

JUN 21

Broadcasting & Cable

The Newsweekly of Television and Radio

CABLE



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PROGRAMING



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WASHINGTON



Ginsburg: Centrist with affinity for free speech **48**

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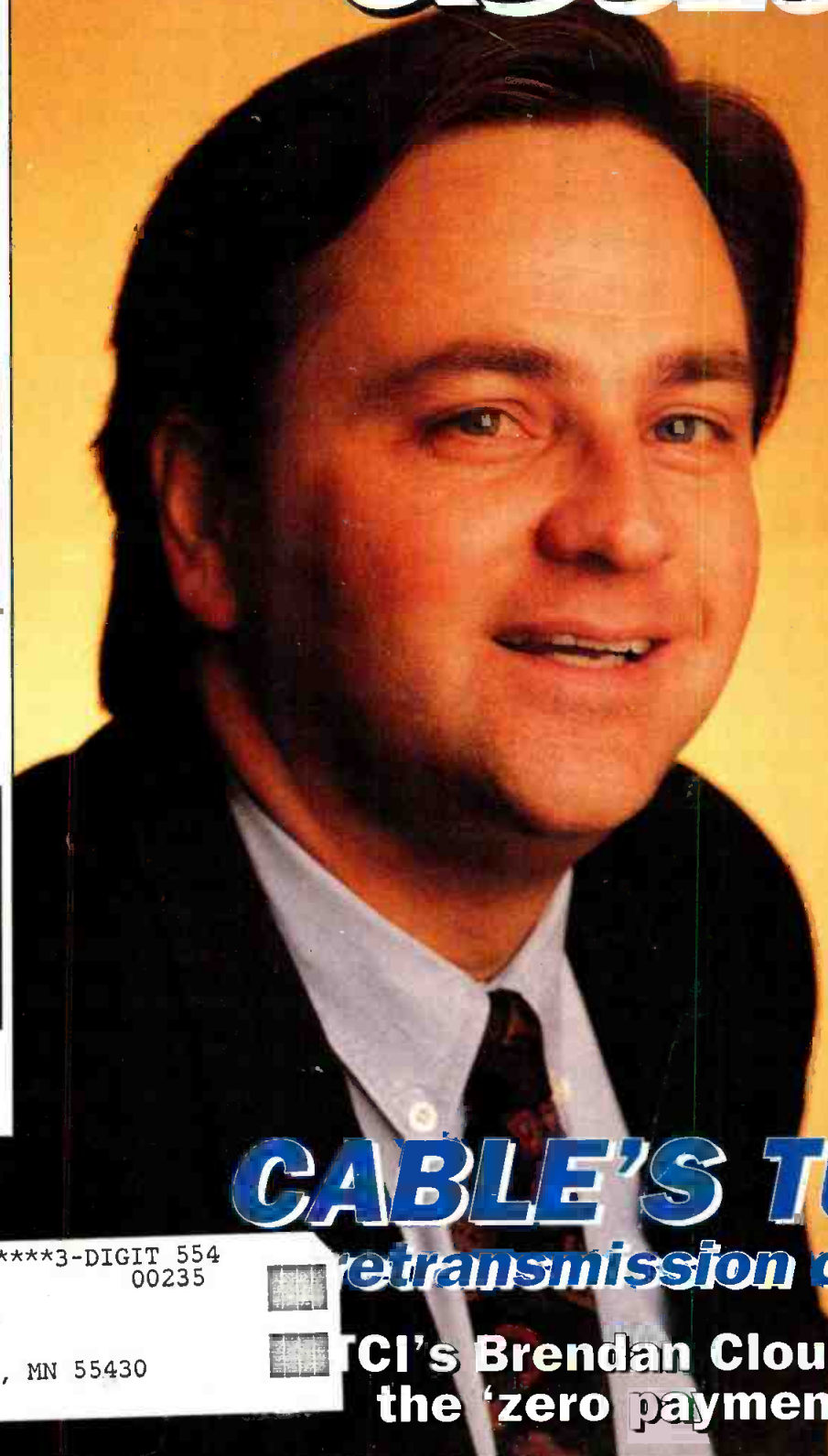
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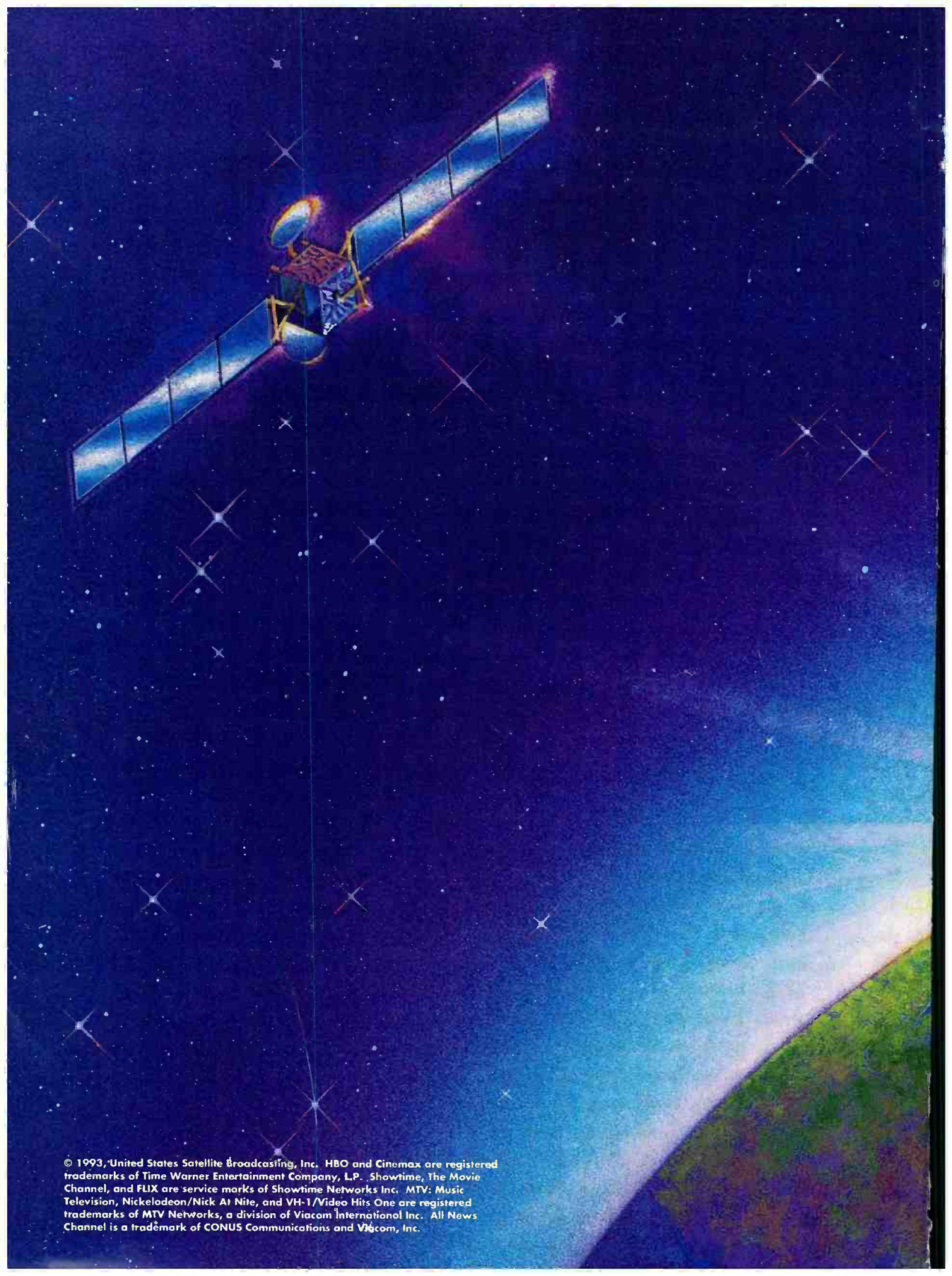
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CABLE'S TURN

retransmission consent

TCI's Brendan Clouston and the 'zero payment' option





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Fast Track

MUST READING FROM BROADCASTING & CABLE

RETRANS MOVES INTO HIGH GEAR

June 17 was the deadline for stations to decide whether to seek must carry or retransmission fees from cable systems. As expected, most big stations asked for retransmission within their ADI's, although TCI, true to its pledge not to pay cash for carriage of broadcast stations, worked out "zero payment," or non-cash, deals with 14 stations. / 6 Other stations are flexible; they want cash but are willing to talk about alternative payments. / 7 The NAB kicked off a drive to demand cash payments from cable systems. / 10

SALE SETS RADIO RECORD

The purchase of Los Angeles oldies station KRTH(FM) by Infinity Broadcasting for \$110 million set a standalone station record. Meanwhile, after months of negotiations, Paramount has agreed to buy WKBD(TV) Detroit. Some industry observers guess the price may be as high as \$125 million. / 12

FCC STANDS FIRM ON RATE REGULATION DELAY

Even if Congress promises to provide some immediate funds for enforcement, the FCC will not be able to implement cable rate regulation by June 21, FCC Chairman James Quello told a House subcommittee last week. / 18

Scores of programers participated in a Bell Atlantic demonstration of what it says is the first transmission of full-motion video over a live telephone network. / 25



PROMAX/BDA met last week in Orlando to discuss the future of the promotion business. / 26

PUSHING THE ENVELOPE TOO FAST

Disney Chairman Michael Eisner is warning that the technology to provide a 500-channel cable future is being put in place faster than programing can be developed to fill the electronic space. / 26

After only 13 months as president of Twentieth Television, Steve Bell is moving to the top spot at the new Foxstar Productions, the Fox network's long-form programing unit. / 30

CBS is going to test its midseason replacements for next year by giving them trial runs this summer. / 30

ABC MAKES LONG-FORM DEALS

ABC is beefing up its special programing by cutting deals with Hallmark Cards subsidiary Signboard Hill Productions and RHI Entertainment. ABC also signed with pop star Madonna's Maverick Television Company for a four-hour miniseries called "Madonna: The Early Years." / 31



HAPPIER DAYS: NBC President Bob Wright would "love to be number one in households," but hastens to point out other accomplishments, like "substantial" gains in pretax profit. / 14



On the cover

The nation's largest cable MSO has hammered out 14 no-cash retransmission deals with 14 major stations. COO Brendan Clouston talks with Broadcasting & Cable about TCI's strategy to get other broadcasters to jump onto the no-cash bandwagon. / 19

Photo: Dan Sidor

"They've become couch potatoes to the tenth power....Virtual reality has now become primary reality."—Disney Chairman Michael Eisner on TV viewers in the much-discussed interactive television future. / 26

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SPECIAL REPORT: TOP 100
After a few tough years, the broadcasting and cable industries began to look a little brighter in 1992, but many of the biggest companies in the business remain in the financial doldrums. / 36

The death of Fox News Service means more money for the network-owned stations, but it leaves some affiliates out in the cold. / 32

Talk newcomers Chevy Chase and Conan O'Brien may be hard to sell to advertisers in the now-glutted late-night market. / 33

If TV adopts a content rating system, advertisers may become shy about supporting programs perceived as violent. / 33

RUSH FOR CASH

Despite some grumbling over EFM Media's decision to charge cash fees for carriage of Rush Limbaugh, most stations are paying up to keep the popular conservative talker. / 43

The sale of WFAN(AM) New York has landed buyer Infinity Broadcasting and seller Emmis Broadcasting in court, battling over claims that the station's cash flow was overstated. / 44

MINTING BOTH SIDES OF THE COIN

As technology and regulation drive cable companies and telcos closer, their dealings with the financial community become increasingly similar. Investors are scrambling to take advantage of the new opportunities offered. / 45

READING RUTH BADER GINSBURG

Supreme Court nominee Ruth Bader Ginsburg appears to have a healthy respect for the First Amendment rights of broadcasters, according to communications lawyers familiar with her work. Legal observers say she's thorough and thoughtful on the bench. / 48

UNDER ONE UMBRELLA

The Clinton administration unveiled a plan to merge the government's foreign broadcasting operations, including VOA, Radio Free Europe and the controversial TV Marti, into one agency under the United States Information Agency. / 49

Teleport Communications Group, a joint venture of the nation's largest cable MSO's, has asked the FCC not to approve Ameritech's ambitious Advanced Universal Access telephony plan without further study. / 50

A LA CARTE HEADACHES

Many cable companies are pinning their hopes on à la carte sale of cable program services, but some industry experts are warning that the marketing and promotion of à la carte services could prove more difficult and expensive than local operators think. / 51

Local automotive advertising grew substantially in the first quarter of this year, and broadcasters expect the upward trend to continue. / 52

WORLDWIDE GRAND ALLIANCE?

There was some cautious speculation about a possible worldwide HDTV grand alliance at the Montreux conference in Switzerland this month, but many attendees remain skeptical that the U.S. HDTV standard would translate well in Europe and other parts of the world. / 54



GOLDEN BOY: *The second annual Radio Mercury Gold Award went to an ad depicting a Nike-powered leap into space. Copyrighter Bob Moore (center) took the \$100,000 prize, touted as the biggest in advertising. / 43*

Top of the Week

TCI deals with broadcasters feature second channels, must carry, no money

MSO makes 'zero payment' retransmission-consent agreements with 14 stations

By Joe Flint

While most broadcasters were busy last week deciding how to proceed with retransmission-consent negotiations, the nation's largest cable operator—Tele-Communications Inc.—finalized agreements with 14 stations in five of the top 10 markets.

As TCI had pledged, the deals involved no direct payment for carriage of a broadcaster's signal and ran the gamut from second channels to contractually bound must carry.

Such "zero payment" deals will benefit stations and the cable systems without imposing a new "tax" on subscribers, said TCI COO Brendan

Clouston in an interview with **BROADCASTING & CABLE** (see page 19).

TCI said it reached agreements with group owners Chris-Craft/United Television (eight stations), Times Mirror Broadcasting (four), Cox Enterprises' Pittsburgh NBC affiliate WPXI(TV) and Channel 50 TV Corp.'s WPWR-TV Chicago.

CBS, which like many other broadcasters is insisting on cash payments, was unimpressed by the deals. "It looks like they were negotiated at the last NCTA board meeting," said CBS lobbyist Martin Franks, noting that Cox and Times Mirror are major cable operators as well as broadcasters.

Times Mirror and Cox negotiated for second channels from TCI, while

Chris-Craft reached an agreement for contractual must carry on a common channel for all its stations throughout respective ADI's and an agreement to "explore additional business relationships in other areas, as well," TCI said. WPWR also has a contractual must-carry agreement that, like Chris-Craft's, will stand even if must carry falls in the courts.

Although these are only the first announcements, TCI Senior Vice President Bob Thomson speculated that 50% of all broadcasters will end up opting for must carry.

Thomson said TCI is in negotiations with scores of broadcasters and NBC and ABC, but not CBS. More agreements are expected within a few weeks.

While on the surface the concept of second channels for broadcasters is the eye-catcher, the cryptic wording of "additional business opportunities" regarding TCI and Chris-Craft had many industry observers curious.

Specifically, there is speculation that a partnership between the two could reach far beyond must carry, retransmission consent and second channels into the new technologies TCI is involved in via interactive television and the whole digital compression revolution sweeping the cable industry.

"We feel very good about our decisions and our agreements that we have entered into," said John Siegel, Chris-Craft senior vice president. "The time has come for us to figure out ways to work with cable companies. In our own small way, inside of our markets, that is what we will do. If we can broaden that to other areas of our interest, we want to explore that with

Hill presses FCC on cable rates



FCC Chairman James Quello (second from left) told House Telecommunications Subcommittee Chairman Ed Markey (far right) there is "no way" the FCC can implement the new cable rate regulations by June 21. Appearing with Quello were Commissioners Andrew Barrett (l) and Ervin Duggan (r). See page 18.

Continues on page 18

A broadcaster gets a cable channel

For John Howell, vice president and general manager, Cox Enterprises-owned WPXI(TV) Pittsburgh, the chance to run a cable channel is the end of a long pursuit.

"I wanted to do this channel five years ago. This [deal with Tele-Communications Inc.] is a way to get the channel and make some money."

Under WPXI's agreement with TCI, which reaches 350,000 homes in the Pittsburgh ADI, the system operator will be a minority partner investing approximately \$100,000 in the new channel; TCI will also pay a subscriber fee. Neither side would disclose the amount, but TCI Senior Vice President Bob Thomson said it is "much more modest" than the 25 cents TCI is paying Fox for its new cable service. Howell described the fee as substantial.

Ad time for the channel will be sold by TCI-owned Cable Adnet, with the majority of the revenue put back into the channel and the remainder proportionately split between the two partners.



Howell is now negotiating with other Pittsburgh cable systems. It is unclear whether TCI or Cox would consider selling some of its interest in the channel to other systems in the market. TCI is said to be asking other systems to carry the channel, which has made at least one operator upset with the system operator.

On the programming side, Howell envisions a purely local channel with a significant amount of news.

One thing that the channel won't be is a sports channel. TCI owns the cable sports channel KBL Sports, and WPXI, Howell said, is "prohibited" from being a sports channel. While sports talk shows could air, and perhaps some events, don't look for the station to bid against KDKA-TV the next time the Pirates' contract is up for renewal.

"Sports is not the mission of this channel, anyway," Howell said, "and cable companies want protected niches."

"We believe in local news and information for this channel," Howell added.

—JF

Putting a price on free TV

Money, must carry, cable channels and more were all on table last week as broadcast and cable executives began striking deals

With Tele-Communications Inc. and three major broadcast groups leading the way (see story, opposite page), broadcasters and cable operators last week got down to the business of forging new relationships that could profoundly reshape the television industry.

Ahead of the FCC's deadline last Thursday (June 17), hundreds of broadcasters notified thousands of cable systems of their intention to demand carriage (must carry) or enter into negotiations to receive compensation from systems for their signals (retransmission consent).

As expected, most commercial stations—affiliates and major independents—took the retransmission-consent route, although many of them opted for must carry in a substantial number of small or outlying systems, according to BROADCASTING & CABLE's fax and telephone surveys.

Among important stations opting for must carry were the Paramount-owned stations and The Walt Disney Co.'s KCAL(TV) Los Angeles. "We considered the options and decided that must carry provided the best opportunity to establish a mutually bene-

ficial relationship with the cable community with very little complication," said a KCAL spokeswoman.

Most weaker independents and non-commercial stations, however, chose the security of must carry. A spokeswoman for America's Public Television Stations said its member-stations sought must carry.

Broadcasters going for retransmission consent split on the cash-vs.-in-kind questions. While some said they would insist on money—15 cents-50 cents per subscriber per month is the consensus—others said they would entertain advertising, contractual carriage or local programming arrangements. Determined not to pay for broadcast signals, several of the major cable operators, led by TCI, have been pushing various no-cash deals.

Among last week's developments:

■ Cablevision Systems Corp., a large operator with systems in New York and Boston, took a no-pay stand but said it would offer broadcasters a free channel and a package of free advertising time valued at up to \$1 million to promote the channel in exchange for retransmission consent.

"While Cablevision will not agree

to anything that forces cable subscribers to pay extra for stations that other TV viewers get for free, we are open to alternatives that deliver added value to our customers," said William Quinn, president of cable operations.

■ CBS, among those broadcasters looking for cash, said it would settle for must carry on independently owned systems with fewer than 1,000 subscribers. "We don't want to impose unnecessary burdens on the truly small operators—the true mom and pop," said CBS's Martin Franks.

■ Cable pioneer Ted Turner was making waves in Atlanta by telling area cable systems they would have to carry Turner's fledgling Cartoon Network for retransmission consent to superstation WTBS-TV.

At least one major cable system operator in the area said privately that, despite strong ratings for Atlanta Braves games on the station, it was planning to drop WTBS rather than carry the all-cartoon network.

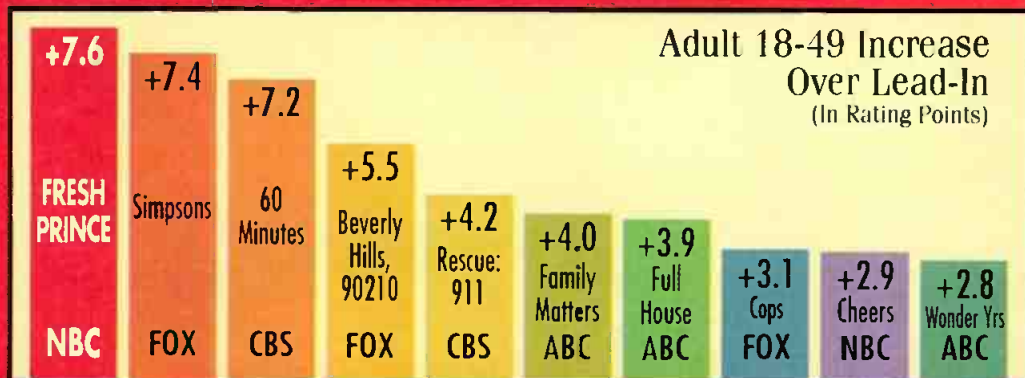
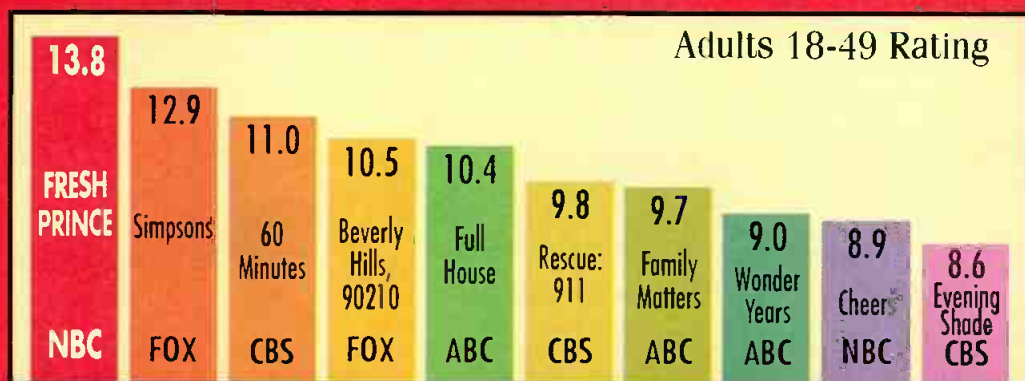
Despite the lure of retransmission-consent dollars, many broadcasters said they were keeping their options open.

"The idea of an additional channel

When It Comes To Attracting 18-49's, This Prince Is A King!

Of all lead-off network shows, none matches "Fresh Prince's" record for pulling 18-49 demos. And, it accomplishes this feat by delivering the #1 gain over its lead-in with the 18-49 set. Want to pull Adults 18-49 to your Fall '94 line-up? All you need is a show with royal appeal.

Top 10 Primetime Anchor Programs



Source: NSI 2/93; Top 100 markets combined weighted average

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is an interesting one," said Bruce Marson, general manager of CBS affiliate WHDH-TV Boston, which is opting for a mix of retransmission consent and must carry within its ADI. But, he added, launching a second channel could be costly.

"We're open to everything; I think you'd be foolish not to be," said Jim Hefner, vice president and general manager of Hearst Broadcasting's ABC affiliate WTAE-TV Pittsburgh, when asked whether he would consider launching a second channel as crosstown rival WPXI-TV is planning. "I don't think you can just paint with a wide brush."

In Phoenix, Gannett-owned NBC affiliate KPNX(TV) was seeking retransmission consent but was "wide open" on what the terms would be, according to C.E. (Pep) Cooney, the station's president and general manager. He said talks could include any number of agreements, including some sort of arrangement for promotional spots.

Milwaukee's Gillett-owned WITI-TV is following a Gillett corporate strategy not to ask for cash, according to Anne Clausen, the station's director of programing and research. "We are looking for creative ways to be compensated for our signal," Clausen said. Currently, the station is looking for common ground with cable sys-

tems in the areas of programing, ad sales and promotion, Clausen said. She said the station's strategy toward retransmission is "not to go into reregulation with an adversarial relationship but as a partnership to arrive at a win-win situation."

But other broadcasters said they would insist on cash. R.M. Schafbuch, executive vice president of KOIN-TV Portland, Ore., a CBS affiliate, said he is looking for payments comparable to those the weaker cable networks receive. "Zero [money] certainly is not the answer," he said.

In Denver, Gannett Broadcasting's KUSA-TV is going for retransmission consent on big metropolitan cable systems. "I think we should have gotten some compensation when the whole thing started years ago, said Joe Franzgrote, president of the ABC affiliate. "An enormous industry has been built on the backs of television stations."

WALB-TV, the only VHF facility and only affiliate TV station serving the Albany, Ga., ADI, is asking for one dollar per sub from Tele-Communications Inc., whose cable system is dominant in the market. Said John Williams, president and chief executive officer of WALB-TV parent company Gray Communications, "Our line of reasoning is not unique. We have sev-

en times the audience of ESPN, and they get 60 cents per sub."

Gray said that the local TCI executive asked him to think of non-cash alternatives to the per-sub charge, but that he had not been able to come up with a suitable alternative: "I would not be surprised if they never spoke to us again until Sept. 6."

"I'd like to sit back and see some norms get established across the country," said Jeffrey Lee, president and general manager of NBC affiliate WESH(TV) Daytona Beach, Fla. "I think we are both on untrodden ground. "The main thing we are after is money," Lee added. "They want us, we want them. I think we can get to something that is reasonable."

Lee was not alone in wanting to wait for the smoke to clear before plunging ahead.

The negotiations will likely prove complicated, said Jim Thompson, vice president and general manager of CBS affiliate KRQE-TV Albuquerque. Many decisions will be made at the corporate level but must be worked out at the local level, he said. "To be very honest, I've been in broadcasting for 40 years, and this is the very first time I've been nervous about opening my mouth," Thompson said. "We're cautious about saying anything to anybody." ■

Broadcasters opting for retrans

Broadcasters wasted no time last week in establishing their rights to retransmission-consent fees. The National Association of Broadcasters took the lead by convening a press briefing the day before the FCC's new retransmission-consent rules took effect.

The NAB briefing also included Consumer Federation of America's legislative director, Gene Kimmelman. Kimmelman used the forum to blast the FCC for delaying implementation of its cable rate regulations until Oct. 1. Delaying the regulations will cost consumers \$300 million, said Kimmelman, who also accused the FCC of "caving in to the cable industry." FCC Chairman James Quello later released a statement defending the agency's decision. The delay, he said, "will better serve consumers in the long run."

During the briefing, NAB President Eddie Fritts predicted that a "substantial number" of broadcasters would opt for retransmission consent rather than seek

must carry. "It's quite clear that cable has thrown stumbling blocks with their 'we-won't-pay announcements,'" said Fritts. The announcements, he said, were "orchestrated to intimidate broadcasters."



Fritts



Kimmelman

Bill Ryan, president, Post-Newsweek Stations, said his group (which consists of four stations) would go for retransmission consent in most markets. "We feel we bring real value to subscribers," said Ryan, adding that the stations' general managers were negotiating individually with cable systems. Ryan believes local cable operators are willing to "sit down with broadcasters, but they are hamstrung because of edicts coming out of

Denver and New York."

Jim Babb, chairman of Outlet Communications, said his two stations would elect for retransmission consent in most markets. "It's time broadcasters participated in the revenue flow they've [cable] enjoyed at our expense," Babb said.

—KM

What
first-run
strip beats
"Jeopardy"
with
adults 18-49?



Infinity buys KRTH for record \$110 million

Group owner will now have duopolies in L.A., Chicago, Boston

By Peter Viles

Infinity Broadcasting last week cemented its place as the boldest buyer of the new duopoly era, announcing a deal to buy KRTH(FM) Los Angeles from Beasley Broadcast Group for \$110 million—by far the most ever paid for a radio station.

While the price stunned industry observers, most agreed that Infinity was getting an unusually valuable station in a strong market. Once one of the jewels of the RKO General group, KRTH has a strong signal and is the market's leading oldies station. Infinity said the station produces cash flow of \$11 million on annual billings of roughly \$24 million, making the deal a 10-times-cash-flow multiple.

Still, the price raised eyebrows. "It's mind-boggling," observed media broker Michael Bergner. "The '80s are back. On the other hand, it is 10 times cash flow. But who thought someone could step up and pay it?"

The price easily exceeds Infinity's 1992 purchase of WFAN(AM) New York for \$70 million (see page 44), the previous high for a standalone station. Other high-priced deals include Viacom's 1990 purchase of KJOI(FM) (now KYSR), part of a multiple-station deal in which KJOI was valued at \$85 million, and Infinity's 1987 purchase of KVIL-AM-FM Dallas for \$82 million, in which the FM was valued at \$80

million or more.

George Beasley, chairman and principal owner of Beasley Broadcast Group, said he had no interest in selling the station until he was approached by Infinity President Mel Karmazin.

Beasley said the sale will probably permit him to refinance all his remaining stations within the same structure.

If approved by the FCC, the deal will give Infinity 23 stations, including two powerful FM's in Los Ange-

les, the nation's richest radio market. Infinity already owns KROQ-FM there. According to Arbitron's winter 1993 survey, KROQ's alternative rock format ranks third among the market's 56 stations in its target demographic, listeners 18-34, while KRTH ranks fifth among listeners 25-54. Viacom also has a duopoly in Los Angeles, where it owns KQLZ-FM and KYSR(FM).

Infinity said it has no plans to change KRTH's format. ■

Paramount buys WKBD-TV

By Geoffrey Foisie

The announcement was almost anticlimactic. After months of negotiations, Paramount said it reached a definitive agreement to buy WKBD-TV Detroit from Cox Enterprises. One complication in the negotiations was the possibility that the UHF facility will leave, upon acquisition, Cox-owned rep firm TeleRep and move to Seltel, which reps the other Paramount stations.

Paramount did not disclose the price it would pay, but observers guessed the total was \$100 million-\$125 million. The acquisition would give Paramount its seventh TV station—five of which are in the top 15 markets—and its fourth Fox affiliate.

Observers last week were wondering how Fox will pressure Paramount to reduce WKBD's sports schedule—it currently carries professional basketball, hockey and pre-season football games—as Fox expands its prime time schedule.

The UHF station currently carries some Paramount product, including both first-run *Star Trek* series. Paramount's *Arsenio Hall* is currently on another Detroit station, and one Fox executive said WKBD has already agreed to carry *The Chevy Chase Show* when it premieres on Fox this fall. In the February 1993 sweeps, the station had a nine share, sign-on-to-sign-off, three share points ahead of the market's independent station, WXON-TV. ■

Gray Communications to stay whole

Gray Communications decided against selling itself last week and dismissed Lodestar Group, the New York-based investment banker that had been seeking bids. Instead, the estate of founder James Gray agreed to sell its 26% in the group owner/publisher to Bull Run Corporation for \$17.50 per share.

Albany, Ga., where Gray owns both the *Herald* newspaper and WALB-TV—the market's only affiliated TV station and only VHF facility—originally had been among several markets the FCC saw as egregious newspaper-TV combinations that deserved to be broken up.

Subsequently, a second UHF facility, now the Fox affiliate, was started, and the FCC decided that Gray qualified, along with most other crossownership situations, to be grandfathered from the rules.

Robert Bizer of Sidley & Austin, the company's

Washington-based FCC counsel, said a "short form" instead of a "long form" transfer application relating to the 26% stock sale will be filed for WALB and the company's other two stations.

Gray President/CEO John Williams said Bull Run and Gray are in the midst of drafting an agreement assuring that "the structure is, in fact, the one under which we operate now."

Bull Run is an Atlanta-based holding company whose president, Robert Prather Jr., had been a mergers and acquisitions executive at Fuqua Industries. Prather said he would be looking for additional media properties for Gray to buy.

Last week's news may have disappointed shareholders such as Prudential Insurance and Sandler Capital, who may have hoped for a sale of the company. —GF

What
first-run
strip beats
"Wheel of Fortune"
with
adults 18-49?

NBC sees better bottom line in '93

Despite third-place finish, network expects higher profit thanks to lower costs

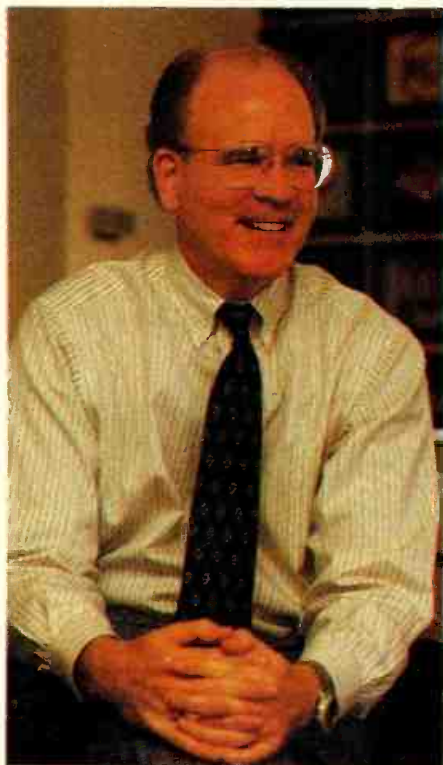
By Steve McClellan

Just how embattled and beleaguered is NBC? According to parent company General Electric, not as much so as the nation's television press corps would have readers believe. Last week, GE Chairman Jack Welch took matters into his own hands, dictating the issuance of a memo urging reporters to quit playing up third-place NBC as a company about to self-destruct.

GE's public relations offensive came several days after another well-planted story in the *Wall Street Journal* reporting another attempt by actor Bill Cosby to put together a consortium of investors to buy the network. Sources, who discounted the chances that Cosby would succeed, also said Welch is tired of reading reports GE is considering selling the network.

In a two-paragraph press release, issued through GE's public relations office, the company "respectfully asked journalists to reprogram their word processors to remove 'beleaguered' and 'embattled' as adjectives describing" NBC.

"We'd love to be number one in households," said NBC President Robert Wright in an exclusive interview with *BROADCASTING & CABLE*. "And we'll strive to do that. But the fact is we've gotten a lot of things done around here.



NBC's Wright predicts profit in '93

Wright confirmed that NBC was projecting a pre-tax profit of around \$350 million for fiscal 1993, which he said would be a "substantial" gain over 1992, but he declined to be more specific. He estimated 1993 cash flow of around \$300 million, also up sharply from 1992. The 1992 GE annual report cited total revenues for NBC of

around \$3.4 billion, and operating profit of \$204 million.

Wright said "a stabler marketplace for us than we have had in the past several seasons and lower costs" are two big factors in the company's financial gains this year. He also said that NBC's cable activities (including CNBC and its interest in Arts & Entertainment, Sportschannel and American Movie Classics) are "much stronger" this year.

On the expense side, the numbers will look better this year because of the lower costs of producing the 1992 summer Olympics. Discounting the Olympics from a revenue standpoint, Wright predicted a single-digit increase in revenues for the year.

Wright said "well over half" the company's profits would come from its owned-and-operated stations. "The network is a difficult entity," he said. "It's high cost and not a lot of income, but it has dramatically improved. We took huge hits in 1989, '90 and '91, and now we're starting the climb up again," he said. "The network will be modestly profitable. But it's a \$2.5 billion business, so we want it to be more than modestly profitable."

