 1,050-line, 60-frame-per-second progressive scan pictures.

"That may not be practical in the near future," Graves said, "but we're all working toward that goal.... Right now, that's just exceeding the laws of physics. Compression technology, breathtaking as it is, doesn't allow us to fit that much data [necessary to create such a picture] down into 6 mhz [the bandwidth available for a single television channel]."

As compression technology improves, broadcasters could move toward the 1,050-line, 60-frame-per-second progressive scan signals. Even the earliest HDTV sets will be able to recognize and use such signals, so there is no danger of making older sets obsolete as technology moves forward, he said.

Peter Bingham, vice president of technology for Philips Consumer Electronics, said the compression technology used by the grand alliance will be related to, but not identical to, the MPEG-2 standards developed earlier this year.

The broadcast industry reacted cautiously to the announcement. The National Association of Broadcasters welcomed the agreement, but warned that there are several key issues that have been left vague. Most important, said NAB's vice president of operations, John Abel, is the modulation system. The proponents have not yet decided whether the new HDTV system will use vestigial sideband or quadrature amplitude modulation.

Abel said the grand alliance appears to be more an agreement to agree than a real technical plan, citing the decision to make the sets accept both interlaced and progressive scan signals at different line resolutions. That means every set must be able to recognize all six possible picture combinations.

"That's not a standard...we need a standard, not six standards," he said.

The decision to push progressive scanning from the beginning appears to be a concession to the computer industry, Abel said. The grand alliance has also chosen to use square pixels on the screen, which is charac-

teristic of computer monitors but not current televisions. "The computer industry appears to have gotten more out of this than the broadcasting industry did," he said.

The proponents defended their agreement. General Instrument's director of government affairs Quincy Rodgers reacted with astonishment to any suggestion that the grand alliance did not present a substantial plan.

"We have an agreement to develop a system, take it to test," he said. "I think everybody pretty much knows the parameters of it."

Rodgers acknowledged that the agreement announced Monday was not a final plan. There's plenty left to do, particularly testing the two possible modulation systems to see which offers the best over-the-air performance. The overall plan, though, represents a real agreement.

Likewise, Thomson's Donahue defended the agreement, saying the proponents were presented with a choice: to go down the uncertain path of testing the four competing systems—and face years of legal challenges—or try to work together and perhaps put HDTV in operation sooner.

Some issues, particularly modulation, Donahue said, were left unresolved simply because there wasn't enough information to make choices. The importance of this agreement is that it includes a smooth decision process to figure out what to do.

Moreover, he said, the various interested industries—broadcasting, cable, computers and consumer electronics—did not make clear recommendations for a combined system until only days before the agree-

ment was hashed out.

"Until two weeks ago I had not heard any industry make a statement," Donahue said. "I had heard from individuals in the broadcasting world, I had heard from individuals in the consumer electronics world, I had heard from individuals in the cable world...but now it's going to get some industry consideration."

The interests of the various industries will be protected in the review process by Wiley's advisory committee and the FCC, Donahue said.

Congressman Ed Markey (D-Mass.), chairman of the House Telecommunications Subcommittee, immediately called a hearing for May 27 on how the agreement affects the U.S. "This is not the end of the road," Markey said in a press release announcing the hearing. "This is a deal struck among private parties; the HDTV standard-setting decision remains a public process, subject to public scrutiny."

The proponents have submitted their plan to Wiley's committee for review. If the plan is acceptable, the committee will authorize the proponents to build a prototype. Testing could last into the middle of next year. Had the proponents failed to reach agreement this week, the committee would have tested the existing systems and made a recommendation to the FCC early next year.

At the press conference, Wiley emphasized that his committee would take a very critical look at the plan before allowing the alliance to proceed. He said his committee endorses the concept of the alliance, but it could not endorse the specifics of the plan presented May 24 without careful study.

Graves said the first HDTV sets will probably cost \$1,000-\$2,000 more than comparable sets today. Despite the high cost, the proponents expect robust sales. Graves explained that the expensive wide-screen and projection TV's available today account for a significant percentage of present television sales.

The people willing to spend that much on an NTSC set are also those likely to invest in HDTV. And, as more people invest in HDTV—and more broadcasters offer HDTV programming—the costs of HDTV sets and the variety of sets available will become more attractive to the general public. ■

A short history of HDTV

The FCC began working on HDTV in 1987, and by 1990, 23 different systems had been proposed. Through mergers and attrition, that number was reduced to four systems by June 1990. Up to that time, all the proposed systems were analog, similar to the HDTV system in Japan. Just prior to the deadline for submitting systems to the FCC, General Instrument proposed an all-digital system. The remaining proponents quickly redesigned their systems to join the digital movement.

The digital systems have given the United States a clear technical lead in HDTV development, according to the FCC and the proponents.

The four digital systems were tested in 1992, but the FCC's HDTV advisory committee was unable to choose a clear winner. It called for retesting of the systems this year, but called on the proponents to join forces before the retesting started. The retesting was scheduled to begin May 24. The proponents apparently reached agreement in principle sometime around May 21, but the details were not completed until late on May 24.

—SS

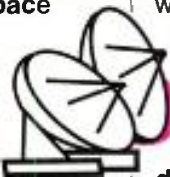
Cutting Edge

Jarrold has agreed to make its new generation of

set-top converter boxes compatible with an interactive TV system from United Video Satellite Group. Kaleida Labs, a multimedia consortium of Apple and IBM, will provide software for the interactive platform. United Video in turn agreed to offer its basic electronic program guide to cable operators at a price which should allow systems to offer the service at no cost to subscribers. According to United Video, the EPG service, which can be used with the generation of set-top converters now in use, will enable subscribers to learn the basics of multimedia television and "jumpstart" consumer interest in such services available in future, and more advanced, set-top boxes.

Hughes' DirecTV has picked Arianespace

to launch the second of the two Hughes 601 direct broadcast satellites in the summer of 1994. The first DBS launch will be in December of this year, also on an Arianespace rocket. The launch of the second satellite will allow DirecTV to offer terrestrial customers 150 or more channels of television, beamed directly to an 18-inch receiving dish.



EUTELSAT's Assemblies of Parties has accepted the newly

formed Czech Republic as a member of the organization. The Czech Republic is one of the two successor states of Czechoslovakia, which dissolved last year. The other successor state, the Slovak Federal Republic, became a member of EUTELSAT in January.

Keystone Communications has leased

transponder space from Comsat to provide satellite transmission services between Asia, North America, and Europe. The long-term lease will provide a 36-mHz transponder on the Intelsat V satellite at 180 degrees East. This will be part of Keystone's expansion of the K2 Skylink service, which formerly transmitted only from the U.S. to East Asia. The first Asia-to-North America transmissions will be coverage of the G7 Summit and the royal wedding of the son of the Emperor of Japan, both scheduled for this summer.

Preparations are under way for the June 9

launch of the Galaxy IV, a Hughes 601 communication satellite, from Arianespace's Kourou spaceport in Guiana. Launch was delayed by almost six months when Hughes discovered a possible problem with the solar panel on a similar satellite. Galaxy IV was re-

turned to Hughes' California factory for inspection and retesting of the panels. The satellite, featuring 24 C-band and 24 Ku-Band transponders, will be placed at 89.5 degrees West for a month of testing, then moved to its permanent station at 99 degrees West. Two satellites already at 99 degrees West, Galaxy VI and SBS 6, will be relocated to 103 degrees West and 95 degrees West respectively. When operational, Galaxy IV will carry a variety of signals, including feeds from CBS, NPR, Warner Brothers, and Telemundo.

Group W Satellite has agreed to provide a

full range of technical and operational support services to pay-per-view network Viewer's Choice, which is planning to expand from three to five channels this summer. Group W will provide playback, uplink, and traffic. It will also coordinate development of a special event coordination center at Group W's headquarters in Stamford, Connecticut. When Viewer's Choice expands, Group W will use General Instrument's DigiCipher compression to carry four channels on Satcom C-4. Viewer's Choice I will continue to be transmitted in analog on Satcom C-3.

The U.S. Information Agency has awarded a

\$35 million contract to Marconi Communications to build a complete turnkey broadcasting facility for the Voice of America on the island nation of Sri Lanka. The contract includes all the civil construction, in-



cluding buildings, feeders, matrices, antennas, and control systems, along with the installation of three transmitters which Marconi has already sold to the VOA. The site should be completed in late winter of 1994. Meanwhile, Scientific Atlanta has received a contract to build an 11-meter Intelsat Standard B satellite earth station in Colombo, Sri Lanka's capital. The dish will double the island's existing international telephone and data capacity.

Varian Associates Power Grid Tube

Products recently unveiled the IC-550, a new proprietary input circuit for its Klystron transmitter tube. The company says the input circuit will improve the accuracy of the transmission, doing away with complex correction circuitry, and simplify tuning requirements for the stations. The company says the chip will improve transmitter performance when stations convert to HDTV later this decade.



ABL Inc. and Com-Stream will cooperate

on the design and marketing of broadcast quality video satellite systems. The first project will be a system that doubles transponder capacity with no video degradation, according to the two companies.

Classifieds

See last page of Classified Section for rate information and other details.

RADIO

HELP WANTED MANAGEMENT

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

Wanted: A few good managers with work ethics, secular and religious AM, FMs, Southeast. Resume: V. Baker, Box 889, Blacksburg, VA 24063. EOE.

General sales manager: Barnstable Broadcasting's WWKL-FM (KOOL 94.9 FM) in Harrisburg, PA has immediate opening for experienced successful radio sales manager. Exceptional skills required in recruiting, hiring, training, pricing, creativity, organization, sales promotion, creating value, leadership and motivation. Excellent compensation and benefits package. Rush letter and resume to Chris Wegmann, VP/General Manager, WWKL-FM, c/o Barnstable Broadcasting, Inc., PO Box 9042, Waltham, MA 02254-9042. Equal opportunity employer.

Dynamic, '90's style, team player to manage AM/FM sales staff at highly respected N.J. stations. You'll have your own list plus train and motivate others. Send letter and resume and tell me why you're the best person for the job. Tom Hopkins and consultant sell training a plus. EOE. Reply to Box C-38.

Proven small/mid mkt GM/GSM's: Growing regional radio group seeking strong general managers for upcoming acquisitions in Top 100-300 markets in southeast and mid Atlantic areas. Decentralized, goal-oriented, client-driven mgt structure requires strong general and sales mgt experience with proven results. Competitive compensation packages with opportunity for equity in individual, GM-specific operations. Send resume & achievements, in confidence, to Radio Group, PO Box 1480, Richlands, VA 24641. EOE.

Growing northern Illinois AM/FM in dynamic market, looking for experienced sales manager or salesperson ready to move up to sales manager position. Resume to: L. Smothers, 102 Stryker — Apt. 211, Joliet, IL 60436. EOE.

Station manager for Plymouth, NH AM/FM: Strong sales management background. Scenic area with mountains and lakes. Salary and incentives. Send resume and references to Box 1290, Keane, NH 03431. EOE.

HELP WANTED SALES

Radio account executive: Sports AM. Mobile market. 2-3 years experience. Resume, reference, salary history to WBCA Box 426, Bay Minette, AL 36507. No calls. EOE.

Virginia, sales manager: AM/FM, Lexington/ Buena Vista. Attractive multiple university communities. Site of VA Horse Center. Must be creative, goal oriented, experienced. Write PO Box 539, McLean, VA 22101. EOE.

AE, central NJ AM/FM needs experienced sales rep. Tom Hopkins or other sales training a plus. List available. Send resume, letter, references to Joan Gerberding, VP/GM, WHWH/WPST, PO Box 1350, Princeton, NJ 08542. EOE.

HELP WANTED TECHNICAL

Radio chief engineer: AM/FM, southeast Florida, major market. Seeks highly skilled engineer with excellent technical and communications skills. Must have abilities in all aspects of broadcast engineering including design, installation, maintenance, and repair of studios for AM & FM transmission facilities. Send letter & resume to Box C-39. EOE.

HELP WANTED NEWS

Major market newstalker looking for news director. Need excellent people skills. Creative and resourceful in planning and executing daily coverage by news staff; good teacher. Minimum 5-7 years radio experience; some management experience preferred. Will be working with a state network, too. Good writer with anchoring ability. Reply to Box C-40. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Co-op director: WDHA/WMTR (northern New Jersey) seeks professional co-op coordinator. Candidate must have at least 2 years experience, and be able to demonstrate past performance in seeking and developing new co-op opportunities and vendor programs. Agency and client presentation skills a must. Excellent benefits package. Send resume and salary requirements to: General Sales Manager, WDHA/WMTR, 55 Horsehill Rd., Cedar Knolls, NJ 07927. EOE.

HELP WANTED PERSONALITY/TALENT

Morning drive personality for WQEW: Interesting, intelligent, enthusiastic personality, with knowledge of American popular standards and New York's nightlife essential. Must relate to our audience and their lifestyle. Major market experience preferred. Position available immediately. No phone calls, please. Send tape and resume to: Stan Martin, WQEW, 122 Fifth Avenue, 3rd Floor, New York, NY 10011. EEO.

WQEW seeks part-time music hosts: Enthusiastic personality, knowledge of American popular standards. Minimum 3 years experience. Immediate openings. No phone calls, please. Send tape and resume to: Stan Martin, WQEW, 122 Fifth Avenue, 3rd Floor, New York, NY 10011. EEO.

SITUATIONS WANTED MANAGEMENT

Successful "selling" general manager! Extensive experience in sales-sales training! Excellent management, employee management-motivation and people skills! All areas. Prefer: Arizona, Nevada, Texas, Utah or Oklahoma. Reply to Box C-31.

GM, currently successfully employed, eight years experience in startups and turnarounds. Hard working "hands on" manager who can organize, lead, sell and collect. Looking for 50,000+ market south of Ohio River. After 7pm CDT 314-686-2403.

They tell me "I'm overqualified"! Great background, experienced in major and medium mkt. management, ownership and consulting. I want to work with a station or group that needs help. Do you need an associate that does it all and one that you can rely on to get the job done? Please reply in confidence and put my "over qualifications" to work for you. Work-outs and restructurings are welcome. Reply to Box C-19.

SITUATIONS WANTED NEWS

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

Outstanding sportscaster: Major market and national experience. Have done play-by-play for 4 major colleges and 3 pro teams. Excellent sports-talk host, mucho sports knowledge with production quality voice. Call Lee Burdorf 316-722-1499.