What will the coming upfront bring for NBC and the other networks? "That is everybody's question," said Wright. "I wouldn't want to forecast."

'The Price Is Right' for Paramount

Paramount confirmed last Thursday that it will partner with Mark Goodson Productions produce and distribute a new version of *The Price Is Right* (*BROADCASTING & CABLE*, May 17).

Steve Goldman, president, Paramount Domestic Television, made the announcement with Mark Goodson at a press conference on the Paramount lot. The show, scheduled for a fall 1994 launch, will be sold on a cash-plus-barter basis. The companies are undergoing a search for a host, and executives from both companies said a recognizable name will host the show. Bob Barker, the original host of the daytime version, is not being considered.

Paramount is counting on stations to clear the show between 4 p.m. and 8 p.m. Goldman sees the half-hour game as a potential news lead-in that could be paired with either *Hard Copy* or *Entertainment Tonight*. "Given the landscape out there with all the reality

programming, and I'm including talk shows among reality shows, this is the most exciting project we've had in a while," he said. This is the first game show taken out by the studio since *Wipeout* five years ago.

"It's a smart decision," said Dick Kurlander, VP, Petry. "When *The Price Is Right* was last syndicated it did quite well. I wouldn't want to bet on *Wheel of Fortune* and *Jeopardy!* suddenly falling off the face of the earth. And it's laughable to suggest that *The Price Is Right* is going to replace either," he said.

John Von Soosten, VP, Katz, said Paramount's best chances for clearance appear to be in early fringe rather than access. "I don't see much opportunity for two stations in a market in access to go with games, especially with the success of the magazine shows. It's an interesting attempt by Paramount, given there hasn't been a new game introduced in the market in several years except for *You Bet Your Life*." —SC

What access
franchise
taught them
both a lesson
for the

THIRD SEASON
in a ROW?

CHALK UP ANOTHER

ENTERTAINMENT TONIGHT #1
WHEEL OF FORTUNE
JEOPARDY
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Quello pressed on rate regulation delay

Markey calls Oct. 1 extension 'unacceptable,' but commission chairman unmoved; insists he have funds 'in hand' before law is implemented; Dingell backs him up

By Kim McAvoy

The FCC stood firm in its decision to delay implementation of its new cable rate regulations until Oct. 1, despite intense pressure from House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who called the agency's decision "unacceptable" and claimed it would "take a quarter of a billion dollars out of the pockets of cable consumers."

Indeed, FCC Chairman James Quello told Markey last week during a subcommittee hearing that there was "no way" the FCC would reinstate the original effective date for the rules, which was June 21.

Quello may not have been foolhardy in taking such a hard line with Markey: he was supported by John Dingell (D-Mich.), the powerful chairman of the parent House Energy and Commerce Committee. Dingell, who appeared at Markey's subcommittee hearing, supports the commission's decision. An old friend of Quello's, Dingell said it was a "sound decision." He said that the agency faced a "difficult task," and that he couldn't "quarrel with the decision."

Dingell also expressed his intention to seek legislation that will enable the FCC to charge user fees. Dingell wants the commission to become self-funding. He said he would put user fees in the FCC authorization package, or perhaps attach the fees to the budget reconciliation package.

"If we had user fees in place, all of this could have been avoided. We'd be glad to give you our recommendations," Quello told Dingell.

Earlier this month, Quello told the Hill that the commission would have to postpone the new rate regulations unless the agency received the necessary funding to hire additional staff. The FCC asked for an extra \$12 million, and two weeks ago the Senate Appropriations Committee approved an additional \$11.5 million.

Nevertheless, the FCC went with a delay (BROADCASTING & CABLE, June 14). Quello said the extension was needed to complete the "detailed ad-

ministrative processes and to plan for additional resources when supplementary funding is finalized."

Despite Markey's persistent badgering, Quello and FCC Commissioners Andrew Barrett and Ervin Duggan stood by their decision. In fact, Quello said that until he had the "check in hand," the agency could not move on the regulations. "When I get the money, I'll call you," said Quello when Markey asked if the FCC could enact the rules before October. Markey then asked if Quello could let him know within two days after the agency receives its funding how soon it could implement the rules. "We'll give you an answer. It may not be the one you

want to hear," replied Quello. Barrett said his deadline was Oct. 1, and Duggan said the commission was "eager to do a good job and would move as soon as possible."

Still, Markey wouldn't give up. After the hearing, he released a press statement saying he was "pleased that the FCC commissioners agreed to reconsider their decision to delay implementation of the rate regulation section of the Cable Act once they receive emergency supplementary funding for fiscal 1993."

Also last week, Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) called the FCC's actions, "totally inexcusable." ■

TCI deals

Continued from page 6

our cable brethren."

"Chris-Craft is sending a signal saying 'we recognize who you are and we want to play with you,'" said PaineWebber analyst Chris Dixon.

Whether that could mean partnerships in San Francisco—where Chris-Craft owns KBHK(TV) and TCI is an investment partner in Interactive Television, a Bay Area-based interactive technology company—is unclear, but retransmission consent could end up meaning a lot more than carrying a given signal in a given market.

TCI will take no such interest in the Times Mirror cable channels, which will be carried on TCI systems in Dallas, Austin, St. Louis and Birmingham, Ala.

Cox plans to program locally produced shows for its cable channel (see box, page 7). John Howell, WPXI vice president/GM, said the station is "not going to do what other stations have done—hire hundreds and spend millions trying to start a headline news [service]; it does not make economic sense."

Times Mirror, which is in the process of selling its four TV stations to Argyle Communications, did not speculate on what sort of programming it was planning.

"Our options are wide open. This is an additional outlet to our community. Some programming might be local, some of it could be syndicated," said Jeffery Rosser, president/CEO of Times Mirror's KDFW-TV Dallas.

Obviously not every broadcaster will negotiate for a second channel, and the cable systems don't have room if all did. "The early bird gets the worm," TCI's Thomson said.

Although none of these deals include any cooperative ad selling efforts, Clouston, in his interview with BROADCASTING & CABLE, said TCI was open to such talks.

The biggest question facing broadcasters who want—and get—a second channel is what to program.

It could mean that program syndicators will have a new outlet to sell shows that have been sitting on the shelf. Broadcasters with an abundance of programming could also use the channel to relieve overstocked programming libraries.

For now, though, look for broadcasters to use the channel primarily for local shows. "It will look like the early affiliates of the 1950's," said Dixon. "Locally produced kids programming. Once the economics are realized, you may start to see participation in the syndication market. The channels could also become the court of last resort for syndicators going 100% barter advertising." ■

Programming



TCI: Eager to deal, loath to pay

Tele-Communications Inc. last week announced “zero payment” retransmission-consent deals with 14 stations (see story, page 6)—deals it hopes will serve as models for the next station owner who walks in the door. Here, COO Brendan Clouston explains the nation’s largest cable operator’s don’t-ask-for-cash stance to BROADCASTING & CABLE’s Harry Jessell, while trying to convince broadcasters to forget the dollars and think about the advertising and programming opportunities that retransmission consent puts within their reach.

Why is TCI unwilling to pay for broadcast signals? It pays for ESPN and CNN. Why not CBS?

TCI’s position has been fairly clear. Our goal is to create new and better value—more choices, more programming—for cable customers. To simply tax one group of American consumers to cross-subsidize another group of American consumers, who otherwise receive those signals for free, doesn’t make any sense to us. We’re not going to do it.

But I certainly don’t want to start on

a negative. I want to start on a positive. I’m more optimistic than I was six months ago about what retransmission can mean for the broadcasting community, the cable community and consumers. We’re going to create more and more programming. We’re going to create some new and creative relationships with some broadcasters in some markets, and consumers are going to win. And we think that’s a plus.

I assume you’re talking in part about your arrangement with Fox for a new cable channel. You’re paying 25 cents

COVER STORY

"To the extent the battle is framed as a zero-sum game, then clearly everybody's going to lose."

per subscriber for a channel that named its CEO after you signed the deal, and people still have no idea what's going to be on it. Yet you're willing to pay a premium price for it. Some say you are really paying 5 cents for the channel and 20 cents for retransmission consent.

The issue of "Are you creating value?" is real to us. We are quite happy and quite prepared to pay 25 cents for a channel with a 2 share or greater, which is in effect what the creation of the new Fox cable channel is all about. Nobody can say that isn't a reasonable price, and we're going to be very happy when he delivers on it. Those that want to throw rocks are really mistaking what the goal here should be. The goal is not to have some sort of battle over pennies per sub and one group of customers subsidizing another group of customers.

The issue here is that the delivery of digital signals is going to change the future of our business. The cable industry can be a critical player in helping broadcasters take advantage of that new technology. We really believe some broadcasters who see themselves as programmers or advertising coordinators are going to see ways to work with TCI that will be very profitable for both, and help consumers get better value. To the extent the battle is framed as a zero-sum game, then clearly everybody's going to lose. And we don't think that makes a lot of sense.

Will you concede that at least part of the 25 cents you're paying Fox is retransmission-consent money?

No, absolutely not.

There were dozens of new channels available at the NCTA convention two weeks ago. None are talking about 25 cents. As a matter of fact, many are willing to give themselves away for free, at least to charter affiliates. How does Fox get off charging 25 cents, if not for its retransmission-consent leverage?

You asked me a different question. You said "isn't some of the money for retransmission consent?" and the answer is a categorical no. If the question is: Is there a logic that moved up the priorities to have Fox and TCI launch this new entertainment channel and to try to resolve the retransmission issue in a way that we think is beneficial, then the answer is yes, there is.

As to the other cable channels, they're hardly being forgotten. We're talking about spending billions and billions of dollars to upgrade our facilities and give them access to television-watching consumers.

Channel scarcity will be a thing of the past in a few years. So this whole concept that somehow some players get on and others don't is not going to be true at all going forward. Again, I would stress that we really think there's an opportunity here for broadcasters who want to be part of

the future of television and see cable as the distribution medium for new products, new local news ideas, new ways of handling advertising. I can tell you that the guys who embrace this and try to make it a win-win situation are going to truly benefit. They're going to have advantages when it comes to placing advertising in a local market by embracing this technology.

Can you give me an some concrete examples of how a local station can participate?

Sure. In some markets, it's quite possible that a local station might take over selling all of the avails on the cable system. In other markets, a station might work with the cable company in selling advertising. So now you have a model where advertisers don't have to choose between mass reach and zoned reach. They can have both. Advertisers will jump to that model very quickly, we think.

Have you actually discussed these ideas with broadcasters?

Absolutely. That's why I'm optimistic. We're finding that a large number of broadcasters, a high percentage of our customers, will not be affected by retransmission being withheld. We're working hard to avoid that. There are broadcasters—the independents, some of the group owners, even the networks in their own way—who are trying to turn this into a win-win instead of a simple, "I'll take your money and make your customers pay a new tax."

Can you be a little more specific on stations' selling cable ad time?

Not sell. What I'm really talking about is cooperating in a market to give an advertiser one-stop shopping. He can have the mass reach in a local market; he can have zoned reach, or he can have both.

But can't he have that now?

It's very tough to get it efficiently across the market. To the extent that we work together with a lead horse of a broadcaster, over time the advertisers will find that it's a very efficient way to do it.

But that's just one way. The creation of new services, new local news ventures, is a real logical thing for broadcasters and cable guys to do together. Some broadcasters will step up and say, "Yeah, I can expand my market presence and build a new vehicle here around local news and local talk shows." TCI is very keen to work with people on those issues, and you'll see announcements on that.

The other issue that you're going to see—and there's a chance the broadcast industry doesn't fully understand—is all the dynamics around channel position. A station on

"We really think there's an opportunity here for broadcasters who want to be part of the future of television..."

cable Channel 2 that opts for retransmission instead of must carry is truly giving up its right to its channels. But there will be other broadcasters who will say, "Great, let's put our new programing on Channel 2." Those channel positions can be very valuable.

We've hardly been hard-assed about it. We're aggressively in favor of must carry, although we probably expect the courts will throw it out yet again. We want to work hard to give those people carriage.

You say you're in favor of must carry?

We're in favor of making sure that broadcasters have access to cable customers for no payment. We've never said we would withhold channel position and antennalike service to a broadcaster.

So one thing a broadcaster could negotiate for, as I think Continental suggested, is a long-term carriage contract and channel position? Give me 15 years on Channel 2.

Sure. We're willing to talk about making sure they have access to consumers, and must carry gives them the right to protect their channel position.

But why won't you just do the straight cash deal? If I'm a broadcaster, why can't I just have cash from you guys? You're willing to give me other things of value. Why not just money?

You're missing our opening and continuing and final point: we're going to do things with broadcasters that create value—that create value for our customers. Our customers make a decision on value, and they make a decision on the price that they're willing to pay. Our job is to give them

more and more choice, more and more value. And we are not going to simply pay retransmission fees—what is no more than a transfer tax, a redistribution of wealth from one group of consumers to another group of broadcasters who will then create product which they give away to the other half of the store. We're not going to do it.

So you think [CBS Senior Vice President Jay] Kriegel is just posturing when he says: "If we don't get paid for our signal, then our signal will not be on cable"?

I hope that CBS will not withhold the right for us to deliver their signal to our customers. We're working as hard as we can with all broadcasters, including CBS affiliates, to make that not turn out to be the case.

What do you think the fallout will be if network stations drop off of cable systems when the rules go into effect this October?

Maybe with the success they've had in Washington, some broadcasters will be emboldened to try to make companies that sell antennas also pay a tax to the broadcasters. Maybe some people will decide that we should have a broadcast tax like they do in the United Kingdom, so that effectively every customer who watches television has to pay this kind of tax.

There will be some problems in the marketplace for consumers. But programers and creative talent will scramble to fill a void. There's no question they're doing that today. We at TCI have been approached by many, many people in the creative community who are very excited about the idea of getting their product on cable if broadcasters drop off.

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"We're going to do things with broadcasters that create value—that create value for our customers."

That sounds a little hollow. I don't think the Food Channel is going to replace CBS, NBC or ABC.

First, our experience is that this is not going to be a mass withdrawal of rights in some sort of mass broadcaster conspiracy. Our experience to date is that many broadcasters are very excited about the future of television. They see ways they can work with TCI and want to explore those. To the extent that any one particular signal is withdrawn, clearly most customers can receive that signal off-air and they will do so, if they want to. From our point of view, that's not preferable, but if that's the case, we can't control that.

Let's not forget that cable has always given broadcasters the ability to reach people who can't receive the signals off-air. I mean, let's talk about who's giving whom value here. And I think the advertising community is going to have to decide: what are a station's advertising spots worth if it chooses to withhold its signal from consumers?

I'm impressed that you haven't tried to poor-mouth us yet. Other operators have, saying they just don't have the cash to pay because of the revenue pinch from rate regulation.

There's no question that the cable industry, as it sits here today trying to understand reregulation and rate regulation, is going to be seriously affected. And there are players who are clearly not going to make it. I don't think there's any doubt about it: some cable companies will not survive this form of rate regulation. I don't think there's any doubt that the majority of the cable industry will go in default as a result of rate regulation.

The majority?

The majority of the cable industry will go in default as a result of rate regulation, and it will behoove operators and the banks to try to figure out how to deal with it. And if you think that the cable industry might have been inclined to make tax payments for retransmission, then it's clearly true that they have less flexibility to do it in the face of rate regulation.

It's rather a pejorative term you're using there, "tax." Isn't this just fairness for broadcasters?

No, absolutely not. There's no question in my mind.

The broadcast signals account for 60% of your audience. Why aren't broadcasters due some money for them just like every other programmer?

Because every other programmer provides its programming to my cable customers. If you sold your magazine to cable customers and you gave it away to broadcasters, eventually cable guys would start saying, "Wait a minute, why am I paying and they're not?"

To somehow argue that our customers sitting in major markets should pay for what their neighbor doesn't is wrong, and American consumers will understand that. They won't like it, they won't like the difficulties we're all going to go through, but they're going to understand that. We've done polls. We know our subscribers will say: "No, thank you, don't charge me, I'll take an A/B switch." Now that's not in the best interests of broadcasters or cable guys. It's

certainly not what TCI wants.

You said you would be willing to make channels available to broadcasters for new services as you did for Fox. Isn't that unfair to the cable programmers—established ones as well as entrepreneurial ones—who don't have the retransmission-consent leverage in negotiating for carriage?

Yes. I think you'll see capacity come on quickly. The government has—unfortunately, in my opinion—made some changes in the law which can hurt new programmers. But the answer is that they will come on board. They will get distribution, if anybody wants to watch them. TCI is expanding channel capacity.

We're talking about over two and a half million subscribers a year at TCI being able to get this new plant that we're building. So we're talking about millions and millions of potential customers that we can bring new services to, not four years from now, but in 1994.

Some broadcasters say cable operators are conspiring against them. They see Continental, they see Time Warner, they see TCI, taking turns taking rather hard lines against paying retransmission-consent fees. What are you doing to avoid the anti-trust charge?

TCI is very confident that it's acting in the interests of TCI's customers for TCI. What other cable companies do is their business. It gets to be a bit of a potential mudslinging exercise. That the three big networks have rallied their affiliates into a frothing excitement to charge outrageous amounts of money for no value to customers is somehow imbalanced against three cable companies' talking about their own customers. Let's face it, neither one of us is wrapping itself in glory. The challenge here is to create creative solutions that make customers get more value. That's the goal. We're focused on that.

You said at the outset that you are optimistic that deals would be done with most broadcasters. How quickly?

It'll go on all summer, obviously, and probably into next year.

Don't we have a deadline here? The rules go into effect Oct. 6. So don't you have to have your deals set by early September so you can give subscribers ample notice of any changes in your channel lineup?

Clearly, TCI is faced with a deadline where if we've not been able to obtain consent we are forced to notify our customers with a fairly long lead time of pending changes. But I think it's quite possible that some broadcasters may not be able to deal with the thing from a logistical point of view by September or October. Therefore, it's possible some broadcasters, rather than simply withholding their signals, will offer temporary consent—one to three months minimum—while discussions go forward.

Do you want to end this with something like, "Over my dead body"?

Absolutely not. I don't want the broadcasters to think this is a windfall. It may just be wind. I would rather end it by saying TCI is actively working—and we think making progress—on finding ways that make this a win-win for broadcasters, consumers and TCI shareholders. ■

Bell Atlantic tests video over phone lines

Major programers contribute to development and testing of system, said to be first, of full-motion video via existing fiber optic, copper wiring; programers have not agreed to any future commercial use

By Sean Scully

Scores of major programers are cooperating with telephone company Bell Atlantic to test the use of digitally compressed, full-motion video over existing telephone lines.

Bell Atlantic demonstrated what it said was the first such transmission over a live telephone network at its corporate headquarters in Arlington, Va., on June 14. Bell Atlantic Information Services President Art Bushkin said that as many as 200 companies contributed material to the development and testing of the system. A partial list included such major names as the BBC, BET, Columbia-TriStar, Disney, HBO, MGM/UA, Miramar, MTM, National Geographic, Paramount, Twentieth Century Fox, Universal Pictures, USA and Warner Bros. The only broadcast network on the list was NBC. Bushkin would not say whether CBS and ABC had contributed material or had been contacted by Bell Atlantic.

"We've talked to everyone on the planet," he said.

The material was given to Bell Atlantic free only as part of its ongoing study, Bushkin said. The programers have not necessarily agreed to distribute their material over any future commercial version of the network. Much of the donated material, Bushkin said, was chosen by the companies to provide the most rigorous possible test. Music videos and film trailers, for example, tend to be choppy and fast paced, which presents a considerable challenge for digital compression equipment.

Last week's demonstration represented just the first phase of the trials, Bushkin said, showing that full-motion video can be transmitted using both fiber optic cable and existing copper wiring. Later stages of the trial will include data transmission and improved equipment.

Commercial application of this technology could come late next year, he said. The exact form the service will take will depend largely on the outcome of a court challenge of re-

strictions on telephone companies. Under current law, telcos cannot set prices for or own programing, even to the point of owning the video ID's and promos necessary for a video network. If these laws do not change, Bushkin said, it will be difficult for Bell Atlantic or any telco to offer a video-on-demand service over phone lines within their own service areas.

The Bell Atlantic network uses Asymmetric Digital Subscriber Line, a system many critics have called either impractical or technically inferior to cable systems. The ADSL takes a signal transmitted over fiber and converts it for use on a copper telephone wire—one ADSL unit is needed at each end of the copper segment to provide what's called "last mile" service directly into the subscriber's home.

Despite widespread criticism of ADSL, the video demonstrated by Bell Atlantic appeared clear and sharp. The company also demonstrated the ability to use the telephone line at the same time video is being transmitted into the home without disrupting video quality. It does not require a separate phone line, Bushkin explained.

The ADSL does have limitations. It transmits data at a fairly slow 1.5 megabits per second down copper up to 18,000 feet—about 3.5 miles. Higher data rates shorten the distance considerably. At 3 megabits per sec-

ond, the distance falls to 12,000 feet, or 2.25 miles; at 6 megabits it drops to 6,000 feet, or just over a mile.

Bushkin said this will present little problem for Bell Atlantic. System-wide, the average length of copper wire into a home is only 10,000 feet; in metropolitan areas, the average drops to only 6,000 feet. Most homes in the Bell Atlantic area today, Bushkin said, could use ADSL's without a problem. As the company's fiber upgrade program advances, the average length of copper will drop even more.

ADSL's represent only a temporary measure anyway, Bushkin explained. Eventually, Bell Atlantic will wire fiber directly to the home. At that point, ADSL's will no longer be necessary.

The prototype ADSL's were made by AT&T, Westell and Northern Telecom. Other major elements of the demonstration network were a DSC Communications Megahub high-speed switch, IBM RISC System 6000 digital server and compression equipment from CLI. Bushkin said all of those technologies are developing so fast that major improvements can be expected within the next few months. Bell Atlantic is particularly looking at improved compression, which will allow up to four separate TV's or other devices to operate simultaneously from one telephone line. They are also looking to boost the transmission rate to 3 megabits. ■

Vicki back to 'Vicki!'

Following a two-month-old walkout by the host of the syndicated talk show strip *Vicki!*, Group W Productions announced that Vicki Lawrence will return for 1993-94 season production. Group W officials declined comment on how differences were reconciled with Lawrence, who went public to complain about her lack of creative control on the show. It was widely rumored that the syndicator could have pursued legal recourse if Lawrence didn't return to fulfill the last four years of a reported five-year contract.

In a statement, Group W Productions President Derk Zimmerman would say only that both parties had "reached agreement on the issues surrounding production of the series." There was no confirmation as to whether Lawrence would be allowed to bring more staffers of her own choosing. *Vicki!* has performed well as a freshman strip, averaging approximately a 3 rating in 174 markets, with 96% U.S. coverage. —MF

Eisner on the info highway: slow down

Disney chairman says program development lags far behind gains in channel capacity

By Mike Freeman

As major cable and computer companies rush into alliances to build America's 500-channel information "superhighway," Walt Disney Co. Chairman and Chief Executive Officer Michael Eisner warns that the edge of the technological envelope is being pushed a little too quickly.

In his keynote address to promotion executives at last week's PROMAX/BDA Conference in Orlando, Eisner sought to keep his underlying message simple: Enough quality programming has to be developed and produced to substantiate a 500-channel TV universe before the promotional caravans hit the road.

While specifically citing 500-channel interactive cable system tests in Orlando and Colorado by Time Warner and TCI, respectively, Eisner was as cautionary as he was optimistic about the opportunities for the information superhighway of the future.

Eisner offered two scenarios for that future—one that he called "Orwellian in nature" and another which would offer substantial educational and entertainment benefits, if the investment and programming opportunities were handled properly.

In his worst-case scenario, an increasing number of America's viewing households will "cocoon" themselves in front of interactive television sets rather than venture onto crime-ridden streets for shopping and other errands. Citing the growth of street gangs and the "absolute right" to own handguns in America, Eisner painted a picture of a future in which "target shooting has replaced baseball as the national pastime, and the clay pigeon has become the national bird."

All of this "huge, stay-home TV population," he suggested, will be subjected to "technocrats calling the shots" for a "bland mediocrity of programming, with low costs and lower aspirations.

"In this future time that we're viewing, viewers are blessed with the great gift of interactivity, where they'll be able to shop anywhere or anytime without leaving home,"



"If you are to be truly successful, you'll be marketing, promoting and publicizing programs with inherent quality."

Disney's Michael Eisner

Eisner said. "They have become couch potatoes of the tenth power. Equipped with special glasses and a headset, people use their TV links to experience all sorts of events and sights and trips without ever stirring from their ergonomically designed lounge chairs. Virtual reality has now become primary reality.

"To put a shell safely around yourself so you're not at the mercy of a mean and unpredictable society... where an electronic box constantly treats you to all life's experiences, becomes isolating. Cocooning becomes a form of self-burial and a relative to paranoia."

Despite painting such a grim picture of the way things could be, Eisner said he was "too much of an optimist" to believe television would replace the basic functions of "human interaction." Television, he said, will not be an "end-all," but a "catalyst" for people to share common experiences. He predicted that interactive television could not replace the "shared experience" of watching the final episode of *Cheers*, the World Series or a major miniseries on the broadcast networks.

"Digitally compressed interactive, high-definition television is not going to be the center of the universe,"

Eisner said. "Why? Because there is no substitute for being out there, meeting, working, traveling, mingling and learning."

Eisner said he believes the "creation of the electronic superhighway will take longer than people think."

He cited a research report, commissioned by Blockbuster Entertainment, that estimates the cost of laying fiber optic lines and installing interactive converter hardware at \$30 billion-\$200 billion in total private investment. The report also estimated that the pay-per-view movie industry, which is expected to play a major role in the 500-channel universe, currently accounts for only \$168 million in annual revenue.

Given the current fragmentation of the television universe, Eisner said, he wonders how the major cable players and software providers will come up with enough "compelling" original programming for 500 channels. The bottom-line consideration, he said, is how much consumers will be willing to pay for all these channels, especially when viewers regularly watch only a "handful" of cable channels.

"The hardware may be dazzling, but it won't make any difference if our intellectual product, and that of other reputable companies, isn't right," Eisner said. "If you are to be truly successful, you'll be marketing, promoting and publicizing programs with inherent quality."

One channel, no waiting

Forget the 500-channel future. Geoff Holmes believes the future is one channel: an interactive taproot into one or many databases, and instant access to programming and a host of services via a new "network of networks" combining fiber and coaxial cable.

The Time Warner senior vice president of technology believes such a network will forever change definitions of channel and audience and will replace one of the boxes on the average TV set: the VCR.

That was the executive's message to an overflow crowd at the cable luncheon at the PROMAX/BDA convention in Orlando last week.

And that is not some "blue-sky future," he told attendees. Time Warner is currently developing video-on-demand capability in its Orlando system. The interactive network should be up by November 1993, Holmes said, and running by first quarter '94. A video-on-demand remake of all Time Warner systems is expected to be completed by 1998.

Telcos, by contrast, he said, are "talking about 20 years."

Describing the Orlando test as the shape of things to come, Holmes said that a library of 1,000 films can be accessed by a subscriber, and the movie selected can be run, re-run, paused, fast-forwarded and otherwise

manipulated as if it were a home video. He also sees a time when there will be links to other film libraries, eventually obviating the need for video recorders.

Holmes told the promotion executives that they would have to rethink their craft in this new future. The interactive system of the imminent future will have the capacity to target spots to individual neighborhoods of 200-300 people, he said. The traditional notions of 30- and 60-second spots will lose their meaning, he added.

The concept of channel will disappear entirely, Holmes suggested. Programming will be structured according

to one question: What does the customer want? The answer might be infomercials, classifieds, continuing education, couponing or even buying life insurance (with the cable company getting the commission).

Holmes said telcos and cable share this vision of the future, adding that the only difference is "time and cost," with cable coming out on the long end of the stick in both areas. "And we will be in the telephone business," he promised.

Holmes sees a role for the networks in this one-channel future, but as program packagers—that is, "people who know how to package things that people want." ■

Distributors plot promotional fireworks

'Everyday New Yorkers,' 'TV Guide' and transit group add punch to various promos

By Mike Freeman

A number of syndicators conducted marketing workshops for new and returning shows at the PROMAX/BDA conference last week, while for the first time in the conference's history, more than a dozen distributors opted to take floor space as exhibitors.

Some distributors, such as King World Productions, kept their workshops, which included rookie strips *American Journal* and *The Les Brown Show*, closed to the press. Buena Vista Television, Twentieth Television and MCA TV similarly held private meetings and provided few details on the promo campaigns for their new series.

The following is a sample of some of the new tactics distributors will be taking to grab and hold an audience.

■ Targeting the coveted 18-34 and 25-54 demographic groups as well as the "disaffected" 50-plus viewers of daytime talk shows, Columbia Pictures Television Distribution unveiled a high-gloss series of 35 mm film promo campaigns designed to establish *Ricki Lake* as a relationship-oriented talk show.

In fact, co-executive producer Gail Steinberg set the tone for the *Ricki* workshop by emphasizing that 20-40-year-olds are most commonly drawn to relationship themes. "Sensationalism and exploitation are not on our agenda," said Steinberg.

The object of the tease, launch and



Disney treated PROMAX/BDA attendees to some trademark pyrotechnics

topical on-air campaigns, said CPTD's Senior Vice President of Creative Services Bob Cook, was to produce "credentialed" spots capitalizing on Lake's prior exposure in film and as a guest on numerous talk shows, to create a "pro-social" persona in the market.

Joined by marketing veteran Steve Sohmer, who helped produce CPTD's on-air campaigns for *Married...with Children* and *Designing Women*, Cook screened a six-stage tease-and-launch campaign showing *Ricki* "on-the-street" with everyday New Yorkers who respond to her bubbly personality.

After the presentation, Cook said CPTD is committing "a couple million dollars" to the promo campaign. As for co-op advertising support, Cook would say only that those dollars would be spread throughout the year—particularly for sweeps rating periods—rather than front-loaded at the beginning of next season.

■ Rolling out only the second all-barter sitcom in off-network syndication, Warner Bros. Domestic Television Distribution unveiled an "Urkel-driven" promotional blitz for the fall 1993 launch of *Family Matters*.

WBTD Senior Vice President of Creative Services Jim Moloshok, a staunch proponent of value-added advertiser promotions, provided client stations with details of the national and local tie-in campaign, "*Family Matters/TV Guide Sweepstakes*," which marks the first time the top circulation weekly viewer guide has joined a studio for a major cross-promotion effort.

Combined with Warner Bros.' national print insertion buys in *TV Guide*, Moloshok said, stations will be extended 25% local insertion discounts, which will translate to stations' paying 37 cents on the dollar for ad space in the News Corp.-owned magazine. He added that the entire *TV Guide* sweepstakes campaign, which will be conducted in September and October, is valued at approximately \$750,000.

Moloshok, who was joined by WBTD's other top creative executives, Yelena Lazovich and Marty Iker, announced that Warner Bros. had acquired the rights to The Pointer Sisters' song "We Are Family," which is the centerpiece theme for a music video-style tease, launch and episodic on-air campaign.

Warner Bros. also previewed the first phase of its promo campaign for the January 1994 launch of science fiction series *Babylon 5*, the third series spoke of its ad hoc Prime Time Entertainment Network block. Moloshok said approximately \$7 million in studio funds is being allotted for the station co-op program, and he placed a \$21.3 million value on the overall national and local promo campaign, which also includes \$1 million in national cable spot buys with several basic channels.

With the largely independent station-led consortium agreeing last month to give Warner Bros. a fatter seven-and-a-half-minute national barter split for all three series, Moloshok said a "large" portion of revenue from the three additional 30-second spots will be funneled back into the station co-op fund.

■ Taking advantage of *Captain Planet*'s pro-environmental profile in weekly syndication, Turner Program Services has arranged an unusual pro-

motional tie-in with a public-service trade organization. According to Lynn Lazaroff, vice president of advertising and promotion, animated series' expansion into strip syndication will get some help from the American Public Transit Association, which represents municipal mass transit systems across the country.

Under terms of the deal, *Captain Planet* will receive transit signage on at least 26 rail and bus transit systems in 20 cities. Lazaroff also said APTA will be sponsoring local "environmental fairs" that will be tied in with stations in 24 markets.

"The value of all that transit signage will heighten awareness for the series and will, in turn, help public agencies better promote environmental themes such as energy conservation and mass transportation," Lazaroff said.

Lazaroff also said an animated PSA campaign of various 30-second spot promos, featuring the voice of Ed Asner, will be produced for stations. ■

Violence, late-night talk wars hijack promo panel

Network promotion executives see their challenge as putting best face on controversial shows; CBS touts 'Letterman' as fountain of youth for its aging demos

By Mike Freeman

The intended focus of the panel was the importance of building "brand identity" for a network's prime time lineup, but it was talk of Congress's crusade against TV violence and the "talk show promo wars" coming to late night that took the spotlight at the PROMAX/BDA "Broadcast Networks in the '90s" session last week.

With Congress facing increasing pressure to more closely monitor the violent content of drama and reality-based programing, network promotion executives in New York and Hollywood say it is up to them to create promotional campaigns that put such programing in the best light. If their efforts aren't successful, some of the promotion executives on the panel feared, television could face a wave of

editorial censorship akin to the Hayes Commission's monitoring of the film industry during the 1930's.

One of those executives, Mark Zakarin, ABC's senior vice president of marketing, came out of ABC's affiliate meeting two weeks ago in Los Angeles with a firmer understanding of the daunting task promoters face. At the meeting, station executives voiced concerns over graphic language and violence in the Steven Bochco-produced series *NYPD Blue*.

"No question about it—the broadcast networks are held to a higher level of accountability because of our higher visibility, so we're going to have to be even more sensitive to what Senator [Paul] Simon's [D-III.] committee may ask of the networks," said Zakarin, in reference to Senate subcommittee hearings on violence held two weeks ago. "*NYPD Blue* is going to

be tougher to promote, but our task will be to bring out the point that whatever is perceived as graphic violence or language complies with acceptable community standards.

"There is some stronger language, which certainly will go through the usual review by our standards and practices department, but it's my feeling that the dialogue is within the proper context of what is a grittier police drama. One of the interesting things that is attractive in promoting *NYPD* is that we'll be doing something that no one else is doing."

Panel moderator Rich Brase, director of advertising and promotion for NBC-owned WMAQ-TV Chicago, asked if that meant "frontal nudity."

"That would be suicidal," Zakarin answered.

Zakarin's network and syndication counterparts agreed on what they see as a possible threat to First Amendment rights. Mike Mischler, vice president of advertising and promotion for CBS, said the network is going to "self-regulate" the amount of violence depicted in on-air promo spots for its prime time series.

In acknowledging that Fox Broadcasting Co. has built market identity on programming with a "cutting edge," Tracy Dolgin, Fox executive vice president for marketing, said his job would be easier if he didn't have to "worry" about content regulation as much he does.

The spectre of facing added scrutiny also seems to be a concern for the producers of syndicated reality-based magazine programming, which has been the subject of criticism for its sensational, tabloid-style coverage.

Paramount Domestic Television's executive VP of marketing, Meryl Cohen, who oversees promotional campaigns for *Entertainment Tonight* and *Hard Copy*, said that syndicated programming is often looked at in a different light than network reality programming.

"The funny thing is that when the networks aired news promos with and—kept in the proper editorial context—is something any news operation and promotion department has to judge as being essential to delivery of a particular news story."

Cohen said Paramount provides "alternate" promotional spots for regions of the country that might be particularly sensitive to the implied violence or sexual content of a certain



Discussing new networks are (l-r) Meryl Cohen, Mike Mischler and Mark Zakarin.

news piece.

All eyes on late night

The network and syndication participants, all of whom have vested programming interests in late fringe, also agreed that the intense media interest in the upcoming talk show battles will pique viewer interest in a daypart that has been viewed as stagnant over the last several seasons.

Although he offered few specifics on the promotion plans and budget for the launch in August of *The Late Show with David Letterman*, CBS's Mischler said that "Same Dave, Better Time" promotions will be "popping up" all over the network's prime time schedule starting next month.

In fact, Mischler predicted that Letterman will attract 18-34 and 18-49 adult viewers to a previously unsuccessfully exploited 11:30 p.m.-12:30 a.m. time period on the network, and will also attract those same viewers to affiliates' lead-in local newscasts and re-establish the Tiffany network's image in prime time.

"I can't tell you, to have a network that has been labeled in the press as 55 to death, how important a role David Letterman will have in dispelling that misconception," Mischler said. "We clearly have broad-appeal programming, and Dave will be a major catalyst in further drawing younger demos for our entire lineup."

John Miller, NBC executive vice president of advertising and promotion, was quick to point out that *The Tonight Show with Jay Leno* is not about to give up its late-night talk

show crown.

"I think Dave is a great talent and an extraordinary competitor, but we've got a talk show host in Jay Leno who has already proven he is a long-term late-night franchise for the network," said Miller, who kicked off a pre-emptive "America Is Standing Up for Jay" summer on-air campaign several weeks ago. "This has obviously been a profitable daypart for us, and we're in this for the long haul. I also see all the shows finding that the HUT [households using television] levels should increase enough in late night to establish a certain degree of success in the daypart."

Fox's Dolgin believes that the upcoming *Chevy Chase Show* will build a strong following with 18-34 and 18-49 demo groups by offering a hybrid talk/variety show designed to fit the brand of humor Chase brought to *Saturday Night Live* 18 years ago.

However, Zakarin suggested that his audience research indicated the late-night audience has been "impenetrable" to accepting any new talk show offerings. With what he sees as the increased "fractionalization" of the talk show audience, Zakarin, in a humorous reference to a remark made by late-night host Arsenio Hall last season, predicted that "Ted Koppel [ABC *Nightline* anchor] is going to go out next season and kick some ass."

As for *Arsenio*, Paramount's Cohen said Hall has been holding on to his core audience. "From the *Arsenio* perspective, he is the one who has changed the composition of late night and will continue to do so." ■

Bell moves to Foxstar

Says Twentieth post was more administrative and less creative than he wanted

By Steve Coe

Thirteen months after being named president of Twentieth Television, Steve Bell is leaving the post to take over Fox's newly created Foxstar Productions, which will operate in-house and provide movies and miniseries to Fox Broadcasting.

Peter Roth, who has been president, network production, will assume Bell's duties at Twentieth Television.

Bell said the motivation for the change stems from his desire to be more closely aligned with the creative process. "I sort of found this job to be more administrative than I thought. I'm a hands-on guy and found myself to be less and less involved in the creative process."

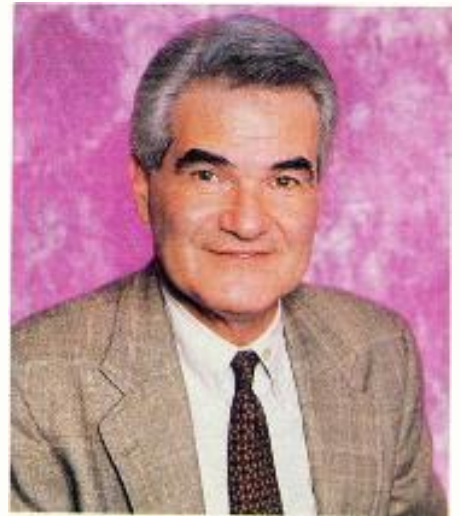
He said he began asking Fox executives—including Lucie Salhany, chairman, Fox Broadcasting Co., and Chase Carey, executive vice president and chief operating officer, Fox Inc.—about possibilities elsewhere within the company. "It was eventually decided there was a need for more movies and miniseries," he said.

In addition to supplying long-form to the network, Foxstar will produce for the upcoming Fox cable channel as

well as for syndication and other outlets. Fox will have right of first refusal for any product out of the new production arm. The division will be located on the Fox lot and has been given a multiple film commitment from the network. The formation of the new company represents another effort to produce enough movies to support the network's Monday movie night and the goal of airing an original made-for-every month.

Bell denied reports that he had ruffled some feathers among producers during his tenure at Twentieth, but he did say that the process at times had been frustrating. "One of the things I was supposed to do when I came over was to try to effect some changes in a business that hasn't changed that much in the past 30 years. I tried to bring a perspective of: Getting a show on the air is fine, but let's also make sure it lasts once it gets on the network, lasts until syndication and has elements that will make it successful in syndication. Most people don't see past the network schedule in the network production business," he said.

Bell said the renewals for *Picket Fences* and *L.A. Law*, as well as the pick-ups of new shows *The X-Files*



Foxstar Chief Steve Bell

and *South Central*, were among the successes at Twentieth during his tenure, along with a rejuvenation of the division. "Twentieth was pretty old-fashioned and sagging about a year ago," he said, "and it's now up and running with vigor."

In other changes at Fox, Stuart Smiley has been named senior vice president, creative development, replacing Joe Davola, who was hired by MTV Productions as senior vice president. Smiley, who had been senior vice president at Fox Square Productions, will now oversee development of reality-based series and variety, sketch and talk shows for Fox Broadcasting Company. ■

CBS to give summer tryouts

Network will test shows this summer for fall midseason

By Steve McClellan

In another refinement of its development process, CBS is trying a new approach for backup series. A handful of programs the network has selected for next midseason have been given short orders and are in production now so they can get a tryout this summer to see how they perform.

Several of the midseason series the network has selected for testing are produced in association with CBS Productions, including a comedy called *The Building* that is being produced with David Letterman's company. Two other midseason in-house projects are *The Boys* and a new western,

Ned Blessing.

Warner Bros.' *Tall Hopes* and Paramount's *Big Wave Dave's* are being tested in similar fashion, according to David Poltrack, senior vice president, planning and research, CBS/Broadcast Group, who revealed the strategy at a luncheon last week sponsored by the New York chapter of the National Association of Television Arts and Sciences.

CBS has previously developed shows in the summer that went on to become big hits during the regular season; *Northern Exposure* is a notable example.

Asked how the *Northern Exposure* development track differed from the

current strategy, Poltrack said *Exposure* "was always designed as a summer show to give it an environment to grow and develop." The new batch of shows, he said, "were all pilots designated as contenders for the fall schedule. In a normal year, they would have been ordered for backup in January, but instead we ordered episodes to be done immediately for presentation in the summer."

The benefits of the new strategy are severalfold, said Poltrack. First, it gives the network an earlier look at potential midseason hits, which would also get more individual promotional attention than in the regular season, said Poltrack. "It also eases some of

the production pressure for those shows that perform well, and where we'd want to order another batch of episodes to finish the season," he said. "So basically, we will try out our backup series in advance of the season, not in the middle of the season."

CBS has been fine-tuning its development process the past two seasons. When it announced its fall lineup last month, program executives said all the new pick-ups received orders of fewer than 13 episodes, which used to be the standard initial order for a new pro-

gram.

But in an era where every dollar counts, the network believes that it is a waste to order 13 episodes of a program if the show does not perform and is canceled after six episodes. "We're really still trying to figure out what the definition of an order is," said Peter Tortorici, executive vice president, CBS Entertainment, when the network announced its new prime time lineup in May. CBS Entertainment President Jeff Sagansky said at the time that most of last season's new shows also had shorter orders. "It doesn't reflect

a lack of faith in these shows," he said, but is more an attempt to get more bang for the buck from the development budget.

Not all the networks believe in the approach. When Fox introduced its new lineup earlier in the month, Sandy Grushow, president, Fox Entertainment Group, said the network gave 13-episode orders to all its new shows. "We don't agree with [CBS] that that is where the business is going," he said, indicating a willingness to buy more episodes upfront if Fox believes strongly in a project. ■

Madonna, Hallmark deal with ABC

Network strikes programing agreements for made-fors, minis and more

By Steve Coe

ABC entered into two agreements last week with disparate production outlets for the production of series, specials and long-form projects.

In the first, the network has signed with Hallmark Cards Inc. subsidiary Signboard Hill Productions and RHI Entertainment for the development and production of 10 made-for-television movies. In the other, ABC has contracted with pop singer and actress Madonna's Maverick Television Company for all forms of television, including a four-hour miniseries, *Madonna: The Early Years*.

The ABC deal is the first Hallmark has entered into aside from its long-time Hallmark Hall of Fame series on CBS. The 10 made-fors, the first of which will be available to ABC during the 1994-95 season, will be co-produced by Signboard and RHI.

The most recent co-venture between Signboard and RHI was the Hallmark Hall of Fame presentation of *Blind Spot*, starring Joanne Woodward, Hallmark's 177th such production.

"All of us at ABC are very excited about this new venture. We are sure the resulting product will reflect Hallmark's well-known commitment to quality and outstanding production values combined with RHI's successful track record and depth of production experience," said Ted Harbert, president, ABC Entertainment.

The network did not release an air date for the upcoming Madonna mini-

series or a date for any upcoming product with the star's production company. The deal with ABC marks the first such deal between Maverick and a network.

"Madonna is one of the true superstars in the world, and we are elated that she will be developing programs for ABC," said Harbert. "ABC wants to be associated with event television—and everything Madonna touch-

es becomes an event," he said.

Madonna said in a prepared statement: "For my first foray into television I wanted to join forces with an established network with a high-caliber reputation and that was willing to take chances. I think we've found that in ABC, and I can't wait to explore new territories with them."

Maverick is co-chaired by Madonna and Freddy DeMann. ■

Broadcasting & Cable

Jun 7-13

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

TBS 1,367

2.3/4.1

USA 1,190

2.0/3.4

TNT 1,048

1.8/3.2

ESPN 824

1.3/2.4

LIFE 631

1.1/2.0

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.

Fox to expand O&O newscasts

But at what expense to affiliates? Whither Sauter?

By Steve McClellan

When Fox announced it was folding its Washington-based Fox News Service two weeks ago, many affiliates were taken by surprise, unsure what the move signaled.

One message is clear: The network is disappointed that only 41 affiliates (including its owned and operated stations) out of approximately 140 are in the news business, despite aggressive lobbying to get more stations involved. And, by folding FNS, Fox can, in effect, shift \$10 million-\$15 million from a money-losing affiliate service to its O&O's to strengthen and expand the news programs.

Questions were also raised about the future of Fox News President Van Gordon Sauter at the network. With a news presence focused at the O&O level, no current plans for a national newscast, and just one prime time magazine in the works, does the company even need a news division president? And is Sauter interested in overseeing such a—by network standards—relatively modest operation?

Other Fox officials insisted in recent interviews that Sauter was still considered a valuable asset and was focused on this week's launch of *Front Page* (June 26). But through a spokeswoman, Sauter refused several requests to discuss the matter for this story.

In coming weeks, Fox-owned stations in New York, Los Angeles, Chicago, Houston and Washington will expand their news programming, according to Les Hinton, chairman and chief executive officer, Fox Television Stations. And Fox's newly acquired O&O in Atlanta, WATL-TV, will start from scratch, creating a news department and a nightly newscast targeted for launch in the second quarter of next year.

Both KTTV(TV) Los Angeles and WFLD Chicago are adding three-hour morning news blocks, Hinton reported. Houston is also adding a morning news program, while both Washington and New York are adding a half-hour

at noon.

At WATL, Kent Lillie, vice president and general manager, said the formal search for a news director has just begun. He said that, at this point, the station is anticipating a 30-plus-employee news staff. To start, the news department will produce a nightly half-hour newscast at 10 o'clock. Even though there are four existing

"I am certainly nervous that CNN has one less competitor."

Kevin O'Brien

late newscasts in the market, Lillie said the strategy will be to go after younger adults (18-49), who are "underserved" in the market.

"I think it's apparent from those plans—coupled with our upcoming prime time magazine—that our news commitment is very strong," Hinton said.

Maybe so, but some non-owned affiliates are wondering if Fox's com-

mitment to serve their news needs is as strong as it once was. "I don't think so, and some of us are pretty ticked," said one Fox affiliate. "We made a commitment to news based on Fox promises of support, and that now seems to be waning. Nobody said an affiliate news service was an inexpensive proposition."

Hinton and other Fox executives stressed that although Fox News Service as a separate entity is going away, the Fox-owned stations will continue to supply other affiliates with footage (and affiliates will also continue to supply material for that feed). But instead of eight feeds a day, Fox will transmit one, from WTTG in Washington.

"So much of what FNS was doing was duplicative of CNN," said Hinton. And without a large customer base to lay off the costs, "it didn't make sense to continue."

Ironically, it was just over a year ago that Fox chief Rupert Murdoch instructed his owned stations to cancel syndicated contracts with CNN, as a signal to affiliates that Fox was determined to compete effectively in the same news service arena. Now, with FNS shuttered, Fox has agreed to pick up the costs to affiliates of picking up CNN's syndicated service for the rest of the year.

"It's disappointing that they are not going forward" with FNS, said Kevin O'Brien, vice president and general manager of Fox affiliate KTVU(TV) Oakland, Calif., which has one of the strongest independent news operations in the country. "I am certainly nervous that CNN has one less competitor. But it's their business, and they made a business decision."

Meanwhile, now looking for work are 25 former FNS employees, reportedly including Paul Amos, who oversaw the news service until Fox decided to fold it. At that time, Piers Ackerman, news director of WTTG, replaced him to oversee the folding of the service into the WTTG news operation.

Ackerman said Fox would do its best to relocate some of the displaced FNS people to local news operations. For example, he said, the Houston O&O, KRIV-TV, is looking for 14 staffers as it prepares to launch a new morning show. He also confirmed that Amos was looking for opportunities elsewhere. Amos did not return phone calls to his office. ■

Just for kids

Multimedia Entertainment, traditionally a supplier of such adult-oriented talk shows as *Donahue* and *Sally Jessy Raphael*, is similarly entering the children's programming business with the formation of the Children's Plus Network, a library of 60 dramas, comedies and documentaries. Syndication sales veterans Tom Byrne and Jack Allen have been retained by Multimedia to handle station sales. Included in the library of "family-oriented" specials are *Umbrella Jack*, *Joshua's Confusion*, *Grandma Didn't Wave Back* and *Just Another Stupid Kid*. Six holiday-theme specials are also featured, including *Pee Wee's Ragtime Band*, *Charlie's Christmas Project* and *The Little Match Girl*. The half-hour specials are available on a straight cash basis.

Is there money where the mouths are?

With number of late-night network talk shows growing from two to four, affiliates and agencies wonder if ad dollars will follow new inventory

By Joe Flint

At Fox's recent affiliate meeting in Los Angeles, station executives were given promotional bathrobes for Chevy Chase's late-night show which is scheduled to debut Sept. 7. Some affiliates nervously joked that the reason for the robes was that they were about to take a bath on the show.

Kidding aside, affiliates and the network have cause for concern—not only about the untested show, but about a late-night daypart that has increased dramatically in entertainment programming while ad dollars remain flat, at best.

With the addition of Chevy Chase's show, and CBS's entering the genre with David Letterman, the network's late-night inventory for talk has increased 100%. Throw in *Arsenio Hall* and that's a lot of ad time to sell.

"The real question for Chevy is: Are there enough ad dollars?" said Aaron Cohen, senior vice president/director, broadcast programming, N.W. Ayer. Although there is an increase in inventory, Cohen doubts there will be an increase in money.

The late-night daypart is worth about \$450 million-\$500 million in advertising. However, that figure could decrease with two unprovens—Chevy Chase and NBC's Letterman replacement Conan O'Brien—that will likely be a harder sell.

"Chevy did a fabulous job at the Fox premier," said Jerry Dominus, senior vice president, J. Walter Thompson. "Of course, he only did five minutes—that's not five nights."

The upfront market for selling ad time for the fall season is just beginning. Currently, industry estimates for spots for *The Tonight Show* and Letterman are more than \$30,000, while *Arsenio* is in the low- to mid-\$20,000 range. Most say Chase spots will fall in between that, while O'Brien will be a tougher sell at first.

A talk show is not as great a financial risk as series programming for the network—production costs for talk shows are substantially less. The ad revenue generated by Chase's show

will be new money to Fox's bottom line. But Fox affiliates still often think of themselves as independents and fear the lost ad revenue if Chevy Chase does not take off. Also, it's been five years since Fox's last late-night entry, and some affiliates fear that if the show fails this time, the time period won't come back to them.

For example, one Fox affiliate in a top 40 market currently runs two off-network sitcoms in the 11 p.m.-midnight time period. With the studio retaining one minute for each show, the station has two dozen 30-second spots to sell. The affiliation agreement for Chevy Chase has affiliates selling about half as much inventory.

If Chevy Chase draws the same ratings as the show that the station currently airs, the station is still looking at a \$250,000 loss. Any ratings decline and the loss will increase.

And that's only the advertising perspective. Any show that is displaced will have to find a new home, or it will sit on the shelf while the payments are made. And if the show moves to later at night instead of in access or early fringe, the show's ad value will further decline.

One plus for these new shows, according to Joe Abruzzese, senior vice president, network sales, CBS, is that after sports, late night is becoming the one daypart to corner young men. ■

Violence code could be economic scarlet letter

Advertisers could balk at buying shows rated as violent

By Joe Flint

While the debate rages over whether a ratings system for violent TV programs will combat violence in society, one thing is for certain: Such a system—or a lock box for parents to block out certain channels—would likely have a big impact on how and where advertisers spend their money.

"A number of advertisers have very stringent guidelines with respect to sex and violence, and shows with advisories saying 'parental guidance suggested because of graphic scenes' will have those advertisers asking to be pulled out," said Bill Croasdale, president, network broadcast, Western International Media.

While all agencies either prescreen shows themselves or use a service, the concept of a ratings system on a show—whether Hollywood or Washington rates it—does not sit well.

"If the industry does not [tone down the violence], then Congress will. First it will be violence, then sex and then language. TV will go back to

the days of *Ozzie & Harriet* and *My Three Sons*. Tap TV, soft, warm, sweet—and not real life," Croasdale warned.

While it's believed in some circles that warnings entice viewers, thus increasing viewership, that's not the case when it comes to advertisers. Many are already skittish over the Rev. Donald Wildmon's advertising boycott efforts.

Although advertiser boycotts have not been effective, media buyers say, further publicity over certain shows could lead to boycott letters going to the chief executives of advertisers, and those, Croasdale said, are often effective.

Media buyers and programers fear that Congress will have the FCC publishing lists of violent programming and who sponsors it, and that while the underfunded FCC is having trouble implementing the new cable laws, Congress might be willing to give them funds for something like this.

"Congress can't lose. They are looking out for the public, and there is not a congressman out there who

would go against this," said one media buyer.

Advertisers, Croasdale said, will show up on those lists only once before saying they *never* want their company's name to appear on such a list again.

There is also concern that a ratings system could make finding shows to boycott all the easier for the media watchdogs.

"The letter writing could now start in anticipation; this could make it easier," said Aaron Cohen, senior vice president/director, broadcast programming, N.W. Ayer.

While network programming executives have spent much of the last month preparing for and testifying in hearings on Capitol Hill, their counterparts in sales are wary of the subject.

"It's a pretty sensitive issue here right now," one network executive said. "Anytime you put an advisory on anything, it is a red flag to advertisers, who then pull out and we lose money."

Industry executives hope that the threat of regulation will force everyone to self-police. That may sound like censorship—self-police or else—but the consensus is that it beats having the government do it for you.

However, Congress has been looking to restrict or limit violence on TV for the last few years, and patience could be running out. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), who is pushing for the lock box, said a few weeks ago that Congress is "receptive" to restricting violent programming. ■

Errata

In a June 14 story on the promotional campaigns for NBC's *Tonight Show Starring Jay Leno* and CBS's upcoming *Late Show with David Letterman*, George Schweitzer, CBS's senior VP of creative services, was misquoted as saying NBC's "America Is Standing Up for Jay" testimonial campaign "hints of desperation." Rather, Schweitzer termed it a "defensive" campaign. Schweitzer stressed that he has "great respect" for Leno and NBC's executive VP of advertising and promotion, John Miller.

Samuel Goldwyn Television

has given its weekly *Why Didn't I Think of That?* the green light for a second season next fall, with nine of the top 10 markets back on board and 82 markets (65% of the U.S.) renewed. The show is currently seen in 152 markets, with 85% coverage. Key renewals include WABC-TV New York, KABC-TV Los Angeles and WMAQ-TV Chicago, while new clearances have been signed with KOFY-TV San Francisco, WFXT-TV Boston, WFAA-TV Dallas and WJBK-TV Detroit. SGT is offering the series with even three-and-a-half-minute local and national barter splits.

In related news, SGT has named Richard Bornstein, vice president, worldwide publicity, to the post of vice president, worldwide marketing. He replaces Leonie de Picciotto, who decided not to return following maternity leave.

Genesis Entertainment's

syndicated soap opera strip *Paradise Beach* is set to debut in 149 markets representing 89% U.S. coverage. New stations on-board for the youth-oriented beach drama are WJZY-TV Charlotte, WHNS-TV Greenville-Spartanburg, S.C./Asheville, N.C., and WOLF-TV Wilkes-Barre, Pa. To date, Genesis, which is offering the series on a three-minute national/four-minute local barter basis, has *Paradise Beach* in 49 of the top 50 markets.

MGM Television is launching a new hour-long talk show called *Hosted By...* with a four-week test on KNBC-TV Los Angeles (weekdays at 9-10 a.m.). It could serve as a platform for a possible NBC daytime network run or first-run syndication launch. Rather than having a regular host, MGM and KNBC, co-producers of the series, will feature a rotating host format. Hosts confirmed for the first two weeks are Faith Ford, Tim Matheson, Kareem Abdul-Jabbar, David Steinberg, Sally Kellerman, Ed Begley Jr. and producers Gary David Goldberg and Jay Tarses.

RHI Entertainment Inc., a

New York-based producer and distributor of long-form television programming, has become the worldwide distributor of telefilms produced by the Larry Thompson Organization. The distribution arrangement covers 10 features over five years, but it was not immediately known if RHI would receive a standard commission from distribution revenues or whether it paid a lump sum for the distribution rights. LTO has produced such telefilms as *Lucy and Desi: Before the Laughter*, *Little White Lies*, *Original Sin* and *The Woman He Loved*.

Rysher TPE has given the go-ahead for a fall syndication premiere for *Home Videos of the Stars*, a half-hour weekly set to be hosted by TPE's *Lifestyles of the Rich and Famous* host Robin Leach. Sold in 57 markets—including 29 of the top 30 markets representing more than 70% of the U.S.—all three of the ABC O&O stations lead the list of top market stations on-board. Rysher is offering *Home Videos of the Stars* on an even three-and-a-half-minute national and local barter basis.

Turner Program Services has cleared *The Marv Albert Special: The Bad Boys of Sports* in more than 141 markets (90% coverage). The hour-long special, which has a June broadcast window, features a series of interviews with former Chicago Bears head coach Mike Ditka, Cincinnati Reds pitcher Rob Dibble and Phoenix Suns basketball star Charles Barkley.

All American Television's

two-hour special, *Together for Our Children—M.U.S.I.C.* (*Musicians Unite with Stars to Immunize Children*), hosted by singer Billy Joel, has been sold in 122 markets (82% coverage). Stations will have a June 25-July 11 broadcast window, with part of the ad revenue to benefit the Gorbachev Foundation/USA, which handles immunizations of children in the U.S. and Russia.

	abc ABC	CBS	NBC	FOX
MONDAY	10.0/17	8.8/15	12.7/22	NO PROGRAMING
8:00	28. Day One 9.7/17	39. Evening Shade 8.5/16	22. Fresh Prince 10.3/19	
8:30		30. Major Dad 9.5/17	28. Blossom 9.7/17	
9:00		25. Murphy Brown 10.0/16	6. NBC Monday Night Movies—She Says She's Innocent 14.0/24	
9:30	24. ABC Monday Night Movie—See No Evil, Hear No Evil 10.1/17	55. Love & War 7.3/13		
10:00				
10:30				
TUESDAY	10.2/18	12.2/22	9.0/16	4.3/8
8:00	16. Full House 10.9/20	18. Rescue: 911 10.7/19	36. Route 66* 8.7/16	84. Beverly Hills 90210 4.6/8
8:30	15. Hangin' w/Mr. C 11.0/19			
9:00	3. Roseanne 15.8/27	9. CBS Tuesday Movie—Deadbolt 12.9/23	51. South Beach* 7.7/13	87. Key West 3.9/7
9:30	25. Room for Two 10.0/17			
10:00	63. Jack's Place 6.6/12		20. Dateline NBC 10.6/19	
10:30				
WEDNESDAY	10.0/17	9.2/16	14.3/25	5.2/9
8:00	49. Wonder Years 7.8/15	62. Sea World/Busch Gardens Summer 6.7/13	21. Unsolved Mysteries 10.4/20	66. Beverly Hills 90210 6.1/11
8:30	59. Doogie Howser 7.0/13	31. In the Heat of the Night 9.3/15		
9:00	4. Home Improvmt 15.2/26	12. 48 Hours 11.6/20	2. NBA Finals Game 1—Chicago vs. Phoenix 16.8/29	85. Melrose Place 4.2/7
9:30	8. Coach 13.1/21			
10:00	40. Sirens 8.4/14			
10:30				
THURSDAY	9.2/18	7.6/15	9.6/18	7.4/14
8:00	27. Matlock 9.9/20	60. Top Cops 6.9/14	74. A Different Wld 5.5/11	32. The Simpsons 9.1/19
8:30			60. Wings 6.9/14	40. Martin 8.4/16
9:00	52. Crossroads 7.5/14	46. Picket Fences 8.0/15	18. Cheers 10.7/20	57. ILC: 1st Season 7.1/13
9:30			10. Seinfeld 12.2/22	78. Down the Shore 5.0/9
10:00	23. Primetime Live 10.2/19		14. NBC News Special 11.1/20	
10:30				
FRIDAY	9.0/18	7.9/16	10.7/22	5.4/11
8:00	37. Family Matters 8.6/19	70. Golden Palace 5.9/13	78. NBA Stories 5.0/11	70. America's Most Wanted 5.9/13
8:30	42. Step By Step 8.3/18	66. Cutters* 6.1/13		
9:00	48. Dinosaurs 7.9/16	35. CBS Special Movie—A Woman Scorned 8.8/17	5. NBA Finals Game 2—Chicago vs. Phoenix 14.6/29	82. Royals: Disaster 4.8/10
9:30	55. Home Free 7.3/14			
10:00	16. 20/20 10.9/21			
10:30				
SATURDAY	5.7/12	8.7/19	6.4/14	6.2/13
8:00	89. Young Indiana Jones Chronicles 3.5/8	33. Dr. Quinn, Medicine Woman 8.9/20	75. Almost Home 5.4/13	63. Cops 6.6/15
8:30			69. Nurses 6.0/13	52. Cops 7.5/17
9:00	82. FBI: Untold Stor 4.8/10	37. CBS Special Movie—Her Final Fury 8.6/18	46. Empty Nest 8.0/17	72. Code 3 5.8/12
9:30	65. Amer Detective 6.2/13		44. Mad About You 8.1/17	81. Code 3 4.9/10
10:00	44. The Commish 8.1/17		73. Black Tie Affair 5.6/11	
10:30			77. Powers That Be 5.2/11	
SUNDAY	7.2/13	12.1/22	16.3/31	4.7/9
7:00	89. Life Goes On 3.5/7	7. 60 Minutes 13.5/28		92. Parker Lewis 3.0/6
7:30				91. Shaky Ground 3.3/7
8:00	49. Am Fun Hm Vid 7.8/15	11. Murder She Wrote 11.9/22	1. NBA Finals Game 3—Phoenix vs. Chicago 17.0/32	75. In Living Color 5.4/10
8:30	52. Am Fun People 7.5/13	13. CBS Sunday Movie—Double Edge 11.4/20		78. Roc 5.0/9
9:00	33. ABC Sunday Night Movie—Burning Bridges 8.9/15			57. Married w/Childn 7.1/12
9:30				66. Herman's Head 6.1/10
10:00				86. Flying Blind 4.1/7
10:30			43. Law and Order 8.2/17	88. The Edge 3.8/7
WEEK'S AVGS	8.7/16	9.6/18	11.5/21	5.4/10
SSN. TO DATE	12.1/20	12.8/21	11.0/18	7.6/12

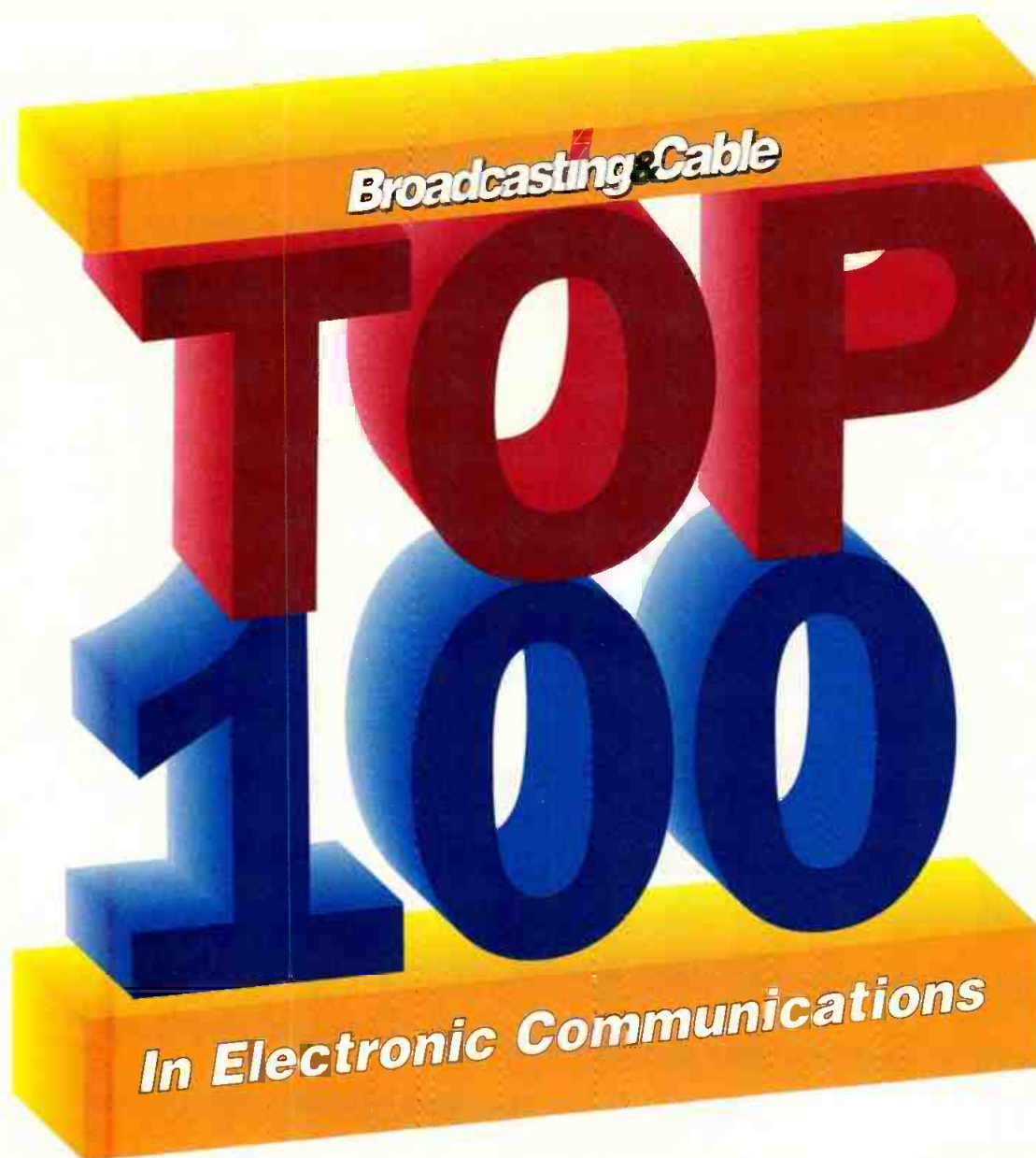
RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Special Report



The Fifth Estate economy performed better in 1992 than it had in several years, according to BROADCASTING & CABLE's exclusive annual survey of electronic communications. Broadcasting group owners' operating income gained by double digits, and cable MSO revenue and operating income also posted gains. Most programming companies reported better results, while results for service and technology companies were mixed. The order at the top didn't change, with Time Warner as the largest company in the business followed by Capital Cities/ABC, TCI, CBS and General Electric. In operating income, both Time Warner and TCI were ahead of their broadcasting-oriented counterparts.

The following charts rank companies by their Electronic Communications Index (ECI) revenue—the revenue each company derives from broadcasting, cable, programming, equipment and other related communications activities. The Broadcasting and Cable charts also

detail the operating income that those companies derive from ECI activity. To determine ECI data, BROADCASTING & CABLE relies on estimates from the companies, securities analysts and industry associations.

NM = not meaningful; NA = not available.

The broadcasting industry rebounded, in part, in 1992. Some companies managed to report double-digit revenue gains, some because of acquisitions, while most companies showed an ECI revenue increase in the high single digits. Continuing cost controls at TV and radio stations helped lever that revenue increase into double-digit operating income gains for the most part. The median ECI income gain was at least 20%.

Among the few companies that recorded a decrease

in ECI-related income were Capital Cities/ABC and General Electric. For the second year in a row News Corp. had higher income from television-related activity than two of the three network companies. Some TV affiliate group owners continued to post good ECI income margins, including A.H. Belo and McGraw-Hill.

Among changes on the list from last year: Pinelands was absorbed by BHC Communications, which moved up a notch; Scripps-Howard (8) and Gannett (9) traded places, while Clear Channel moved from 30 to 22.