MISCELLANEOUS

Radiation hazard meters: General Microwave, model 3. RF range 300 MHz to 18 GHz. \$1,195. 702-386-2844.

TELEVISION

HELP WANTED MANAGEMENT

General manager: Exciting station in NY ADI. Rapidly expanding with solid programing and staff. Seeking executive with strong local, national sales background to manage station. Enormous growth potential. Excellent salary, bonus and benefits. Resume with salary history to Marvin Chauvin, CEO, WLIG-TV, 270 South Service Road, Melville, NY 11747. Tel: 516-777-8855. EOE.

Local sales manager: Top-50 Northeast Fox affiliate seeks expert people manager to lead 6-person local team. Strong leader, excellent organization skills, goal-oriented; strong sales promotion, marketing, retail background; motivator with top closing skills. Minimum two years sales management experience. Resumes to: General Sales Manager, Fox 38/WOLF-TV, 916 Oak Street, Scranton, PA 18508. EOE. No phone calls.

HELP WANTED SALES

Small television group with six full-time independents seeks aggressive, highly motivated national rep. Primary responsibilities will include national spot sales. Interested candidates should respond to National Sales Manager, Box C-41. EOE.

Traffic manager for #1 rated top 30 Midwest television station. Seeking 3+ years of TV or radio traffic management experience. Knowledge of Bias system a plus. Must be able to demonstrate strong management and leadership skills. Excellent salary + benefits. Minorities encouraged. Send resume to PO Box 263396, Kansas City, MO 64196. EOE.

Sales/marketing newsroom computer vendor seeks motivated individual to market and sell to US and international opportunities. Send resume to POB 7456, Baltimore, MD 21227. EOE.

Sales promotion manager: NCA, the National Spot Cable television representative firm, seeks an experienced sales promotion manager to work with cable networks and NCA cable system affiliates throughout the United States in developing effective local, regional and national promotions. The successful candidate will have demonstrated success in developing and executing broadcast or multi-media promotions. Please fax letter and salary history to: 212-840-1497. EOE.

HELP WANTED PERSONALITY/TALENT

Kids Club director/host: Top-50 Northeast Fox affiliate seeks youthful, creative, organized person to administer and host 50,000 member on-air Kids Club. Duties: Writing and on-camera work for short and long-form programs; organizing large scale local events; administering and marketing club, including budget and data management, membership drives, regulation compliance. Station seeks strong on-air personality. Send tape with sample Kids Club-type 30's written by you. General Manager, FOX 38/WOLF-TV, 916 Oak Street, Scranton, PA 18508. No phone calls. EOE.

HELP WANTED TECHNICAL

The Pulitzer Broadcasting NBC affiliate in the Gulf South is seeking an experienced person to lead a 27 person technical and operations staff. The candidate will need a strong technical and personnel background. Send letter with resume to Fred Steurer, Director of Engineering, c/o WLKY-TV, Box 6205, Louisville, KY 40206. EOE.

Assistant chief engineer needed for leading VHF ABC affiliate in Columbus, GA. Must be energetic and highly motivated individual. Candidate should have at least 5 years experience, two years formal training, and 2 years in a supervisory role. FCC General Class license or SBE certified preferred. Send letter and resume to: Chief Engineer, WTVM-TV, PO Box 1848, Columbus, GA 31994. EOE.

Engineer experienced in repair of all TV broadcast equipment. Must have actual experience in TV broadcast station as a maintenance engineer. Send resume to Chief Engineer, KOAA-TV, Box 195, Pueblo, CO 81002. EOE.

Wanted: Broadcast engineer: Major broadcast video equipment sales and rental Co. looking for video service engineers, experienced in servicing production and post equipment including Beta-cam, Umatic, and D2. Please send resume and salary requirements to: Box C-42. EOE.

Assistant chief engineer: Candidates must have extensive work experience in TV engineering along with the ability to work well with others. Responsibilities include project leadership, overseeing daily maintenance operations and performing hands-on maintenance when necessary. First-hand knowledge of all broadcast R.F., transmission and TV studio systems is a must; computer/LAN experience is a plus. FCC General RT license required; SBE Broadcast certification preferred. Send resume and cover letter to: Les Garrenton, Chief Engineer, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. EOE.

HELP WANTED NEWS

Co-anchor: Pennsylvania NBC affiliate seeks experienced, energetic news anchor for 6 and 11 pm newscasts. Must be strong writer, reporter, and liveness anchor. Send non-returnable tape, resume, and references to News Director, WBRE-TV, 62 S. Franklin St., Wilkes-Barre, PA 18773. EOE.

AM/noon meteorologist: Top-rated CBS affiliate looking for weather anchor with personality. Must have AMS seal and minimum two (2) years weather forecasting experience. We need an accurate forecaster who is an exceptional communicator. Please send resume, tape and salary history to Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No calls please. M/F/EOE.

News producer: 2-3 years experience as a line producer required. We're looking for someone to continue moving our newscast upward. Strong writing skills a must. We need someone who knows how to produce a show from every angle. If you're creative and know how to pack in good content and make a show move, send resume and a recent newscast to Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. EOE.

Executive news producer: 3-5 years experience as a top line producer required. Must be a great writer with ability to copy edit. We're looking for a leader with creative new ideas and good people skills. A chance to work with a young team on a successful new prime time news hour. Send news philosophy, resume, and a recent newscast to Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. EOE.

Sports anchor: West Texas affiliate seeks a week-day sports anchor. Must be able to gather, write, and edit sports for broadcast and handle live shots at sporting events. Requires a working knowledge of Texas high school, college, and professional sports. Play-by-play experience helpful. Degree and prior experience preferred. Send tape and resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

News director-WSPA-TV serving the Greenville-Spartanburg-Asheville-Anderson market. College degree, minimum 5 years news department management experience; SNG, ENG, newsroom computer knowledge essential. Send letter and resume to: Jack West, GM, Box 1717, Spartanburg, SC 29304. No calls, please. EOE.

Anchor/reporter: Experienced, polished professional who can anchor weekends, back up our lead anchor during the week, loves live breaking news coverage, and can bring home the lead story every time out. Big opportunity for the right person. Rush tape to WBNS-TV, 770 Twin Rivers Drive, Columbus, OH 43215. EOE.

News director: Dynamic, hands-on, take-charge individual needed to provide the inspiration and leadership to create exciting, relevant, people-oriented newscasts. Must have at least two years experience as a successful newscast producer; must be able to see beyond news conferences and scheduled events; must be able to enterprisize and create compelling story opportunities and to inspire and motivate others to do the same. Strong people skills and teamwork essential. Must be creative in use of live coverage and graphics. Ideal opportunity for an innovative producer or executive producer to move into management. Samples of produced newscasts required upon request. Send resume and salary requirements to: Bill Nichols, WKJG-TV, 2633 W. State Boulevard, Fort Wayne, Indiana 46808. Equal opportunity employer.

KFDA news seeks applicants for two positions: General assignments reporter. Strong writing a must. "live" helpful. Producer: To oversee two of four weekday newscasts. Tape or resume to Walt Howard, KFDA-TV, PO Box 10, Amarillo, TX 79105. Company is especially interested in seeking quality minority applicants. EOE.

Chief photographer: Need experienced photographer to head staff. News experience and strong teaching skills a must. Resumes and non-returnable tapes to T. Hiebert, KTVA (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. Close 6/11/93. EOE.

News producer: For evening cast. Must have strong writing skills, news judgement and strong people skills. Resumes and non-returnable tapes to T. Hiebert, KTVA (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. Close 6/11/93. EOE.

Reporter: Experience is a must. Looking for a reporter who isn't afraid to ask tough questions and pursue difficult stories. Must be able to write clearly and edit. Send letter, resume and non-returnable demo tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

6-10 producer: Fresh ideas, creativity, hard work! Sharp writing, organizational skills, people skills. In charge of newsroom at night. Broadcast journalism degree and some experience. Material to: Rich Porter, WICD, 250 Country Fair, Champaign, IL 61821. Minorities encouraged. EOE.

News reporter/TV news co-anchor, TV background, minimum 2 years broadcast news reporting experience. Resumes: WSPY-TV 30, 1 Broadcast Center, Plano, IL 60545. Attn: L. Nelson. EOE.

Producer/assignments: Great producer needed to take charge of weekends. Produce weekend shows, assign weekend staff, backup weekday producers. Experience required. 84th ADI, hard-working crew. Send non-returnable tape by June 11. Nevin Gnagey, KWLL, 500 East Fourth, Waterloo, IA 50703. EOE.

KCBD-TV in Lubbock, Texas is seeking qualified applicants for news director. KCBD is the dominant news leader in Lubbock and the highest rated NBC affiliate in the Southwest. KCBD is an equal opportunity employer and encourages applications from women and minorities. Pre-employment drug testing required. Send resume to Bill Detourmillon, 5600 Avenue A, Lubbock, TX 79404.

Co-anchor: We're looking for a dynamic co-anchor for our 5:30, 6, and 11 pm newscasts. Applicant will complement our male anchor. Must be strong on-air performer as well as a solid reporter and a strong writer. No beginners; minimum 3-4 years anchoring experience required. An excellent opportunity for a motivated, creative professional BA/BS required. EOE. Minorities encouraged to apply. Send resume and cover letter to: Box C-43.

Can you guarantee the weather? We're CT's weather station. We have the best team and most sophisticated gear in the market. Meteorologist wanted. Send tape and resume today. Steve Schwaid, News Director, WWIT-TV, 1422 New Britain Ave. W, Hartford, CT 06110. Tapes non-returnable. No calls. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Manager of continuity and traffic: New Hampshire Public Television (NHPTV). New Hampshire Public Television seeks a person experienced in TV promotion, continuity and traffic. Responsibilities include: Improve and maintain station's on-air promotion and overall presence; oversee and supervise a department of three, responsible for broadcast logs, satellite feeds, shipping and other program functions. NHPTV is a successful statewide network, in the sixth market, and located on the seacoast, 60 miles north of Boston. Minimum qualifications: Associates degree and two years supervisory experience in broadcasting or equivalent combination. Familiarity with public broadcasting systems preferred. Promotion experience and television production skills highly desirable. Salary: \$22,650-\$34,600, commensurate with experience. Starting salary usually not to exceed \$25,640. Send letter, resume and promotion tape to Kelly Luoma, Program Manager, NHPTV, PO Box 1100, Durham, NH 03824. No telephone inquiries please. EEO/AA employer.

Wanted freelance camera, audio and production personnel with 5 years broadcast experience. Magazine style shooters preferred. Washington D.C. based only. Send tape and resume to 444 North Capitol Street NW, Suite 722, Washington, DC 20001. EOE.

Production manager wanted for growing small market Fox affiliate in southwest. Must have excellent writing, production and management skills to lead staff of four. Minimum three years commercial production experience required. Reply to Box C-45. EOE.

Promotion director KOAT-TV, Albuquerque, New Mexico. We are looking for an organized individual with excellent leadership skills to manage our promotion department. The successful candidate must have strong on-air creative skills & sales promotion experience. The successful candidate will be an individual committed to continued excellence in the promotion of Albuquerque's Number 1 television station. A desire for mild weather & breathtaking Southwestern sunsets is helpful, but not required. No phone calls! Send resume & salary requirements to Peter Smith, Vice President/Marketing, Pulitzer Broadcasting Company, 101 South Hanley Road, Suite 1250, St. Louis, MO 63105-3428. KOAT-TV is an equal opportunity employer.

Photographer: Immediate opening for a top notch sports/news photographer with at least three years experience. Candidate's work must stand out. Majority of time will be spent covering sports for a nationally recognized sports network. Ability to work under stress, long hours, and with very demanding people are a must. Extensive travel and flexible schedules. In between sports assignments will be a wide array of news assignments. Editing and remote experience a plus. If you like shooting sports this is the position to have. Send resume and tape to Orbis Broadcast Group, 358 W. Ontario, Chicago, IL 60610. Attn: Jeff. No phone calls. EOE.

Producer: Weekly TV motorsports magazine series. Five years experience in sports and/or magazine format production. Position involves extensive scripting, editing, segment production and final show assembly. Significant travel, tight deadlines. Supervisory experience and motorsports knowledge helpful. Send resume and salary history to Box C-44. Equal opportunity employer.

PSA producer: NBA Entertainment is seeking a producer/director to help create, produce and edit public service announcements. Must have at least 5 years experience in commercial film production, extensive experience in graphics and post-production, and hands-on familiarity with off-line and/or non-linear editing systems. An equal opportunity employer. Send resume and 3/4" tape to PO Box 3367, Secaucus, NJ 07094-3367.

Commercial director: Looking for energetic team player to join award winning production staff. Shoot and post Beta SP. 1", 3/4". GVG141 and Dubner experience helpful. Send resume, no calls. EOE. Production Manager, PO Box 4865, Wichita Falls, TX 76308.

News operations manager-WDEF-TV: CBS affiliate in Chattanooga, TN looking for someone who can direct our evening newscasts and provide quality control for news production. Candidates should have plenty of live newscast directing experience and strong management skills. Resume and tape to Tony Windsor, News Director, 3300 Broad Street, Chattanooga, TN 37408 or phone 615-785-1223. EOE.

SITUATIONS WANTED NEWS

Meteorologist with 13 years experience. AMS seal of approval and other honors. Stu, 817-776-4844.

Unique interviewer Mike Wallace said it would be "utterly fascinating" to see Jan interview the political leaders of our nation. Send for a tape of Senator Biden, Congressman Hyde, Mike Wallace or others to see for yourself. Call Jan Helfeld 809-791-5664.

MISCELLANEOUS

College grads and all others: Career Videos puts together your personalized resume tape. Excellent rates, unique format, proven success. 708-272-2917.

Attention job-hunters. We're broadcasting's leading authority on employment opportunities nationwide! Television, radio, corporate communications. All fields. From major market to entry-level. We don't just do it better—we do it best! Media Marketing/THE HOT SHEET, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

CABLE

HELP WANTED SALES

Aggressive ad sales A/E for one of So. Cal's fastest growing markets. Earnings potential unlimited. Small staff, great working conditions and benefits, high penetration. Resumes and salary history to: David Elliott, GSM, Hi-Desert Cablevision, 12490 Business Ctr Dr., #1, Victorville, CA 92392. No phone calls. EOE.