BROADCASTING

ECI Rank	'92 ECI Revenue (in millions)	% Chg. in ECI Rev. from '91	ECI as % of total Revenue	'92 ECI Income (in millions)	'92 total Net Earnings (in millions)	% Chg. in Net from '91
1. Capital Cities/ABC	\$4,265.6	-1%	80%	\$619.3	\$246.1	-28%
2. CBS	\$3,503.0	15%	100%	\$180.1	\$81.0	NM
3. General Electric	\$3,363.0	8%	6%	\$204.0	\$4,725.0	80%
4. News Corp.	\$1,480.0	3%	19%	\$291.0	\$457.0	NM
5. Westinghouse	\$725.0	2%	9%	\$157.0	(\$1,291.0)	NM
6. Tribune	\$684.1	11%	32%	\$121.3	\$119.8	-16%
7. Multimedia	\$444.3	12%	77%	\$146.5	\$60.5	25%
8. Scripps-Howard	\$389.8	12%	100%	\$90.2	\$36.8	127%
9. Gannett Co.	\$370.6	4%	11%	\$66.2	\$199.7	-34%
10. BHC Communications	\$307.9	17%	100%	\$22.4	\$109.3	1%
11. SCI Television	\$221.2	6%	100%	\$38.4	(\$47.0)	NM
12. Great American Comm.	\$210.8	5%	100%	\$25.6	(\$560.0)	NM
13. A.H. Belo	\$201.1	11%	39%	\$56.5	\$37.2	200%
14. Univision	\$190.3	6%	95%	\$15.0	(\$28.2)	NM
15. Infinity Broadcasting	\$171.8	27%	100%	\$35.4	(\$9.4)	NM
16. Telemundo Group	\$153.6	14%	100%	\$10.8	(\$26.7)	NM
17. LIN Broadcasting Corp.	\$142.9	10%	25%	\$53.0	(\$90.1)	NM
18. Jefferson-Pilot	\$129.7	4%	11%	\$24.3	\$203.2	16
19. Pulitzer	\$113.4	4%	28%	\$23.3	(\$1.2)	NM
20. Meredith Corp.	\$106.0	-3%	15%	\$17.3	(\$6.3)	NM
21. McGraw-Hill	\$103.7	6%	5%	\$29.2	\$28.6	-81%
22. Clear Channel	\$94.5	27%	100%	\$13.5	\$4.3	281%
23. Allbritton Commun.	\$84.8	1%	100%	\$24.7	\$3.1	NM
24. Lee Enterprises	\$79.1	14%	22%	\$14.5	\$38.5	22%
25. Park Communications	\$77.3	15%	48%	\$22.6	\$17.2	45%
26. Liberty Corp.	\$74.9	5%	22%	\$14.7	\$40.5	35%
27. Burnham Broadcasting	\$72.8	8%	100%	\$3.4	(\$18.2)	NM
28. Jacor Communications	\$70.5	9%	100%	(\$3.2)	(\$23.7)	NM
29. Ackerley Commun.	\$67.9	2%	41%	\$21.0	(\$14.5)	NM
30. AFLAC Broadcast	\$66.3	3%	2%	\$18.3	\$183.4	23%
31. Heritage Media	\$64.4	26%	27%	\$14.6	(\$18.6)	NM
32. The New York Times Co.	\$62.0	9%	3%	\$8.1	(\$44.7)	NM
33. Silver King Commun.	\$46.8	76%	100%	\$4.3	(\$15.2)	NM
34. Outlet Communications	\$45.1	14%	100%	\$10.3	(\$1.5)	NM
35. Emmis Broadcasting	\$44.6	-35%	90%	\$8.3	\$25.9	NM
36. Granite Broadcasting	\$36.0	8%	100%	\$7.2	(\$10.7)	NM
37. Saga Communications	\$31.1	14%	100%	\$6.2	\$0.3	NM

Once again, companies whose sole business is cable—or those with a strong presence in cable—led the way among entertainment corporations. Of the two home shopping channels, QVC Networks had the better performance last year with an 81% increase in net earnings compared with 1991. New to the rankings is BET, which showed a 26% increase in net earnings

last year. Moving up in the rankings from last year was Liberty Media, which posted a 47% jump in revenues.

Other corporations with programing divisions appear in other sections of the survey. Time Warner is listed in the Cable section; Sony and Matsushita are listed under the Technology heading, and News Corp. can be found in Broadcasting.

PROGRAMMING

ECI Rank	'92 ECI Revenue (in millions)	% Chg. in ECI Rev. from '91	ECI as % of Total Revenue	'92 Total Net Earnings (in millions)	% Chg. in Net from '91
1. Viacom	\$1,864.7	9%	100%	\$49.0	NM
2. Turner Broadcasting	\$1,641.4	18%	93%	\$77.6	-10%
3. Paramount	\$1,216.4	50%	28%	\$261.4	113%
4. QVC Networks	\$1,070.6	16%	100%	\$55.1	81%
5. Home Shopping Network	\$1,053.9	2%	96%	\$37.3	NM
6. Walt Disney Co.	\$761.0	1%	10%	\$816.7	28%
7. King World Productions	\$503.1	6%	100%	\$94.9	5%
8. Gaylor Entertainment	\$392.2	9%	61%	\$29.4	1,533%
9. Spelling Entertainment	\$258.5	111%	100%	\$10.0	-23%
10. Liberty Media	\$156.5	47%	100%	\$13.9	-68%
11. Westwood Inc.	\$137.7	-5%	100%	(\$24.1)	-174%
12. International Family Ent.	\$131.7	16%	100%	\$29.6	49%
13. BET Holdings	\$61.7	21%	99%	\$11.7	26%
14. RHI Entertainment	\$56.5	70%	100%	\$5.6	133%
15. All American Commun.	\$45.3	80%	78%	\$0.9	NM
16. dick clark productions	\$34.8	-17%	95%	\$3.1	7%
17. Playboy Enterprises	\$32.5	30%	17%	\$3.7	-18%
18. Republic Pictures	\$25.3	-47%	36%	(\$3.5)	NM

The industry was somewhat mixed this year. Some companies posted impressive gains in net income, but they were still nowhere near the level of several years ago. Most dramatic among these was Scientific-Atlanta, which rebounded from a dismal \$1.1 million

net in 1991 to \$16.3 million last year. The jump is only cause for moderate cheer, however: S-A fell from more than \$40 million in 1990 to 1991's \$1.1 million, a drop of more than 95%. The '92 revenue, therefore, is still less than half what it was two years earlier.

TECHNOLOGY

ECI Rank	'92 ECI Revenue (in millions)	% Chg. in ECI Rev. from '91	ECI as % of Total Revenue	'92 Total Net Earnings (in millions)	% Chg. in Net from '91
1. Sony	\$3,098.0	21.5%	9%	\$312.6	-65.4%
2. Matsushita	\$2,433.0	15.9%	4%	\$331.0	-66.9%
3. GI	\$849.0	14.0%	79%	\$109.7	NM
4. Harris	\$450.6	-14.3%	15%	\$75.2	55.7%
5. Scientific-Atlanta	\$406.6	14.3%	70%	\$16.3	1,381.8%*
6. Ampex	\$404.1	18.1%	94%	(\$71.5)	NM
7. Tektronix	\$285.4	-2.8%	22%	\$19.8	-59.0%
8. 3M	\$277.7	4.1%	2%	\$1,233.0	6.8%
9. Kodak	\$201.8	42.6%	1%	\$1,146.0	**
10. Varian	\$90.2	-10.4%	7%	\$38.6	-32.9%
11. Zenith	\$74.6	-6.8%	6%	(\$109.0)	NM
12. Chyron Pesa Group	\$43.3	-72.0%	100%	(\$172.2)	NM†
13. C-COR	\$41.7	59.2%	80%	\$2.3	NM
14. Motorola	\$39.8	17.0%	1%	\$453.0	-0.2%

*See text above. **Kodak went from a net of only \$17 million last year to \$1.1 billion this year, an apparent jump of almost 7,000%. The numbers make more sense, however, when you account for a \$1.032 billion write-off from 1991. Without the '91 write-off, Kodak's performance improved about 11% in 1992. †Negative earnings reflect interest payments to Spanish parent company Pesa, not actual losses, according to the company.

MSO's continued to show net losses in 1992 despite across-the-board increases in ECI operating income. ECI income was up 20% or more for most MSO's. Revenue, on average, was up in high single-digit or low double-digit percentages.

The leader in the cable category continued to be Time Warner, although a substantial portion of that

revenue also came from cable programming and TV syndication.

The next largest, TCI, had revenue more than three times as much as the third-place MSO, Continental. All but the top six MSO's had revenue of \$600 million or less. That compares similarly with the broadcasting portion of the Top 100.

CABLE

EC Rank	'92 ECI Revenue (in millions)	% Chg. in ECI Rev. from '91	ECI as % of Total Revenue	'92 ECI Income (in millions)	'92 Total Net Earnings (in millions)	% Chg. in Net from '91
1. Time Warner	\$5,590.0	18%	43%	\$767.0	\$86.0	NM
2. TCI	\$3,574.0	11%	100%	\$956.0	(\$49.0)	NM
3. Continental	\$1,113.5	7%	100%	\$488.3	(\$103.0)	NM
4. Comcast	\$728.2	13%	81%	\$203.4	(\$270.2)	NM
5. Cablevision Systems	\$572.5	-5%	100%	\$79.1	(\$250.5)	NM
6. Times Mirror	\$546.5	10%	15%	\$112.9	(\$66.1)	NM
7. Cablevision Industries	\$441.9	9%	100%	\$37.2	(\$86.7)	NM
8. Washington Post	\$336.2	4%	23%	\$93.5	\$128.8	80%
9. Century	\$281.2	9%	93%	\$68.0	(\$66.0)	NM
10. Adelphia	\$276.7	10%	100%	\$72.7	(\$121.6)	NM
11. Media General	\$169.9	6%	24%	\$25.9	\$19.0	NM
12. TCA Cable	\$138.8	9%	100%	\$37.6	\$15.0	4%
13. Jones Intercable	\$131.0	32%	100%	\$35.6	\$19.6	NM
14. ML Media	\$100.6	1%	100%	\$3.1	(\$9.3)	NM
15. C-TEC	\$85.3	12%	33%	\$30.1	(\$2.0)	NM
16. ML Opportunity	\$53.6	27%	100%	(\$6.4)	(\$38.4)	NM
17. Falcon	\$50.6	10%	100%	\$7.7	(\$9.0)	NM

XEROX

You can't Xerox a Xerox on a Xerox.

But we don't mind at all if you copy a copy on a Xerox copier.

In fact, we prefer it. Because the Xerox trademark should only identify products made by us. Like Xerox copiers and Xerox printing systems.

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

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

Xerox
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Disney Makes The



Learn It!



Dance It!



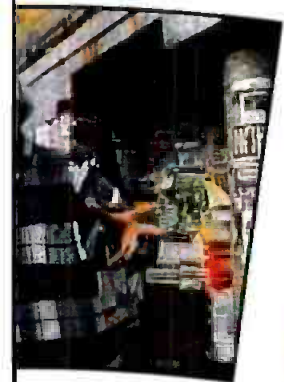
Si

Disney's Adventures in WONDERLAND

The hit Disney Channel series comes to broadcast TV for the first time. Recommended by the NEA and AFT, the series has won Emmy and WGA awards as one of today's premier series for younger children.

The Walt Disney Company is proud to present two educational half-hours packed with the fun and excitement kids tune in for, while providing the rich learning experience government regulators are seeking.

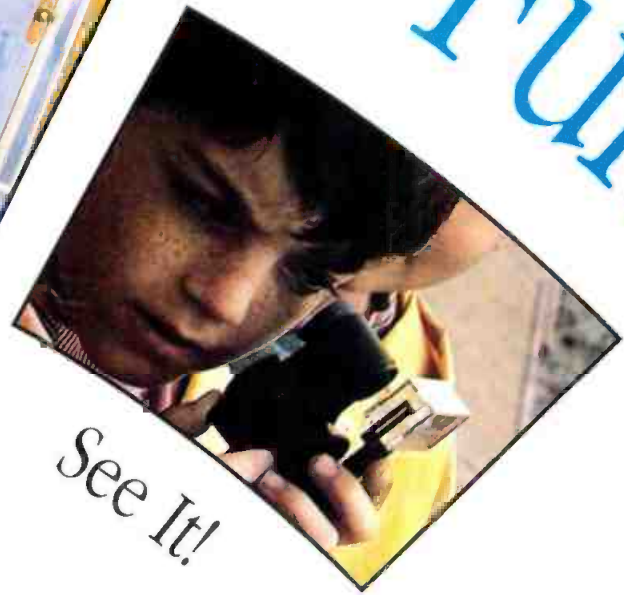
Learning Curve Fun!



g It!



Play It!



See It!

These two weekly half-hours are available individually or as a full hour. Contact your BVT sales representative today to learn more about this important new children's programming.

Disney
Presents



the Science Guy

Host Bill Nye leads older kids on an exciting, fast-paced and informative safari into the world of science with sketches, music videos and totally weird antics.

The top advertising agencies continued their lackluster performance of 1991 in 1992, still hurt by a weak world economy. Some agency conglomerates such as Saatchi & Saatchi and WPP saw their bottom lines continue to be hurt from the digestion of previous acquisitions. While some benefited from late-year improvement of business in the United States, the advertising recession is still under way in Europe.

Satellite services, particularly Comsat, saw an im-

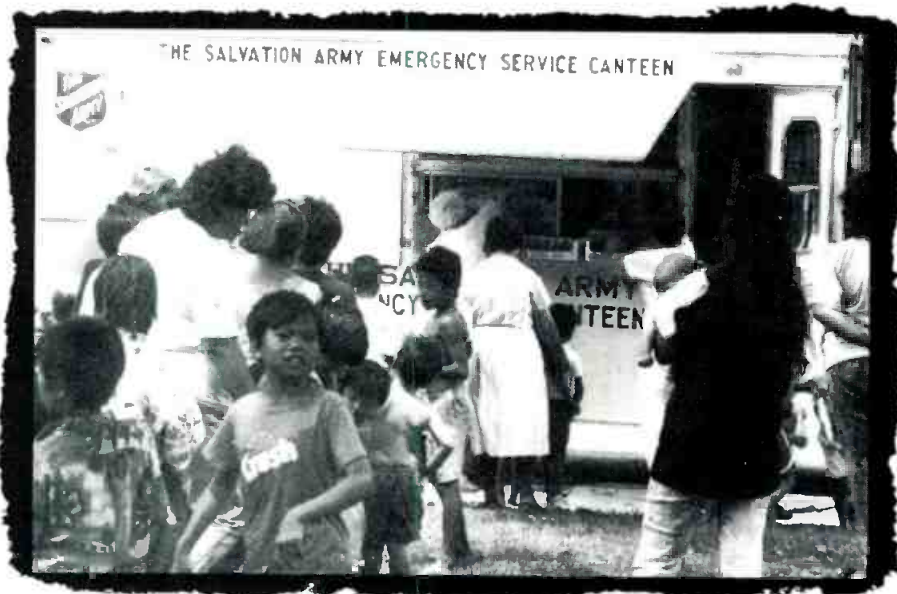
proved performance last year. IDB, which posted a 17% decrease in its ECI revenue in 1991, had a 9% increase in '92. The ratings services continued to report disparate results. Nielsen parent Dun & Bradstreet showed a solid gain, while Arbitron, whose parent company Ceridian was restructured since last year, fared less well. Reuters may show gains in 1993 due to its consolidation of Visnews at the beginning of the year.

ECI Rank	'92 ECI Revenue (in millions)	% Chg. in ECI Rev. from '91	ECI as % of Total Revenue	'92 Total Net Earnings (in millions)	% Chg. in Net from '91
1. Interpublic	\$1,020.0	10%	55%	\$111.9	18%
2. Saatchi & Saatchi	\$1,003.0	1%	76%	(\$1,259.9)	N/M
3. WPP*	\$674.8	-9%	35%	(\$180)†	NM
4. Omnicom	\$567.9	23%	41%	\$69.2	21%
5. Grey	\$378.2	9.5%	73%	\$16.5	283%
6. GM Hughes	\$245.9	6.5%	2%	(\$921.6)	NM
7. Dun & Bradstreet	\$188.0	8%	4%	\$4,750.7	.1%
8. Ceridian	\$178.3	-9%	21%	(\$392.5)	NM
9. FCB	\$125.1	—	35%	\$21.7	213.2%
10. Comsat	\$120.0	55%	27%	\$42.9	NM
11. Reuters*	\$88.2	-2%	4%	\$2,367.1†	13.6%
12. IDB	\$75.0	9%	49%	\$8.5	449%
13. Associated Press	\$63.5	—	17%	\$5.3	NM
14. Unitel Video	\$63.0	37%	100%	\$1.73	66%

*ECI revenue numbers reflect U.S. operations only. U.S. dollar has been converted at a rate of \$1.51 to £1.

†Profit attributable to ordinary shareholders.

WE DO MORE THAN JUST RING BELLS AT CHRISTMAS.



You see us on street corners and in shopping malls.

You may drop some change into our kettles.

But you might not know The Salvation Army is the largest organization in the world to aid the homeless, the hungry, and the hurting.

So when you hear the bell, just remember who it's ringing for.

**THE SALVATION ARMY.
SHARING IS CARING.**



Radio

Cash for Rush: most stations opt to pay

EFM said to avoid creating local bidding wars, but many stations still grumbling

By Peter Viles

EFM Media's unpopular decision to charge stations cash fees for carrying the Rush Limbaugh show—in addition to four minutes per hour of airtime—has caused some grumbling from stations, but most of them are putting up the cash.

Several station managers contacted by BROADCASTING & CABLE said they are upset at the manner in which EFM has sought to get the fees, but at the same time they feel that the show, with its tremendous ratings, is worth the money—for now. Further, general managers say EFM has dealt almost exclusively with its affiliates and has not encouraged bidding wars within markets for the Limbaugh show.

According to various station executives, the fees sought by EFM range from \$3,000 per year in small markets to \$25,000-\$100,000 per year in top 25 markets, and EFM is negotiating fees on a market-by-market basis. If those estimates are accurate, and if EFM gets cash from all of its 600 stations, the fees should increase revenue from the Limbaugh show by more than \$2 million per year.

"From a business perspective, the entrepreneur in me respects what they're doing," said one major-market general manager who asked not to be quoted. "But it's going to bite me. Still, the bottom line is most people are going to pay it. The bottom line is the guy is successful."

EFM has refused to discuss the cash fees in the press, and has reportedly urged its affiliates not to discuss the matter, either. EFM Media President John Axten refused comment on the matter except to say, "We've got the same lineup as we did before we started talking about this with the affiliates, and we look forward to staying with the same lineup."

Fred Weber, chief executive officer



Flanked by two Radio City Music Hall Rockettes are (from left) talk host Rush Limbaugh, Mercury Gold winner Bob Moore of Wieden & Kennedy, and Sean Fitzpatrick, co-chairman of McCann-Erickson/Detroit and EVP/Worldwide.

Nike ad wins top Mercury Award

The second annual \$100,000 Radio Mercury Gold award, billed as the top cash prize in advertising, went to copywriter Bob Moore of Wieden & Kennedy for "Hubble Telescope," a commercial that depicts a leap into outer space powered by Nike Flight basketball shoes.

Eleven advertising agencies, radio boutiques and stations were honored with \$200,000 in cash prizes at the Mercury Awards, held June 9 at New York's Waldorf Astoria hotel. The awards were established last year by the Radio Creative Fund, which was started by Group W Radio under then-president Jim Thompson and is now administered by the Radio Advertising Bureau.

Among the winners were Hill Holliday Connors Cosmopolos of Boston, which won the Radio Mercury Public Service Award for a spot for the Pine Street Inn, a homeless shelter, that was narrated by novelist Stephen King.

Other categories, winning agencies and clients:

- \$20,000 Mercury Gold, humor: Moving and Talking Picture Co. of Philadelphia, for Molson Breweries, USA
- \$20,000 Mercury Gold, non-humor: DMB&B, St. Louis, for the St. Louis Symphony Orchestra
- \$20,000 Mercury Gold, music and sound design: Manhattan Marketing Ensemble of New York, for Maxell Audio Tape
- \$20,000 Mercury Gold, radio station-produced: KSSK Radio, Honolulu, for Subaru.

—PV

and general manager of KFYI-AM Phoenix, said his affiliation fee—he wouldn't disclose the amount—is "fair, reasonable and equitable."

He also praised EFM for negotiating with affiliates first and not putting the show out to bid. "They have shown loyalty that's foreign to syndicators and networks," Weber said. "That's what impresses me the most. We took Rush when nobody else in this market would take him. They're showing the same loyalty in return."

Another general manager willing to speak on the record, J. Shannon Sweatte of KVI-AM Seattle, agreed with Weber. "We found [EFM] to be very honorable in that they respected that we had pioneered Rush in the market," Sweatte said. "I really don't think they meant to create a bidding war. The fact that other stations in the market were interested got their attention, and certainly gave them another bargaining tool."

But just as many executives are critical of EFM's handling of the situation, pointing out that EFM approached many stations for cash in the middle of a budget year. They also point out that, although EFM may not be soliciting bids from non-affiliate stations, it is essentially using unsolicited bids to strengthen its position.

In the end, predicted one general manager, EFM will pay a price for the cash payments. "I believe he's worth every penny of the money right now," the GM said of Limbaugh. "But I'm going to be like every other general manager in America—when the ratings level off, and the bloom is off the rose, I'll turn on him. Stations that would have stuck by him through thick and thin are going to be more likely to go away."

KSCB-AM of Liberal, Kan., devised a novel way to deal with the cash issue. Angered at EFM's request for a \$3,000 annual fee, the station asked its listeners: Is Rush worth the money? The response was overwhelmingly in favor of keeping the show.

Still, said operations manager Beth Harris, the station was displeased with the prospect of paying the fee.

"We were a little bit disgusted that they didn't even bother to call us," Harris said. "We received a form letter in the middle of a budget year asking for the money. So we sent off a surly letter, saying, 'All right, we'll pay. But we're not happy.'" She added, "Like they care." ■

Infinity, Emmis in legal spat over sale of WFAN

Infinity claims cash flow overstated; Emmis countersues

By Peter Viles

Infinity Broadcasting and a subsidiary of Emmis Broadcasting are quietly waging a legal battle stemming from Infinity's \$70 million purchase of WFAN-AM New York, a landmark deal that closed 14 months ago.

In a complaint filed in January in U.S. District Court in New York, Infinity alleges that KPWR, a wholly owned subsidiary of Emmis, breached the sale contract by overstating the cash flow of WFAN. According to Infinity's complaint, KPWR represented the cash flow at \$7.9 million for the year ending Nov. 30, 1991, when, in fact, it was \$7.41 million—a difference of \$485,547.

Further, Infinity claims, KPWR breached other contract provisions by not fully promoting the station after agreeing to sell it, by not maintaining some station equipment and by failing to disclose compensation arrangements totaling at least \$141,000.

Citing the \$70 million sale price as

8.86 times cash flow, Infinity claims it has suffered damages of at least \$4.3 million because of the allegedly misrepresented cash flow.

In a response filed March 26, KPWR denied the Infinity claims, calling them a "disingenuous attempt" to change the terms of the WFAN deal, and filed a counterclaim alleging that Infinity has not lived up to its half of the sale agreement.

In its counterclaims, KPWR alleges that Infinity, after closing on the station, failed to pass along accounts receivable that were owed to KPWR according to the sale agreement.

In a separate lawsuit filed March 26, Emmis Broadcasting charges that Infinity has failed to pay \$120,000 that it owes Emmis as part of a contract with the New York Mets, whose games are broadcast on WFAN.

Infinity President and Chief Executive Officer Mel Karmazin was not available for comment on the legal battle. Emmis declined to comment on the matter. ■

RIDING GAIN

Unistar seeking cash for Imus

After weeks of dry runs, WFAN-AM's *Imus in the Morning* show begins national distribution today (June 21) via Unistar. The show begins airing today on WQYK(AM) Tampa, with WEEI(AM) Boston and WWRX-FM Providence set to add the show July 12. Unistar says the program will be sold on a combination cash/barter basis.

In his own humble fashion, host Don Imus has been doing some affiliate relations work during the show recently, addressing comments to potential affiliates nearly every morning. "We get big 25-54 demos and you make lots of money," he said last Wednesday. "What more do you need to know?" He added that GM's of potential affiliates shouldn't bother asking him to do local

liners, because he won't. "I talk, you listen," Imus explained.

Don & Mike sued

Don Geronimo and Mike O'Meara, the successful afternoon drive team on Washington's WJFK-FM, have been slapped with a \$50 million lawsuit from a Baltimore woman who claims the pair invaded her privacy when they called her a lesbian on the air. The suit was filed in Baltimore by Dawn Tritaik, director of public relations for WMMX-FM Baltimore. The *Washington Post* reported June 16 that the suit stems from broadcasts of April 5 and April 6, when Don and Mike first encountered Tritaik during a live remote broadcast from Camden Yards in Baltimore, and then talked about her on the air the following day.

Minting both sides of the TV coin

Banks, investment banks and mutual funds look at how best to serve cable and telephone industries as they head in same direction; Merrill Lynch, Bank of New York and Gabelli & Co. among those reorganizing

By Geoffrey Foisie

The telephone companies and cable companies used to be worlds apart. They were financed differently—telcos by investment-grade debt and commercial paper, MSO's by high-yield debt and bank credit. And investors valued them differently—telcos on earnings, MSO's by dollars per sub or cash-flow multiples.

But as the two industries seem poised to attack each other's turf, so too is the financial community beginning to treat them more as one industry. Numerous financial firms are restructuring their research, sales and other departments to combine their cable and telco efforts. At the very least, the rapidly converging businesses of cable and telephone are forcing financial professionals expert in one business to learn more about the other.

Wall Street's equities research provides numerous examples of the trend:

Brown Bros. telecommunications analyst Bob Wilkes decided to go to the recent National Cable Television Association convention. In addition, he said, during the past year he has talked more frequently to the firm's cable analyst, Jay Nelson.

A recent article in *Institutional Investor* said Salomon Bros. had "assembled a team of 16 analysts to attack the tele-communication-entertainment issue...."

Goldman Sachs has issued at least two multi-analyst reports on the convergence question, under the title "Communicopia."

At Donaldson Lufkin & Jenrette, the same analyst now follows both cable and telephone companies.

On the "buy" side of investment research—representing major inves-

tors—there is convergence as well.

Financial Portfolio's Tim Miller, who runs one of the few mutual funds specializing in media and entertainment, said he is in regular contact with his Denver-based firm's utility fund counterpart, Brian Kelly: "We are beginning to do some joint research, and frankly it works out pretty well, since we each help counter the other's biases on an issue." Miller said the convergence of cable and telephone companies is not far enough along, however, to merge the two funds. He says he currently favors software companies, which he thinks will do well whether wire, telephone or cable emerges as the dominant pipeline into the home.

High-yield-debt analysts have had less reason to follow the telephone companies than their equity counterparts because telco-debt securities are generally "investment grade." Their prices have been more affected by changes in the treasury rates than by the changing fundamentals of the television and telephone businesses. Bob Kricheff, director of high-yield research for First Boston, said that that characteristic of telco debt means he has less "access to the telco guys" than he would like. Nonetheless, Kricheff has made recent calls to Bell Atlantic, US West and Pactel and keeps the ticker symbols of the telcos on his trading screen. "We are starting to see copies of *Telephony* on the

Emmis pieces together new debt structure

Ending a prolonged refinancing effort, Emmis Broadcasting has sold \$50 million in new 12% senior subordinated notes. In addition, Nomura Securities, which initially was to have placed \$100 million of the notes, has stepped in with a \$40 million bridge loan and bought an additional \$10 million in preferred stock from Emmis.

Much of the net proceeds will be used to retire 14%% notes, thereby saving Emmis a "substantial" amount of interest expense, according to Chairman Jeff Smulyan. Proceeds from the debt offering will also be used to pay off bank and other debt.

Smulyan said the refinancing will also put Emmis in a better position to pursue acquisitions, probably in the five markets where it already owns FM radio stations: Los Angeles, New York, Chicago, St. Louis and Indianapolis.

The private placement prospectus shows Emmis's FM stations generated \$52.5 million in revenue for the year ending Feb. 28, a decline of 2% from the prior year. The slippage was attributed, in part, to a previous ratings decline at KPWR-FM Los Angeles and to format competition affecting WKQX-FM Chicago. Emmis held operating costs down even more, by 4.5%, so that cash flow for the five properties increased 3% to \$15.1 million.

—GF

desks of our high-yield clients," Krieff said.

Also on the debt side, commercial banks have, until now, had less contact with the major telephone companies, which have had other means, including commercial paper, to take care of their short-term financing needs. But Ian Crowe, managing director of communications finance for Toronto Dominion, said the dominant lender to the cable industry has been "building a fair amount of expertise" about the telephone industry.

One bank that has already started reorganizing to meet convergence is Bank of New York. Gerald Hassell, executive vice president, said that the telephone companies previously serviced by the bank's geographic offices are now being "consolidated" into the communications department of the bank, along with cable and other media.

Banks may have a role in helping to finance the telcos' joint ventures with cable companies and others. One analyst said last week that US West was considering bank financing for the initial stage of its \$2.5 billion investment in Time Warner Entertainment. Additionally, said Toronto Dominion's Crowe, the telephone companies may consider "standalone" or "non-recourse" financing for their joint cable ventures in the United Kingdom and elsewhere.

Among investment banks, Merrill Lynch & Co. has recently pulled together its telephone and cable corporate finance efforts into a "telecom, media and technology group," said Managing Director Greg Seibert.

The complexity facing the investor in television is demonstrated by the "interactive couch potato" money management account being marketed by Gabelli & Co. The Rye, N.Y.-based money manager, which has long held major investments in media and entertainment, is now putting accounts of \$250,000 or more into stocks of companies involved in any aspect of the information superhighway.

Regina Pitaro, managing director of the Gabelli & Co. program, said she does not expect the new separately managed accounts to short any stocks: "As we head into a decade where most stocks head back to their average returns, we feel that media communications and entertainment stocks is where there will be higher growth." ■

Granite grows with acquisitions

Granite Broadcasting said last week it would increase its size by 50% through purchase of two TV stations from Meredith Broadcasting. The New York-based group owner has not yet decided how best to finance the proposed acquisition of WTVH-TV Syracuse, N.Y., and KSEE-TV Fresno, Calif., announced last week, for \$32 million cash. Meredith would also obtain a tax certificate in the transaction.

Granite Chief Executive Officer Don Cornwell said the acquisition would provide diversification. Currently, more than half of the company's revenue comes from one station, KNTV-TV San Jose. Cornwell said the purchases would also add the company's first TV station in the Northeast, and its first CBS affiliate, WTVH-TV. KSEE is an NBC affiliate.

Asked what multiple of cash flow the acquisition would be, Cornwell said that it fell within the range of other recent transactions. More important, he said, was that the purchase was less than two times the two stations' revenue, compared with the three-(or more) times multiple of revenue in some other recent affiliate acquisitions.

Alex. Brown & Co. raised its recommendation on Granite's stock last Wednesday to a "buy."

-GF

Changing Hands

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

WTVH(TV) Syracuse, N.Y., and KSEE(TV) Fresno, Calif. ■ Sold by Meredith Corp. to Granite Broadcasting Corp. for \$32 million cash (see above). *Broker for buyer: Wood & Co.*

WCOS-AM-FM Columbia, S.C., and WHKZ(FM) Cayce, S.C. ■ Sold by U.S. Radio Ltd. and Universal Com-

munications Corp., respectively, to Benchmark Communications for \$9.5 million-\$10 million for WCOS and an estimated \$3 million for WHKZ. U.S. Radio Ltd. is headed by Ragan Henry, who is licensee of three AM's and 18 FM's. Universal Communications is headed by Jerome Bresson and has interests in WBUD(AM)-WKXW(FM) Trenton, N.J.; WMGZ(AM) Farrell, Pa., and WMGZ(FM) Sharpsville, Pa. **Buyer** is headed by Bruce R. Spector and recently purchased WGUS-AM-FM Augusta, Ga. ("Changing Hands," May 31). Benchmark owns three other AM's and nine other FM's. WCOS(AM) is fulltimer with country format on 1400 khz with 1 kw. WCOS-FM has modern country format on 97.5 mhz with 100 kw and antenna 981 feet above average terrain. WHKZ has CHR format on 96.7 mhz with 3.3 kw and antenna 443 feet above average terrain. *Broker: Americom Radio Brokers.*

KLUP(AM)-KISS(FM) San Antonio, Tex. ■ Sold by Lawrence S. Wexler, receiver for Radio Group of San Antonio Inc., to KISS Radio of San Antonio Ltd. for \$3.95 million. **Seller** is not currently the receiver for any other stations and has no other broadcast interests. **Buyer** is headed by limited

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$1,747,750 □ 6

FM's □ \$11,550,000 □ 4

AM-FM's □ \$17,750,000 □ 3

TV's □ \$34,500,000 □ 3

Total □ \$65,547,750 □ 16

So far in 1993:

AM's □ \$27,086,049 □ 108

FM's □ \$262,136,209 □ 157

AM-FM's □ \$298,955,226 □ 91

TV's □ \$1,040,105,866 □ 35

Total □ \$1,628,383,350 □ 398

For 1992 total see Feb. 1, 1993 BROADCASTING.

partner John T. Jones, et al. Rusk Corp., general partner of assignee, sold KTRH(AM)-KLOL(FM) Houston earlier this year to Evergreen Media for \$51 million (BROADCASTING, Feb. 8). It is also licensee of KSMG(FM) Seguin, Tex. (San Antonio). KLUP has MOR format on 930 khz with 5 kw day and 1 kw night. KISS has AOR format on 99.5 mhz with 100 kw and antenna 1,112 feet above average terrain.

KSRR-FM San Antonio, Tex. ■ Sold by Genesis Broadcasting to Tichenor Media Systems Inc. for \$3.8 million. Seller is headed by John L. Booth II and also owns KSMJ-AM-FM Sacramento, Calif., and KRZN(AM)-KMJI(FM) Englewood, Colo. (Denver), and has sold, pending FCC approval, KHHT(FM) Austin, Tex., and KONO-FM Fredericksburg, Tex. (San Antonio). Buyer is headed by McHenry T. Tichenor Jr. and also owns KGBT(AM)-KIWW(FM) McAllen-Brownsville, KCOR(AM) San Antonio, KLAT(AM) Houston, KBNA-AM-FM El Paso, KUNO(AM) Corpus Christi, all Texas; WIND(AM)-WOJO (FM) Chicago; WADO(AM) New York; WQBA-AM-FM Miami, and has purchased, subject to FCC approval, KONJ(AM)-KXTN(FM) San Antonio. KSRR-FM has hot adult contemporary format on 92.9 mhz with 100 kw and antenna 1,016 feet above average terrain. *Broker: Star Media Group.*

KFIZ(AM)-WFON(FM) Fond du Lac ■ Sold by Independence Broadcasting Corp. to Lakeside Broadcasting for \$3.5 million. Seller is headed by John C. Goodwill and also owns KEBC-FM Oklahoma City; KOEL-AM-FM Oelwein, Iowa; KSAL(AM)-KYEZ(FM) Salina, Kan., and WLIP(AM)-WILL(FM) Kenosha, Wis. Buyer is headed by Donald G. Jones, who is also president of Star Cablevision, Fond du Lac. KFIZ is fulltimer on 1450 khz with 5 kw and MOR, sports/information format. WFON has oldies format on 107.1 mhz with 3 kw and antenna 312 feet above average terrain. *Broker: Blackburn & Co.*

WTZA(TV) Kingston, N.Y. (New York) ■ Sold by WTZA-TV Associates to WTZA-TV Associates Ltd. for \$2.5 million for a 66% share. Seller is headed by Edward Swyer, president of L.A. Swyer Realty & Management Co., managing partner of seller. Swyer will become limited partner in buyer. Buyer is headed by Richard French Jr., president of Kingston Television Group Inc., general partner

of buyer. French is CEO of SGI Graphics in Stamford, Conn., which produces corporate materials for various companies. WTZA is independent on ch. 62 with 5,000 kw visual, 500 kw aural and antenna 1,939 feet above average terrain. *Broker: Blackburn & Co.*

KEYV(FM) Las Vegas ■ Sold by Unicom Broadcasting Inc. to Broadcast Associates Inc. for \$2.25 million. Seller is headed by Andrew Molasky and has interests in KEYW(FM), Pasco, Wash. Buyer is headed by Steven J. Gold and is also licensee of KFMS-AM-FM Las Vegas. KEYV has new age format on 93.1 mhz with 24.5 w and antenna 3,724 feet above average terrain. *Broker: Kalil and Associates.*

WGSN(AM)-WNMB(FM) North Myrtle Beach, S.C. ■ Sold by Ogden Broadcasting of South Carolina Inc. to Ocean Drive Communications Inc. for \$2 million. Seller is headed by Ogden Nutting and is subsidiary of The Ogden Newspapers Inc., which is also licensee of WTON-AM-FM Staunton, Va. Buyer is headed by Matthew S. Sedota, general manager of assignor, and has no other broadcast interests. WGSN is fulltimer with AC format on 900 khz with 500 w. WNMB has AC format on 105.5 mhz with 3 kw and antenna 355 feet above average terrain.

KNTA(AM) San Jose-Santa Clara, Calif. ■ Sold by Tamarack Communications Inc. to Imperio Enterprises Inc. for \$1.4 million. Seller is headed by David M. Jack and has interests in KBIF(AM) Fresno, Calif., and WSHO(AM) New Orleans, La. Buyer is headed by Genaro V. Guizar and has no other broadcast interests. KNTA is 1 kw fulltimer with Spanish format on 1430 khz.

WDSC(AM)-WZNS(FM) Dillon, S.C. ■ Sold by Banking Services Corp. and Roger A. Akin to Metropolitan Broadcasting Associates for \$800,000. Sellers are co-receivers of KAT Broadcasting Corp. and have no other broadcast interests. Buyer is headed by Stephen J. Garchik, president, and also owns WRCQ(FM) Fayetteville, N.C. WDSC has Christian format on 800 khz with 1 kw day, 382 w night. WZNS has classic rock format on 92.9 mhz with 100 kw and antenna 1,801 feet above average terrain. *Broker: Blackburn & Co.*

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Trying to get a read on Ruth Ginsburg

Most observers give Supreme Court nominee high marks for thoughtfulness and thoroughness; she is seen as being 'a bridge between conservatives and liberals'

By Harry A. Jessell

Supreme Court nominee Ruth Bader Ginsburg is a nonideological "centrist" with a "healthy respect" for broadcasting's and cable's First Amendment rights, say communications lawyers familiar with her record on electronic communications cases that came before her during her 13 years on the U.S. Court of Appeals in Washington.

And should she win the now-expected Senate confirmation, they say, she will be distinguished not only as the high court's second woman, but also as one of its best legal minds. "If you have a good case, she's a good judge to have because she understands," says Jack Cole, who has argued before her on behalf of cable clients.

Ginsburg will "carve out a very thoughtful middle ground," says former FCC General Counsel Henry Geller. "She's a bridge between conservatives and liberals."

"Our experience has been she is not one who can be easily categorized into any particular ideological wing," says Daniel Armstrong, the FCC's chief litigator, who has argued before her on several occasions.

The record shows she is, on the whole, deferential to the FCC and other government agencies, bowing to their expertise, says Andrew Schwartzman, of the Media Access Project, a public-interest law firm. "She's not into legislating or substituting her own judgment for the agency's."

The exception to the rule is in the area of "civil liberties—minority preferences and First Amendment issues," Schwartzman says. "She'll take a harder look in such cases and shows a



President Clinton with Supreme Court nominee Ruth Bader Ginsburg

greater propensity to reverse," he says.

"She has a healthy respect for free-speech principles," says Laurent Scharff, who represents the Radio-Television News Directors Association.

Ginsburg showed some sympathy for cable's First Amendment rights in the 1985 *Quincy* case, participating in a unanimous panel in striking down the FCC's must-carry rules, which cable argued amounted to the government's forcing cable systems to choose broadcast signals over cable networks.

Jack Cole, who argued the case for cable, says it's hard to draw conclusions from Ginsburg's vote, since she didn't write the opinion. "I have no idea how much time she spent on the opinion," he says.

Broadcasters, who support must-

carry rules, hope she didn't invest too much of herself in the opinion, especially with a new set of must-carry rules mandated by the 1992 Cable Act headed to the Supreme Court for review. "You're now dealing with an act of Congress and with an extensive record justifying the rules," says NAB General Counsel Jeff Baumann. "It's a different world; it's difficult to predict what she'll do as a justice."

Ginsburg stepped up for broadcasters' free-speech rights in the 1988 *ACT I* indecency case. Writing for the unanimous panel, Ginsburg upheld the FCC's enforcement of a statutory ban against indecent broadcasting to protect children, but did so somewhat reluctantly. "We are impelled by the Supreme Court's *Pacifica* decision" to affirm, she wrote.

And she threw the case back to the FCC to justify its narrowing of the

“safe harbor”—the period when few children are in the audience and indecency can be aired with impunity—from eight hours (10 p.m. to 6 a.m.) to six hours (midnight to 6 a.m.). “The FCC... would be acting with utmost fidelity to the First Amendment were it to re-examine, and invite comment on, its daytime, as well as evening, channeling prescriptions,” Ginsburg added.

Six months later, she led a panel that stayed a new law eliminating the safe harbor and mandating around-the-clock enforcement of the indecency ban. The court subsequently struck down the law.

Scharff says Ginsburg’s *ACT I* language gives him hope should indecency wend its way back to the high court with Ginsburg on board. But he warns against making predictions. “She is a very careful judge,” he says. “I wouldn’t prejudge what she would do because I know she hasn’t prejudged what she would do.”

To First Amendment purists, her record is not unblemished. She favored an en banc rehearing of a panel’s ruling that the fairness doctrine had not been codified. The rehearing never took place, as those favoring the review fell one vote short. The panel’s ruling stood and paved the way for the FCC’s 1987 decision to repeal the doctrine.

There is some case evidence that Ginsburg favors special rights for minorities, but it is not compelling. She supported an en banc rehearing of the 1989 *Shurberg Broadcasting* case, in which a panel declared the FCC’s distress sale policy to be unconstitutional. The policy allow stations whose licenses are in jeopardy at the FCC to bail out by selling to minorities at 75% of fair market value.

As in the fairness doctrine case, the court did not muster enough votes for the review. However, the Supreme Court, by a 5-4 vote, reversed the appeals court and restored the policy.

Ginsburg was also a member of a panel that blasted the FCC in 1988 for renewing the licenses of KIEZ(AM)-KWIZ(FM) Beaumont, Tex., without investigating charges of employment discrimination and failure to comply with EEO obligations.

David Honig, the attorney for the groups that challenged the renewal, says the case turned on the FCC’s obligation to follow up complaints against stations, rather than on the

*“I wouldn’t prejudge
[her] because she
hasn’t prejudged what
she would do.”*

Laurent Scharff

merits of affirmative action and anti-discrimination rules. But ever since the ruling, he says, the FCC has been, as the court ordered, “more vigilant” in enforcing such rules.

Ginsburg’s credentials as a “proceduralist” and as a “centrist” were underscored by three FCC cases.

In 1982’s *New South Media*, she took the “liberal” stance, voting to strike down an FCC plan to hold a hearing on the beleaguered RKO

broadcast group’s fitness to be a broadcast licensee because it froze out competing applicants for the RKO stations.

But three years later, Ginsburg wrote the opinion throwing out for lack of standing the California Association of the Physically Handicapped’s bid to block John Kluge’s plan to go from de facto to de jure control of Metromedia. She was joined in the opinion by conservative Robert Bork, while the liberal Patricia Wald dissented.

Similarly, in 1988, in an unpublished opinion, Ginsburg was a member of the unanimous panel that upheld the FCC’s decision to allow Laurence Tisch to assume control of CBS without having to break up grandfathered radio-TV combinations in several markets. ■

Government broadcasters merged under USIA

The Clinton administration last week unveiled a plan to combine all non-military government broadcasts to foreign nations into a single agency.

On June 15 the President announced that Radio Liberty, Radio Free Europe, the Voice of America, Worldnet TV and Film, and RadioTV Marti would be merged into the U.S. Information Agency and put under a seven-member board of governors. The move may be the end of the bitter debate over the future of VOA, Radio Free Europe and Radio Liberty in the post-Cold War world. Clinton said continuing unrest and political uncertainty in Eastern Europe mean the three agencies have a continued role to play in helping to develop democracy behind the former Iron Curtain.

Clinton also called for the creation of Asian Democracy Radio, which is intended to broadcast to residents of repressive Asian regimes—much the way Radio Free Europe and the other existing stations broadcast to the former Soviet Union and its satellite nations.

The plan maintains the Office of Broadcasting to Cuba, home of the controversial TV Marti, which uses a blimp tethered in the Florida Keys to beam TV signals to Havana. Critics have charged that constant Cuban jamming has prevented any viewers from watching the station from the day it went on the air. Despite the widespread criticism, TV Marti has so far managed to survive every attempt to cut off its funding.

The new, combined agency is expected to save \$250 million over four years by eliminating redundant management structures.

Of the seven members of the board of governors, one will be the director of the USIA. The remaining six, including the chairman, will be appointed by the President and confirmed by the Senate for three-year terms. The combined board of governors will replace the existing management of the various operations and the Board of International Broadcasting within the next two years, the President said.

Current BIB Chairman Daniel Mica issued a statement supporting Clinton’s plan, saying it recognizes the continuing need for international broadcasting while acknowledging the federal government’s financial difficulties.

Senator Claiborne Pell (D-R.I.) likewise issued a statement, saying he fully supports the proposal as it was presented Tuesday. —SS

Teleport questions Ameritech plan

But TCI-Cox partnership praises proposal for promoting local telco competition

By Harry A. Jessell

A company owned by four of the nation's largest cable operators and intent on competing with local telephone companies warned the FCC not to approve Ameritech's bold Advanced Universal Access plan until it is certain it will foster local competition and the states will allow it.

However, Teleport Communications Group Inc.—a partnership of Tele-Communications Inc., Cox Enterprises, Continental Cablevision and Comcast—praised the plan for “shattering the myth” that local telephone competition is not feasible.

Among scores of telecommunications companies commenting on the plan at the FCC, TCG suggested turning the job of “fleshing out” the Ameritech proposal over to a committee of public-service-commission officials from the five midwestern states in which Ameritech operates.

Like other so-called competitive access providers (CAP's), TCG is challenging local telcos around the coun-

try, building high-capacity fiber loops and competing for high-capacity telecommunications users.

Ameritech's much-publicized plan proposes a trade-off. It will open up its network facilities to competitors in exchange for a lifting of restrictions on its entry into long distance and video.

Other comments on the plan were mixed. While big local telcos and telephone labor unions lent support, long-distance companies blasted the proposal, as did cellular telephone companies and other current and would-be competitors.

Making its case for the five-state committee, TCG said the Ameritech filings are “simply devoid of any information upon which anyone...could make any rational judgment about the economic viability of local exchange competition.”

“[T]here are clear grounds for concern that LEC's could create the illusion of local exchange service competition by offering the necessary interconnections but, in fact, frustrate competition by rigging the intercon-

nection price,” TCG said.

It is also not clear whether state regulators would approve local competition, it said. Of the five Ameritech states, only Illinois and Michigan permit their regulatory agency to authorize such competition, TCG said. Ohio, Wisconsin and Indiana “have not addressed the issue...in any way.”

The Illinois Cable Television Association sharply criticized the plan of the Chicago-based telco: “The grant of Ameritech's petition at this time without any certainty over regulatory framework is at best premature and, if granted, could swamp the embers of competitive enterprise in Illinois.”

The National Cable Television Association did not comment.

“The plan is deeply flawed...in equating the possibility of competitive entry with the arrival of full-blown competition and in its studied inattention to the need for safeguards against discrimination by [local telcos] in favor of themselves and their affiliates,” said McCaw Cellular Communications Inc., a cellular provider.

MCI agreed. “Ameritech's petition seeks to place the cart before the horse by requesting substantial deregulation of its local exchange carrier subsidiaries in advance of the development of effective competition.”

Picking up the same metaphor, LDDS Communications Inc. said. “Ameritech not only puts the cart of deregulation before the horse of competition, but fails to recognize that the horse has just been foaled and may never make it to the track.”

Sprint argued that Ameritech overstates the degree of competition local telcos are facing. What's more, it said, the plan fails to adequately address the problem of cross-subsidization, provides an advantage to Ameritech in local competition and threatens competition in the long-distance marketplace.

Most of the other big telcos rallied to Ameritech's side. “Ameritech is correct that full and fair competition by all industry participants will not be fostered, and new and innovative services will not be introduced without the commission's commitment to fundamental regulatory reform,” said Nynex. ■

Issues, elections on NAB agenda

The National Association of Broadcasters will be plotting its strategy on a number of legislative and regulatory fronts this week (June 22-25) as the association's joint board of directors gathers for its annual summer meeting in Washington.

NAB is faced with a number of serious issues, including congressional efforts to limit beer and wine advertising, and a Clinton administration proposal requiring broadcasters to give Senate candidates a 50% discount off the lowest unit rate and House candidates free airtime to respond to third-party ads.

There is also a plan by House Energy and Commerce Committee Chairman John Dingell (D-Mich.) to permit the FCC to charge broadcasters user fees.

The FCC's enactment of the 1992 Cable Act is another area that has occupied the NAB and is expected to continue to dominate the association's attention. NAB is also concerned about the FCC's enactment of its children's television rules.

NAB executive committee elections are another highlight of the four-day meeting. A spirited race for the chairmanship of NAB's radio board has emerged between radio vice chairman Bob Fox, KVEN(AM)-KHAY(FM) Ventura, Calif., and Bud Walters of the Cromwell Group—owner of six AM and seven FM stations in Illinois, Tennessee, Kentucky and Indiana. The race, observers say, is too close to call.

The rest of the NAB executive committee seats appear to be uncontested. Radio Board Chairman Wayne Vriesman of Tribune Broadcasting is expected to be voted in as joint board chairman.

—KM

Advertising & Marketing

Marketing headaches await à la carte

Shrinking subscriber base could mean shrinking ad dollars

By Christopher Stern

As talks between cable networks and MSO's continue over à la carte pricing, the networks are beginning to look past their negotiations to the whole new world of marketing that is being forced upon them.

"The considerable dollars they will have to spend will come as a shock to the basic cable networks," said George Leitner, vice president/general manager of the International Channel. Leitner should know—he spent 10 years at HBO and the Disney Channel. His network has been granting à la carte rights for the past two weeks.

Leitner said networks that go à la carte are going to need all the tactics developed by the premium pay services. They include consumer market-

ing efforts to build up and retain subscribers through direct mail and mass market advertising. A la carte networks will also have to get used to monthly subscriber churn plus possible seasonal fluctuations; said Leitner.

The FCC's delay in implementing rate regulations until Oct. 1 has given some networks more time to negotiate the terms of à la carte carriage. Discovery Networks said it will use the extra time to discuss à la carte options with MSO's. Discovery spokesman Jim Boyle said no deals have been made, but the network has exchanged contract language with some systems. "I wouldn't even call it negotiation at this point," Boyle said.

Proposed networks, such as A&E's History TV, and smaller networks such as Court TV are willing to dis-

cuss à la carte, since their priority remains basic carriage. "We start by talking about basic," said Court TV's Merrill Brown, senior vice president, corporate and program development. "A la carte is not going to happen next week," he added.

Boyle and executives at other networks say their goal is to keep their penetration level above 85%. "We don't want to be perceived as a shrinking network on Madison Avenue." Boyle's concerns were echoed by others who feared that ad agencies would re-evaluate their networks if subscriber levels dropped significantly.

One issue Discovery is discussing with the MSO's is the level of promotion for à la carte networks. "Presumably, they are going to be very aggressive," Boyle said.

Debra Green, E! Entertainment's vice president, affiliate sales, said: "The way we are priced and sold is going to change dramatically. The real issue for ad-supported services is how distribution is going to be reduced." Like Boyle, Green worries about à la carte's impact on Madison Avenue.

Green said MSO's she speaks with have talked about packaging four networks together for about \$2.95. Subscribers would be offered the option of buying the services separately for \$1. She, like Boyle, expects network penetration to drop less than 15%.

At least two strategies are emerging for tiering. One would group like-minded networks on a tier. Another plan would position a large network with less established ones to drive up subscriber levels for the weaker services. However, large services are reluctant to offer themselves à la carte because they depend on their wide distribution for advertising revenue. ■

Miller-NBC renew roundball deal

The Miller Brewing Co. and NBC last week announced a new four-year advertising sponsorship of the network's basketball broadcasts through the 1997-98 season.

The new deal—the first announcement of an advertiser renewal since the NBA announced on April 28 a four-year extension of its current contract with NBC—comes with more than a year left on the existing agreement.

"The NBA has emerged as perhaps the premier sport of the '90s, and NBC has taken television sponsorships to the next level," said Richard Strup, Miller senior vice president of marketing.

In the new four-year deal, Miller retains its position as the largest advertiser on NBC's NBA telecasts, as well as the dominant beer sponsor. Miller also retains exclusivity for all on-air promotional features in the beer category.

An NBA sponsor for more than 12 years, Miller also will continue its local sponsorship of many NBA teams.

"Miller has been a vital marketing partner of ours for more than a decade, helping us build the NBA to its current heights," said NBA commissioner David J. Stern.

Local TV car ads expected to grow

TVB comparisons show first three months tracking ahead of comparable '92 period

By Jim Cooper

Automotive local advertising in the first three months of 1993 grew 11% compared with the same time period in 1992, and television sales managers say they expect the category to continue to show an increase over annual automotive spending last year.

Ranking the top 25 local television advertising categories for January-March, the Television Bureau of Advertising found auto dealers spent \$74,881,400 on local TV—about \$7 million more than in 1992.

TVB also ranked spot television categories and found automotive advertising rose 10% in the first three months of 1993 to become the leading advertising category in the spot market. The rest of the top five categories—food products, consumer services, snacks/soft drinks and toiletries—all spent less in the first quarter than in 1992.

“We are trading up and sales are up 7½%,” said Ted Orme, spokesman for the National Automobile Dealers Association in McLean, Va. The association represents 19,000 new-car and truck dealers.

Orme said a surge in the popularity of light trucks—vans, pickups and light utility vehicles—has driven the industry from selling about 12.3 million cars and light trucks to an expected 14 million this year. Orme also said domestic brands are picking up market share over imports.

John Reidl, KABC-TV Los Angeles general sales manager, said the local auto advertising 11% increase for January-March was not representative of the Los Angeles market. “I think that’s high,” he said.

Reidl said auto advertising constitutes about 18% of his station’s sales and that foreign car makers “far outspend” domestic advertisers in his market, but he expects the 1993 auto advertising market to be flat or show only a modest rise.

Phyllis Ned, local sales manager of KETV Omaha, said she believes automotive advertisers in her region of the country will “spend money over and above last year. My feeling is that it is

very robust in Omaha.” Unlike the rest of the country, Ned said, the Omaha area was not badly hit by the recession.

Sharon McDermott, president of Omaha-based Broadcast First, a full-service agency specializing in broadcast advertising, sees the market as flat. “I haven’t seen any major changes,” she said. “Frequency is key,” said McDermott, who sees ad-

vertisers putting more ads into the marketplace.

A television sales executive in the Midwest who asked not to be named said he expects his local auto category to be up from 1992 by 5%-10%. The executive said that popular brand names released this year are pushing the market past 1992 sales figures.

Local automotive advertising in 1992 rose 16% to \$282,930,400. ■

Tulsa TV, radio get piece of auto action

Clear Channel stations will take a share of sales price in lieu of cash



KOKI-TV Tulsa does not charge Keystone Chevrolet for airtime for its ads, but will get a cut of the sale price of each car sold during the week the ad runs.

By Jim Cooper

A local automotive campaign airing in July will make money for broadcasters only if the ads produce sales.

In an aggressive move to woo more advertising dollars into broadcasting, Clear Channel Communications’ KOKI-TV and KMOD-FM Tulsa will, in lieu of cash, take a cut of the sales

price for every car sold over the week the ad runs. If the ad produces no sales, the advertiser will spend nothing, since the stations will also produce the ads.

“We had targeted accounts that we’re not getting a lot of spending from,” said Hal Capron, vice president and general manager of KOKI, a Fox affiliate. Part of the strategy was

to cut into advertisers' newspaper budgets. "We wanted to show them that they can survive without newspaper," Capron said.

The dealership will advertise only on the two stations during that week.

Capron estimated that car dealers in his market spend about \$206 in advertising per car sold. The cut the station will take on the sale of cars will be considerably lower, said Capron, who refused to give the exact amount.

Jim Smith, vice president-general manager of KMOD-FM, said the relationship between the stations is a logical marriage of audiences most likely to purchase cars. KOKI-TV's Fox affiliation gathers a strong young and female audience, Smith said, while his station's classic rock and renegade rock formats attract young male listeners.

KOKI-TV's strategy was tested last month with a Chevrolet dealership. Capron said the spots ran before and during a weekend, and that about a hundred cars were sold during that weekend and the following Monday. Capron said that sales figures for a normal weekend would be 50-60 cars.

Ten 60-second radio and seven or eight 30-second television spots will run in daytime, early fringe, access, prime time and late fringe dayparts. The TV station will take 75% of whatever revenue is generated, the radio station 25%.

"We're eliminating the risk and sharing in their profit." Capron added that he hopes to sell the idea to other categories of advertisers—such as furniture stores—where the number of items sold is easily tracked. ■

Top 5 local TV ad categories Jan.-March, 1993 vs. 1992

Product	1992	1993	Change
1. Restaurants & drive-ins	\$216,906,000	\$218,549,600	1%
2. Auto dealers	\$67,672,600	\$74,881,400	11%
3. Furniture stores	\$63,700,700	\$68,292,100	7%
4. Food stores/supermarkets	\$66,354,900	\$64,037,700	-3%
5. Movies	\$47,424,100	\$60,055,700	27%

1992 vs. 1991

Product	1991	1992	Change
1. Restaurants & drive-ins	\$876,342,600	\$891,735,300	2%
2. Food stores/supermarkets	\$335,160,400	\$315,511,500	-6%
3. Auto dealers	\$243,617,900	\$282,930,400	16%
4. Furniture stores	\$270,149,700	\$268,220,900	-1%
5. Movies	\$221,154,200	\$241,786,600	9%

Top 5 TV spot categories Jan.-March, 1993 vs. 1992

Product	1992	1993	Change
1. Automotive	\$330,006,000	\$363,336,000	10%
2. Food products	\$214,688,900	\$208,737,300	-3%
3. Consumer services	\$95,208,400	\$92,658,800	-3%
4. Snacks & soft drinks	\$67,005,800	\$65,613,800	-2%
5. Toiletries	\$55,809,000	\$55,433,700	-1%

1992 vs. 1991

Product	1991	1992	Change
1. Automotive	\$1,339,297,800	\$1,634,698,800	22%
2. Food products	\$950,236,700	\$856,246,100	-10%
3. Consumer services	\$380,679,900	\$442,006,300	16%
4. Snacks & soft drinks	\$340,005,500	\$315,732,700	-7%
5. Toiletries	\$267,102,400	\$247,528,300	-7%

Source: Television Bureau of Advertising from data supplied by Arbitron's MediaWatch Service on the top 75 markets.

BBM confirms commitment to peoplemeter

The Arbitron Co. last week announced that BBM Bureau of Measurement, the Canadian industry cooperative television and radio ratings service, has signed an agreement committing \$1 million toward the second phase of the development of Arbitron's pocket peoplemeter system. Based in Toronto, BBM will measure at least two Canadian markets with the passive meter technology by spring 1995. Arbitron plans to use the technology in U.S. markets by the end of 1994.

The passive audience measurement system announced by Arbitron in December 1992 makes continuous electronic out-of-home measurement possible, said Arbitron. By sensing inaudible codes embedded in radio or TV soundtracks, the carry-around meter captures audiences previously uncounted in today's household set-based peoplemeter, set meter and diary systems.

"This reflects our confidence in the technology and the real progress that has been and continues to be made on the project," said Owen Charlebois, BBM president and CEO. "The proof of concept has been carefully assessed by our technical specialists, and successful test airings of encoded signals have been carried out on both TV and radio stations in Canada."

"We've made significant progress in the development of this new technology and are delighted that the BBM shares our commitment toward the research, design and implementation of the new system," said Marshal Snyder, executive vice president, operations and research, The Arbitron Co. Arbitron and BBM earlier announced the selection of Martin Marietta Aero and Naval Systems as prime contractor for development of the measurement system. —JC

Technology

Tres grand alliance: world standard?

Some think HDTV agreement is possible, others disagree, at Montreux conference

By Steve Homer,
special correspondent

With work toward a unified digital HDTV standard—the so-called grand alliance—well on its way in the United States, talk at the Montreux (Switzerland) International Television Symposium turned to the possibility of a world digital HDTV standard.

Richard Wiley, chairman of the FCC Advisory Committee on Advanced Television Services, said he hoped broadcasters from other nations would join U.S. manufacturers to forge an international standard, dubbed “Le Tres Grand Alliance” by French parliamentarian, and founder of the Association for the Television of the Future, Michel Pelchat.

“A lot of technical expertise resides on both sides of the Atlantic Ocean, and we all have a lot to learn from each other,” said Wiley.

However, even Wiley was not sure whether there could be a single world transmission standard, but he believes much commonality can be found that would allow manufacturers to reduce costs and facilitate the exchange of programming among broadcasters in different countries.

“I hope we can end the Balkanization of international TV standards,” said former FCC Chairman Alfred Sikes. “I predict the next TV standard will be international.”

For his part, Commissioner Ervin Duggan also emphasized the importance of the Tres Grand Alliance. “I believe the emergence of digital HDTV will mark the critical embarkation for most of the digital video technologies that will be instrumental in the next century. And, most of all, the development of advanced digital television has global implications.”

Duggan suggested the formation of formal links between agencies pursu-



Montreux Gold Medal winners: Sony's M. Morizono and CCETT's M. Daniel Pommier

ing digital television in the United States, Japan and Europe—which could work together to define common goals. He said the formal sharing of information and data would be necessary and that these efforts would need someone to spearhead them, “a kind of supreme allied commander of advanced television. Within our own shores, Dick Wiley has served that role admirably.”

Many Europeans also believe in the possibility of creating a single world standard, but they argued that the delay in implementing an American standard should be used to find solutions that would satisfy European needs.

Professor Ulrich Reimers, chairman of the Working Group for Digital Television Broadcasting, an umbrella group for many European organizations interested in digital TV, stated the case most clearly. He pointed out that Europe's broadcasting was built around the concept of high-quality signaling and almost universal coverage. “In 48 UHF bands, Europe has 40,000 transmitters with an expected coverage of around 99.7% of the population.”

He said Europeans want to go for a digital system that will offer good fringe coverage—and this will proba-

bly mean a scalable approach (where the same signal can be used for creating HDTV images, standard definition images for small televisions and low-definition TV for pocket “Watchman”-type devices). This was one path originally proposed by Sikes when digital TV was first under investigation at the FCC.

Even Dr. Christian Schwartz Schilling, former German broadcasting minister and one of the greatest supporters of Europe's HD-MAC approach to HDTV, called for an orderly transition in Europe to digital HDTV and supported greater international cooperation. He said he expected to see digital transmissions by satellite in Europe in 1994 and on terrestrial systems in 1998. But he did not expect to see terrestrial HDTV until after 2000.

However, many contributors to the debate believe that a single world standard is not possible. James McKinney, chairman of the Advanced Television Systems Committee, pointed out that the markets are different, with different requirements. For example, he said, there are 1,600 transmitters per UHF channel in Europe, while there are only 1,400 transmitters in all of the United States. “We will not have the same transmission scheme. We will have 60 Hz; here [in Europe]

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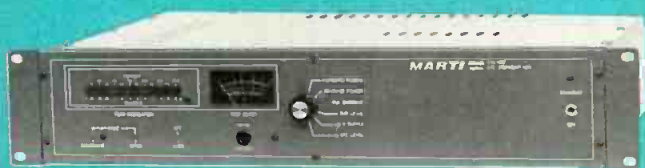


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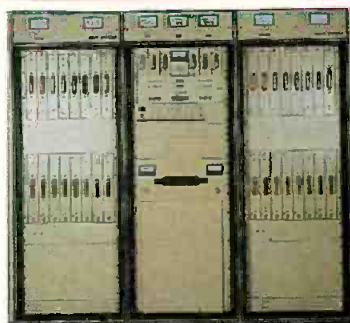
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it will be 50 hz. There is no chance we will have the same transmission schemes around the world."

One thing on which almost everyone agreed was the benefits that would accrue from keeping as much of these systems common as possible. In this area, MPEG 2, the compression encoding scheme entering the final stages of agreement, is likely to lie at the heart of any world cooperative system.

But while discussion of the world situation was the big question, more details of American HDTV also emerged.

Wiley said formation of the grand alliance, although it had put back testing by at least a year, was likely overall to speed the introduction of HDTV in the United States.

"My guess is we will have a fully deployed advanced TV standard within 18 months," said Sikes.

Then there is the question of whether the American public really wants HDTV. Asked if HDTV would really sell, Joseph Flaherty, senior vice president, technology, CBS, chairman of the planning subcommittee of the FCC's Advisory Committee and a member of the executive committee of the Montreux symposium, responded:

"At least the United States has a chance to prove this point or not. First, you have to have a system; then, a lot of programs and receivers. We have the programs [through 35 mm productions] and very soon we will have the receivers. The one thing that will kill it will be if the price of receivers is too high."

Others at the meeting also pointed out that implementing 525 interlaced on a digital non-525 line, non-interlaced set would also put quite a price premium on each set.

For Wendell Bailey, vice president, technology, National Cable Television Association, cable companies will be slow to pick up HDTV because they will not be able to charge extra for it. "NTSC looks mighty good now, especially with improvements in transportation. It is awfully hard to see a guy watching football with a long-neck beer in his hand wanting to pay extra for HDTV."

But for Garry Tonge, controller of engineering at Britain's Independent Television Commission, while there are still questions about HDTV, digital transmission, with its associated compression, is inevitable: "If you are looking for HDTV in the short term, you can do that a lot better on satel-

lite.... I believe that the benefit in digital terrestrial is long term, looking at the efficient use of spectrum. So we have to concentrate on the end game. That means single-frequency networks."

Probably more important for commercial broadcasters in the United States is that Wiley said he believes the FCC would allow flexibility in the use of the channel that would be assigned to existing broadcasters alongside their NTSC channel. "I think it will not be HDTV 24 hours a day and it could be used for other advanced TV services—multimedia for example—and other sources of revenue."

John Abel, executive vice president, National Association of Broadcasters, scorned the FCC timetable for the introduction of HDTV. He pointed out that broadcasters must sign up for an HDTV frequency within three years after an HDTV standard has been agreed upon, and they have to stop transmitting 15 years later.

"The FCC is putting a gun to our heads concerning transmission. We can feel the barrel at our temples," Abel said. He added that FCC forecasts for the presentation of HDTV receivers showed them in only 37%-56% of homes after 10 years.

He said government would come "pleading" to broadcasters to continue transmitting in NTSC at the end of the changeover period if between 20% and 40% of viewers were still watching NTSC.

However, Jerry Pearlman, president/Chief Executive Officer of Zenith Corp., said he expects to have an installed base of more than 1% by the end of the first year of HDTV television sales, and to reach 10% penetration in four to five years. Even by Pearlman's own comparisons with CD, color TV and VCR, this seems optimistic.

But, echoing a point made by Flaherty, he said that with so much prime time television in 35 mm, there is a well-stocked cupboard of HDTV material waiting to be broadcast. "This is not a chicken-and-egg situation. There are already plenty of fertilized eggs in the incubator."

But Dermot Nolan, media analyst, Coopers and Lybrand, said he believes that the discussion about the future of television is missing the point. "TV *per se* will not exist in 10 years. It will be absorbed into some sort of telecomputing market." ■

Interactive activity

Time Warner, TCI and Microsoft are being cagey about a report last week in the *New York Times* that the three companies plan to establish a joint interactive television development group.

The *Times* reported that the three companies are close to announcing the formation of Cablessoft, which would attempt to set a standard for future interactive TV systems. Such an alliance would be particularly powerful—TCI and Time Warner are the two largest cable MSO's, covering more than 30% of the entire cable market. Microsoft has become the dominant force in software for personal computers, particularly on the back of its popular Windows series for DOS.

Spokesmen for both Time Warner and TCI declined to comment, saying that no public announcements had been made, so there was nothing to comment about.

Earlier this month, TCI and Time Warner announced an agreement to develop standards for interactive cable systems, so such systems can be interconnected to form a larger national network. There has been some media speculation that the Microsoft deal might have grown out of the earlier agreement between the two MSO's.

Microsoft has already agreed to venture into the world of television. In May, Microsoft joined a partnership with General Instrument and hardware manufacturer Intel to create a powerful new microprocessor-driven cable converter box, which would allow cable systems to offer a wide variety of interactive services. Prototypes of the box were unveiled at the National Cable Television Association convention in San Francisco earlier this month.

—SS

Cutting Edge

Edited by Sean Scully

Bell Atlantic said last week that it will support Microsoft's call for an open architecture for office equipment. The "Microsoft at Work" initiative visualizes intelligent office products that could communicate freely among themselves, transmitting digital data and pictures. The company says this could lead to the long-predicted paperless office. Bell Atlantic says it will use its developing fiber optic telephone network to offer business-based services using the Microsoft at Work standards. This is a companion development to Bell Atlantic's trials of video-on-demand service for individual telephone customers.

United Media has introduced a Windows-based editing system that promises to include both linear and non-linear editing in a single package. The PC-based package costs between \$3,490 and \$12,700.

Showscan Corp. and Omni Fils International have agreed to merge, creating what the companies say will be the world's largest entertainment simulation company. The first combined project will be a 40-seat state-of-the-art simulation theater at the Boomtown Casino in Reno, Nev., using

Showscan's 70 mm, 60 frame-per-second process.

In an apparent move to block U.S. direct broadcast satellite

companies from selling services in Canada, according to a report from the Satellite Broadcasting & Communications Association, the Canadian Radio-Television and Telecommunications Commission has ruled that DBS signals in Canada must include an equal amount of Canadian and foreign broadcasting. Previously, the commission had permitted a 2:1 foreign to Canadian ratio. The commission also said it would take further steps to block foreign DBS. At the same time, Tee-Comm Electronics of Ontario announced that it would manufacture and market the first all-Canadian DBS system, based on the Anik E-1 and E-2 satellites.