National Cinema Network representing Mann & AMC theatres is seeking energetic, experienced advertising sales account executive to sell local and regional advertising for the exciting on-screen entertainment program in the LA market(s). Base salary plus commission. Great benefits package. Comprehensive training program. EOE. Please send resume to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041. Attn: Stuart Hoffman.

SATELLITE

MISCELLANEOUS

Satellite equipment bought and sold: Earth stations, antennas, HPA's, test equipment, etc. Also, sales, design, installation of earth stations, microwave, and data networks. Megastar, 702-386-2844.

ALLIED FIELDS

HELP WANTED ADMINISTRATION

Administrator of telecommunications programs, office of the president, University of Northern Iowa: The University of Northern Iowa is seeking a person to provide leadership and coordination for telecommunications programs and policies on the campus. UNI is one of three public universities in Iowa, offering programs at the baccalaureate, masters and doctoral levels to over 13,000 students. The Iowa Communications Network (ICN), a statewide fiber optics system, will be operational in August, 1993. The State of Iowa is committed to establishing the nation's foremost telecommunications network, and the University foresees active participation in that network. The position is being established in the office of the president. The appointee will be responsible for organizing and planning within the telecommunications area. Creative and visionary leadership is expected. In addition to coordination of on-campus programs utilizing the ICN, the administrator will represent the University to state and federal agencies and pursue funding opportunities with these agencies. Effective working relationships will need to be established with campus departments such as the Computing Center, Library, Public Relations, KUNI public radio, Educational Media Center, Continuing Education, and Community Services. Candidates must have a Master's degree, and significant experience in Telecommunications or Systems Information Management. A Ph.D. or equivalent degree is preferred. Evidence of both technical knowledge and human relations skills should be demonstrated. Salary will be competitive. The position will be open until filled. Screening of applicants will begin June 15. Additional position information provided upon request or following application. UNI is an affirmative action/equal opportunity employer. Applicants should submit a letter of application, resume, and names and phone numbers of three references to: Chair of Search Committee, Administrator of Telecommunications Programs, University of Northern Iowa, 111 Gilchrist, Cedar Falls, IA 50614-0034.

HELP WANTED TECHNICAL

Assistant director of telecommunications engineering, Nebraska Educational Telecommunications Commission. Under director of engineering has primary responsibility for supervision and technical support of statewide educational television and public radio network systems. High school degree plus eight years broadcast electronics experience and FCC License/Permit required. Salary commensurate with qualifications and experience \$34,305 minimum. Application form required. Apply by June 25 to Personnel Coordinator, Nebraska Educational Telecommunications Commission, Box 83111, Lincoln, NE 68501; 402-472-3611. AA/EOE.

FINANCIAL SERVICES

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

Lease purchase option. Refinance existing equipment. Lease purchase new equipment, no down payment. No financials up to \$70,000.00. Carpenter & Associates, Inc. Voice 501-868-5023, Fax 501-868-5401.

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

Used radio studio equipment: Need two Otari MX50/50 tape decks, Tascam M1516 console, or equivalent. Radio Players, PO Box 933, Hendersonville, NC 28793.

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.

Harris MW50B, excellent condition, tuned and tested, lots of spares. 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.

772' TV tower, 8' face, 43% guy radius, new Central w/warranty. Original price \$321,000, available for \$150,000. Scott or Ray 812-853-0595.

For sale: Ikegami HK-323 cameras with Canon PV18x11 lenses; Sony BVH-2000 one inch VTR. Original owner. Please call Kevin at 818-980-0704.

Videotapes: Blank new tapes well below market price. 8mm, 1" and Betacam formats. Call Todd for prices and additional information, Monday-Friday, 301-424-1730.

Video switches: 3M Model 101 vertical switches. Ten in, one out. Audio follows video. \$185. 702-386-2844.

TV transmitter: 60KW, Channel 19, RCA-TTU-60C, pulsar, extra exciter. Megastar 702-386-2844.

Videotape: Lowest prices, absolutely highest quality of evaluated videotape. 1", 3/4", M2, D2, Beta-cam, SP, etc. We will beat any price. Call for quote or catalog. Carpel Video 800-238-4300.

TELEVISION

HELP WANTED NEWS

TELEVISION NEWS PROFESSIONALS

Here's an opportunity to be on the "cutting edge" of local television news. Successful Gulf Coast Fox affiliate in beautiful Fort Myers/Naples, seeking successful news staff. One of the fastest growing television markets in the country needs Reporters, Weather Anchors, Meteorologists, sports anchors, producers, videographers and reporter/videographers immediately. Two years experience and college degree preferred. No phone calls please.

If you are a hardworking, aggressive, talented communicator with an above average work ethic, send non-returnable tape, resume and news philosophy to:

WFTX-TV,
Mark Pierce, Station Manager
 621 SW Pine Island Road,
 Cape Coral, Florida 33991
We are an equal opportunity employer

HELP WANTED SALES

WE ARE a major Canadian post-production video facility specialized 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 in 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 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. P. Corbeil at 1-514-982-0796

HELP WANTED PROGRAMING PROMOTION & OTHERS

CABLE TELEVISION COORDINATOR

Starting Salary - Up to \$30,000.00 annually, depending on qualifications. Local government seeks multi-talented individual with strong production and programing skills to produce live and delayed television programs on public meetings and events and develop informational and safety programs. BA in Television Production and Programing or related field, 3 years full-time professional employment. VHS videotape of applicant's productions required. Cable Coordinator Application available from Murfreesboro City Manager's Office, PO Box 1139, Murfreesboro, Tennessee 37133-1139, or submit resume and tape. (615) 849-2629. Fax (615) 849-2679.

SALES TRAINING

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PROGRAMING SERVICES

National Weather Network TV Weathercast via Satellite

NWN offers finished weathercast with on-air talent localized & customized for your individual station. Cost effective and accurate.

Call Edward St. Pe
 601-352-6673

ALLIED FIELDS PROGRAMING SERVICES

A SATELLITE DELIVERED BLACK GOSPEL FORMAT AT LAST!

W.B.C. SATELLITE GOSPEL NETWORK
 NOW YOUR STATION CAN BE PROFITABLE BY USING THE "SATELLITE GOSPEL NETWORK" FEATURING ARTISTS LIKE:

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BE THE FIRST TO SIGN UP— WE WILL ACCEPT ONE STATION PER MARKET.

- SAVE ON PERSONNEL • IMPROVE YOUR BOTTOM LINE!

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 President

We also have prospects for buying & selling stations and LMA's. Already on over 20 stations.

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 645 Church St., 4th Floor
 Norfolk, VA 23510
 1-800-888-7180

We'll give you all the credit.



FAX: (202) 293-FAST

We also accept American Express

OR MAIL TO:
Classified Dept.,
 1705 DeSales Street, NW,
 Washington, DC 20036.

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

See full details and rates in the Classified Section.

HELP WANTED INSTRUCTION

**KINGSBOROUGH
COMMUNITY COLLEGE**
The City University of New York

The College is seeking a qualified candidate for the position of Assistant Professor in the area of Broadcast Journalism and News Production. Beginning 9/1/93 the successful candidate will teach undergraduate courses in all phases of Broadcast News Operations with an emphasis on sound. A Doctorate or equivalent in an appropriate area is required as well as prior college level teaching experience and significant news writing and/or production experience in radio. Some television experience is desirable.

Salary: low \$30's, commensurate with qualifications and experience.

Please send resume and salary history by 6/9/93 to:
Dr. Fred B. Malamet, Associate Dean of Faculty
Kingsborough Community College
2001 Oriental Blvd., Brooklyn, New York 11235

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117 Country Club Drive
San Luis Obispo, CA 93401
Phone: (805) 541-1900
Fax: (805) 541-1906

HELP WANTED PROGRAMING
PROMOTION & OTHERS

Advertising

COPYWRITER
San Fernando Valley

If you have an education or relevant experience in Broadcast Journalism, Technical Writing or, ideally, Recruitment Advertising, we may have the perfect full-time career move for you at our leading recruitment advertising agency.

If you can analyze and extrapolate key points of information from a truckload of data, if you thrive on pressure and can handle demanding deadlines and expect perfection from yourself, we'll reward you with an excellent salary and benefits package. Send us your letter of interest or resume, plus up to 5 samples of your writing ability, no later than June 8th, to:

CAMERON-NEWELL ADVERTISING
B. Newell
131 Roma Court
Marina del Rey, CA 90292

Letters/Resumes without writing samples will not be considered. Fees are acceptable.
Equal Opportunity Employer

EMPLOYMENT SERVICES

JOBPHONE
Inside Job Openings, Nationwide

Press 1 Radio jobs, updated daily
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4 To record "Talking Resumes" and employers to record job openings
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TV JOBS
Get the best leads
in the business
without going broke.

Medialine
THE BEST JOBS ARE ON THE LINE
for more about how you can get daily
updated job information call
800-237-8073
Since 1986

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PARTNER WANTED**

RARE OPPORTUNITY FOR BROADCAST MANAGEMENT/
SALES/MARKETING PRO TO HAVE EQUITY PARTICIPATION AND TAKE AN ACTIVE ROLE IN THE MANAGEMENT OF A RADIO NETWORK WITH DYNAMIC, ESTABLISHED, MASS APPEAL. EXCLUSIVE PROGRAMING COVERING ALL OF NORTH AMERICA... TREMENDOUS REVENUE AND GROWTH POTENTIAL... EXTREMELY LOW OPERATING COSTS BECAUSE OF EXCITING NEW SATELLITE DISTRIBUTION TECHNOLOGY... EXCELLENT OPPORTUNITY TO BE AN OWNER/OPERATOR. REPLY TO BOX C-46.

**CENTRAL FLA.
GULF COAST AM**

Positive Cash Flow — Asking \$300k

CASPER, WY FM

Full C — Asking \$250k

No. FLA. GULF COAST C-1

Tracking \$800k — Asking \$700k

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FOR SALE STATIONS CONTINUED

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 22 years experience and ex-NAB General Counsel explain station search, negotiation, financing FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

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CABLE**HELP WANTED RESEARCH****RESEARCH MANAGER**

The Discovery Channel is seeking a detail-oriented Manager of Programing Research for its Washington, D.C. office to analyze audience ratings and establish Ad Sales ratings estimates for Discovery and The Learning Channel. Applicants should have strong writing, communication, mathematical and computer skills, as well as hands-on experience with Nielsen software. Other requirements are 3-5 years experience in a broadcast or cable research department and a general familiarity of survey research methods. College coursework with math and computer emphasis is preferred. Send cover letter with salary history and resume to

STEVE MCGOWAN,
RESEARCH DEPARTMENT,
DISCOVERY NETWORKS
7700 WISCONSIN AVENUE,
BETHESDA, MD 20814
NO PHONE CALLS ACCEPTED.

Blind Box Response???

Box Letter-Number
1705 DeSales St., NW
Washington, DC 20036

Please Do Not Send Tapes!

BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.60 per word, \$32 weekly minimum. Situations Wanted: 80¢ per word, \$16 weekly minimum. All other classifications: \$1.60 per word, \$32 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$138 per inch. Situations Wanted: \$69 per inch. All other classifications: \$138 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

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

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

Datebook

JUNE

June 3—"Customer Service in a Competitive Environment," workshop sponsored by *Cable Television Administration and Marketing Society, New York chapter*. HBO Conference Center, New York. Information: Evelyn Bower, (516) 364-8450.

June 5—*Academy of Television Arts and Sciences* 45th annual Los Angeles area Emmy Awards presentation. Pasadena Civic Center, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

June 5-7—10th annual *Showbiz Expo*. Los Angeles Convention Center, Los Angeles. Information: (213) 668-1811.

June 5-7—Advertising Power Summit sponsored by *American Advertising Federation*. J.W. Marriott Hotel, Washington. Information: Karen Cohn, (800) 999-2231.

June 8-10—*The Museum of Television and Radio* present three seminars exploring the history and diversity of comedy on television featuring a panel of prominent comedians, writers, editors and producers. Museum, New York. Information: Diane Lewis, (212) 621-6685 or Michael Naidus, (212) 621-6785.

June 10—*The New York Festivals* international radio programming awards. Sheraton Hotel and Towers, New York. Information: Anne White, (914) 238-4481.

June 15—"Focus on Advertising," newsmaker luncheon during International Broadcasting Awards festival sponsored by *Hollywood Radio and Television Society*. Century Plaza Hotel, Beverly Hills, Calif. Information: Gene Herd, (818) 769-4313

June 16—International Broadcasting Awards presentation dinner for world's best radio and television commercials featuring Siskel and Ebert. Betty White is MC. Sponsored by *Hollywood Radio and Television Society*. Century Plaza Hotel, Beverly Hills, Calif. Information: Gene Herd, (818) 769-4313.

June 16—*National Academy of Television Arts and Sciences*, New York chapter, luncheon. Speaker: David Poltrak, senior VP, CBS/Broadcast Group. Copacabana, New York. Information: Ellen Muir, (212) 768-7050.

June 16—"Television Coverage—Does It Clarify or Distort the Judicial Process?" panel discussion sponsored by *International Radio and Television Society*. Panelists: Fred Graham, Courtroom Television Network; Irene Cornell, WCBS(AM); David Lewis, Esq., Lewis and Fiore; Eames Yates, *Hard Copy*; Jim Ryan, *Good Day, New York*. NBC Conference Room, New York. Information: Lyvann Oum, (212) 867-6650.

June 21-23—*National Religious Broadcasters* southwest conference. Harvey Hotel, Irving, Tex. Information: (602) 254-5333.

June 21-25—Leadership Institute for Journalism and Mass Communication Education seminar sponsored by *The Freedom Forum Media Stud-*

ies Center. Columbia University, New York. Information: Paul Eisenberg, (212) 678-6600.

June 22—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Meadowlands Hilton, Secaucus, N.J. Information: Ann Marie Lachina, (718) 482-4264.

June 22-23—*Association of Independent Television Stations* independent rally. Washington. Information: Angela Giroux, (202) 887-1970.

June 23—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Lloyd Werner, senior VP, sales, marketing, Group W Satellite Communications. Copacabana, New York. Information: Ellen Muir, (212) 768-7050.

June 23-26—*Florida Association of Broadcasters* 58th annual convention incorporating hurricane/disaster preparedness conference. Doral Ocean Beach Hotel, Miami. Information: (800) 825-5322.

June 29—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Hotel Scanticon, Englewood, Colo. Information: Elaine Lorenz, (303) 740-8940.