The Persian Gulf nation of Qatar has banned ownership of satellite dishes. According to the SBCA, the move is an effort to boost the so-far unsuccessful state-owned cable system.

Alaskan telecommunications company General Communications has extended its lease on Hughes' SBS 5 through the end of the satellite's life, expected

to be about 1999.

Intelsat and Martin Marietta have reached agreement to end a three-year old lawsuit over a 1990 space launch. The agreement, which will not be finalized until Intelsat's September board meeting, includes the purchase of an additional Intelsat VII satellite from Martin Marietta under the terms of an existing contract, with some revised conditions.

Telemundo Group, a U.S.-based Spanish-language network, has leased two C-band transponders on Hughes' Galaxy IV.

The satellite is scheduled for launch this month on an Ariane-space rocket. Ariane-space said earlier this month that the launch may have to be delayed slightly for technical reasons, but no additional information was released.

The NAB is undertaking a study of RF radiation and techniques to comply with the FCC's recently-announced RF radiation guidelines. NAB is asking for bids to develop compliance techniques for radio and television stations. Interested parties may call the NAB at (202)775-4981 before June 30.

Confirming a letter of intent signed late last year, TCI has contracted with General Instrument to buy a million of the new DigiCipher/MPEG2 set-top cable converters.

IDB Broadcast has agreed to transmit digitally compressed signals over the Galaxy

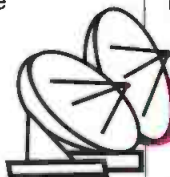
I-R satellite, scheduled for launch on a Delta rocket next March.

Hubbard Broadcasting has picked Oakdale, Minn., as the site for its new DBS control center. The 20,500 square foot facility will create at least 50 new jobs in the area.

Pacific Bell recently demonstrated its enhanced Advanced Broadcast Video Service which would allow a broadcaster to choose any of three broadcast formats to transmit a signal over fiber — NTSC, MPEG, or HDTV. Pacific Bell's current system only transmits NTSC. As digital signals become more common, however, the company is looking for HDTV and MPEG-compressed transmission to become more common as well. The enhanced service may be available as early as this fall.

Silicon Graphics Chairman James Clark will present the keynote address at SMPTE's technical conference and exhibition in

Los Angeles in October. Silicon Graphics specializes in 3-D computers, which are widely used for broadcast and movie graphics, as well as for scientific and engineering simulation and modeling. Also expected to speak at SMPTE events are George Walters, director of the European Broadcast Union's technical center, and Joe Flaherty, senior vice president of technology for CBS.



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Radio sales manager: Aggressive sales manager for AM/FM combo. Looking for a selling sales manager, adept at training, recruiting, and maintaining a sales staff. Excellent compensation package based on performance. EOE. Contact Betty Baudler, KASI/KCCQ, Ames, IA 515-232-1430.

Saga Communications, Inc. seeks a general manager for WGAN/WMGX, and in addition upon closing, WYNZ AM/FM in Portland, Maine. We are looking for the brightest of the bright. In return we are offering a fabulous facility with fabulous ratings and a great staff. Portland offers a high quality of life and the right candidate should view this as a long term career move. Proper candidate should be a strong leader, motivator, goal setter and achiever. He/she should be organized, disciplined and driven to the highest standards of excellence. If you are chosen you will have an excellent income, stability, and community respect. Your response is guaranteed confidential and even if your current situation has presented you with a level of contentment we urge you to reply. Resume to: Warren Lada, Vice President, General Manager, WAQY AF, 45 Fisher Avenue, East Longmeadow, MA 01028. EOE.

Station manager/sales manager with outstanding sales and people skills for "one of kind station" in the heart of Connecticut's most beautiful country. State of the art FM radio station, presently billing well beyond market size, needs an organized, aggressive, sales executive to take the station to its next attainment level. Salary and incentives above market compensation for the right person. EOE-M/F. Send resume to Box 1210, Litchfield, CT 06759.

HELP WANTED SALES

Radio time salesperson: Must carry list. Western Pennsylvania single station AM/FM market. Send resume with your best ideas. Include sales record. Equity situation available. Confidential. EOE. Reply to Box D-15.

Account executive for top rated Jersey shore station. Experience a must. Solid list available. Right person will earn \$40,000-\$60,000 to start. EOE. Send resume to Box D-16.

Sales executive wanted for popular, small-market (big signal) Soft Rock FM in the beautiful Pacific Northwest. Three-year-old station still growing; looking for energetic and talented people to join great team. CRMC preferred. Send resume with references and writing samples to Brian Butler, GSM, KXXO, POB 7937, Olympia, WA 98507. 206-943-9937. EOE.

WJYR FM seeks experienced marketing oriented radio salesperson interested in selling top rated, established format in coastal Carolina. Great signal, draw against commission, active billing accounts available. Call or rush resume to GM, WJYR, 706 21st Ave., N. Myrtle Beach, SC 29577. 803-488-3189. EOE.

HELP WANTED ANNOUNCERS

Award winning news/talk/sports, WMAJ, in Big Ten college town seeks sports director . . . Great sportscasts and PBP a must. Long hours, low pay, high visibility . . . a career maker. Send T&R to: GM, WMAJ, PO Box 888, State College, PA 16804. EOE.

HELP WANTED TECHNICAL

Radio sound engineer: Experience processing audio and ability to work in multicultural environment. Must be able to conduct high quality recordings and diagnose equipment problems. Responsible for technical production of national newscast. Send letter, resume to Radio Bilingüe, 1111 Fulton Mall 700, Fresno, CA 93721. EOE.

HELP WANTED NEWS

Anchor/reporter: WBGO-FM, the NYC-area Jazz station, has won 9 national and state news awards so far in 1993. We need highly versatile broadcaster able to bring us more. 3-5 years exp. No calls. Resume and tape to: Steve Inskeep, ND, 54 Park Pl, Newark, NJ 07102. EOE.

Graduate? No job? Entry level morning news personality sidekick. Females encouraged. Unusual Country FM near Phoenix. Some sales required. Tape resume photo KQSS, Miami, AZ 85539. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program manager: Tired of the "stuffed shirt" approach to classical music radio? Interested in becoming a part of a station that presents classical music in a fresh, friendly and informative style? KUSC, the country's most listened to public radio station, seeks a creative and adventurous program manager to oversee the daily operations of our dynamic programing department and serve as on-air personality. Five years minimum classical music radio program management required. Salary negotiable. Send resume, nonreturnable cassette demo and cover letter to: KUSC Personnel Department, PO Box 77913, Los Angeles, CA 90007. Women and minorities are encouraged to apply. KUSC is an equal opportunity employer.

HELP WANTED PERSONALITY/TALENT

Nation's leading classical music radio station seeks interesting, intelligent, enthusiastic personality with knowledge of classical music repertoire and the New York music scene for full-time mid-day shift. Classical radio experience required. Position available early July. No phone calls please. Send tape and resume to: WQXR Auditions, 122 Fifth Avenue, 3rd Floor, New York, NY 10011. EEO.

SITUATIONS WANTED MANAGEMENT

GM/GSM: Experienced 12 year professional. Work history includes small to medium size markets. Good ability to hire, train, plan and execute. Experience includes turnarounds and start-ups. Call JSE at 510-559-9024.

Results/profits . . . that's what I offer to your organization. Seeking GM position in small-medium market. Strong sales background with combos and multiple stations. Prefer equity participation in West or SW. All locations considered. Reply to Box D-17.

SITUATIONS WANTED ANNOUNCERS

Affordable Illinois television radio pro: Computer and automation systems, audio production, music programing, news, television host, community involvement. Cliff 309-691-0798.

SITUATIONS WANTED TECHNICAL

Experienced chief engineer seeks work in New York State, NYC, New England, NEPA, or NJ. Full or part time. Call 919-643-3614.

SITUATIONS WANTED NEWS

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

Sportscaster with strong personality wants to be the voice of your team/station. Call Steve: 1-217-243-4977.

Knowledgeable sportscaster with over 5 years experience looking for station with strong sports commitment. PBP all four major sports, the more the better. Currently freelancing on cable. Bob, 201-546-5546.

DJ/news/writer: Jim Clark, 515 Walnut Street, Petaluma, CA 94952, 707-769-0557. Looking for small well established station. Oldies/Nostalgia, Easy Listening format.

SITUATIONS WANTED PERSONALITY/TALENT

Seeking AOR: Classic rocker with nickname, presence, and knowledge wants to join your team. Voice is greatest asset. Call "anti-Elvis": 1-217-243-4977.

MISCELLANEOUS

Wanted: Half hour rates for investment and other shows. Fax station information, including times and rates. 813-367-7424 9-6p ET.

TELEVISION

HELP WANTED MANAGEMENT

LSM position available at Roanoke ABC affiliate, WSET. Ideal candidate will understand marketing, research, and promotions. College degree and experience in these areas is important. Send sales philosophy and resume to Personnel Director, WSET-TV, 2115 Colonial Ave SW, Roanoke, VA 24015. EEO. No phone calls please.

WRDW-TV has an opening for national sales manager. Must be highly-motivated and energetic. Mandatory to have proven track record of performance in national sales. Send resume to Stephen E. Johnston, General Sales Manager, WRDW-TV, PO Box 1212, Augusta, GA 30903-1212. EOE.

KLAS-TV national sales manager: The number one station in the fastest-growing market in the U.S. is seeking an exceptional team player and motivator to represent us as national sales manager. The ideal candidate will be a natural leader with outstanding negotiation skills and a proven ability to achieve personal and professional goals. No phone calls. Send resume to: General Sales Manager, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

Executive vice president-public television: WLVT-TV, channel 39, Allentown/Bethlehem/Easton, PA, one of America's most successful public television stations, seeks executive vice president. College degree required. Candidates preferred with experience in television management, financial affairs, human resources. Instructional television background, engineering/technical expertise, long-range planning are highly valued and will be considered. WLVT-TV seeks candidate with exec. VP/senior level management experience in public television. Position reports to, and other station responsibilities may be assigned by, president/CEO of WLVT-TV. Send resume with salary requirement to: Lee A Butz, WLVT-TV39 Board Human Resources, PO Box 509, Allentown, PA 18105. No phone calls. All replies confidential. WLVT-TV is an affirmative action, equal opportunity employer.

Broadcast accountant: Financial Center for television station group has an opening for a broadcast accountant. Responsibilities in a professional environment include financial statement preparation and consolidation; monthly, quarterly and annual reporting; perform or assist in performing analysis and reconciliation process; assist in the year end audit coordination with independent accountants; perform or assist in performing on-site television station audits; special projects that may be assigned as needed. Position reports directly to CFO. Proficiency with a PC, Lotus and experience working in a television environment required. Knowledge of EEOC regulation a plus. Send replies to: Box D-18. EOE.

Gannett TV station seeks creative services director to develop and direct station's overall promotion and marketing. Must develop and execute all station promotion and advertising including news, programing, station image, special event and sales promotions. Prefer radio/television advertising or related degree with 3-5 years broadcast promotion experience. Management experience desired. Supervisory and interpersonal skills required. Tapes and resumes only to Tom Kirby, President/General Manager, KOCO-TV, Box 14555, Oklahoma City, OK 73113. EOE.

Television start-up. 5 years experience. Compensation with ability. Take charge champions. Following positions available: General manager, general sales manager, national sales manager, local sales manager, chief engineer, business manager, program manager, promotion manager, traffic manager, production manager. Send resume to Box D-19. EOE.

Brisette Broadcasting is looking for four experienced television station general managers. Great benefits, including 401K, if you have a winning attitude, an impeccable background and enjoy a challenge. Send your resume to: Personnel, Brisette Broadcasting Corporation, 1515 S. Federal Hwy., Suite 121, Boca Raton, FL 33432. EOE.

HELP WANTED SALES

Cannell Communications, WHNS Fox 21, a strong Fox affiliate, serving the 35th market, Greenville-Spartanburg-Asheville, has an opening for a national sales manager. Strong background in national sales is preferred. Send resumes to WHNS-TV21, Attn: Rich Bunard, Gen Sales Mgr, 21 Interstate Court, Greenville, SC 29615. E/O/E M/F/H.

Work in paradise. Five-million-watt Indy needs experienced A.E. for opportunity in two station market ranked in top 100 MSA's. Send resume: GSM, WBSV-TV, 2065 Cantu Court, Sarasota, FL 34232. EOE.

Television account executives: Excellent opportunity for advertising pros who are self-directed and motivated. Based in L.A. will sell time for regional cable news. This position is ideal for a creative, results-oriented individual who is in tune with L.A. agencies and clients. Excellent oral and written communication skills a must and should have at least two years ad sales experience. Resume and cover letter to OCN, PO Box 11945, Santa Ana, CA 92711. No phone calls please. EOE.

Local account executive: The Gannett owned NBC affiliate in the 10th market is searching for an experienced account executive. Qualifications include at least two years television sales experience, a proven track record in new business development, and the ability to service existing agency and direct client accounts. College degree and computer familiarity preferred. No phone calls please. Send resume to: Victor Brust, Local Sales Manager, or Peter McCampbell, General Sales Manager, WXIA-TV, 1611 West Peachtree Street, Atlanta, GA 30309. Equal opportunity employer.

HELP WANTED CONSULTANT

Broadcast consultant: Expanding operations require consultant with 7-10 years experience in senior television news management or promotion/marketing. Applicants should be well grounded in developing competitive strategic and tactical plans for television stations, their programing, and plan implementation. Experience should include utilization of qualitative audience research and rating analysis. Send resumes to: McHugh & Hoffman, Inc./MSI: 8301 Greensboro Drive, Suite 490, McLean, VA 22102. EOE.

HELP WANTED MARKETING

Vendor/marketing specialist: Southeast FOX affiliate seeks experienced marketing specialist to assist local sales staff in development of vendor programs. Candidate must have at least 2 years broadcast sales experience. Company encourages minorities to apply. EOE. Send resume to: Box D-20.

HELP WANTED TECHNICAL

ENG engineer: Candidate should have experience in medium market television news operation, editing ability on SONY 800 system and should also be proficient with SONY camera. The ability to work unsupervised is a necessity as well as a valid driver's license. A First Class FCC license is preferred. Please send resume to Peter Menkes, WABC-TV, 7 Lincoln Square, New York, NY 10023. No faxes or telephone calls please. We are an equal opportunity employer.

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

Fulltime engineer needed for UHF network affiliate located in the recreational South. Applicant should have UHF XMTR, TCR/video tape experience. Impressive salary and benefits package. Send complete work history and references to Box D-21. EOE.

Temporary ENG engineer: Candidate should have experience in medium market television news operation, editing ability on SONY 800 system and should also be proficient with SONY camera. The ability to work unsupervised is a necessity as well as a valid driver's license. A First Class FCC license is preferred. Please send resume to: Peter Menkes, WABC-TV, 7 Lincoln Square, New York, NY 10023. No faxes or telephone calls please. We are an equal opportunity employer.

Broadcast engineering: To look at the future of television, look at the past of QVC. In six short years, we've grown from a viewer base of 8.5 million homes to 47 million homes. From net revenues of \$112 million to over \$1 billion. And from simple cable feeds to being poised on the edge of fully interactive TV. Our next six years promise to be even more astounding. Right now, QVC is seeking several success-oriented technicians to support our live, state-of-the-art broadcasting and post-production facilities. Opportunities include: **Lighting Technician:** In this key assignment, you'll be responsible for designing set lighting and maintaining lighting instruments. To make your mark, you'll need an AS degree in Electronics (or equivalent experience), including involvement with the latest equipment, live TV, and electric power distribution. **Television operations engineer:** Apply your expertise to assisting with new installations and to maintaining and repairing of VTRs, cameras, switchers and character generators. Success in this position will require an AS degree in electronics with 2-3 years of broadcast troubleshooting or operations experience. **Television maintenance engineer:** As an integral member of our team, you'll design and document the creation of custom equipment, the installation of new facilities, and the maintenance and repair of uplink equipment. Essential qualifications include an AS in electronics (or equivalent experience), at least 5 years in TV engineering, and hands-on experience with component-level repair, and system design and installation. The people we seek will already know the QVC story and understand the unparalleled potential. If you want to be a part of the future, send us a resume today, to: Mr. Michael Cavanaugh, QVC Network, Inc., Goshen Corporate Park, West Chester, PA 19380-0844. We are an equal opportunity employer.

Television maintenance engineer opening in upstate New York. Large facility loaded with the newest state-of-the-art equipment. Must be capable of troubleshooting studio equipment to be component level. Experience in maintaining digital and microprocessor-based equipment required. UHF experience a plus. Send resume and salary history to: WXXI Human Resources, PO Box 21, Rochester, NY 14601. EOE.

Studio maintenance engineer experienced in operation and repair of broadcast video equipment. Candidate needs two years minimum experience in trouble-shooting to the component level. Send resume: Chief Engineer, WBSV-TV, 2065 Cantu Court, Sarasota, FL 34232. 813-379-0062. EOE.

TV broadcast engineer: National cable TV network needs broadcast engineer with minimum three years exp. for staff engineering position. Experience with Grass Valley and Sony equipment a must. Good working conditions. Send resume and work history to: PO Box 100321, Irondale, AL 35210. EOE.

Chief engineer - television start-up. Take charge of total engineering equipment and staff. Planning, purchase and maintenance of equipment. 5 years minimum experience. Compensation with ability. Send resume to Box D-22. EOE.

Chief engineer: Eastern Idaho's #1 broadcast company. Minimum six years experience in electronic/maintenance engineering or equivalent. Full time. Must work well under pressure and have positive attitude. EOE. Apply: Chief Engineer, PO Box 2148, Idaho Falls, ID 83403. No phone calls, please.

Broadcast technician KWTV-9: Responsible for preventive & corrective maintenance on all broadcast equipment, installation of equipment, remote set-up & operation of electronic news gathering (ENG), and station equipment for special projects. Requires high school diploma or GED, 2 years electronics technical school or equivalent, FCC restricted radio-telephone operator permit, and 3 years related broadcast experience. Send resume to: Engineering Manager, KWTV, PO Box 14159, Oklahoma City, OK 73113. No phone calls please. EOE-M/F.

HELP WANTED NEWS

Meteorologist with degree needed for new week-end news expansion at major market ABC affiliate. Must have AMS seal and 2-3 years prior TV experience. We need someone with a lot of personality who can handle a great weather market. Send resume, salary history and non-returnable 3/4" tape to John Ray, News Director, WEWS-TV, 3001 Euclid Ave., Cleveland, OH 44115. No calls. EOE.

News promotion producer: Southeast ABC affiliate seeks promotion producer, minimum two years experience writing/producing on-air promos, news topicals, radio and print copy. Send tape, resume and salary history to Personnel Director, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. No calls please. EOE.

Anchor/reporter: West Texas affiliate seeks an anchor/reporter to work weekends and three days a week. Must be able to gather, write, and edit news stories for broadcast and shoot/edit three-quarter inch video. Degree and prior experience preferred. Send tape and resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. Please, no phone calls. EOE.

N.E. affiliate needs AM news director/TD: Previous directing/TD experience helpful. Send resume to Box D-10. EOE.

Reporter/anchor for 13-week documentary series. Great opportunity for fresh talent. Non-returnable tapes and resumes to: PO Box 92012, Industry, CA 91715-2012. EOE.

General assignment reporter: Top market station seeks an experienced general assignment reporter. Live news experience a must. Send resume and tape to: Henry Florsheim, News Director, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

Meteorologist: Award winning news station in a beautiful western mountain market is looking for a meteorologist with authority. Familiarity with Kavouris, AMS seal (or close to it), and background in presenting user-friendly weather are important. Minimum 3 years experience preferred. Idaho 8 actively seeks minorities. Send non-returnable resume tape to Tonia Ellis, Idaho 8 News Director, PO Box 2148, Idaho Falls, ID 83403. No phone calls, please. EOE.

Senior reporter for nightcast. Minimum 1 year experience. High intelligence and creativity top priority. Excellent writing skills and live shot experience. Send non-returnable resume tape to Tonia Ellis, Idaho 8 News Director, PO Box 2148, Idaho Falls, ID 83403. No phone calls, please. EOE.

Producer: If you want to work at the #1 station in Rochester and have the following traits, apply immediately: Great writer, super news judgment, wonderful people skills, creativity, initiative, minimum two years experience. Tape, writing samples, resume to Steve Hammel, News Director, WHEC-TV, 191 East Avenue, Rochester, NY 14604. EOE.

News producer to develop, produce and supervise newsroom for student newscast on WTU-TV, Indiana University, Bloomington. Beginning August 1 at annual salary of \$23,000 and university benefits. Required: Two years professional news producing experience, preferably at university station employing students; academic qualifications to teach undergraduate courses; exceptional communication and organizational skills. Send resume, videotape and three references to Rick Macek, Human Resource Management, Indiana University, Bloomington, IN 47405. For more information: Don Agostino, 812-855-8000. AA/EEO employer seeking women and minority applicants.

TV director: Small market, CBS affiliate, seeks experienced TV director for local newscasts and commercial production. Experience on Grass Valley 1600 Switcher, ADDA Still Store, Ampex ADO-100; and Chyron IV preferred. Forward a complete resume and salary history to Box D-23. EOE.

Sportscaster: WHAS-TV, Louisville's dominant news station is looking for a new sportscaster/sports director who can take us to a new level. You must be creative, humorous and engaging. We are not interested in scores, highlights or coaches bites. If you are different and driven, send resume and non-returnable tape to: Human Resources, WHAS-TV, 520 W. Chestnut St., Louisville, KY 40202. EOE.

Sports anchor/reporter: This position requires a good writer, photojournalist, editor and a love of sports. Must be flexible with hours and be a solid team player. Send references and non-returnable tapes to: Dave Winstrom, WSAV-TV, PO Box 2429, Savannah, GA 31402. EOE.

Weekend weathercaster: Experienced TV meteorologist needed for prime southeast market. Prefer AMS seal, but will consider other credentials. Station uses Doppler and Liveline systems. Three years experience and college degree preferred. Send resume and non-returnable tape of several weathercasts to Ken Middleton, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Paint box artist, to operate Quantel Paint Box in the creation of on-air graphics. Primary responsibility is creation of news graphics. A minimum of two years Paint Box experience is required. Previous news graphics production is a must. Send resume and tape to Personnel Dept., KRIV Fox-26, PO Box 22810, Houston, TX 77227. EEO/AA employer.

Cannell Communications, WHNS Fox 21 utilizes state of the art tools including MiniPak, Arbitron II, Custom Target Aid, Star and Scarborough to create market specific, sales consultant presentations to targeted advertisers. National sales rep experience preferred. Writing skills and extensive hands on experience with desk top publishing software are prerequisites. Send resume to Tony Thompson, General Sales Manager, WHNS-TV, 21 Interstate Court, Greenville, SC 29615. 803-288-2100. E/O/E M/F/H.

Promotion manager: Need energetic/creative person to promote news, programs and station image. Writing, people skills and knowledge of production for all medium a must. Working knowledge of editing equipment a plus. Resumes and non-returnable tapes to T. Hiebert, KTVA (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. Close 7/2/93. EOE.

NBA Entertainment is seeking a producer with 3-5 years experience to write, edit, and produce video news releases, corporate presentations, and sales and marketing tapes. Must have hands-on experience with off-line editing, excellent writing skills, and extensive background in both field and post production. An equal opportunity employer. Send resume and 3/4" demo tape to: PO Box 3367, Secaucus, NJ 07094-3367.

Producer/director: Must be able to switch and call newscasts and station producers. Working knowledge of Ampex AVC 33 Switcher and ADO 2000. Two years experience as a director and college degree preferred. Must be a leader and team leader. Send resume and non-returnable tape with director track to: Dave Whitener, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. EOE.

Writer/producer/director: West Texas affiliate seeks a writer/producer/director. Must be able to write, shoot, and edit three-quarter inch video for broadcast. Must be organized, able to meet strict deadlines, possess people skills, and have a good driving record. Degree and prior experience preferred. Send resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Video editor: Seeking outstanding individual with at least 2 years computerized video editing experience for busy post production facility. Prefer experience with Sony BVE 9000 series editor, GVG 200 switcher, Pinnacle DVE, Dubner graphics. Will be responsible for providing post production services for commercials, industrial and corporate videos and television promotional spots. Send resumes to OCN, PO Box 11945, Santa Ana, CA 92711. No phone calls please. EOE.

News promotion: If you're creative, organized and enthusiastic-that's good, but not good enough. Northeast 100+ market seeks news promotion whiz committed to excellence in the enhancement of our #1 news team. Strong writing, production and editing skills a must. Experienced applicants, send resume and letter of interest to Box D-24. EOE.

WUHF-TV, Fox 31 is seeking a highly creative promotion producer/director with a minimum of two years experience. Competitive salary and excellent benefits. Send demo reel and resume to: Barbara Browning, Fox 31, 360 East Avenue, Rochester, NY 14604. No phone calls please. EOE.

Segment producer: We want a creative self-starter who can generate segment ideas, produce studio demonstrations, locate compelling first-person panels of guests (from light to hard-hitting) and produce tape packages. Good people skills a must. Ideal candidate has producing experience with Regis & Kathie, or Oprah-type show, or feature news background. Ability to produce field packages preferred. Must have at least 2 years professional television production experience. Submit resume to: Sandy Kotval, KSTP-TV Good Company, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer.

SITUATIONS WANTED TECHNICAL

Mobile EIC maintenance/video engineer: 20 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE senior television certified. For resume and information: 908-494-9443.

SITUATIONS WANTED NEWS

Experience in booking domestic/international satellites. Knowledge of cable systems uplink & downlink. Willing to learn. Call Ken 718-826-2123.

Award-winning anchor with substantial, sustained growth in ratings seeks station with commitment to news and community. Reply to Box D-7.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Producer/director/camerman: 10 years experience in NY area broadcast, cable, and corporate TV production, masters degree, seeks full time job in production, will relocate. Terry 914-739-0692.

MISCELLANEOUS

College grads and all others. Career videos prepares your personalized resume tape. Unique format, excellent rates, proven success, job search assistance. 708-272-2917.

Jobs nationwide! Television, radio, corporate communications. From major-market to entry-level. Now in our 9th year. Media Marketing/THE HOT SHEET, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

ALLIED FIELDS

**HELP WANTED PROGRAMING
PRODUCTION & OTHERS**

Ohio University: Senior radio-television producer. The Division of University Relations is seeking an experienced, creative, organized and highly-motivated senior radio-TV producer for its electronic media services unit. Under the direction of the assistant vice president for university relations, this communications professional will develop, produce and deliver finished broadcast-quality promotional and informational video and audio productions with emphasis in the following areas: Responding to on-campus requests for video and audio support for recruiting, informational, outreach and presentation efforts. Counsel, advise and guide clients through the complete production process from initial cost estimates to distribution. Producing a series of video news releases in cooperation with the office of news services, as well as provide additional audio and video pieces to assist in news strategies. Build and maintain a complete electronic media capability that not only produces projects with long-term deadlines but one which also has the ability to respond to urgent requests and needs. Minimum Qualifications, experience and skills: Bachelor's degree with major course work in communications or at least five years of full-time, commercial or public television experience. Minimum of two years full-time experience in all phases of broadcast-quality video and audio production including videography, (PVV-1/DXC-537 Betacam SP), video editing, (Sony BVE 200/Sony DFS 500, Video Toaster), and post-production. Outstanding skills in researching, writing, shooting, editing and producing. Excellent coordinating, organizing and time management skills. Ability to meet or beat a variety of strict deadlines for a wide range of ongoing projects and assignments. A service-oriented "can do" touch in client relations which stresses interpersonal skills, problem-solving and troubleshooting. Ability to take the lead, work independently and produce results while maintaining the interests of Ohio University at all times. Knowledge of broadcast news format and operations as well as structure of university operations desirable. Please submit letter of application, resume, demo tape and references by July 9, 1993 to: Crompton B. Burton, Assistant Vice President for University Relations, Senior R-TV Producer Search, University Relations, 110 Cutler Hall, Ohio University, Athens, Ohio 45701. Position available after August 1, 1993. Salary: \$32,000 minimum. Ohio University is an equal opportunity and affirmative action employer.

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.

EMPLOYMENT SERVICES

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

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.

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

WANTED TO BUY EQUIPMENT

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

Used Panasonic VCR/S-VHS: Model #AG-7150 player (7) and AG-7350 player/recorder (1). Call Ken 708-633-0001.

Used LPTV 1 KW transmitter & antenna for Channel 31. 407-627-9255.

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.

For sale: 1600 foot Stainless Inc. guyed tower. For additional information, contact: Jerry Cotterman, The Park National Bank, 50 North Third Street, Newark, OH 43055. Phone #: 614-349-3731. Fax: 614-349-3765.

Equipment bought and sold, studios, transmitters, translators, transmission line, wireless cable, antennas, microwave 2-13 GHz. Listings and requirements, Marketing Dept. 1-800-283-8405.

New broadcast electronics FM-5B transmitter - 5.5KW TPO, 101.7 MHz, 50w exciter; remote control interface, filament voltage regulator. Export crated. Doug Holland 305-522-3303.

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

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

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

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HELP WANTED TECHNICAL

CHIEF ENGINEER

WATL ATLANTA, FOX's NEWEST O&O is seeking experienced, hands-on Chief Engineer to manage existing operation, and oversee rapid capital expansion, including start-up news!

UHF transmitter experience and Engineering Degree are desirable; studio, personnel supervision and budget background a must.

Send Resume to:
Personnel Department
Job Code D
One Monroe Place
Atlanta, GA 30324



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Phone calls will not be returned or considered!

HELP WANTED NEWS

**ASSISTANT
NEWS DIRECTOR**

WCNC-TV, the NBC affiliate in Charlotte, NC and home of the NBC News Channel, needs an experienced journalist to join our award winning team. Need recent management experience. Prefer a background as an executive producer or producer of newscasts, series, specials and special events. Prefer a minimum of ten years experience and a college degree. Send resume, references, description of current duties and news philosophy and a non-returnable tape showing your creative capabilities to

**Ken Middleton,
News Director, WCNC-TV,
1001 Wood Ridge Center Drive,
Charlotte, NC 28217-1901
EOE. M/F.**

NEWS DIRECTOR

WATL ATLANTA, FOX's NEWEST O&O is seeking a highly motivated, innovative, and aggressive News Director to supervise all elements for startup 10:00pm "Fox type" Newscast!

Applicants must have broad, Newsroom management experience yet not be bound to traditional news approach and format.

Send Resume, Bio, Tape, etc. to:
Personnel Department
Job Code C
One Monroe Place
Atlanta, GA 30324



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HELP WANTED PROGRAMING, PROMOTION & OTHERS

Director of Graphic Design

WWOR-TV, NY's Superstation seeks a highly qualified individual to head up it's design team. The candidate must demonstrate superior design and management skills as well as a thorough knowledge of on-air graphic paint systems and Mac based desktop publishing. This is a hands-on position that also requires the ability to direct and oversee the station's visual presentation. A degree in graphic design and a minimum of two years design management experience is required.

Send resume with salary and samples of your work to:
Edward Aaronson, Director of Communications — BC19,
WWOR-TV, 9 Broadcast Plaza, Secaucus, NJ 07096
 (NO PHONE CALLS PLEASE) EOE M/F/H/V.

CABLE

HELP WANTED MANAGEMENT

PAY PER VIEW MANAGER

Media General Cable of Fairfax County, a state of the art cable system, located in Northern Virginia is recruiting for a Pay-Per-View Manager. We are a leader in the industry with a 9 channel Pay-Per-View operation (6 stand alone).

Qualified applicants will have:

- Minimum 5 years pay-per-view or marketing experience.
- Previous supervisory experience.
- Proven troubleshooting abilities.
- Excellent communication skills.

Please send cover letter, salary requirements and resumes to:

Media General Cable
of Fairfax County
 14650 Old Lee Road
 Chantilly, VA 22021
Attention: Human Resources
 or fax
703-378-3498
 EOE

DATABASE COORDINATOR

CNBC, a division of NBC, seeks team-oriented self-starter to maintain affiliate database in Fort Lee, NJ office. Individual will monitor and update database, act as liaison between user departments and outside consultants and handle related administrative duties. Applicants should have a related college degree and have excellent computer and organizational skills. Please send resume to: Personnel Associate, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024. Equal Opportunity Employer.



SITUATIONS WANTED NEWS

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Demonstrated success in large-system technical sales, knowledge of the broadcasting industry, and ability to travel are requirements.

Position is located in the greater Philadelphia area. Send resume to:

Comark Communications, Inc.
 Manager of Human Resources
 P.O. Box 229
 Southwick, MA 01077



EOE

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, or send fax to (202) 293-3278.

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. NO TELEPHONE ORDERS. CHANGES AND/OR CANCELLATIONS WILL BE ACCEPTED.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.60 per word, \$32 weekly minimum. Stations Wanted: \$0.60 per word, \$15 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.

Display Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$138 per inch. Stations 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) Stations wanted: No charge. All other classifications: \$15 per ad per issue.

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 call 1-800-554-5729.

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 4 To record "Talking Resumes" and employers to record job openings
 5 Entry level positions

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Please include
 phone number.

EARLY DEADLINE NOTICE

Due to the observation of Independence Day,
 the deadline for the July 12, 1993 issue
 is Friday, July 2, 1993 at Noon.


FOR SALE STATIONS CONTINUED

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William R. Rice, Broker
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INVITATION TO BID

KSLH-FM, St. Louis
 Non-Commercial FM Station
 91.5 MHZ 12.5 KW 368 FT
UPGRADABLE TO FULL CLASS C

The St. Louis Board of Education is selling its non-commercial FM radio station. Assets to be sold include the broadcast license and transmission equipment. It will be necessary for the purchaser to establish new operating premises.

Bids starting at a minimum of \$250,000 are to be submitted by July 30, 1993 to:

Gary Stevens
Gary Stevens & Co.
 49 Locust Avenue, Suite 107
 New Canaan, CT 06840
 Phone: 203-966-6465
 Fax: 203-966-6522

The St. Louis Board of Education reserves the right to select the final bid at its discretion.

WANTED TO BUY STATIONS

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Commercial and non-commercial CP's.
 Also non-commercial stations.
 Fax info to 601-844-9176.

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Datebook

JUNE

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 Studies Center*. Columbia University, New York. Information: Paul Elsenberg, (212) 678-6600.

June 22—"Marketing Premium Services to Maximize Revenue," workshop sponsored by *Cable Television Administration and Marketing Society*. Viacom Conference Center, New York. Information: Judy Mak, (516) 234-5200.

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—*National Association of Hispanic Journalists* annual convention. Renaissance Hotel, Washington. Information: Jose Mc Murray, (202) 662-7145.

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.

Gabriel Awards sponsored by *Unda USA*. Information: Nancy Kinross, (513) 429-2663.

July 15-18—1993 *Upper Midwest Communications Conclave*. Radisson South Hotel, Minneapolis. Information: Tom Kay or Lisa Nordmark, (612) 927-4487.