June 30—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Robert Friedman, president, New Line Television. Copacabana, New York. Information: Ellen Muir, (212) 768-7050.

MAJOR MEETINGS

June 3-4—*Fox* affiliates meeting. Beverly Hilton Hotel, Beverly Hills, Calif. Information: (310) 203-3066.

June 6-9—*National Cable Television Association* annual convention. San Francisco. Information: (202) 775-3669.

June 9-10—*ABC* affiliates meeting. Century Plaza Hotel, Los Angeles. Information: (212) 456-7777.

June 10-15—*18th Montreux International Television Symposium and Technical Exhibition*. Montreux Palace, Montreux, Switzerland.

June 13-16—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Walt Disney World Dolphin and Swan Hotels, Orlando, Fla. Information: (213) 465-3777.

June 18-22—*PBS* annual meeting. New Orleans Hilton Riverside, New Orleans. Information: (703) 739-5001.

June 22-25—*National Association of Broadcasters* board of directors meeting. Washington.

June 23-26—*National Association of Black Owned Broadcasters* spring broadcast management conference. Hilton Head Island Resort, Hilton Head, S.C. Information: (202) 463-8970.

July 15-17—*Satellite Broadcasting and*

Communications Association summer trade show. Opryland Hotel, Nashville. Information: (703) 549-6990.

July 18-21—*Cable Television Administration and Marketing Society* annual convention. Atlanta. Information: (703) 549-4200.

July 31-Aug. 3—*Wireless Cable Association International* annual exposition and convention. Marriott Orlando World, Orlando, Fla. Information: (319) 752-8336.

Aug. 25-27—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

Sept. 8-11—Radio '93 convention sponsored by *National Association of Broadcasters*. Dallas. Information: (202) 429-5300.

Sept. 16-20—*International Broadcasting Convention*. Amsterdam. Information: 44 71 240 3839

Sept. 29-Oct. 2—*Society of Broadcast Engineers* national convention. Miami Beach. Information: (317) 253-1640.

Sept. 29-Oct. 2—*Radio-Television News Directors Association* conference and exhibition. Miami. Information: (202) 659-6510.

Oct. 5-7—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 11-15—*MIPCOM*, international film and

program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 12-17—*National Black Media Coalition* national conference. Radisson Plaza Hotel at Mark Center, Alexandria, Va. Information: (202) 387-8155.

Oct. 16-20—*Radio Advertising Bureau* fall board meeting. Phoenix, Ariz. Information: (212) 387-2100.

Oct. 17-19—*Association of National Advertisers* 84th annual meeting and business conference. Naples, Fla. Information: (212) 697-5950.

Oct. 29-Nov. 2—*Society of Motion Picture and Television Engineers* 135th technical conference and equipment exhibition. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

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

Jan 24-Feb. 1 1994—*National Religious Broadcasters* convention and exposition. Sheraton Washington, Washington. Information: (703) 330-7000.

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

For the Record

Compiled by BROADCASTING & CABLE for the period of May 17-May 21 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

- **KRZE(FM)** Ontario, CA (BALH930507GG; 93.5 mhz; 3 kw; ant. -165 ft.)—Seeks assignment of license from Boulder Ridge Cable TV to Chagal Broadcasting for \$4.2 million. Station is being purchased with KFOX(FM) Redondo Beach, CA, for combined \$14 million ("Changing Hands," May 17). Filed May 7.
- **WWFE(AM)** Miami (BAL930505EG; 670 khz; 50 kw-D, 2.5 kw-N)—Seeks assignment of license from Jeannette E. Tavormina, Chapter 11 trustee for Todamerica Inc., to Fenix Broadcasting Corp. for \$2.7 million (see "Changing Hands," p. 51). Filed May 5.
- **KTVC(TV)** Cedar Rapids, IA (BALCT930507KM; ch. 48; 5,000 kw-V; 500 kw-A; ant. 466 ft.)—Seeks assignment of license from Jefferson Broadcasting Co. Inc. to Fant Broadcasting of Iowa Inc.; station is included in sale of KTVG(TV) Grand Island, NE (see "For the Record," May 24). Station is not on-air. Seller is headed by Jerry Montgomery. Buyer is headed by Anthony J. Fant, who was granted assignment of three TV's (see KHGI-TV under "Actions," below). He also has interests in WNAL-TV Gadsden (Birmingham), AL. Filed May 7.
- **KFRM(AM)** Salina, KS (BAL930503ED; 550 khz; 5 kw-D, 110 w-N)—Seeks assignment of license from Proud Country Inc. to H.R.H. Broadcasting Corp. for \$25,000. Buyer is headed by Herbert R. Hoeflicker, who is also 50% shareholder of licensee of KRFS-AM-FM Superior, NE. Filed May 3.
- **WIFX-FM** Jenkins, KY (BALH930507GM; 94.3 mhz; 2.8 kw; ant. 1,492 ft.)—Seeks assignment of license from Kincaid Industries to Letcher County Broadcasting Inc. for \$37,000. Seller is headed by general partner James W. Craft and has no other

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

broadcast interests. Buyer is headed by Ernestine Kincer and has no other broadcast interests. Filed May 7.

- **WNKY(AM)** Neon, KY (BAL930507EH; 1480 khz; 5 kw-D)—Seeks assignment of license from Pine Mountain Broadcasting Inc. to Letcher County Broadcasting Inc. for \$60,000. Seller is headed by Jerry Short and has no other broadcast interests. Buyer is headed by Ernestine Kincer and has no other broadcast interests. Filed May 7.
- **WYNZ-AM-FM** Portland, ME (AM: BAL930504GE; 970 khz; 5 kw-U; FM: BALH930504GE; 100.9 mhz; 3 kw; ant. 225 ft.)—Seeks assignment of license from Buckley Broadcasting Corp. of Maine to Saga Communications of New England Inc. for \$350,000 (see "Changing Hands," p. 51). Filed May 4.
- **WBMB(AM)-WBMI(FM)** West Branch, MI (AM: BAL930429GE; 1060 khz; 1 kw-D; FM: BALH930429GF; 105.5 mhz; 3 kw; ant. 312 ft.)—Seeks assignment of license from Jack E. Kauffman and Robert S. Marshall to Ives Broadcasting Inc. for \$75,000. Kauffman also has interests in licensees of WGLR(AM)-WAXL(FM) Lancaster, WI, and KLNT(AM)-KCLN(FM) Clinton, IA. Buyer is headed by Robert M. Currier and is also licensee of WHAK(AM) Rogers City and WDBI-FM Tawas City, both Michigan. Currier is also shareholder in licensee of WHSB(FM) Alpena, MI. Filed April 29.

■ **WKNZ(FM)** Collins, MS (BALH930506GF; 101.7 mhz; 1 kw; ant. 541 ft.)—Seeks assignment of license from Southern Air Communications Inc. to Covington County Broadcasters Inc. for \$520,500 (see "Changing Hands," p. 51). Filed May 6.

■ **KGNG(AM)-KZBK(FM)** Brookfield, MO (AM: BAL930504EA; 1470 khz; 500 w-D; FM: BALH930504EB; 97.7 mhz; 3 kw; ant. 203 ft.)—Seeks assignment of license from Dwight Carver to Best Broadcasting Inc. for \$70,000. Seller has no other broadcast interests. Buyer is headed by Phillip A. Chirillo and has interests in KZZT(FM) Moberly, MO. Filed May 4.

■ **KNYN(FM)** Santa Fe, NM (BALH930506GE; 95.5 mhz; 19 kw; ant. 1,850 ft.)—Seeks assignment of license from Radio Santa Fe Inc. to Plaza Broadcasting Inc. for \$525,000 (see "Changing Hands," p. 51). Filed May 6.

■ **KGWB(FM)** Wahpeton, ND (BTCH930426GK; 107.1 mhz; 3 kw; ant. 328 ft.)—Seeks transfer of control from Guderian Broadcasting Inc. to Dean Aamodt for \$65,000. Seller is headed by Les Guderian and has no other broadcast interests. Buyer has interests in licensee of KBMW(AM) Wahpeton, ND. Filed April 26.

■ **WJRX(FM)** East Ridge, TN (BALH930412GN; 107.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Sattler Broadcasting Inc. to WDDO of Chattanooga Inc. for \$1.35 million ("Changing Hands," May 3). Filed April 12.

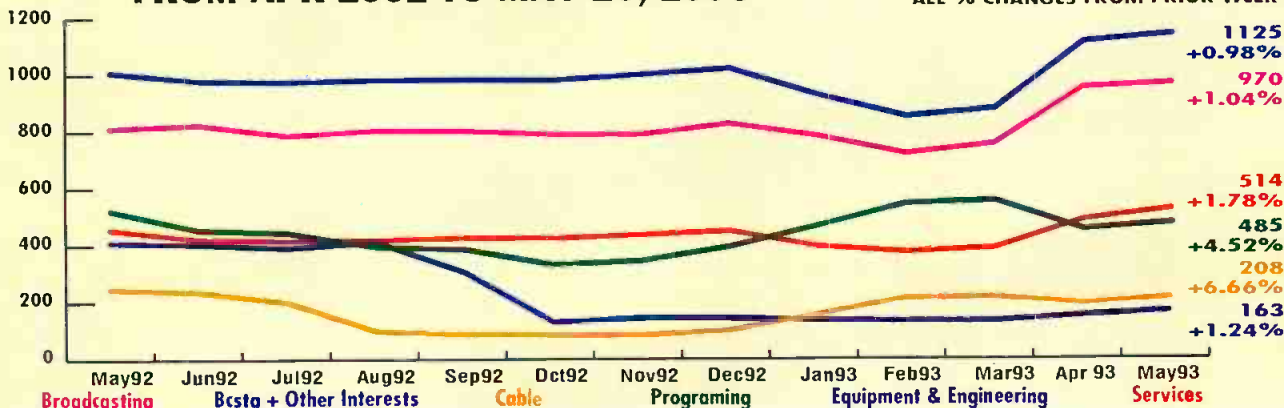
■ ***KLMN(FM)** Amarillo, TX (BALED930503GG; 89.1 mhz; 620 w; ant. 413 ft.)—Seeks assignment of license from Caprock Educational Broadcasting Foundation to Maranatha Radio Inc.; station is sold pursuant to commission's distress sale policy and includes KENT-AM-FM Odessa KRGN(FM) Amarillo and KAMY(FM) Lubbock, all Texas, and KOJO(FM) Lake Charles, LA. Buyer is headed by Alex Ramirez and has no other broadcast interests. Filed May 3.

■ **KMHT-AM-FM** Marshall, TX (AM: BAL930510EC; 1450 khz; 1 kw-U; FM: BALH930510ED; 103.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from R.W. & J.J. Inc. to Wiley College for no cash consideration; assignment is donation. Seller is headed by Nancy Step-toe Sublet and has no other broadcast interests. Buyer is headed by David L. Beckley and is licens-

STOCK MARKET PERFORMANCE AVERAGES FROM APR 1992 TO MAY 25, 1993

NASDAQ: 695.04 (+2.09%)
S&P Ind.: 520.28 (+2.04%)

ALL % CHANGES FROM PRIOR WEEK



ee of noncommercial KBWC(FM) Marshall, TX. Filed May 5.

■ **KUOL(AM) San Marcos** (BAL930510EE; 1470 khz; 250 w-U)—Seeks assignment of license from SMR Corp. to T.L. Walker Communications Inc. for assumption of debt. Seller is headed by Jay Harpole and has no other broadcast interests. Buyer is headed by Tim Walker and has no other broadcast interests. Filed May 10.

■ **KZEY(AM) Tyler, TX** (BAL930505EH; 690 khz; 1 kw-D, 92 w-N)—Seeks assignment of license from Rose Communications Inc. to Glesier Communications Incorporated for \$175,000. Seller is headed by Roger Whitehurst and has no other broadcast interests. Buyer is headed by Paul L. Gleiser and is licensee of KDOK(AM) Tyler, TX. Filed May 5.

■ **WDVA(AM) Danville, VA** (BAL930511EA; 1250 khz; 5 kw-U)—Seeks assignment of license from Danville Broadcasting Inc. to Mitchell Communications Inc. for \$100,000. Seller is headed by James E. Croy and also has interests in licensee of WKEY(AM)-WIQO(FM) Covington, VA, and in cable system serving Hot Springs, VA. Buyer is headed by James H. Mitchell and has no other broadcast interests. Filed May 11.

■ **WQWM(AM) Kaukauna, WI** (BAL930426ED; 1050 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Martin Communications Inc. to Evangel Ministries Inc. for \$380,000 (see "Changing Hands," p. 51). Filed April 26.

■ **WPDR(AM)-WDDC(FM) Portage, WI** (AM: BTC930427GH; 1350 khz; 1 kw-D; FM: BTCH930427GI; 100.1 mhz; 3 kw; ant. 300 ft.)—Seeks transfer of control of Kramer Broadcasting Inc.; Edward A. Kramer is transferring his 50% of

licensee to Shirley M. Kramer as part of divorce settlement. Filed April 27.

Actions

■ **KTVI(TV) St. Louis and WVTM-TV Birmingham, AL** (KTVI: BALCT930409KG; ch. 2; 100 kw-V; 20 kw-A; ant. 1,085 ft.; WVTM: BALCT930409KI; ch. 13; 316 kw-V; 47.4 kw-A; ant. 1,340 ft.)—Granted assignment of license from KTVI-TV Inc. to KTVI Argyle Inc. for \$80 million. Purchase price includes \$35 million for KTVI and \$45 million for WVTI. Sale is first of two-part transaction for four Times Mirror television stations for \$335 million ("Changing Hands," April 5). Action May 14

■ **KTZN(FM) Green Valley (Tucson), AZ** (BALH930224GL; 92.1 mhz; 50 kw; ant. 600 ft.)—Granted assignment of license from Nova Communications Ltd., debtor-in-possession, to Arizona Lotus Corp. for \$1.263 million (see "Changing Hands," March 29). Action May 10.

■ **WIPC(AM) Lake Wales, FL** (BAL930201EB; 1280 khz; 1 kw-D, 500 w-N)—Granted assignment of license from SBC of Florida Inc. to Walter R. Pierre for \$245,000 ("For the Record," Feb. 22). Action May 13.

■ **KWNB-TV Hayes Center, NE** (BALCT930128KK; ch. 6; 100 kw-V; 21.6 kw-A; ant. 737 ft; see KHGI-TV Kearney, NE, below).

■ **KHGI-TV Kearney, NE** (BALCT930128KI; ch. 13; 316 kw-V; 31.6 kw-A; ant. 1,110 ft.)—Granted assignment of license from Gordon Broadcasting Inc. to Fant Broadcasting Company of Nebraska Inc. for \$2.05 million. Assignment includes KSNB-TV Superior and KWNB-TV Hays Center, both Nebraska ("Changing Hands," Feb. 8). Action May 14.

■ **KSNB-TV Superior, NE** (BALCT930128KJ; ch. 4; 100 kw-V; 12.6 kw-A; ant. 1,131 ft; see KHGI-TV Kearney, NE, above).

■ **KPCB(FM) Rockport, TX** (BAPLH930224GI; 102.3 mhz; 2.5 kw; ant. 328 ft.)—Granted assignment of license from Aransas Broadcasting Co. to Coastal Bend Radio Active Inc. for \$400,000 ("Changing Hands," March 29). Action May 7.

NEW STATIONS

Applications

■ **Culebra, PR** (BPED930503MD)—Ciamor Broadcasting Network Inc. seeks 89.3 mhz; 30 kw; ant. 176 m. Address: P.O. Box 40,000, Bayamon, PR 00958. Applicant is headed by Jorge Raschke and is licensee of WKVN-AM-FM Quebradillas-Toa Baja, Puerto Rico. Filed May 3.

■ **L'Anse, MI** (BPH930430MA)—WSHN Inc. seeks 106.1 mhz; 50 kw; ant. 16 m. Address: 517 North Beebe Street, Fremont, MI 49412. Applicant is headed by Stuart P. Noordyk, who owns licensee of WSHN-AM-FM Freemont, WTIQ(AM) Manistique and WCMM(FM) Gulliver, all Michigan. Filed April 30.

Actions

■ **Pickford, MI** (BPH910327MA)—Granted app. of Seaway Broadcasting Inc. for 105.5 mhz; 6 kw; ant. 100 m. Address: 30 S. Mercer St., Princeton, IL 61356. Applicant is headed by Ashley Herweg and has no other broadcast interests. Action May 10.

■ **Pickford, MI** (BPH910325MA)—Dismissed app. of Leon B. Van Dam for 105.5 mhz; 6 kw; ant. 84 m. Address: P.O. Box 152, Newberry, MI 49868. Applicant has no other broadcast interests. Action May 10.

■ **Oneonta, NY** (BPET890824KE)—Dismissed app. of WSKG Public Telecommunications Council for ch. 42; 661 kw; ant. 209 m. Address: P.O. Box 3000, Binghamton, NY 13902. Applicant is headed by Michael J. Ziegler and is licensee of noncommercial WSKG-FM-TV Binghamton and WSQG(FM) Ithaca, both New York. Action May 14.

FACILITIES CHANGES

Applications

AM's

■ **Chicago WSCR(AM)** 820 khz—May 5 application of Diamond Broadcasting Inc. for CP to add night service with 1.2 kw and make changes in antenna system.

■ **Chicago WMBI(AM)** 1110 khz—May 7 application of Moody Bible Institute for CP to correct coordinates to: 41 55 41 - 88 00 22.

■ **Waldport, OR KORC(AM)** 850 khz—May 10 application of Jarvis Communications Inc. for MP (BP930119AC) to change frequency to 820 khz; increase power to 100 watts night and 1 kw day.

■ **Nashville, TN WWGM(AM)** 1560 khz—May 10 application of Lindsey Christian Broadcasting Co. for CP to change city of license to Gallatin, TN; change TL to 701 North Blythe Street, Gallatin, TN; make changes in antenna system and change power to 1.5 kw day; 36 24 03 - 86 27 03.

FM's

■ **Oro Valley, AZ KRKN(FM)** 97.5 mhz—April 29 application of Maloney Broadcasting Company for mod. of CP (BPH-920720IF) to make changes: ERP: 2.9 kw (H&V) TL: NW corner of intersection of Ina and La Cholla Roads, Pima County, AZ.

■ **Helena, AR KFFA(FM)** 1360 khz—April 19 application of Delta Broadcasting Inc. for CP to reduce night power to .9 kw.

■ **Mission Viejo, CA KSBR(FM)** 88.5 mhz—May 3 application of Saddleback Community College for

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,956	181	5,137
Commercial FM	4,836	910	5,746
Educational FM	1,605	309	1,914
Total Radio	11,397	1,400	12,797
Commercial VHF TV	558	12	570
Commercial UHF TV	592	142	734
Educational VHF TV	124	4	128
Educational UHF TV	240	9	249
Total TV	1,541	167	1,708
VHF LPTV	471	137	608
UHF LPTV	871	988	1,859
Total LPTV	1,342	1,125	2,467
FM translators	1,967	413	2,380
VHF translators	2,472	84	2,556
UHF translators	2,439	388	2,827

CABLE

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

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. Source: Nielsen, NCTA and Broadcasting&Cable's own research.

CP to make changes; change: ERP: 1.57 kw (H&V); ant.: 180 m.

■ **Helen, GA WHEL(FM)** 105.1 mhz—April 26 application of Helen Broadcasters Inc. for mod. of CP (BPH-890426MI) to change ERP: 1.68 kw H&V, ant.: 187 m. and TL: Crumbly Knob, 5.3 km north of Helen, White County, GA.

■ **Sylvester, GA WWSG(FM)** 102.1 mhz—Aug. 10, 1992 application of Thomas W. Lawhorne for mod. of CP (BPH-880505OA) to make changes; ERP: 6 kw H&V, ant.: 84 m., and to change TL: northeast corner of Kelly and Livingston St., Sylvester, Worth County, GA; informal objection filed 10-5-92; petition for reconsideration filed 5-7-93.

■ **Benton, IL WQRL(FM)** 106.3 mhz—May 6 application of Dana Communications Corp. for CP to make changes; change: ERP: 12.7 kw (H&V); ant.: 140 m.; change antenna height and reduce power with no change in antenna site.

■ **Kokomo, IN WIWC(FM)** 91.7 mhz—May 5 application of Moody Bible Institute of Chicago for mod. of CP (BPED-900809MA) to make changes; change antenna supporting-structure height.

■ **Homer, LA KZXB(FM)** 106.7 mhz—April 30 application of NWLA Broadcasting Company for mod. of CP (BPH-881026MB) to make changes; change TL: .17 km West of Old LA Hwy 7, 8.2 km south of Cotton Valley, Webster Parish, LA.

■ **York Center, ME WCQL-FM** 95.3 mhz—May 5 application of Sunshine Group Broadcasting for mod. of CP (BPH-920824IA) to make changes; ERP: 1.35 kw (V).

■ **Hibbing, MN WMFG-FM** 106.5 mhz—April 28 application of Sounds Unlimited Inc. for CP to make changes; change ERP: 25 kw (H&V); ant.: 79 m.; change to class C3 (per MM docket #89-269).

■ **Springfield, MO KWFC(FM)** 89.1 mhz—May 5 application of Baptist Bible College Inc. for CP to make changes; ant.: 330 m., TL: 4.8 km N of Fordland, MO, Webster County.

■ **East Helena, MT KHKR-FM** 104.1 mhz—May 3 application of Big Sky Communications Inc. for mod. of CP (BPH-820624BS) to make changes; ERP: 30 kw (H&V) ant.: 207 m.; TL: antenna is to be located atop North Hill, approximately 11 mi. north (18 km) of Helena, MT; class changed from C to C2 (per MM docket #84-91).

■ **Ogden, UT KWCR-FM** 88.1 mhz—application of Weber State College for CP to make changes; change ERP: 3 kw (H&V), change TL: promontory towers, 375 Harrison Blvd., Ogden, UT; 41 11 17 - 111 56 43.

■ **Walla Walla, WA KHSS(FM)** 100.9 mhz—May 4 application of KHSS Inc. for CP to make changes; change ERP: 1.3 kw (H&V); ant.: 419 m.

■ **Bethlehem, WV WHLX(FM)** 105.5 mhz—May 6 application of Bethlehem Radio Inc. for CP to make changes; ERP: 13.5 kw (H&V); class changed from A to B1 (per MM docket #90-384).

Actions

AM's

■ **Atmore, AL WASG(AM)** 550 khz—Granted app. of P.C.I. Communications Inc. (BP-920623AB) for CP to increase day power to 25 kw. Action May 3.

■ **Camden, AR KAMD(AM)** 910 khz—Granted app. of Camden Radio Inc. (BP-920702AC) for CP to reduce power to .125 kw night, 1 kw day and change from DA to ND. Action May 7.

■ **Lancaster, CA KAVL(AM)** 610 khz—Granted app. of Antelope Broadcasting Company (BMP-920904AC) for mod. of CP (BP871103AA) to make changes in antenna system. Action May 5.

■ **Skowhegan, ME WSKW(AM)** 1160 khz—Granted app. of Mountain Wireless Inc. (BP-921021AC) for CP to make changes in antenna system. Action May 6.

■ **Clinton, MO KDKD(AM)** 1280 khz—Granted app. of Clinton Radio Company (BP-921030AB) for CP to make changes in antenna system. Action May 7.

■ **Black Mountain, NC WFGW(AM)** 1010 khz—Granted app. of Blue Ridge Broadcasting Corp.

(BMP-921229AA) for MP (BP900405CC) to make changes in antenna system and specify alternate, but equivalent, specifications for day and critical hours of operation. Action May 11.

■ **Phoenix, OR KDOV(AM)** 1300 khz—Granted app. of Dove Communication Network Inc. (BP-921118AB) for CP to increase day power to 20 kw. Action May 3.

FM's

■ **Murfreesboro, AR KMTB(FM)** 99.5 mhz—Granted app. of Penn-Lee Broadcasting Inc. (BPH-930111IG) for CP to make changes; change frequency: 99.5 mhz; ERP: 20.5 kw (H&V); ant.: 109 m.; change to class C3 (per MM docket #89-290). Action May 4.

■ **Indio, CA KLCX(FM)** 102.3 mhz—Granted app. of Mirage Broadcasting Corp. (BMPH930331ID) for mod. of CP (BPH-851030MV) to make changes; change ERP: .6 kw (H&V); ant.: 179 m. Action April 30.

■ **Santa Cruz, CA KUSP(FM)** 88.9 mhz—Granted app. of Pataphysical Broadcasting Foundation Inc. (BPED930311IC) for CP to make changes; change ERP: 1.25 kw (H&V); ant.: 761 m. Action May 4.

■ **Sharon, CT WQQQ(FM)** 103.3 mhz—Granted app. of Radio South Burlington Inc. (BMPH-920709IB) for mod. of CP (BPH-880504MC as mod.) to make changes; change ERP 1.5 kw (H&V); ant. 195 m.; TL: existing A-1 Communications Inc. tower at corner of Smithfield and Perotti Roads, town of Northeast, Dutchess County, NY. Action May 4.

■ **West Palm Beach, FL WRLX(FM)** 92.1 mhz—Granted app. of Pearl Broadcasting Inc. (BPH-920929IB) for CP to make changes; change ERP: 7.2 kw (H&V); ant.: 151.7 m.; TL: Park Avenue and Old Dixie Highway, Lake Park, FL; change to class C3 (per MM docket #91-74). Action May 6.

■ **Virden, IL WCVS-FM** 96.7 mhz—Granted app. of Virden Broadcasting Corp. (BPH-921117ID) for CP to install directional antenna. Action April 30.

■ **Greenwood, IN WGGW(FM)** 106.7 mhz—Dismissed app. of Greater Greenwood Broadcasting Ltd. (BMPH-920924IE) for mod. of CP (BPH-870729ME) to change TL: west side of Madison Avenue, 200 m. south of Sumner Avenue; informal objection filed 3-9-93. Action May 4.

■ **Richmond, IN WECI(FM)** 91.5 mhz—Granted app. of Earlham College (BMPED-930111IH) for mod. of CP (BPED-911212IK) to make changes; ERP: .4 kw (H&V). Action May 3.

■ **Roanoke, IN WGL-FM** 94.1 mhz—Canceled app. of Frank S. Kovas (BPH-880107MG) for CP for new FM; frequency: 105.1 mhz; ERP: 3 kw H&V; ant.: 100 m.; 40 55 00 - 85 27 30. Action May 4.

■ **Westernport, MD WWPW(FM)** 101.1 mhz—Granted app. of Ernest F. Santmyre (BPH-930405IE) for CP to make changes; ERP: .32 (H&V); ant.: 417 m. TL: 8.5 mi. (13.7 km) south of Westernport, Mineral County, WV; frequency changed to ch. 266 (per MM docket 89-580); implement reallocation in accordance with MM docket #89-580). Action April 29.

■ **Medford, MA WMFO(FM)** 91.5 mhz—Dismissed app. of Tufts University (BPED-920806IA) for CP to modify directional antenna. Action May 3.

■ **Breezy Point, MN KLKS(FM)** 104.3 mhz—Granted app. of Lakes Broadcasting Group Inc. (BPH-930303IC) for CP to make changes; ERP: 50 kw (H&V), Action May 10.

■ **Brooklyn, MI New FM** 105.3 mhz—Granted app. of Cascades Broadcasting Inc. (BMPH-921112IL) for mod. of CP (BPH-870513MA) to make changes; change ERP: 2.2 kw (H&V) ant.: 115 m.; TL: existing tower, 6 mi. south of Jackson, Liberty Township, Jackson County, MI. Action May 4.

■ **Belzoni, MS WJSJ(FM)** 92.9 mhz—Forfeited and canceled app. of Larry Rogers Scott (BPH-870327KD) for CP for new FM; frequency: 92.9 mhz; ERP: 3 kw (H&V), ant.: 91 m., TL: 6.4 km west of Belzoni, .8 km south of Highway 12, Belzoni, MI; S-RC: to be determined; 33 10 34 - 90 33 23; call

sign deleted. Action May 6.

■ **Bethany, MO KAAN-FM** 95.9 mhz—Forfeited and canceled app. of Jerrell A. Shepherd for CP to make changes; correct coordinates only: 40 15 16 - 94 09 26. Action May 6.

■ **Shelby, MT KYCC(FM)** 97.9 mhz—Forfeited and canceled app. for CP for Lakehead Broadcasting Company Inc. (BPH-860411MA) for new FM; frequency: 97.9 mhz; ERP: 100 kw H&V; ant.: 300 m.; TL: .36 km SSE of intersection at Mountain View School near Mountain View School, MT; SL-RC: TBD 48 49 27 - 112 05 58; major environmental action under section 1.1305; petition to deny denied 2-22-89. Action May 6.