July 17-19—*California Broadcasters Association* annual convention. Hyatt Regency Monterey, Monterey, Calif. Information: Vic Blondi or Lillie Player, (916) 444-2237.

July 18-13—Management Development seminar for television executives sponsored by *National Association of Broadcasters*. Evanston, Ill. Information: (202) 775-3527.

July 25-28—*New York State Broadcasters Association* 32nd annual executive conference. Gideon Putnam Hotel and Sheraton Hotel and Conference Center, Saratoga Springs, N.Y. Information: (518) 456-8888.

July 27-29—*Florida Cable Association* annual convention. Registry Resort, Naples, Fla. Information: Joice Ventry, (904) 681-1990.

JULY

July 9—Deadline for entries for 1993 Ollie Awards sponsored by *American Center for Children's Television*. Information: David Kleeman, (708) 390-9435.

July 9—Deadline for entries for the 28th annual

AUGUST

Aug. 22-24—*Minnesota Cable Communications Association* annual meeting. Radisson Arrowwood Resort, Alexandria, Minn. Information: Mike Martin, (612) 641-0268.

MAJOR MEETINGS

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. 20-21—*Corporation for Public Broadcasting* annual meeting. Washington. Information: (202) 879-9600.

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. 14-17—*Society of Professional Journalists* national convention, Miami. Information: (317) 654-3333.

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. 24-17 1994—*NATPE International* 31st annual program conference and exhibition. Miami Beach Convention Center, Miami Beach. Information: (310) 453-4440.

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.

March 21-24 1994—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 775-3527.

May 21-25 1994—*Broadcast Cable Financial Management Association* 34th annual convention. San Diego. Information: (708) 296-0200.

May 22-25 1994—*National Cable Television Association* annual convention. New Orleans. Information: (202) 775-3669.

For the Record

Compiled by BROADCASTING & CABLE for the period of June 7-June 11 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

- **WLYV(AM) Fort Wayne, IN** (BAL930521EC; 1450 khz; 1 kw-U)—Seeks assignment of licensee from Fairfield Broadcasting Co. of Indiana to Fort Wayne Gospel Broadcasting Co. for \$45,000. Seller is headed by Stephen C. Trivers and has interests in WQSN(AM) and WQCR(FM) Kalamazoo, MI, and WJLT(FM), Fort Wayne, IN. Buyer is headed by Michael B. Gliner and has no other broadcast interests. Filed May 21.
- **WTKL(AM) Baton Rouge** (BAL930517EA; 1260 khz; 1 kw-D, 127 w-N)—Seeks assignment of licensee from Leader Group Inc. to East Baton Rouge Parish School Board for no cash consideration. Seller is headed by Stephen C. Poss, receiver, and has no other broadcast interests. Buyer is headed by Robert J. Meador and is also licensee of noncommercial educational WBRH(FM) Baton Rouge. Filed May 17.
- **WCHB(AM) Taylor, MI** (BTC930520EA; 1200 khz; 25 kw-D, 700 w-N; FM: BTCH930520EB; 105.9 mhz; 20 kw; ant. 725 ft.)—Seeks transfer of control from Bell Broadcasting Co. to National Bank of Detroit for no cash consideration as part of retirement of controlling stockholder. Transferor is headed by Mary L. Bell and has interests in WJZZ(FM), Detroit. Transferee has designated Janice L. Hall and Arthur Middlerooks as trustees; it has no other broadcast interests. Filed May 20.
- **WTCN(AM) Stillwater, MN** (BAL930525EC; 1220 khz; 5 kw-D, 254 w-N)—Seeks assignment of licensee from A B Communications Inc. to Smith Broadcasting Co. Inc. for \$75,000. Seller is headed by Donald S. Rosenberg and has no other interests. Buyer is headed by Robert E. Smith, who also owns WWIS-AM-FM Black River Falls, WI. Filed May 25.
- **KOIL(AM) Omaha, NE** (BAL930525EA; 1290

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.

khz; 5 kw-U)—Seeks assignment of license from Valley Broadcasting Inc. to Aegeus Inc. for \$470,000 ("Changing Hands," May 31). Filed May 25.

■ **WALE(AM) Providence, RI** (BTC930525EB; 990 khz; 50 kw-D, 500 w-N)—Seeks assignment of licensee from North American Broadcasting Co. Inc. to Francis H. Battaglia for \$50,000. Seller is headed by Frank E. Battaglia and has no other interests. Buyer has no other broadcast interests. Filed May 25.

■ **KLUP(AM)-KISS(FM) San Antonio, TX** (AM: BAL930521EA; 930 khz; 5 kw-D, 1 kw-N; FM: BALH930521EB; 99.5 mhz; 100 kw; ant. 1,112 ft.)—Seeks assignment of license from Lawrence S. Wexler, receiver for Radio Group of San Antonio Inc. to KISS Radio of San Antonio Ltd. for \$3.95 million (see "Changing Hands," page 46). Seller is not currently the receiver for any other stations and has no other broadcast interests. Buyer is headed by limited partner John T. Jones, et al. Rusk Corp., general partner of assignee, sold KTRH(AM)-KLOL(FM) Houston, TX, earlier this year to Evergreen Media for \$51 million (BROADCASTING, Feb. 8). It is also licensee of KSMG(FM) Seguin (San Antonio), TX. Filed May 21.

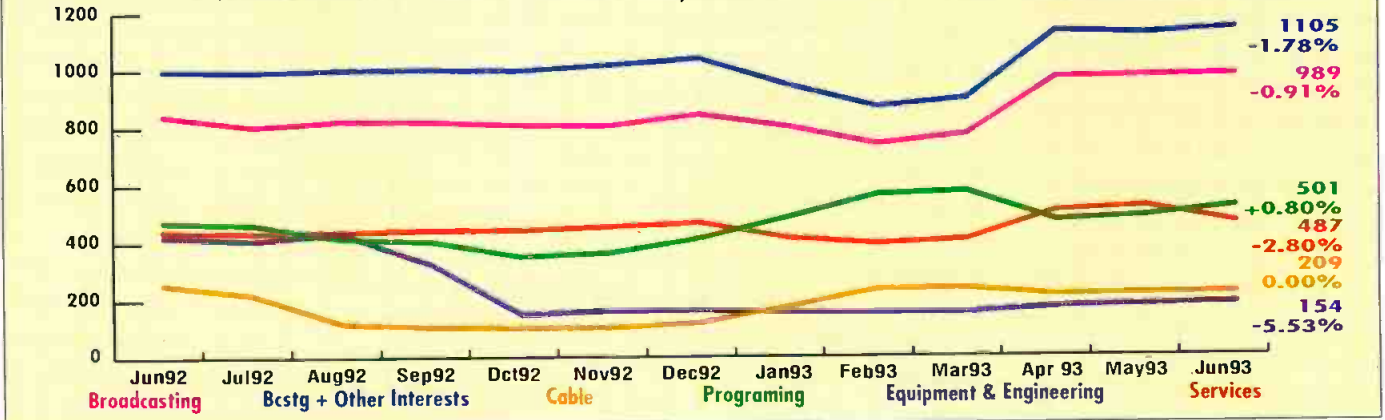
■ **KVAN(AM) Vancouver, WA** (BAL930524EA; 1550 khz; 10 kw-U, 500 w-N)—Seeks assignment

of license from Rogue Broadcasting Corp., debtor-in-possession, to Vancouveradio Inc. for \$177,750. Seller is headed by Frank D. Osborn and has interests in five TV stations, five FM's and three AM's. Buyer is headed by Richard Granger and has no other broadcast interests. Filed May 24.

Actions

- **KZGL(FM) Cottonwood, AZ** (BALH930212HQ; 95.9 mhz; 3 kw; ant. 203 ft.; see KOWL[AM]-KRLT[FM] South Lake Tahoe, CA, below).
- **KOWL(AM)-KRLT(FM) South Lake Tahoe, CA** (AM: BAL930212ED; 1490 khz; 1 kw-U; FM: BALH930212EE; 93.9 mhz; 6 kw; ant. -180 ft.)—Granted assignment of license from Regency Communications Ltd. to Park Lane Regency Radio Inc. for \$3.9 million. Assignment includes KAAA(AM)-KZZZ(FM) Kingman and KZGL(FM) Cottonwood, both Arizona (see above and "Changing Hands," Feb. 22). Action June 7.
- **KNEW(AM)-KSAN(FM) San Francisco** (AM: BAL930330HA; 910 khz; 5 kw-U; FM: BALH930330HB; 94.9 mhz; 35 kw; ant. 1,290 ft.)—Granted assignment of license from Malrite Communications Group Inc. to Shamrock Holdings Inc. Assignment represents merger of two companies, with Shamrock retaining control; it includes Malrite stations KFAN(AM)-KEYE-FM Minneapolis-St. Paul; WHK(AM)-WMMS(FM) Cleveland; WHTZ(FM) Newark, NJ, and KLAC(AM)-KZLA-FM Los Angeles (BROADCASTING & CABLE, March 29 and below). Action June 4.
- **KFRC-AM-FM San Francisco** (AM: BAL930331EA; 610 khz; 5 kw-U; FM: 99.7 mhz; 45 kw; ant. 1,241 ft.)—Granted assignment of license from Coast Broadcasting Co. to Alliance Broadcasting California for \$20.15 million ("Changing Hands," Feb. 1). Action June 3.
- **KHTH(AM) Dillon, CO** (BAL930324EA; 1130 khz; 5 kw-D)—Granted assignment of license from Dillon Broadcasting Co. to Alameda Enterprises Inc. for \$75,000 ("For the Record," April 12). Action June 2.
- **KDZA-FM Pueblo, CO** (BALH930315G; 107.9 mhz with 100 kw; ant. 586 ft.)—Granted assignment of license from MarTec Broadcasting Corp. to McCoy Broadcasting Co. for \$500,000 ("Changing Hands," April 5). Action May 26.
- **WZEP(AM) DeFuniak Springs, FL** (BA-

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1992 TO JUN 15, 1993



L930415EC; 1460 khz; 5 kw-D, 186 w-N)—Granted assignment of license from Holmes County Broadcasting Systems Inc. to Walton County Broadcasting Inc. for \$60,000 ("For the Record," May 10). Action June 2.

■ **WAIV(FM) Spring Valley, IL** (BAPH921202GX; 103.3 mhz; 3 kw; ant. 328 ft.)—Dismissed app. of assignment of CP from Illinois Valley Radio to Owen L. Studstill Jr. for \$24,000 ("For the Record," Jan. 11). Action June 3.

■ **KCFI(AM) Cedar Falls, IA** (BTC930415ED; 1250 khz; 500 w-U)—Granted transfer of control of Cedar Valley Broadcasting Inc. **Buyers** Janet M. and Donald L. Rabbitt, husband and wife, are assuming debt of \$98,700 ("For the Record," May 10). Action June 3.

■ **New FM Hudson (Cedar Falls), IA** (BAPH930420GE; 96.1 mhz; 3 kw; ant. 95 m.)—Granted assignment of CP from Saga Communications of Iowa Inc. to Donald L. Rabbitt for \$10,658 ("For the Record," May 17). Action June 3.

■ **WHDH-TV Boston** (BTCCT930426KE; ch. 7; 316 kw-V; 63.2 kw-A; ant. 1,000 ft.)—Granted transfer of control from WHDH-TV Inc., subsidiary of New England Television Corp. to Sunbeam Television Corp. for \$204 million (BROADCASTING & CABLE, April 26). Action June 3.

■ **KFAN(AM)-KEEY-FM Minneapolis-St. Paul** (AM: BAL930330GW; 1130 khz; 50 kw, 25 kw-N; FM: BAPLH930330HT; 102.1 mhz; 100 kw; ant. 1,033 ft.; see KNEW[AM]-KSN[FM] San Francisco, above).

■ **KKBR(FM) Billings, MT** (BALH930225GE; 97.1 mhz; 35 kw; ant. 295 ft.)—Granted assignment of license from Land Development Inc. to Citadel

Communications Corp. for \$300,000 ("Changing Hands," March 29). Action May 26.

■ **WHTZ(FM) Newark, NJ (New York)** (BAPLH930330HC; 100.3 mhz; 7.8 kw; ant. 1,220 ft.; see KNEW[AM]-KSN[FM] San Francisco, above).

■ **WTSB(AM) Lumberton, NC** (BAPL930415EB; 580 khz; 500 w-D, 67 w-N)—Granted assignment of license from Henry W. Hoot to Beasley Broadcasting of Eastern North Carolina Inc. for forgiveness of debt. Hoot is presently in default to assignee on \$320,000, 1984 promissory note ("For the Record," May 10). Action June 2.

■ **WHIL(AM) Raeford, NC** (BAL930419EF; 1400 khz; 1 kw-U)—Granted assignment of license from Gospel Tabernacle Enterprises Inc. to W & V Broadcasting Enterprises Inc. for \$12,000 ("For the Record," May 10). Action June 2.

■ **WWMG(FM) Shelby (Charlotte), NC** (BALH930317GI; 96.1 mhz; 100 kw; ant. 1,738 ft.)—Granted assignment of license from Voyager Communications V Inc. to The Dalton Group Inc. for \$4.5 million ("Changing Hands," March 22). Action May 27.

■ **KNJM(FM) Lincoln City, OR** (BAPH930406GE; 95.1 mhz; 24.5 kw; ant. 709 ft.)—Granted assignment of CP from Lincoln City Broadcasting Corp. to Elite Broadcasting Inc. for \$17,500 ("For the Record," May 3). Action May 26.

■ **WKZV(AM) Washington, PA** (BTC930415EE; 1110 khz; 1 kw-D)—Granted transfer of control from U.S. North Broadcasting Inc. to Helen C. Supinski for \$267,000 ("For the Record," May 10). Action June 2.

■ **WALD(AM) Walterboro, SC** (BAL930317EC; 1080 khz; 2.5 kw-D)—Granted assignment of license from Gresham Communications of Walterboro Inc. to Holiday Communications Inc. for \$140,000 ("For the Record," April 12). Action June 3.

■ **KDSX(AM)-KDSQ(FM) Denison-Sherman, TX** (AM: BAL930222EA; 950 khz; 500 w-U; FM: BALH930222EB; 101.7 mhz; 3 kw; ant. 275 ft.)—Granted assignment of license from Transcontinental Broadcasting Co. to Octavian Communications Corp. for \$350,000 ("Changing Hands," March 8). Action June 2.

■ **KMHT-AM-FM Marshall, TX** (AM: BAL930510EC; 1450 khz; 1 kw-U; FM: BALH930510ED; 103.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from R.W. & J.J. Inc. to Wiley College for no cash consideration; assignment is donation ("For the Record," May 31). Action June 2.

■ **KXAL-FM Pittsburg, TX** (BTCH930326GL; 103.1 mhz; 6 kw; ant. 328 ft.)—Granted transfer of control from Camp-Titus Radio Co. Inc. to Ron Gray and Diane Gray for \$140,000 ("For the Record," April 26). Action May 28.

■ **WPMH(AM) Portsmouth, VA** (BTC930413EA; 1010 khz; 5 kw-D, 449 w-N)—Granted transfer of control from Chesapeake-Portsmouth Broadcasting Corp. to Stuart W. Epperson and Nancy A. Epperson for \$140,000 ("For the Record," May 10). Action June 2.

■ **WQJY(FM) West Salem, WY** (100.1 mhz; 1.8 kw; ant. 426 ft.)—Granted assignment of license from Goetz Broadcasting Corp. to DN Properties Inc. for approximately \$48,000. **Seller** is headed by Nathan L. Goetz and has interests in six AM's and five FM's. **Buyer** is headed by Patrick J. Delaney and is licensee of WOSX(FM) Spencer, WI. Delaney also has interests in licensee of WKBH-AM-FM Holmen-Trempeleau, WI. Action June 4.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's*	TOTAL*
Commercial AM	4,954	181	5,135
Commercial FM	4,853	906	5,759
Educational FM	1,613	308	1,921
Total Radio	11,420	1,395	12,815
Commercial VHF TV	558	12	570
Commercial UHF TV	594	142	736
Educational VHF TV	124	4	128
Educational UHF TV	241	7	248
Total TV	1,517	165	1,682
VHF LPTV	474	136	610
UHF LPTV	859	972	1,831
Total LPTV	1,333	1,108	2,467
FM translators	1,993	390	2,383
VHF translators	2,421	81	2,502
UHF translators	2,416	386	2,802

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. Construction permit. Source: Nielsen, NCTA and Broadcasting & Cable's own research.

NEW STATIONS

Applications

■ **Gridley, CA** (BPH930514MB)—Barney L. Dewey seeks 101.5 mhz; 6 kw; ant. 18.8 m. Address: 6551 Circle Hill Drive, San Jose, CA 95120. Applicant has no other broadcast interests. Filed May 14.

■ **Brighton, NY** (BPH930527MB)—Jon E. Fugler seeks 94.1 mhz; 6 kw; ant. 100 m. Address: c/o Fisher Wayland, 1255 23rd Street NW, Suite 800, Washington, DC 20037. Applicant has interests in KLRD(FM) Yucaipa, CA, and KXLD(FM) Victorville, CA. Filed May 27.

■ **Lakewood, NY** (BPH930528MC)—Maniac Communications seeks 106.9 mhz; 25 kw; ant. 100 m. Address: 427 Crossman Street, Jamestown, NY 14701. Applicant is headed by general partner Steven E. Gustafson and has no other broadcast interests. Filed May 28.

■ **McArthur, OH** (BPH930528MB)—Robert S. Triplett seeks 98.7 mhz; 6 kw; ant. 100 m. Address: 468 Lutz Road, Williamsport, OH 43164. Applicant has no other broadcast interests. Filed May 28.

■ ***Big Sandy, TX** (BPED930527MA)—Communication Department, Ambassador College, seeks 90.7 mhz; 10 kw; ant. 120 m. Address: Big Sandy, TX 75755. Applicant is headed by Garry D. Shaffer and has no other broadcast interests. Filed May 27.

Actions

■ **Houston, AK** (BPH921026MB)—Granted app. of American Radio Brokers for 94.3 mhz; 6 kw; ant. 80 m. Address: 1255 Post Street, Suite 625, San Francisco, CA 9410. Applicant is headed by Chester P. Coleman who has interests in KABN(AM) Long Island, AK, and KWUN(AM) Concord, CA. Action June 3.

■ **Houston, AK** (BPH921026MD)—Dismissed app. of Evangelistic Alaska Missionary Fellowship Inc. for 94.3 mhz; 6 kw; ant. -43.8 m. Address: P.O. Box "O" North Pole, AK 99705. Applicant is headed by

Donald L. Nelson, and is licensee of KJNP-AM-FM-TV North Pole, AK. Action June 3.

■ **Springdale, AR** (BPCT920603KF)—Granted app. of Total Life Community Educational Foundation for ch. 57; 171.68 kw; ant. 117 m. Address: P.O. Box 1400, Springdale, AR 72764. Applicant is headed by Juan Carlos Pardeiro and has no other broadcast interests. Action May 28.

■ **Springdale, AR** (BPCT920831KE)—Dismissed app. of Pharis Broadcasting Inc. for ch. 57; 3,209 kw; ant. 261 m. Address: 204 N. Thompson, Springdale, AR 72764. Applicant is headed by William L. Pharis and has no other broadcast interests. Action May 28.

■ **Montecito, CA** (BPH851231MR)—Granted app. of James Evans for 92.9 mhz; 363 kw; ant. 252 m. Address: 2440 Murrell, Santa Barbara, CA 93109. Applicant has no other broadcast interests. Action May 26.

■ **Pace, FL** (BPED930111MA)—Returned app. of Pensacola Charities Inc. for 88.9 mhz; 6 kw; ant. 72.3 m. Address: 400 East Government Street, Pensacola, FL 32501. Applicant is headed by Robert G. Kerrigan, who is 50% shareholder in licensee of WEBZ(FM) Mexico City Beach, FL. Action June 1.

■ **Epworth, IA** (BPH920325MD)—Granted app. of Hemmer Broadcasting for 97.3 mhz; 20 kw; ant. 111.9 m. Address: 1030 Boyer, Dubuque, IA 52001. Applicant is headed by Paul E. Hemmer and has no other broadcast interests. Action May 25.

■ **Epworth, IA** (BPH920325MC)—Dismissed app. of Susan Taylor for 97.3 mhz; 25 kw; ant. 100 m. Address: 22 North Lincoln Ridge Dr. #728, Madison, WI 53719. Applicant has no other broadcast interests. Action May 25.

■ **Plattsburgh, NY** (BPH871110MV)—Dismissed app. of Walter J. Jakubowski for 103.5 mhz; 3 kw; ant. 41 m. Address: 2015 Boardwalk, Atlantic City, NJ 08401. Applicant has no other broadcast interests. Action May 25.

■ **Plattsburgh, NY** (BPH871106MB)—Granted app. of John T. Ryan for 103.5 mhz; 3 kw; ant. 100 m. Address: Rt. 1, Box 100 A, Peru, NY 12972. Applicant has no other broadcast interests. Action May 25.

■ **Plattsburgh, NY** (BPH871110MB)—Dismissed app. of Herbert O. Carpenter Jr. for 103.5 mhz; 3 kw; ant. 11 m. Address: 63 Bridge St., Plattsburgh, NY 12901. Applicant has no other broadcast interests. Action May 25.

■ **Plattsburgh, NY** (BPH871110NP)—Dismissed app. of John J. Long Jr. for 103.5 mhz; 3 kw; ant. 21 m. Address: Merchants Row, Rutland, VT 05701. Applicant has 45% interest in licensee of WNYJ(FM) Rotterdam, NY, and is sole shareholder of licensee of WJJR(FM) Rutland, VT. Action May 25.

■ **Westhampton, NY** (BPED920928MO)—Dismissed app. of H.I.S Network Inc. for 98.5 mhz; 6 kw; ant. 76 m. Address: P.O. Box 1462, Jeffersonville, IN 47131. Applicant is headed by John W. Smith Sr., who has interests in four LPTV's. Action June 2.

■ **Westhampton, NY** (BPH920928ME)—Granted app. of John Rose for 98.5 mhz; 6 kw; ant. 86 m. Address: 59 Sunset Avenue, Selden, NY 11784. Applicant has no other broadcast interests. Action June 2.

FACILITIES CHANGES

Applications

AM's

■ **El Dorado, AR** KELD(AM) 1400 khz—June 2 application of Noalmark Broadcasting Corp. for CP to correct coordinates to 33 14 14 - 92 39 54.

■ **Punta Gorda, FL** WCCF(AM) 1580 khz—May 24 application of Intermart Broadcasting SW FL Inc. for CP to increase power to 350 w.

■ **Reno** KXEQ(AM) 1340 khz—May 28 application

of Rolando Collantes for CP to change TL to 125 Coney Island Drive, Sparks, NV, and make changes in antenna system: 39 31 05 - 119 44 29.

FM's

■ **Arcata, CA** KXGO(FM) 93.1 mhz—May 12 application of Stardust Corp. for CP to make changes; change ERP: 50 kw (H&V).

■ **Union Park, FL** New FM 88.3 mhz—May 11 application of Central Fla. Educl. Foundation Inc. for CP to change ERP: 2.5 kw (H).

■ **Eagle Grove, IA** KJYL(FM) 100.7 mhz—May 17 application of Minn-Iowa Christian Broadcasting Inc. for mod. of CP (BPH-911004ME) to change antenna supporting structure height and TL: 3.5 mi. west (260 degrees) from Eagle Grove city limits.

■ **Vine Grove, KY** WRZ(FM) 101.5 mhz—May 19 application of Larue County Broadcasting for mod. of CP (BPH-900911IA as mod.) to make changes; change TL: near Elizabethtown, Hardin County, KY, at intersection of Fuller Road and Blue Ball Hill Road.

■ **Benton, LA** KLKL(FM) 92.1 mhz—May 17 application of Algonquin Corp. for CP to change ERP: 6 kw H&V.

■ **Lake Providence, LA** KLPL-FM 92.7 mhz—May 24 application of Arthur L. Thomas for CP to make changes: ant.: 70 m.; TL: Highway 65 North on Lake Providence, Lake Providence, LA, East Carroll Parish.

■ **Lisbon, NH** WLTN-FM 96.7 mhz—May 14 application of Profile Broadcasting Co. Inc. for CP to change ERP: 6 kw H&V.

■ **North Cape May, NJ** WJNN(FM) 106.7 mhz—May 19 application of Jeanne T. Haefner for mod. of CP (BPH-880727MC) to make changes; changes ant.: 71 m.

■ **Hawley, PA** WYCY(FM) 105.3 mhz—May 17 application of Banner Broadcasting Corp. for mod. of CP (BPH-890925MG as mod.) to make changes: ERP: 2.9 kw (H&V), ant.: 146 m., TL: Vine Hill,

Bickingham Rd; 3.4 km SW of Beach Lake Community, Berlin Township, Wayne County, PA.

■ **Spangler, PA** WCCZ(FM) 97.3 mhz—May 26 application of Raymark Broadcasting Co. Inc. for CP to make changes; ERP: 2.25 kw (H&V); ant.: 165 m.; TL: 7 km west of Ebensburg, PA; 800 ft. north of Highway 422 (Cambria Co.)

■ **Brookings, SD** KESD(FM) 88.3 mhz—May 10 application of S. Dakota Bd. of Dir. for mod. of CP to relocate main studio to Vermillion, SD.

■ **Canton, SD** KIXK(FM) 102.7 mhz—May 14 application of Dallas M. Tarkenton for mod. of CP (BPH-890816MF as mod.) to make changes: ant.: 61 m., TL: 43 28 47 - 96 41 04.

■ **Lowry, SD** KQSD-FM 91.9 mhz—May 10 application of S. Dakota Bd. of Dir. for mod. of CP to relocate main studio to Vermillion, SD.

■ **Pierpont, SD** KDSD-FM 90.9 mhz—May 10 application of S. Dakota Bd. of Dir. for mod. of CP to relocate main studio to Vermillion, SD.

■ **Rapid City, SD** KBHE-FM 89.3 mhz—May 10 application of South Dakota Bd. of Dir. for CP to relocate main studio to Vermillion, SD.

■ **Reliance, SD** KTSD-FM 91.1 mhz—May 10 application of S. Dakota Bd. of Dir. for mod. of CP to relocate main studio to Vermillion, SD.

TV's

■ **Troy, AL** WRJM-TV ch. 67—May 25 application of Shelley Broadcasting Co. Inc., debtor-in-possession, for MP (BPCT-850521KH) to change ERP (vis): 1265 kw; ant.: 592.4 m., antenna: Andrew Corp. ATW32G4-HSS-67, (DA)(BT); 31 58 32 - 86 09 46.

■ **Aberdeen, SD** KDSD-TV ch. 16—May 10 application of South Dakota Bd. of Dir. for CP to change main studio location to Vermillion, SD.

■ **Brookings, SD** KESD-TV ch. 8—May 10 application of South Dakota Bd. of Dir. for CP to change main studio location to Vermillion, SD.

■ **Eagle Butte, SD** KPSD-TV ch. 13—May 10 ap-

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plication of South Dakota Bd. of Dir. for CP to change main studio location to Vermillion, SD.

■ **Lowry, SD** KQSD-TV ch. 11—May 10 application of South Dakota Bd. of Dir. for CP to change main studio location to Vermillion, SD.

■ **Martin, SD** KZSD-TV ch. 8—May 10 application of South Dakota Bd. of Dir. for CP to change main studio location to Vermillion, SD.

■ **Pierre, SD** KTSD-TV ch. 10—May 10 application of South Dakota Bd. of Dir. for CP to change main studio location to Vermillion, SD.

■ **Rapid City, SD** KBHE-TV ch. 9—May 10 application of South Dakota Bd. of Dir. for CP to change main studio location to Vermillion, SD.

Actions

AM's

■ **Apopka, FL** WTLN(AM) 1520 khz—Dismissed app. of Alton Rainbow Corp. (BP-891027AF) for CP to change frequency to 700 khz; increase power to 1000 w and make changes in antenna system. Action May 21.

■ **Atlantic City, NJ** WMID(AM) 1340 khz—Granted app. of Amcom Inc. (BP-920331AD) for CP to reduce power to 870 w and make changes in antenna system. Action May 28.

■ **San German, PR** WSOL(AM) 1090 khz—Granted app. of Radio Sol Broadcasting Company (BMP-921105AA) for MP (BP-910910AG) to change city of license to Mayaguez, PR. Action June 2.

FM's

■ **Fruithurst, AL** WCKS(FM) 102.7 mhz—Granted app. of Steven L. Gradick (BMPH-930119I) for mod. of CP (BPH-900301MF as mod.) to make changes: ERP: 1.65 kw (H&V), ant.: 192 m., TL: 6 km S of interstate 20 and .4 km W of Georgia state line in Cleburne County, AL. Action May 27.

■ **Orcutt, CA** KGDP-FM 95.7 mhz—Granted app. of Radio Representatives Inc. (BMPH-921214IB) for mod. of CP (BPH-880620MB) to make changes: TL: Harris grade transmitter site, 5 mi. north of Lompoc, CA, on Route #1. Action June 1.

■ **Salinas, CA** KRAY-FM 103.5 mhz—Granted app. of KCTY AM and KRAY FM Inc. (BPH-930126IA)

for CP to make changes: changes ERP 2.5 kw H&V; ant. 156 m. Action May 26.

■ **Glenwood Springs, CO** KMTS(FM) 99.1 mhz—Granted app. of Colorado West Broadcasting Inc. (BPH-930202IH) for CP to make changes: ERP: 6.2 kw (H&V) (MM docket #87-174), changed channel 224A to 256C2; this app. also changes to class C3 (per MM docket #88-118). Action May 27.

■ **Washington** WMZQ-FM 98.7 mhz—Granted app. of WMZQ Inc. (BMLH-921030KB) for mod. of license (BLH-6423) to change antenna and transmission license. Action June 1.

■ **Hilo, HI** KWXX-FM 94.7 mhz—Granted app. of New West Broadcasting Corp. (BPH-930223IB) for CP to make changes: TL: Highway 19, Old Papaikou Sugar Mt., Papaikoi, HI. Action May 27.

■ **Kekaha, HI** KAUI(FM) 103.3 mhz—Granted app. of Stangl Broadcasting Inc. (BMPH-920107IE) for mod. of CP (BPH-910313IG as mod.) to make changes: ERP: 85 kw (H&V), ant.: 247 m., TL: 2 mi. N of Koloa, HI, 1.1 mi. E of Route 520; class change to C1 (per docket #89-584). Action May 27.

■ **Mason City, IA** KCMR(FM) 97.9 mhz—Granted app. of TLC Broadcasting Corp. (BPH-921013J) for CP to make changes: ant.: 96 m. Action June 1.

■ **Henderson, KY** WGBF-FM 103.1 mhz—Granted app. of Aiken Communication Corp. (BPH-920731IF) for CP to make changes: ERP: 3.16 kw (H&V); ant.: 138 m. Action May 26.

■ **Dry Prong, LA** KVDP(FM) 89.1 mhz—Granted app. of Dry Prong Educ. Broadcast Foundation Inc. (BPED-930216IA) for CP to make changes: ant.: 90 m. Action May 27.

■ **Muskegon Heights, MI** WMRR(FM) 101.7 mhz—Granted app. of Pathfinder Communications Corp. (BMPH-930107IC) for mod. of CP (BPH-920526IC) to make changes: ERP: 15 kw (H&V), ant.: 93 m.; correct TL: 43 16 38 - 86 20 05. Action May 27.

■ **Olivia, MN** KOLV(FM) 101.7 mhz—Granted app. of Olivia Broadcasting Company (BPH-930119IF) for CP to make changes; change ERP: 6 kw (H&V); ant.: 87 m. Action May 27.

■ **Red Wing, MN** KWNG(FM) 105.9 mhz—Dis-

missed app. of Sorenson Broadcasting Corp. (BMLH-891031KE) for mod. of license (BLH-6523) to change frequency (per MM docket #87-306). Action June 1.

■ **Sauk Rapids, MN** WHMH-FM 101.7 mhz—Granted app. of Tri-County Broadcasting Inc. (BPH-930121IA) for CP to make changes; change ERP: 6 kw (H&V); ant.: 94 m. Action May 27.

■ **Brookfield, MO** KZBK(FM) 97.7 mhz—Granted app. of Dwight Carver (BPH-930202IG) for CP to make changes; change ERP: 27.5 kw (H&V); ant.: 48.3 m.; change frequency to 96.9 and class to C2 (per MM docket #88-435). Action May 26.

■ **Brookfield, MO** KZBK(FM) 97.7 mhz—Forfeited and canceled app. of Dwight Carver (BPH-891016IA) for CP to make changes; change frequency: 96.9 mhz; ERP: 27.5 kw (H&V); ant.: 48.3 m.; change to class C2 (per MM docket #88-435). Action May 26.

■ **Essex, NY** WVZM(FM) 101.3 mhz—Granted app. of Essex FM Radio Partnership (BMPH-930125IA) for mod. of CP (BPH-891012MY) to make changes; changes: ERP 1 kw H&V; ant. 243 m. Action May 26.

■ **Rochester, NY** WBER(FM) 90.5 mhz—Canceled June 8, 1988, application of Monroe B.O.C.E.S. #1 for CP to change community of license from Henrietta to Rochester, NY. Action June 1.

■ **Rochester, NY** WBER(FM) 90.5 mhz—Granted app. of Monroe B.O.C.E.S. #1 (BPED-910528ME) for CP to change ERP: 50 kw H&V, class: B (informal obj. filed 7-3-91, denied 1-10-92; pet. for recon. filed 2-10-92, granted 5-22-92). Action June 1.

■ **Streetsboro, OH** WSTB(FM) 91.5 mhz—Returned app. of Streetsboro City School District (BMPED-930319IF) for mod. of CP (BPED-910426IB) to make changes; change frequency: 88.9 mhz; ERP 1 kw H&V. Action May 28.

■ **Pequot Lakes, MN** KTIG(FM) 102.7 mhz—Granted app. of Minnesota Christian Broadcasters Inc. (BPH-921215IG) for CP to make changes, ERP: 40 kw H&V, ant.: 165 m., TL: 4 km SSW of Pine River, Cass Co., MN, class: to C2 and frequency: 102.7 mhz. Action May 25.

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Monday Memo

"The role of the promotion executive must ascend to a new level."

There's no longer any question that the reality of 500 channels is fast approaching. The topic has been touted and teased in every publication from *TV Guide* to *Time*. Are consumers prepared for the onslaught? Are today's viewers ready and willing to become more than passive onlookers and take part in the technology that will allow them to shop, bank, compute and participate, utilizing the at-home media centers of the future? The unsuspecting may find that sampling entertainment and information in the 500-channel environment will be like trying to get a drink of water from a fire hose.

As viewers are bombarded with virtually limitless choices, it will be up to promotion and marketing to let them know what's available, how to find it and how to use it.

For companies doing business in this brave new electronic landscape, solid and creative strategies in promotion and marketing will not be an option or even a luxury—they will be vital for survival.