■ **Walpole, NH WLPL(FM)** 96.3 mhz—Granted app. of Gary P. Savoie (BMPH-930119IA) for mod. of CP (BPH-881215NB) to make changes; change ERP: 1.35 kw (H&V); ant.: 147 m.; TL: summit of Bemis Hill, Rockingham, Windham County, VT. Action May 6.

■ **Taos, NM KREJ(FM)** 99.9 mhz—Canceled app. of Taos County Radio (BPH-880107NF) for CP for new FM on 99.9 mhz; ERP: 3 kw H&V, ant.: -186 m., 36 23 51 - 105 32 34. Action May 3.

■ **Buffalo, NY WBFO(FM)** 88.7 mhz—Granted app. of State University of New York (BPED-920123MF) for CP to make changes; change directional antenna bearing. Action April 29.

■ **Wagoner, OK KBIX-FM** 102.1 mhz—Forfeited and canceled app. of RJR Broadcasting Inc. for CP for new FM; frequency 102.1 mhz; ERP: 3 kw H&V; ant.: 100 m.; 35 56 44 - 95 24 35; call sign deleted. Action May 6.

■ **Eugene, OR KWVA(FM)** 88.1 mhz—Granted app. of Assoc. Students of Univ. of Oregon (BMPED-920424IC) for mod. of CP (BED-880531MT) to make changes; ERP: 17.2 m.; ant.: .5 kw (H&V), TL: roof of P.L.C. building on University of Oregon campus at intersection of Kincaid and 14th Ave. Action April 30.

■ **Nanticoke, PA WYOS(FM)** 92.1 mhz—Dismissed app. of Frank & Maley Inc. (BPH-920911ID) for CP to make changes; change ERP: .42 kw H&V; ant. 312 m.; TL: 1.6 km north of Mountaintop, PA, Penobscot Mountain, Hanover Township, Luzerne County. Action April 30.

■ **Rockwood, TN WOFB-FM** 105.7 mhz—Granted app. of P & G Properties Inc. (BPH-921021IC) for CP to make changes; change ERP: .925 kw H&V; ant. 255 m.; TL: 2.6 km at 270 degrees from Rockwood on Mt. Roosevelt in Roane County, TN. Action May 6.

■ **Big Spring, TX KBST-FM** 95.3 mhz—Granted app. of David W. Wrinkle (BPH-930115IE) for CP to make changes; ERP: 7 kw H&V, ant.: 134 m., class: C3 and frequency from 95.3 mhz to 95.9 mhz (per docket #90-614 and 91-312). Action May 4.

■ **Gatesville, TX KRYL(FM)** 98.3 mhz—Forfeited and canceled app. for CP for LDR Broadcasting Ltd. (BPH-890724IH). Action May 6.

■ **Middletown, CA KRSH(FM)** 98.7 mhz—Granted app. of Wine Country Radio (BMPH-930406IA) for mod. of CP (BPH-920122MA) to make changes; ERP: .335 kw (H&V) ant.: 420 m.; TL: north side of Pine Flat Road, approx. 13.1 km west of Middletown, Sonoma County, CA. Action May 10.

■ **Morrisville, VT WLVB(FM)** 93.9 mhz—Granted app. of Radio Vermont Inc. (BMPH-921106IH) for mod. of CP (BPH-871231MX) to make changes; change ERP: 5.4 kw (H&V); TL: Terrill Hill, 3.1 km northwest of Morrisville, Lamoille County, VT. Action April 29.

■ **Racine, WI WHKQ(FM)** 92.1 mhz—Granted app. of Vision Broadcasting Inc. (BPH-930201IB) for CP to change from directional to nondirectional antenna. Action May 3.

TV's

■ **Twentynine Palms, CA KVMD(TV)** ch. 31—Granted app. of Desert 31 Television Inc. (BMPCT-921224KF) for MP (BPCT-870529KN) to change ERP (vis): 36.4 kw; ant.: 90 m.; TL: 1.3 mi. north of state hwy 62, section 24, township 1 north, San

Bernardino County, CA; antenna: Andrew ALP16L2-HSB-31, (DA)(BT); (34-09-15 116-11-50).

■ **Vineyard Haven, MA** WCVX(TV) ch. 58—Granted app. of Cape Television Inc. (BPCT-930310KF) for CP to change TL: 765 Oak Street, West Barnstable, Barnstable County, MA (41-41-19 - 70-20-49), ant.: 155 m; ERP: 1150 kw (DA-MAX); antenna: SWR Inc. SWR TM-24-DA; (DA) (BT).

■ **Lynchburg, VA** WJPR(TV) ch. 21—Granted app. of Roanoke-Lynchburg TV Acquisit. Corp. for CP to change ERP (vis): 4,207 kw; ant.: 500 m.; TL: 6.2 mi. west of Bedford (town), Bedford County, VA, at Flat Top Mountain, (37-19-14 - 79-37-58.5); antenna: Lablanc & Dick Emslot Panel Array, (DA)(BT).

ACTIONS

■ **Denied** petition filed by National Cable Television Association Inc. requesting limited stay of effective date of rules implementing rate regulation of cable service; preempted any state or local requirements that cable operators give notice, prior to June 21, 1993, of rate changes intended to effectuate compliance with FCC rate regulations. (MM docket 92-266 by Order [FCC 93-264] adopted May 14 by Commission).

■ **Motion Picture Radio Service** Denied Cap Cities' petition for reconsideration and granted in part Alliance of Motion Picture and Television Producers' petition for reconsideration of R&O in this proceeding concerning eligibility in Motion Picture Radio Service. (PR docket 91-62, by MO&O [FCC 93-213] adopted May 3 by Commission).

■ **Newport News Cablevision Ltd. v. Virginia Power Company** Granted joint motion and dismissed with prejudice Newport News's complaint against Virginia Power alleging that Virginia Power had imposed unreasonable inspection practices and guying standards during an inspection of Newport News's attachments affixed to, and in vicinity of, Virginia Power's utility poles. (By Order [DA 93-548] adopted May 11 by Deputy Chief [Operations],

Common Carrier Bureau).

■ **Los Angeles** Denied Rainbow Broadcasting Inc., reconsideration of decision finding that Fox TV's Inc. was entitled to a dispositive renewal expectancy for its operation of KTTV-TV Los Angeles, in proceeding involving the mutually exclusive applications of Fox for renewal of KTTV-TV and Rainbow for new TV station on same facilities. (MM docket 90-375, by MO&O [FCC 93R-21] adopted May 5 by Review Board).

■ **Redding, CA** Denied application by State of Oregon acting by and through State Board of Higher Education seeking reconsideration of Mass Media Bureau action returning as untimely filed its application for new educational FM on channel 205C1 at Redding, CA. (By MO&O [FCC 93- 240] adopted May 10 by Commission).

■ **Sacramento, CA** Resolved two questions certified by Review Board regarding application of "day-timer's preference" in proceeding involving eight remaining mutually exclusive applications for new FM on channel 278A at Sacramento, CA. (MM docket 89-543, Report DC-2421, by Commission May 17 by MO&O [FCC 93-265].).

■ **Sebastopol, CA** Denied Beth Knight reconsideration of dismissal of her application for new FM on channel 229A at Sebastopol. (MM docket 90-298 by Order [FCC 93-242] adopted May 10 by Commission).

■ **Clermont, FL** Amended TV Table to include Clermont, FL, in Orlando-Daytona Beach-Melbourne-Cocoa, FL, television market. (MM docket 92-306, by R&O [DA 93-579] adopted May 18 by Chief, Mass Media Bureau).

■ **Gifford, FL** Denied approval of settlement agreement in proceeding involving five mutually exclusive applications for new FM on channel 234A at Gifford. (MM docket 90-t70, by MO&O [FCC 93R-18] adopted May 5 by Review Board).

■ **Pensacola, FL** Denied appeal by Miracle Radio Inc. from interlocutory ruling requiring production of six documents over objection of privilege in proceeding involving four mutually exclusive applications for new FM on channel 254C2 at Pensacola.

(MM docket 90-406, by MO&O [FCC 93R-20] adopted May 4 by Review Board).

■ **Wildwood, FL** Denied Hadden and Associates' petition to deny application for assignment of license of WHOF(AM) Wildwood, FL. (By MO&O [FCC 93-234] adopted May 5 by Commission).

■ **Corydon, IN** Dismissed petition by Lopez Radio Inc. for reconsideration of action by Mass Media Bureau returning Lopez's application for a CP for new FM on channel 299A at Corydon, IN. Action by Commission May 18 by MO&O Report No. MM-731, Mass Media Action [FCC 93-270].)

■ **Seelyville, IN** Denied application for review filed by Crystal Clear Communications Inc. seeking reconsideration of dismissal of its application for new FM on channel 240A at Seelyville. (MM docket 92-62 by MO&O [FCC 93-239] adopted May 7 by Commission).

■ **Shreveport, LA** Ordered AmCom of Louisiana Inc., licensee of KRMD-AM-FM to forfeit \$20,000 for EEO violations. (By MO&O and NOF [FCC 93-212] adopted April 30 by the Commission).

■ **New York, Philadelphia and Washington** Upheld actions of Mass Media Bureau assessing three FM licensees forfeitures of \$2,000 each for broadcasting indecent material at times when children were likely to be listening. Commission assessed forfeitures against Sagittarius Broadcasting Corp., licensee of WXRK(FM) New York; Infinity Broadcasting Corporation of Pennsylvania, licensee of WYSP(FM) Philadelphia; and Infinity Broadcasting Corporation of Washington, licensee of WJFK(FM) Manassas, VA. Forfeitures were incurred for airing indecent material in December 16, 1988, Howard Stern program. (Report MM-730, Mass Media Action, by Commission May 11 by MO&O [FCC 93-246].)

■ **Shelby, OH** Designated for hearing applications of Petroleum V. Nasby Corporation to renew license of station WSWR(FM) Shelby, OH, and for transfer of control of station; licensee notified of apparent liability for forfeiture. (MM docket 93-135, Report DC-2413, by Commission May 10 by HDO and NAL [FCC 93-241].)

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Monday Memo

"I see no reason we should not warn parents about the harmful effects that TV violence may have on their children."

Finally," said respected *Washington Post* TV critic Tom Shales in a recent review, "a May sweeps movie that's about something other than how to kill people." In this brief comment lies a world of truth about the state of American television.

Three decades ago, FCC Chairman Newton Minow called TV a vast wasteland. I would suggest that today's American TV is even worse. In the TV wasteland of 1961, one might have suffered for lack of nourishment; in today's TV battlefield, we are confronted by a barrage of violence that damages the human spirit.

As an adult with some sense of discretion, I know what to do when a TV program brings mindless sadism and brutality into my living room—I turn the darn thing off. That's my right as a citizen. Nobody can tell me when to watch—or not watch—TV.

Unfortunately, there's a group of people among us who don't have enough experience and wisdom to know what hurts them psychologically and what doesn't—our children.

The National Coalition on Television Violence estimates that "by the age of 18, the average American young person has witnessed 200,000 acts of violence on television, including 40,000 murders."

With American children glued to TV sets an average of 27 hours each week, the American Psychological Association estimates that a typical child will watch 8,000 murders and 100,000 acts of violence before finishing elementary school.

Back in Minnesota, I have heard from parents, teachers and state legislators asking me to do something—anything—to help stop this epidemic of TV violence and the devastating effect it is having on our society, and especially on our youngest citizens.

Our challenge is to tackle this problem without violating the most fundamental of American principles—the liberty of thought and expression contained in the First Amendment. After a great deal of thought and consultation with experts, I think I've found a solution.

I recently introduced a bill in the Senate—the Children's Television Violence Protection Act of 1993—that would require TV shows incorporating violent material to carry parental warnings. In my opinion, this measure will do as much to safeguard our communities against violence as many of the provisions in this year's crime bill.

My bill does not mandate that no violence can be shown on TV. Suppression of TV programs is not the answer because what's inappropriate for family viewing may be entirely appropriate for mature au-

diences.

Further, my bill does not limit the showing of violence to certain hours, as we do with broadcast indecency.

The bill, if enacted into law, would empower parents and other responsible adults to make informed decisions about children's TV viewing. The bill makes no content distinctions. It merely requires warning labels.

If the federal government is going to warn people about tobacco and alcohol, I see no reason we should not warn parents about the harmful effects that TV violence may have on their children.

A key underpinning of our First Amendment protections is the concept of a free marketplace of ideas. Warning about violent TV shows will help us keep this marketplace free and vigorous by increasing the information available to parents about the TV shows their children might see. ■



By U.S. Senator Dave Durenberger (R-Minn.)

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Fifth Estater

Robert Leo Wilson

When Bob Wilson graduated from Wharton business school in 1975, he never imagined he'd have anything to do with broadcasting. Today, he's president of the Grass Valley Group, one of the leading manufacturers of video editing and transportation equipment.

Wilson came to broadcasting and video production by accident. In the mid-1970's he was hired as an accountant for Wheelabrator-Frye, which later merged with Allied Signal. Allied, in turn, acquired Ampex, a manufacturer of editing equipment, magnetic tapes and video cameras.

Ampex went through a major shakeup, dropping the camera line and changing focus. Wilson transferred to Ampex and moved from the financial to the operational side of the business, dealing with customers and making technical and business decisions.

Wilson, now general manager of the magnetic tape division, participated in Ampex's decision to drop out of the development of Sony's new D-1 format. Ampex, he says, viewed the digital tape system as unwieldy and excessively expensive and opted to strike out on its own, working on the less expensive D-2 format.

"It was a technical decision made largely by what we felt were our customers' financial positions at the time," he says.

Shortly thereafter, though, Allied sold Ampex to a private investor. Wilson was unhappy with the new ownership and left to take a job on Wall Street, returning to his business-school roots. "It was my finishing education in capitalism....It's an interesting experience to learn about capital—how it moves, where it comes from," he says.

In late 1989 a friend from the Grass Valley Group called and mentioned that there had been a considerable turnover in management at the company. After a few months of discussion, Wilson was invited to bring his financial and broadcasting-related experience to bear as president.



At GVG, Wilson began to push for greater interconnectivity among equipment. Customers, he says, need to be able to make a smooth transition between analog and digital without busting their budgets. That means every new piece of digital equipment must be compatible with the huge existing base of analog equipment so that a station or production house can buy a piece of digital equipment knowing it will work with their existing analog equipment and future digital equipment.

Unfortunately, Grass Valley Group and other editing equipment manufacturers are somewhat at the mercy of companies making videotapes and recorders. The current format wars, particularly between Sony and Panasonic, are bad for business, he says.

"It seems like a new digital format pops up every year," he says. "It's not good for the marketplace, it's not good for manufacturers...it's expensive, it's messy, and it doesn't make sense."

The ultimate hope, Wilson says, is that the industry will develop digital standards, probably based on MPEG compression standards. At that point, manufacturers and consumers can move forward confidently, knowing that the digital equipment they buy today will be able to talk with future digital equipment.

In the meantime, Wilson is keeping Grass Valley Group pushing ahead. First, the company is taking a hard look at software as a means to keep up with rapidly changing technology. Instead of changing equipment every time technology changes, he says, manufacturers are looking for ways to change the programing within the old equipment. That way, a consumer could buy an expensive product knowing that if there were a major technological change, he could upgrade just by buying a cheap computer chip and inserting it into his machine, rather than buying a whole new piece of equipment.

Second, Grass Valley Group is attempting to create strategic alliances with other companies. Instead of trying to get into the computer business, for example, the company can work in partnership with another, boosting profits for both.

"It just doesn't make sense," he says, "all of us inventing the same thing, devoting resources to the same problem."

Part of this, Wilson says, is admit-

ting that there are certain things you shouldn't try to do. At the same time, you have to make an honest assessment of what you can offer to other companies. "It's painful," he says. "It really starts with being realistic." ■

President/CEO, The Grass Valley Group Inc., Grass Valley, Calif.; b. Feb. 6, 1954, Philadelphia; BS, economics, Wharton School, University of Pennsylvania, 1975; accountant, Ernst & Young, Philadelphia, 1975-80; accountant, Wheelabrator-Frye (merged with Allied Signal), Pittsburgh, 1980-83; Ampex Corp. (subsidiary of Allied Signal, sold in 1987), Redwood City, Calif.: GM of marketing, sales and service; GM of Magnetic Tape Division; VP/CFO and assistant GM of Audio/Video Systems, 1983-89; Wasserstein Perella & Co., New York: VP, Merchant Banking Group, and CFO/director of subsidiary Wickes Co., 1989-91; present position since 1991; m. Debbie Campoli, 1974.

Fates & Fortunes

TELEVISION

Mark Kenchelian, director, business, legal affairs, Walt Disney Television Animation, Burbank, Calif., named VP.

Philip Smith, VP/GM, Century Group Ltd., Los Angeles, joins MTM Worldwide Distribution, New York, as VP, northeast sales.



Lance Webster
PBS



Jennifer Schulze
WGN-TV



Rona Landy
WLTW-FM



Mike Davis
AURN



Michael Krafcsin
Bonneville Bdcst. Syst.

William McCarter, president/GM, WTTW-TV Chicago, re-elected chairman, board of trustees, Association of America's Public Television Stations.

Lance Webster, administrative director, Earth Communications Office, Hollywood, joins PBS, Los Angeles, as head of office and associate director, national press relations.

Gerry Solomon, former executive producer, NBC News's *Meet the Press* and *Sunday Today*, New York, joins ABC's *Good Morning America*, New York, as managing editor.

William Abrams, VP, marketing and development, ABC daytime programs, named VP, business development, marketing, ABC News, there.

Enrique Baray, VP/general counsel, The Restaurant Enterprises Group, Los Angeles, joins Univision there as senior VP/general counsel.

Jennifer Schulze, executive news producer, WMAQ-TV Chicago, joins

WGN-TV there as news director.

Stacey Gilmer, accounts supervisor, Alan Sekuler and Associates, Studio City, Calif., joins Fox Broadcasting Co., Beverly Hills, Calif., as director, print advertising.

Carla Carpenter, assistant news director, WJBK-TV Detroit, joins WLS-TV Chicago in same capacity.

Steve Dowling, producer, Conus,

Washington, named assignment editor.

Larry Bloom, senior VP/CFO, *New York Daily News*, New York, joins Lee Enterprises, Davenport, Iowa, as VP, finance, treasurer/CFO.

Pam Cross, reporter, WCVB-TV Boston, named weekend anchor.

Karyn Clarke, director, RXL Communications, Spokane, Wash., joins WDAF-TV Kansas City, Mo., as weekend morning news anchor.

Marge Nelowet, account executive, WTVZ-TV Norfolk, Va., named national sales manager.

Robert Mahlman, VP, Communications Equity Associates, Tampa, Fla., resigns to re-establish The Mahlman Co., Sarasota, Fla.

Kevin Keating, founder, Keating Accountancy Corp., Los Angeles, joins Another Large Production, Hollywood, as CFO.

Appointments at KTTV-TV Los Angeles: **Al Naipo**, reporter/anchor, KMOV-TV St. Louis, joins as general assignment reporter; **Antonio**

Mora, reporter/anchor, WTVJ-TV Miami, joins as general assignment reporter/weekend anchor.

Appointments at WPVI-TV Philadelphia: **Lisa Carcone**, graphic artist, WJBK-TV Detroit, joins in same capacity; **Johnnie Braxton**, editor, Wilmington Information Television, Wilmington, Del., joins in same capacity.

Appointments at WGHP-TV High Point, N.C.: **Ingrid Johansen**, executive news producer, WIS-TV Columbia, S.C., joins as managing editor/assistant news director; **Nathan Land**, general assignment reporter, WDSU-TV New Orleans, joins in same capacity.

Bruce Lumpkin, GM, WBFF-TV Baltimore, joins WDSI-TV Chattanooga in same capacity.

Appointments at KETV-TV Omaha: **Rob McCartney**, Lincoln bureau chief, named weekend co-anchor; **Daniel Plante**, weeknight co-anchor, WMTW-TV Portland, Me., joins in same capacity; **Roxane Huber**, operations manager, Acreage Emporium, Lincoln, Neb., joins as account executive; **Linda Knapp**, account executive, KXKT(FM) Omaha, joins in same capacity.

Tom Rice, senior account executive, WAGA-TV Atlanta, joins KTVE-TV Monroe, La., as GSM.

Appointments at WOGX-TV Ocala, Fla.: **Sandy Wagner**, account executive, named local sales manager;

Dennis Hart Claypoole, morning personality, WMMZ-FM Ocala, Fla., joins as account executive.

Ty Watts, GM, WJKA-TV Wilmington, N.C., named president of licensee, Wilmington Telecasters Inc., there.

Elected to NBC Television Network board of directors, during its affiliates meeting, Orlando, Fla.: **Jim Hart**, VP/GM, WBIR-TV Knoxville, Tenn.; **Gary DeHaven**, president/GM, KYTV Springfield, Va.

Anne Burke, account executive, Claster Television, Baltimore, named director, research.

Appointments at WRIC-TV Rich-

Charles Dent, senior marketing specialist, WZID-WFEA Manchester, N.H., joins WMVU(AM) Nashua, N.H., as VP/GM.

Steven Berlin, manager, accounting, WCBS-TV New York, named director, accounting, CBS Radio Division, New York.

CABLE

Stanley Thomas, senior VP, Time Warner Enterprises, New York, named president/CEO, joint venture between Sega of America, Time Warner Entertainment and Telecommunications Inc., there.

René Neville, manager, customer

ADVERTISING

Appointments at Television Bureau of Advertising, New York: **Patricia Breman**, manager, retail marketing, named VP; **Pamela Valentine**, accounting manager, named controller.

TECHNOLOGY

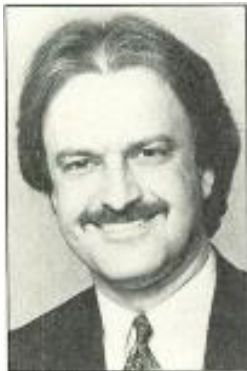
Frank Luperella, director, finance, administration, Waterfront Communications Corp. and Atlantic Satellite Communications Inc., New York, named VP, Waterfront Communications Corp., there.



René Neville
Showtime Sat. Ntwks.



Brooke Chapman
MTV: Music Television



Gary Loeffler
A&E



Ron Schneier
A&E



Patricia Breman
TVB

mond, Va.: **Ric Young**, anchor, WJW-TV Cleveland, joins as general assignment reporter/co-anchor; **Anjie Taylor**, weekend producer, named producer; **Steve Oldfield**, producer, KCNC-TV Denver, Colo., joins in same capacity.

RADIO

Rona Landy, VP/station manager, WLTW-FM New York, named VP/GM.

Mike Davis, account manager, American Urban Radio Networks, Chicago, named director, sales, midwest region.

Michael Krafcsin, manager, operations, marketing services, Bonneville Broadcasting System, Northbrook, Ill., named VP.

Laura Morandin, director, communications, Radio Advertising Bureau, New York, named VP, communications.

Benjamin Hill, VP/GM, WPGC(AM)-FM Washington, named president, Cook Inlet Radio Partners, there.

information services, satellite TV division, Showtime Satellite Networks, New York, named manager, sales, planning, administration.

Brooke Chapman, management supervisor, Hal Riney & Partners, San Francisco, joins MTV: Music Television, New York, as VP, consumer marketing.

Appointments at Arts and Entertainment Networks, New York: **Gary Loeffler**, director, research, named VP; **Annette Zimand**, senior director, human resources, named VP; **Ron Schneier**, VP, advertising sales, named senior VP.

Andrea Josephson, assistant director, business, legal affairs, Lifetime Television, Astoria, New York, named director.

Michael Dugan, freelance writer, New York, joins MTV: Music Television there as creative consultant.

Appointments at The Family Channel, Virginia Beach, Va.: **Chip Fortier**, public relations manager, affiliates, named southeast affiliate relations manager, Georgia office;

Paul Yarmolich, director, engineering, Gerber Systems Corp., South Windsor, Conn., joins Chyron Corp., Melville, N.Y., as VP, engineering.

Lawrence Shulman, director, new business development, TV Data Technologies, Queensbury, N.Y., named VP.

Appointments at Pioneer New Media Technologies, business systems division, Upper Saddle River, N.J.: **David Nicholas**, VP, named senior VP; **Paul Dempsey**, former sales engineer manager/director, marketing, technology, named VP, marketing, technology; **Robert Bennett**, corporate manager, purchasing, named manager, sales.

Appointments at Pioneer New Media Technologies, cable television systems, Columbus, Ohio: **Tim Takahashi**, director, named VP, systems, product development; **Ray Tozaki**, senior software engineer, named manager, software development; **Mark Stropki**, district sales manager, named regional sales manager.

AWRT honors Salhany, Smith



The Southern California chapter of American Women in Radio and Television held its 38th annual Genii Awards luncheon at which it presented awards to outstanding women for their achievements in both the performance and the production categories and for improving the status of women in the broadcast industry. This year's honorees were Fox Broadcasting Chairman Lucie Salhany and actress Jaclyn Smith. Pictured l-r: Karen Tobin, VP, marketing, KIS-FM Los Angeles, and president, Southern California AWRT; Smith; Aaron Spelling, producer, and Salhany.

WASHINGTON

William Murdock, reporter, business/economics desk, Voice of America, Washington, named United Nations correspondent, Voice of America, New York bureau.

John (Jack) Hurley, manager, news operations, WUSA-TV Washington, joins The Freedom Forum, Arlington, Va., as director, broadcast

programming.

Ricardo del Castillo, VP, operations, Tichenor Media System, Dallas, elected to National Association of Broadcasters radio board of directors.

Karen Alsbach, manager, benefits, compensation, National Association of Broadcasters, named director.

Appointments at The Washington Bureau: **Patrick Branigan**, photogra-

Schulhof to head Sony of America

Sony Corp. has named Michael Schulhof president/CEO of Sony Corp. of America (formerly Sony USA Inc.), parent company of Sony's U.S. operations, which include U.S. electronics manufacturing and marketing, as well as the company's worldwide entertainment operations. Schulhof joined Sony in 1974 and in 1989 became one of the first Americans named to the board of a major Japanese firm. He was instrumental in the acquisition of CBS Records (now Sony Music Entertainment) and Columbia Pictures Entertainment (now Sony Pictures Entertainment).



(now Sony Pictures Entertainment).

pher, Group W Newsfeed, Washington, joins as chief photographer; **Kathleen Koch**, part-time correspondent, Group W Newsfeed, Washington, joins as part-time Capitol Hill correspondent.

INTERNATIONAL

Steve Cornish, director, sales, Twentieth Century Fox International Television, London, named VP, international television, there.

Peter Levinsohn, manager, worldwide pay television, Twentieth Century Fox International Television, Los Angeles, named director, international pay television, there.

Gerard Grant, director, sales, Twentieth Century Fox International Television, Paris, named VP, sales, Europe, there.

DEATHS

Winston Burdette, 79, retired CBS correspondent whose career spanned four decades, died May 19 at his home in Rome. Cause of death was not reported. Burdette began his career in the 1930's as a film and theater critic for the *Brooklyn Eagle*. During World War II, he was a stringer for CBS Radio and made his first broadcast from Stockholm in 1939. While he was in Europe, Burdette was chosen by Edward R. Murrow to help cover the war for CBS. He broadcast from the Balkans, North Africa and Italy. He returned to Italy in 1948 to cover the country's first postwar elections. In 1956 he moved to Rome and became chief correspondent for CBS. His travels to the Middle East and coverage of the Arab-Israeli war from Cairo became the background for his book *Encounters of the Middle East*. He retired from CBS in 1978. Survivors include his wife, Georgina, a son and a daughter.

John Ludlow Guild, 79, pioneer television and radio critic for the *New York Times*, died May 24 from a gall bladder infection at a convalescent home in Concord, Calif. Writing under the byline Jack Gould, he worked as a reporter, commentator and critic covering broadcasting from 1944 to 1972. Survivors include three sons.

Closed Circuit

WASHINGTON

Dingell wants user fees

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is at it again. He has instructed staffers to come up with FCC user fees to help the agency meet the funding crunch. The FCC has recommended a user fee for cable to cover some of the \$16 million it needs to enforce the 1992 Cable Act. Dingell, however, is looking at "user information services" fees for all the industries the FCC regulates. Two years ago, the House passed a proposal calling on the agency to collect \$65 million in user fees. That plan, however, failed to garner the support of Senate Commerce Committee Chairman Ernest Hollings (D-S.C.).

LONDON

UK-U.S. negotiation

British satellite news service Sky News is reportedly in discussions with CBS about forming a news cooperative for international footage and sharing of news bureaus. Part of the BSkyB satellite pay TV service, Sky News broadcasts 24 hours of news and current affairs programming daily and is looking to expand its global reach. The deal would be similar to that set up by ABC and the BBC earlier this year and would give CBS access to Sky News transmissions.

NEW YORK

CBS blasts Arbitron's planned changes

CBS Radio, one of the biggest and most influential companies in radio, has come out in opposition to proposed changes in Arbitron's radio ratings system. In a letter to Arbitron, CBS Radio executives say the proposed changes won't increase the sample size in Arbitron reports, but will simply repackage the existing

Close to wire on Fox waiver

Odds are against the FCC's meeting Fox Chairman Rupert Murdoch's Tuesday (June 1) deadline for a decision on his request for waiver of the newspaper/broadcasting crossownership prohibition so he can acquire the *New York Post* and retain ownership of WNYW(TV) New York.

Reasons for the delay include a request for a hearing by the Caucus for Media Diversity and increased lobbying efforts by Champion Holding Co. to defeat News Corp. so it can make its own bid. Champion has retained lawyer Lewis Paper, who has also been mentioned as a possible candidate for FCC chairman. He made the rounds of the commissioners last week and received a good reception, although one high-level staffer said if the June 1 date passes without a decision, it does not mean News Corp.'s request is in serious trouble. Also adding intrigue is an unidentified objector represented by the firm of Fleishmann & Walsh. Some have speculated that the mystery person is *Daily News* owner Mort Zuckerman, but that was denied by a spokesperson. Although Fox stressed a June 1 date for a decision, it can extend its agreement with the bankruptcy court to run the *Post* another 30 days. —JF

sample. Further, CBS says the proposed changes will make radio "too confusing to buy."

LOS ANGELES

Rysher moves into cable

As Rysher TPE President Keith Samples seeks to put his stamp on the managerial structure of the newly combined syndication company (see page 17), he has begun to diversify to include cable and, possibly, broadcast network programming ventures. In fact, Samples revealed that production is into its fourth week on *Shattered Image*, the company's first foray into made-for-cable features. Although Samples wouldn't say what cable network has ordered the telefilm, one Hollywood syndication source close to Samples suggested that it's either USA or Lifetime.

Promotion push

Registration for the upcoming (June 13-16) BPME/PROMAX marketing and promotion convention in Orlando, Fla., is running 22% ahead of last year with just over 3,000 paid registrants, according to BPME/PROMAX President Jim Chabin.

WASHINGTON

Cable menu at FCC

The agenda for the FCC's June 24 meeting includes an assortment of cable items: further notice of limits on vertical and horizontal integration within the cable industry; an order on must-carry status for home shopping; an order on broadcast and cable EEO rules, and a study on sports migration.

Joey draws EIA ire

General Instrument's Jerrold division is apparently taking it on the chin over its modular TV set proposal, known as Joey. EIA Consumer Electronics Group VP Gary Shapiro said the press release announcing the proposal was "an insult to the millions of consumers who bought today's TV's." Jerrold's press release implied that consumers were wasting money on "unnecessary" features and said manufacturers were putting in substandard parts. On Friday, a Jerrold spokesman refused comment on Joey, saying that, while they are not dropping the idea, they are refusing to promote it.

In Brief

Time Warner stock retreated toward the end of last week after surging upon news that a 5.7% stake in the company had been bought by Seagram & Co. (see page 49). By last Friday afternoon TW stock was at 36¼, down from the more than 38 it reached late Wednesday. In its SEC filing, Seagram, controlled by the Montreal-based Bronfman family, said it might seek up to 15% of the media conglomerate's stock, a holding that at last week's price would be valued at \$2 billion. Reports on another major Seagram holding, a 24.3% stake in DuPont Co., suggested the Bronfmans have exerted some behind-the-scenes influence in DuPont's affairs. It is also known that Edgar Bronfman Jr., has previously been active in the movie business. Such reports have fueled speculation that Seagram could become a controlling shareholder in Time Warner.

The Senate confirmed the nomination of Larry Irving as head of the National Telecommunications and Information Administration last Friday. Irving, who was a senior counsel with the House Telecommunications Subcommittee, has been at the agency as an adviser since March. The Senate Commerce Committee held a confirmation hearing last week (see page 53).

WHFS(FM) Annapolis, Md. (Baltimore-Washington) was sold by Duchossois Communications to Liberty Broadcasting for **\$15,625,000**. The station was purchased in 1988 along with WNAV(AM) for \$7 million. WNAV was sold in 1989 for \$1,625,000. Liberty also owns WBAB-FM-WGBB(AM) Long Island, N.Y. Broker: Star Media Group Inc.

Encore Media Corp. signed a deal with Universal film studios that will allow Encore to launch its own movie service as its seventh multiplexed channel. Liberty Media owned-Encore Media Chairman

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 16. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.4/221/98
2. Star Trek	11.4/244/99
3. Jeopardy!	11.3/215/99
4. Oprah Winfrey Show	9.7/236/99
5. Star Trek: Deep Space	9.2/236/99
6. Entertainment Tonight	7.3/184/96
6. Inside Edition	7.3/175/95
8. Married...With Children	7.0/194/97
9. Wheel Of Fortune-wknd	6.9/177/83
10. Current Affair	6.3/184/96
11. Roseanne	6.0/139/87
12. Donahue	5.6/218/99
13. Designing Women	5.5/208/96
14. Hard Copy	5.4/158/93
14. Kung Fu	5.4/166/83

John Sie said he would have announced the seventh channel on Tuesday when the first six were announced (see page 15), but the deal was not closed until midnight on Wednesday. Encore gets access to 100 Universal movies over the next five years. Tele-Communications Inc. has agreed to launch the service nationwide.

Hughes's DirecTv has signed its first international programming agreement, working with the Canadian Broadcasting Corp. and Power Broadcasting of Montreal to create two channels based on Canadian programs. One service, possibly to be called Northstar, will feature family-oriented drama, arts and entertainment. The other, Newsworld International, will feature 24-hour news coverage, including an expanded version of CBC's Newsworld program. Both channels will be available to American and Canadian DirecTv customers on the second DBS satellite, scheduled for launch in the middle of next year.

The NAB is calling on the FCC to reject an application by Satellite CD Radio for permission to begin building its satellite digital audio broadcasting studios before the

FCC issues licenses for such a service. NAB said that if Satellite CD Radio already had a multimillion-dollar facility built, the FCC might be more inclined to grant a license without considering other important issues. NAB also said Satellite CD Radio's request to build the facility should be considered by the full commission, and not be left to the staff to decide.

A unanimous three-judge panel of the U.S. Court of Appeals in Washington last week affirmed District Court Judge Harold Greene's July 1991 ruling permitting regional Bell operating companies to offer "information services." United States Telephone Association's Ward White applauded the decision, saying "it clears the deck" for telcos to pursue legislation to relax the prohibition against local telco-cable crossownership. Lawyers for coalition of publishers, broadcasters and cable operators that appealed Greene's decision, said they would meet to decide whether to seek reviews by appeals court en banc and by Supreme Court.

Elise Adde, NCTA's top PR executive, called it quits, effective last Friday (May 28). Adde attributed her decision to "personal reasons. What personal reasons? Don't ask." Adde, who joined NCTA in March 1990 from ABC News, said she was pursuing some "attractive" opportunities. In her three years at NCTA, she rebuilt the PR staff, hiring nine of its 11 current employees.

Confirming previous rumors (BROADCASTING & CABLE, May 17), Genesis Entertainment announced that **The Whoopi Goldberg Show has ceased production** and will not return for a second season in late night syndication.

Promax International (formerly BPME) released the program distributor nominations for its Gold Medallion Awards, which will be pre-



At last week's Daytime Emmy Awards, the boards of the National Academy of Television Arts & Sciences and the Academy of Television Arts & Sciences chose Doug Marland, veteran daytime drama writer, former head writer for *As the World Turns* and co-creator of *Loving*, to posthumously receive the Lifetime Achievement Award for Daytime Television. Marland's mother, Beatrice Messner, accepts the Emmy from NATAS President John Cannon.

sented at the end of its June 12-16 conference in Orlando, Fla., with Buena Vista Television and Warner Bros. Domestic Television tied at nine nominations, followed by Paramount Domestic Television with eight.

Responding to drug-related charges against a former professional football player, the FCC last week took the unusual step of rescinding the transfer of WTMP(AM) Tampa from Broadcap of Florida to DMPG Broadcasting Group. The FCC action came after federal prosecutors in Florida filed obstruction of justice charges against Patrick Franklin in a cocaine trafficking case, and revealed that Franklin had pleaded guilty to drug charges and had been a DEA informant. According to the FCC, Franklin, a former running back for the Tampa Bay Buccaneers, signed the letter of intent to buy the station, and owns one-third of DMPG through a corporate entity he controls. Franklin has denied the obstruction of justice charge and



Johnny Carson was honored last week at New York's Center for Communications' annual award luncheon. Among those present were (l-r): CBS's Laurence Tisch, ABC's Ted Koppel, Carson, NBC's Robert Wright and ABC's Daniel Burke.

JAY BRADY



The William Morris Agency held its annual party to celebrate the start of the national television sales season at New York's 21 Club. On hand were (l-r): Jeff Sagansky, CBS Entertainment; actor Tom Arnold; Peter Tortorici, CBS Entertainment, and Bob Crestani, William Morris.

has also said he was not a partner in the purchase of the station. But the *Tampa Tribune* reported that Franklin had announced the formation of DMPG with NFL players Derrick

(Ricky) Reynolds and Mark Carrier, and had further explained that DMPG was an acronym for the three players' first names, with the "G" standing for their wives, "the girls."

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Editorials

Much ado about retrans

If there is one transcendent issue before the Fifth Estate, it is retransmission consent. Every broadcaster and every cable system will be concentrating on little else between now and Aug. 1, the initial deadline for agreement in this first round. The good news: both sides are learning more than they ever knew before about the other's business. The bad news: all the old enmities that have characterized the cable/broadcast relationship are coming to a boil again.

If any one man symbolizes retransmission consent, it is Jay Kriegel of CBS, who practically invented the retransmission concept and who was a principal architect of its passage into law. In this issue, Kriegel details the broadcasters' case for compensation and argues against cable's adamancy—and at the same time strikes a posture of reasonableness about cable's fiscal constraints and broadcasters' expectations. It's all by way of framing the issue in the short weeks before the gauntlets are thrown on June 17—the day broadcasters opt between must carry and retransmission consent.

There's no less at stake than the futures of both media.

Scoop

The increasingly vigorous role journalism plays in the business of television and radio is reflected this week in our special report on news services, which reflects the expanding state of that art. Coupled with the increasing budget of news within the conventional network schedules, and cable's news channels, there's a daunting amount of editorial matter out there in the electronic universe. It's hard to believe there was a day when 15 minutes was the extent of it on the networks, and stations had to be bludgeoned into the news business.

What's now present is only prologue, of course. As video capabilities expand globally, journalism's backyard will be increasingly everywhere. The medium will profit, and we hope its entrepreneurs do, too.

HDTV dodges a bullet

Run up a flag for the grand alliance, Dick Wiley's latest pre-emptive bid in telecommunications policy. As this issue describes, it facilitates the first generation of high-definition television and maintains a technical advantage for the United States while avoiding the prospect of years in the courts. For broadcasters, most importantly, it brings a giant step closer the day when they'll be full players in the digital revolution with another full channel of spectrum at their command.

There are still other advantages to the grand alliance. It brings together the worlds of television and computer, calling for a receiver design that will accommodate both media (square pixels do the trick) in a fashion transparent to the viewer. For those who believe in a multimedia future, the instant agreement strikes a blow for freedom.

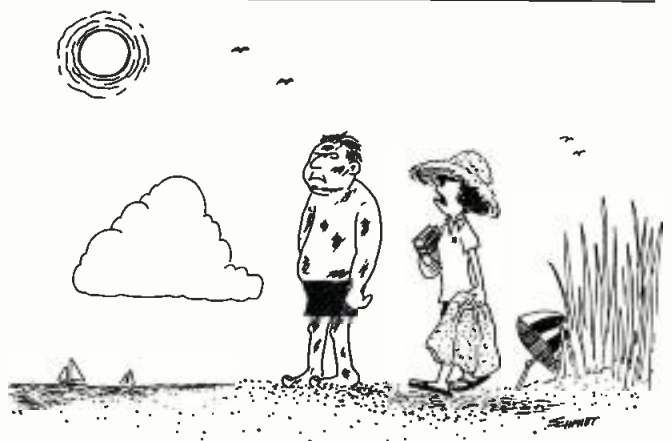
It's time for broadcasters to begin building enthusiasm for their next generation. HDTV, in the long run, will be the least that comes of this new technology. Foremost will be the ability of broadcasters to compete in a many-channel, as well as a multi-channel, world and to assign to history their heritage as a single-channel medium. How sweet it will be.

Tear for Toni, cheer for Jim

Just when you think you've got a lock on the future, something comes along to trip you up. So with the announcement last week that Toni Cook-Bush, the odds-on choice to be chairman of the FCC, was withdrawing from the race. To broadcasters, that's bad news: she was widely regarded as a friend of the medium and a hard-liner on cable. Cable, of course, will be delighted.

We're disappointed. Cook-Bush is an intelligent, able, honest and effective public servant. We thought she'd run a level-playing-field FCC fair to all comers. She was no stranger to the issues. She would have represented both women and minorities, and while neither of those attributes was a reason for the appointment, both would have helped the body politic.

The one thing about it, no one's in a hurry. Jim Quello's appointment as interim chairman has been a standout success, and the President could do worse than to stay with a winner.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Too much sun, eh? Aren't you the guy who spends the whole week giving hell to people about RF radiation?"

Child's Play No More

Washington is getting serious about Children's Television. The industry knows it must respond. But how?

- What will broadcasters be required to do? How will cable operators and networks be affected?
- As syndicators rush "educational" shows to market, which will pass muster with the FCC?
- How do you turn obligations into opportunities?

On **July 26**, *Broadcasting & Cable* will publish the definitive Special Report on Children's Television. For our 33,000+ influential subscribers, it's certain to be an immediate must-read and a "keeper." If your business involves children, teens or "tweens," it's a must advertising opportunity as well!

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