For a good example of this need on a smaller scale, speak with any of the U.S. program distributors that are selling product in territories with newly created commercial channels. With privatization have come competition and a tremendous hunger for promotion and marketing know-how. Smart U.S. companies are investing the time, money and staffing to show these companies how to position their programs.

While programming will drive the success of the new technology, promotion and marketing will be the fuel. The focus will have to move to the viewers and their needs. Current techno-phrases like fiber optics, info-highway and digital compression will be replaced with new buzzwords like convenience, consistency, simplicity and perceived value. How we let

viewers know how to find our programs and services—and why they should—will become far more important than how they get delivered into their homes.

Again, that's where promotion comes to the fore. As the channel surfers of tomorrow zap through their choices at lightning speed, promotion will need to give viewers a compelling reason to find and stay with our station, program, service or network.

As a result, the role of the promotion executive must ascend to a new level. There will be new responsibilities and new expectations for those charged with creating awareness, identity, loyalty and tune-in for programming. And as promotion executives evolve into "brand managers," they will continue to play a greater role in programming.

In fact, a recent Promax International survey revealed that 42% of all promotion managers now carry significant programming duties.

Taking a cue from the packaged goods industry, promotion executives will discover that their new priority is to create brand identity and loyalty. CNN, MTV and Fox have broken new ground in establishing consumer awareness for their particular product. Viewers know who they are, where they are and what they stand for. And their strong identity is no accident.

Companies that will survive the crush of competition in a world of unlimited choices will need to develop a distinctive identity and create a message that conveys the value of that identity. That message will have to be driven home using every method possible. Consumers must be made aware of who you are, why you're important to them and what benefits await them. Those who do not create brand loyalty with promotion and marketing will be left behind. Those who heed the call will own the future. ■



By Nancy Smith, PROMAX International chair

Founder and Editor
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Broadcasting & Cable

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

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Donald V. West, senior vice president and editor.
Harry A. Jessell, executive editor.
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Kira Greene (special projects), John S. Eggerton,
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David R. Borucki, art director.

Washington

Kim McAvoy, bureau chief.
Patrick Watson, assistant editor.
Sean Scully (technology), staff writer.
Marsha L. Bell, editorial assistant.
Winslow Tuttle, Catharine Garber, proofreaders.
Denise P. Smith, Kenneth Ray, production.

New York

475 Park Ave. South 10016: 212-340-9860.
Editorial Fax: 212-340-9874.
Advertising Fax: 212-340-9869

Geoffrey Folsie, bureau chief.

Stephen McClellan, chief correspondent.
Rich Brown, Peter Viles (radio), assistant editors.
Christopher Stern, Jim Cooper, staff writers.

Hollywood

1680 N. Vine St., 90028: 213-463-3148.
Fax: 213-463-3159

Steve Coe, bureau chief.

Mike Freeman (syndication), Joe Flint, assistant editors.

London

76 Brewer St., W1R 3HP: 44-71-287-2462.
Fax: 44-71-287-2085

Meredith Amdur, international editor.

Advertising

New York

212-340-9860

Lawrence W. Oliver, advertising director.
Randi T. Schatz, international sales director.
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Hollywood

213-463-3148

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Washington

202-659-2340

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Distribution

William Cunningham, distribution manager.

Circulation

800-554-5729

Michael Borchetta, subscription promotion director.

Production

Harry Stevens, production manager.
Rick Higgs, assistant production manager.

Corporate Relations

Patricia A. Vance, director.

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Fifth Estater

Harvey Kalman Ganot

At this year's Nick at Nite up-front presentation, Harvey Ganot loomed larger than life on a stage-to-ceiling movie screen as "The Answer Man." In his title role, Ganot enthusiastically previewed Nick at Nite's latest programming to more than a thousand advertising executives packed into the Waldorf-Astoria grand ballroom in New York.

Salesman Ganot was clearly in his element and arguably outshined Dick Van Dyke and Mary Tyler Moore, who also took to the stage to impress the agencies. After Viacom Chairman Sumner Redstone watched Ganot's performance he turned to Nickelodeon President Geraldine Laybourne and asked, "Why do we have to spend any money acquiring product when we have Harvey?"

Ganot seems a natural salesman today, but when he first dreamed of a career in television he saw himself as a director or a producer. After he received his undergraduate and master's degrees from Brooklyn College, Ganot hit the streets but failed to land a production job. He soon learned that a master's degree "hardly earned you a spot in the mail room." After teaching for a couple of years, Ganot realized he wanted a career in television—even if it wasn't on the creative side.

He joined Petry, and in January 1977 found himself in Chicago just in time for the coldest winter in memory. It was also a special time in the history of spot television, coming after a hat-trick year in 1976 with the presidential election, Olympics and bicentennial. His territory included KTLA(TV) Los Angeles, WJLA Washington and KPRC-TV Houston.

By 1980, however, Ganot was beginning to ask himself: "Is that all there is?" At about the same time, Ted Turner was laying the foundation for a revolution in the television industry.

Ganot began his career at Turner sharing a cramped office with two co-workers. They spent their nights thumbing through Nielsen numbers



and breaking out examples of under-delivery by the broadcast networks. Ganot says the history of TBS success is one of "ingenuity and persistence, good research and good management." After five years at TBS, he decided to move on.

In 1986, MTV was a huge success but was reeling from a major ratings loss. It was perceived as a weakened product by some—and as another challenge by Ganot. He joined MTV Networks in February of that year as an advertising sales account manager. It has been a steady rise ever since. He now holds the title of executive vice president, advertising and promotion sales.

Ganot no longer negotiates deals. He oversees the advertising sales operations of MTV, VH-1 and Nickelodeon/Nick at Nite, as well as syndication for Viacom's One World Entertainment.

He believes his mission is to create

and maintain an organization that works smoothly with ad agencies and advertisers. He works with his creative, advertising and marketing staffs to develop on- and off-air promotions and other tie-ins for advertisers.

"He has worked to make the relationship a partnership," says Jack Schwartz, president of British Knight Shoes, which has been working with MTV for four years. Schwartz says Ganot is forceful, but "giving when necessary and deserved."

While Ganot keeps his clients happy, he is also a member of the Nickelodeon executive team. Headed by Nickelodeon President Laybourne, the group meets every Thursday morning for three hours to discuss the direction of the organization. "That executive team has been one of the reasons Nickelodeon has been so successful," says Ganot. Laybourne says Ganot has been a valuable member of the team

and integral to shaping Nickelodeon's vision of itself and its strategy for the future—a unique situation for a sales executive.

Ganot, who says he coined the phrase "Balkanization of viewership," predicts dramatic changes in the future as viewers face more choices and pressure increases on advertisers, who already face fragmented audience. He adds, "Change is always intimidating."

In the meantime, Ganot is working on

the global positioning of MTV Networks. MTV is already seen in many countries around the world, and Nickelodeon is scheduled to launch in the UK in September. ■

Executive vice president, advertising & promotion sales, MTV Networks, New York; b. Houston, Tex., July 22, 1947; BA, Speech and theater, Brooklyn College, Brooklyn, N.Y., 1969; master's, speech and theater, Brooklyn College, 1971; instructor, Brooklyn College, 1972-73; sales, Dolphin Computer Image, New York, 1973-74; account executive, Hauser & Associates Public Relations, New York, 1974-75; research analyst and manager/sales trainee, Petry Television, 1975-76; account executive, Petry Television, Chicago and New York, 1977-80; account executive, Turner Broadcasting Sales, New York, 1980-86; various ad sales posts, MTV Networks, 1986-91; present position since November 1991; children: Ariana, 17; Ethan, 14; Gabriel, 9.

Fates & Fortunes

TELEVISION

John Brady, senior VP/CFO, Spelling Entertainment, Los Angeles, joins ITC Entertainment Group there as executive VP/CFO.

Donna Assumma, account executive, national television sales, Capital Cities/ABC, New York, named sales manager, national television

grove/Meurer Productions there as VP, series development.

Appointments at Lancit Media, New York: **Orly Berger**, VP, production, named senior VP; **Christie Rothenberg**, VP, operations, named senior VP, business affairs, administration.

Bill Schultz, VP, production, development, Film Roman, North Hollywood, named executive VP.

TV Evansville, Ind., joins WTOL-TV Toledo, Ohio, in same capacity.

Molly Kelly, acting advertising, promotion manager, WOOD-TV Grand Rapids, Mich., named advertising, promotion manager.

Peter McCampbell, GSM, WFMY-TV Greensboro, N.C., joins WXIA-TV Atlanta, Ga., in same capacity.

Bill Fine, local sales manager,



John Brady
ITC



Donna Assumma
Capital Cities/ABC



Louis Critelli
Capital Cities/ABC



Debbie Stasson
TriStar



Leila Winick
WIM

sales, Capital Cities/ABC, San Francisco.

Louis Critelli, account executive, national television sales, Capital Cities/ABC, New York, named director, New York national sales, East, national television sales, Capital Cities/ABC, there.

Peter Nehl, chief engineer, Varitel Video, San Francisco, named VP/director, engineering, Varitel Video, Los Angeles.

Debbie Stasson, VP, business affairs, Orion Television Entertainment, Los Angeles, joins TriStar Television there as senior VP, business affairs.

Leila Winick, VP/GM, Ad Americas, Los Angeles, joins Western International Media Multi-Ethnic Group there as president.

German Perez, director/GM, *Diario de Caracas*, Caracas, Venezuela, joins Coral Pictures Corporation, Miami, as executive VP/GM.

Eve Szurley, VP, creative development, Fox Broadcasting Company, Beverly Hills, Calif., joins Cos-

Appointments at Children's Television Workshop, New York: **Carl Willis**, deputy director, Head Start, Boston Community Development, Boston, joins as national director, *Sesame Street* preschool educational programs; **Robby Merkin**, musical director/arranger, *The Little Mermaid*, joins as musical director, *Sesame Street*.

Donald Thomas, director, regional productions, Maryland Public Television, Owings Mills, Md., named director, program management, PBS, Alexandria, Va.

Steve Calderon, controller, Televis International Inc., West Hollywood, joins ACI, Los Angeles, as director, accounting.

Denise Van Patten, director, business affairs, Fox Television Stations, Beverly Hills, Calif., named VP, business, legal affairs, Fox Television Stations, Fox News, there.

Mark Libby, GSM, KSBY-TV San Luis Obispo, Calif., named station manager.

C.J. Beutein, news director, WFIE-

WCVB-TV Boston, joins WBAL-TV Baltimore as GSM.

Ellen Croke, assistant news director, WHAS-TV Louisville, Ky., joins WNDU-TV-AM-FM South Bend, Ind., as news director.

Appointments at WVTM-TV Birmingham, Ala.: **Fran Curry**, reporter, named weekend morning anchor; **Tracy Haynes**, reporter, named midday news, morning cut-in anchor.

Appointments at WNFT-TV Jacksonville, Fla.: **Kent Kirby**, promotions writer/producer, named promotions director; **William Reed**, account executive, WQIK-FM Jacksonville, Fla., joins in same capacity; **John Rocke**, regional sales manager, WBSG-TV Brunswick, Ga., joins as account executive.

Bob Cleary, national sales manager, WAGA-TV Atlanta, joins WBRC-TV Birmingham, Ala., as VP, sales.

Jack West, GM, WSPA-TV Spartanburg, S.C., named GM, WSPA-TV-AM-FM, there.

Eduardo Dominguez, community

affairs director, KWHY-TV Los Angeles, named station manager.

Appointments at WFXG-TV Augusta, Ga.: **Paul Brewer**, former GM, Seltel, Atlanta, joins as VP/GSM; **Stan Marinoff**, former GM, WRDW-TV Augusta, Ga., joins as VP/director, programming, operations.

Jackie Stewart, GSM, WFRV-TV Green Bay, Wis., and WJMN-TV Marquette, Mich., named director, sales.

Paul Duke, moderator, WETA-TV's *Washington Week in Review*, Washington, steps down.

Mendes Napoli, VP, news, KSTP-TV Minneapolis, resigns.

Orin Levy, promotion producer,

Julia Groves, senior account executive, Bigelow & Eigel, Atlanta, joins The Learning Channel, Bethesda, Md., as marketing manager, affiliate sales, relations, eastern region.

Jennifer Reichenbach, manager, marketing, community relations, eastern U.S., C-SPAN, Washington, joins The Learning Channel, Bethesda, Md., as marketing manager, affiliate sales, relations, central region.

Janet Vissering, manager, public affairs, marketing officer, Sasebo Naval Base, Japan, joins The Learning Channel, Bethesda, Md., as marketing manager, affiliate sales, relations, western region.

Appointments at Time Warner Ca-

Dennis Israel, broadcast, publishing consultant, Miami, joins Caribbean Satellite Network there as VP, marketing, sales.

Clay Conrad, founder, president, Bright Thunder International Limited, Hong Kong, joins Prevue Networks Inc., Tulsa, Okla., as consultant, international development.

Anthony Montoya, manager, new business development, technology department, Tele-Communications Inc., Denver, assumes additional responsibilities as executive liaison, Denver Cable Coalition for Diversity.

Douglas Montandon, regional marketing manager, Crown Cable, Riverside, Calif., named manager,



German Perez
Coral Pictures



Eve Szurley
Cosgrove/Meurer



Randall McCurdy
TLC



John Nagler
Discovery



Patrick Harrington
DMB&B

WFSB-TV Hartford, Conn., joins WVIT-TV West Hartford, Conn., as promotion writer/producer.

Thomas Vodick, producer, on-air promotion, WJRT-TV Flint, Mich., joins WPWR-TV Chicago in same capacity.

CABLE

Robert (Bob) Tullius, owner, Group 44, Winchester, Va., joins Networks Development Corporation, Fairfax, Va., as chairman/acting CEO.

Randall McCurdy, regional director, NEC, Atlanta, joins The Learning Channel, Los Angeles, as western regional director, affiliate sales, relations.

John Nagler, western regional manager, E! Entertainment Television, Los Angeles, joins The Discovery Channel there as senior manager, affiliate sales, relations.

Karen Beimdiek, press secretary, Richard Gephardt (D-Mo.), joins the Discovery Networks, Bethesda, Md., as manager, communications.

ble, New York: **Gene Bohan**, manager, technical operations, Brooklyn, Queens system, named director, technical operations, Manhattan system; **Keith Lorenzen**, manager, technical operations, Brooklyn, Queens system, named director; **Cory Marcolini**, supervisor, technical operations, Manhattan, Brooklyn, Queens systems, named manager.

Bill Osborn, marketing manager, Home Sports Entertainment and Prime Network, Irving, Tex., named director, marketing, Home Sports Entertainment, there.

Brian O'Gorman, director, strategic planning, Turner Broadcasting Sales Inc., named VP.

Jeanne Meserve, freelance reporter, CNN, Washington, named week-end anchor/correspondent.

Appointments at National Cable Advertising, New York: **Robert Foothorap**, sales assistant, named account executive; **Carrie Bloom**, press relations specialist, Arbitron, there, joins as public relations coordinator.

operations, marketing.

RADIO

Rocky Cosgrove, sales manager, CBS Radio Representatives, San Francisco, named central regional manager, CBS Radio Representatives, Chicago.

Marco Comacho, national sales manager, KNX(AM) Los Angeles, joins CBS Radio Representatives, San Francisco, as sales manager.

Philip Tymon, lecturer, broadcast communications arts department, San Francisco State University, Calif., joins KZYX-FM Philo, Calif., as GM.

Bruce Supovitz, local sales manager, WCXR-FM Washington, joins WLIF-FM Baltimore as sales manager.

Election, board of directors, Washington State Association of Broadcasters, Olympia, Wash.: **Steve Hanson**, GM, KLOG(AM)-KUKN-FM Kelso; **Jerry Isenhardt**, GM, KOZI(AM)-FM Chelan, and KULE(AM)-FM Ephrata.



NATAS honors Hearst's Bennack

Frank A. Bennack Jr., president/CEO of the Hearst Corp., was honored by the National Academy of Television Arts & Sciences with its Trustees Award at a black-tie dinner and ceremony in New York. His award acknowledged his "continued leadership in the communications industry, especially in television and cable. The viewing public has been enormously enriched by his contributions over many years."

Among the industry and national figures on hand were (l-r): John Cannon, NATAS president; Frank Stanton, CBS president emeritus; Bennack; New York Governor Mario Cuomo; Michael Collyer, NATAS chairman; Robert Wright, NBC president; Thomas Murphy, Capital Cities/ABC chairman.

ADVERTISING

Shawn Blake, manager, consumer television division, Bender, Goldman & Helper, Los Angeles, named director.

Debbie Slavkin, former executive VP, IA Entertainment, Los Angeles, leaves to form Debbie Slavkin & Associates, there.

Jill Baldauf, VP/group director, Griffin Bacal Inc., New York, named senior VP/group director.

Bob Garrison, VP/associate director, national TV, radio, DDB Needham Worldwide, Chicago, named senior VP.

Patrick Harrington, senior copywriter, Foote, Cone & Belding, Chicago, joins D'Arcy Masius Benton & Bowles, St. Louis, in same capacity.

Carolyn Bennett, account executive, WXFG-TV Augusta, Ga., joins Harrington, Righter & Parsons Inc., New York, in same capacity.

Carol Caruso, sales assistant, Settel, New York, named account executive.

TECHNOLOGY

Appointments at COMSAT Technology Services, Clarksburg, Md.: **Dennis Fruhwirth**, assistant treasurer, named VP, finance administration; **Michael Jimenez-Wolfe**, director, regional sales, Sprint International, Reston, Va., named marketing director, Latin America; **Laura Scogna**, VP, Seven Oaks Trading Company, Arlington, Va., joins as marketing manager, Asia.

Roy Liemer, president, Vista Satellite Communications, Boca Raton, Fla., inducted into Canadian Satellite Hall of Fame.

WASHINGTON

Kimberly Marteau, VP, motion pictures, Savoy Pictures, Los Ange-

les, joins United States Information Agency as director, office of public liaison.

Joyce Kravitz, press secretary, 1993 Presidential Inaugural Committee, joins United States Information Agency as senior adviser to the director for broadcasting.

DEATHS



Famighetti in 1953

Rocco Famighetti, 75, former BROADCASTING senior editor, died June 13 of complications due to Alzheimer's disease at Ozonam Nursing Home, Bay-

side, Queens, N.Y. After a stint in the U.S. Army, he was hired by the Trenton, N.J., *Trentonian* as a feature writer in 1945. In 1952 Famighetti joined then BROADCASTING-TELECASTING in New York as a writer. He covered a variety of beats including business and advertising. He retired as senior editor in 1983, but remained with the magazine as an editorial consultant until 1988. Survivors include a sister, Theresa Burkhardt, and a brother, Michael.

Ray Sharkey, 40, actor, died June 11 from AIDS at a hospital in Brooklyn, N.Y. His agent, Herb Nanas, said Sharkey became infected with the AIDS virus through intravenous drug use. He was best known for his role as Atlantic City crime boss Sonny Steelgrave in the CBS series *Wiseguy*, which aired in 1987-90. Other TV credits include *Barney Miller*, *The Jeffersons*, *All in the Family*, *Starsky and Hutch* and *Crime Story*.

Richard Webb, 77, actor who portrayed TV hero *Captain Midnight*, died June 10 at his home in Van Nuys, Calif. Authorities said he died from a self-inflicted gunshot wound and ruled his death a suicide. *Captain Midnight* ran on CBS from 1954-58 and appeared in syndication as *Jet Jackson*, *Flying Commando*. Webb also starred in the TV series *U.S. Border Patrol*. Other TV credits include *Maverick*, *Death Valley Days*, *Lassie*, *The Millionaire*, *77 Sunset Strip* and *Perry Mason*.

Closed Circuit

WASHINGTON

Whither waiver?

With all the goings-on at the FCC over the Cable Act and when it will—or won't—be implemented, Fox Inc.'s request for a waiver of the newspaper-television crossownership prohibition may have been lost in the shuffle, says one Fox executive concerned about the request's whereabouts. If a decision on whether Fox parent News Corp. can acquire the *New York Post* and retain ownership of WNYW-TV New York is not reached by the end of the month, Murdoch will likely have to go back to the bankruptcy courts to seek an extension of its management agreement, which was already extended to the end of June.

Old hand

Sidley & Austin partner Robert Bizer, attorney for Gray Communications in its proposed transfer of a 26% interest in the company to Atlanta-based holding company Bull Run (see page 12) also represented Loews when that company first purchased 25% of CBS. Bizer said an appeals court panel that included Supreme Court nominee Ruth Bader Ginsburg upheld the FCC's decision that no transfer of control had occurred in the CBS case.

HOLLYWOOD

Right 'Price' for Wolpert?

With the announcement last week that Mark Goodson Productions and Paramount are producing and distributing a new version of *The Price Is Right* (see page 14), the companies are beginning their search for a host and executive producer. A spokesman for Goodson said it would be premature to suggest that veteran game show producer Jay Wolpert, who joined Goodson last month, has been slated to oversee production. Wolpert would seem to be a natural

Playboy Olé

The Playboy Entertainment Group and HBO have concluded an exclusive agreement to air Playboy programming on Latin American pay TV service HBO Olé. The multiyear agreement will give HBO Olé TV exhibition rights to Playboy's entire library of series and specials—as well as future projects—for South and Central America, Mexico and the Caribbean. The initial package will include the *Playboy Late Night* anthology series, *Inside Out* (produced with Propaganda films), and the first-run series *Playboy's Secret Confessions and Fantasies*. HBO Olé Partners is a joint venture between HBO and Venezuelan pay TV company Omnivision Latinamerican Entertainment Inc. The 24-hour service offers premium movies, sports and original programming in Spanish.

For Playboy, the HBO Olé deal marks its first multinational/multiyear deal and will form the model for other such international partnerships to market its programming as a distinct branded segment on existing pay channels. According to Tony Lynn, president of Playboy Entertainment, the group aims to maximize the value of its product by launching either nightly tiers or the full network with local partners in different territories.

choice for the job, given his track record with the show and prior experience at Goodson. He first joined the company in 1972, was the first producer of the CBS daytime version of *Price* and oversaw its expansion to an hour.

WASHINGTON

Double duty

Larry Irving, head of the National Telecommunications and Information Administration, will serve as acting chairman of the the Clinton administration's special interagency task force on creating a National Information Infrastructure. The group, which includes representatives from roughly 20 agencies, has had one organizational meeting. Irving told cable operators two weeks ago that the task force may make specific legislative recommendations, and plans to work closely with the private sector (BROADCASTING & CABLE, June 14.)

Green light for prototype?

The FCC's HDTV advisory committee may be able to give the grand

alliance the green light to build a prototype system by August or September, perhaps even earlier, said Paul Misener, aide to committee chairman Dick Wiley. The committee continues to study the proposal put forward by the alliance last month. Alliance engineers will meet with the committee in Washington late this month and early next month to discuss details of the plan. Even after it gives the go-ahead, the committee will remain closely involved with the construction of the prototype, which should be in testing early next year. "We very much reserve the right to work with them closely," Misener said.

NEW YORK

Baywatch package

All American Television is currently formulating its plan to offer a *Baywatch* repeat package that would include more than 110 episodes, including the NBC and first-run syndication episodes. The package will be available for air beginning in the 1995-96 season and will be offered on a cash-plus-barter basis, sources said.

In Brief

CBS Television Stations President Jonathan Rodgers reshuffled some managers last week. William Applegate, VP/GM of WBBM-TV Chicago, returns to KCBS-TV Los Angeles in the same position, replacing Steve Gigliotti, who steps down to VP/station manager. Replacing Applegate in Chicago is Robert McGann, who moves from WCCO-TV Minneapolis, where he was VP/GM. Replacing McGann in Minneapolis is John Culliton, who had been executive director of news and public affairs there. The changes are effective today.

KONJ(AM)-KXTN(FM) San Antonio was sold by TK Communications to Tichenor Media Systems for **\$11 million**. The seller, headed by John Tenaglia, owns two AM's and three FM's. The buyer is a group owner headed by McHenry T. Tichenor Jr. that also announced last week the purchase of KSRR-FM San Antonio (see "Changing Hands," page 47). Broker: Star Media Group.

White House officials expressed bitterness and frustration last week that both CBS and ABC failed to

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 6. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.6/218/97
2. Star Trek.....	11.2/244/99
3. Jeopardy!	11.0/205/96
4. Star Trek: DS 9	9.0/234/98
5. Entertainment Tonight.....	7.4/184/95
6. Natl Geog.-Assign.....	7.3/191/97
7. Wheel Of Fortune-wknd.....	6.9/178/79
8. Inside Edition.....	6.7/166/92
9. Married...With Children.....	6.4/194/95
10. Current Affair.....	6.1/179/95
11. Baywatch.....	5.9/174/93
11. Roseanne	5.9/138/87
13. Designing Women.....	5.6/202/96
14. Kung Fu.....	5.5/169/93
15. Hard Copy	5.4/154/91

carry any of President Clinton's prime time news conference live last Thursday (June 17). NBC ran a half-hour and broke away, while CNN and C-SPAN carried it in its entirety.

There was good and bad tax news last week. The bad: On Friday afternoon during the Senate Finance Committee's markup of the administration's economic program, an amendment to restore to 100% the amount of intangibles businesses

can amortize for tax purposes was defeated along party lines. Senator Robert Dole, who offered the amendment, said he would do so again once the legislation was debated before the full Senate. The House version, already passed, allows for 100% amortization. The good news, said Jim Davidson of tax consultant Davidson Colling Group, was that the finance committee had decided against eliminating broadcasters' exemption from having to amortize film contracts over the 14 years applied to most intangibles. Eliminating the exemption might have cost the industry several hundred million dollars in additional tax payments. Also last week, the fourth circuit court of appeals affirmed a tax court decision favorable to broadcasters. In *Jefferson-Pilot Corp. vs. Commissioner* the court agreed that FCC licenses do qualify for amortization under section 1253 of the tax code.

The Rockefeller Group has relinquished its 12.5% interest in the A&E Network to its three partners: Hearst, Capcities/ABC and NBC. Capcities/ABC and Hearst now own 37.5% each and NBC owns

Turner supports efforts to reduce violence

Ted Turner has taken the cable lead on migrating TV violence, informing Congress his cable networks have adopted the broadcast networks' violence standards.

In addition, he said in a letter to House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and Senator Paul Simon, (D-Ill.) the Turner Broadcasting System's networks (WTBS[TV] Atlanta and TNT) would continue to satisfy its own "stricter" guidelines. "While we know our record is good in comparison to the broadcast networks, we at TBS are re-examining our practices to do better wherever we can," Turner said, adding he is confident original movies TBS has produced "will meet any test of responsible telecasting."

Turner also promised not to air during children's shows violent promos for theatrical films that appear at other times on the network.

And he endorsed Markey's plan to rate each program for violence and to equip TV sets with a chip allowing parents to automatically block children from watching violent programs. "We at TBS are prepared to implement a ratings system if others do," he said.

TBS will participate in the industrywide meeting on TV violence on Aug. 2, and in any "joint approach to the violence problem" the meeting may produce, Turner said.

Turner's letter was triggered by a written appeal by Markey to the cable industry for help in reducing TV violence, in general, and his ratings/chip scheme, in particular.

Markey's appeal was sent to the industry through NCTA President Jim Mooney. In reply last week, Mooney said a special NCTA task force had been set up to consider the ratings/chip idea, but said each of the networks would reply directly to Markey.

—HAJ

25%. While the Rockefeller Group (one of A&E's founding partners in 1984) had seats on the board, it was the only equity partner without other television interests. The ownership change is not expected to create any management changes. Rockefeller Group said it decided to sell because A&E does not fit with its core business of real estate.

The Senate passed a campaign finance reform package that would require broadcasters to give Senate candidates a 50% discount off the lowest unit rate. "This is the ultimate piece of special-interest legislation," said NAB President Eddie Fritts. He said NAB is considering a court challenge. The House has yet to consider campaign reform legislation.

Representative Billy Tauzin is asking District Court Judge John Sprizzo to give interested parties time to comment on the consent decrees reached between Primestar Partners and 40 state attorneys general and the Justice Department (BROADCASTING & CABLE, June 14).

Republic Pictures Corp., exclusive rightsholder to the film "It's a Wonderful Life," is taking the film "out of the public domain." TV stations will now need licenses from Republic to broadcast the film.

Ross Perot, the once and possibly future presidential candidate, will keynote the NAB Radio Show, Sept. 8-11 in Dallas.

The FCC should not exclude cable systems with less than 30% penetration from its calculation of cable rate benchmarks, the NCTA told the FCC last week. "There is no basis in law or logic for excluding such systems." The benchmarks are the basis for cable rate rollbacks and for future rate increases. They are now based on the rates of municipally owned systems, systems in

Cable's top 10 shows, June 7-13

The following are the top 10 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. (Note: The full listing of the top 40 programs was received too late for deadline.)

	HHs. (000)	Rtg.	Program	Time (ET)	Network
1.	2,808	4.9	Music City News Country Awards	Mon. 8-10:30p	TNN
2.	2,352	4.1	Music City News (post show)	Mon. 10:30-11p	TNN
3.	2,204	3.7	Frankenstein (movie)	Sun. 8-10:30p	TNT
4.	1,941	3.2	NASCAR Racing	Sun. 12:30-4:36p	ESPN
5.	1,935	3.2	Murder, She Wrote	Wed. 8-9p	USA
6.	1,850	3.1	Poltergeist (movie)	Sun. 10:30a-1p	TBS
7.	1,826	3.0	Coal Miner's Daughter (movie)	Wed. 8-10:30p	TBS
8.	1,772	2.9	Murder, She Wrote	Mon. 8-9p	USA
9.	1,739	3.0	Shogun (movie, pt. 4)	Tue. 10p-12m	TNT
10.	1,664	2.8	Frankenstein (movie)	Sun. 11p-1:30a	TNT

competitive markets and systems with less than 30% penetration. The FCC has no authority for excluding the 30% markets, the NCTA said. And, it added, simply because the rates of systems in the 30% markets are higher than the other benchmark markets "provides no basis for excluding" them. The FCC is considering the exclusion in a rule-making suggested by Commissioner Andrew Barrett.

Representative James Slattery introduced a House Resolution expressing serious concerns about the quality of TV programming. Slattery called for broadcast networks, independents, cable programmers and operators to classify programs based on violence content as a means of warning viewers. Senators Nancy Kassebaum and Bob Dole introduced a similar resolution.

Hollywood asked the FCC to reconsider its April 1 decision gutting the 1991 financial interest and syndication rules. Significant safeguards on the networks' in-

volvement in the rerun business are still necessary to prevent abuses and preserve diversity in the programming business, the Coalition to Preserve the Financial Interest and Syndication Rule said.

Richard C. Notebaert, Ameritech vice chairman, was named president/COO. The company said he is "expected to succeed" William Weiss when the latter steps down as chairman/CEO.

Apple Computers Chairman John Sculley said Friday he would step aside as the company's CEO. He will remain chairman and will be succeeded as CEO by Apple COO Michael Spindler.

Errata: In the June 14 "Monday Memo" by Eugene Jackson, an editing error resulted in the statement that in the early 1970's "there were approximately 9,000 radio stations owned by African Americans." That sentence should have said that out of approximately 9,000 total radio stations, only 17 were owned by African Americans.

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Editorials

The defiant ones

June 17, 1993. The date will be remembered as D Day (as in decision) for broadcasters as they begin to rechart their future in uneasy concert with the cable industry. The deals now being done on retrans/must carry may be a shotgun wedding of the cable and broadcast industries, with much heated rhetoric on both sides, but they could prove a mutually beneficial marriage of convenience.

Despite TCI's tough bargaining table talk, the message from TCI's Brendan Clouston in an interview with BROADCASTING & CABLE last week was one of shared opportunity: "We're going to create some new and creative relationships with some broadcasters," he said, including programing and advertising partnerships.

That optimism notwithstanding, it will be a tough next few months as both sides hammer out the terms of their new contractual alliance. In the end, broadcasting and cable will be bound in law as they have been in practice for at least the past decade. Here's hoping they make the most of it.

Get together

The idea of a one-world HDTV transmission standard is obviously an inviting one. Dick Wiley, who has done as much as anyone to insure a one-country standard in the U.S., would like to see that grand alliance extend beyond our shores, but recognizes that it may not be possible. (The different markets with different requirements preclude such a standard, insists Advanced Television Systems Committee Chairman Jim McKinney, and he may be right.) Even if it is not possible, we see no harm in joint efforts and information sharing among those countries working to advance television's digital future. Almost all parties agree that the more commonality among the systems, the better.

FCC Chairman Ervin Duggan has proposed formal links among the advanced TV agencies of the U.S., Japan and Europe, spearheaded by a "supreme allied commander" of advanced TV. "Dick Wiley has served that role admirably" in the U.S., Duggan points out. We agree, and were such an alliance formed, we would see no reason to change horses in mid-data stream.

Programing the future

Whether the vaunted 500-channel future is actually a future of only 10 major channels (the view of Walt Disney Chairman Michael Eisner), of only one interactive channel offering limitless choices (the pre-

diction of Time Warner technology senior VP Geoffrey Holmes), or something completely different, one thing is certain: Television's future will be one of more choices.

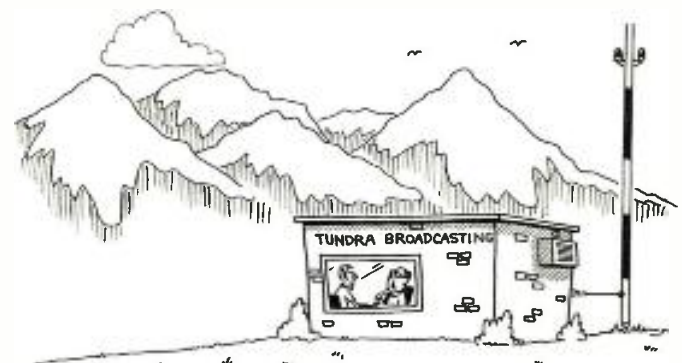
We do not believe that obviates the networks or creates a scenario in which everyone will want to become his or her own programmer. In fact, as the world becomes more complicated, people will have less time to devote to orchestrating their own entertainment. And, no matter how many cars or crock pots will be available through the TV screen, no matter how many courses in economics can be audited or insurance policies obtained, entertainment will remain a primary function of television.

As Eisner pointed out to an audience of promotion and marketing executives last week, the viewer has a limited amount of time and attention. Just as a busy executive must delegate decisions to a trusted aide, so the bombarded viewer delegates some programing decisions to those who package and present a programing lineup of recognizable and consistent quality. Networks have served that packaging function from the outset, and in a crowded future, that brand identity will remain a valuable franchise.

Success in the new media future will continue to hinge on packaging shows and services that people want. Make, and market, good programing, and they will come.

Do the right thing

A tip of the editorial visor to Jim Quello and the rest of the FCC, who stood their ground last week in the face of stiff congressional opposition to their decision to delay implementation of new cable rate regulation. Quello says he did not want to rush an underfunded, overworked staff into complicated rate reg oversight. He's in the best position to make that call and we respect him for it.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"I was just putting the finishing touches on my retrans proposal when I remembered there's no cable system up here."

Child's Play No More

Washington is getting serious about Children's Television. The industry knows it must respond. But how?

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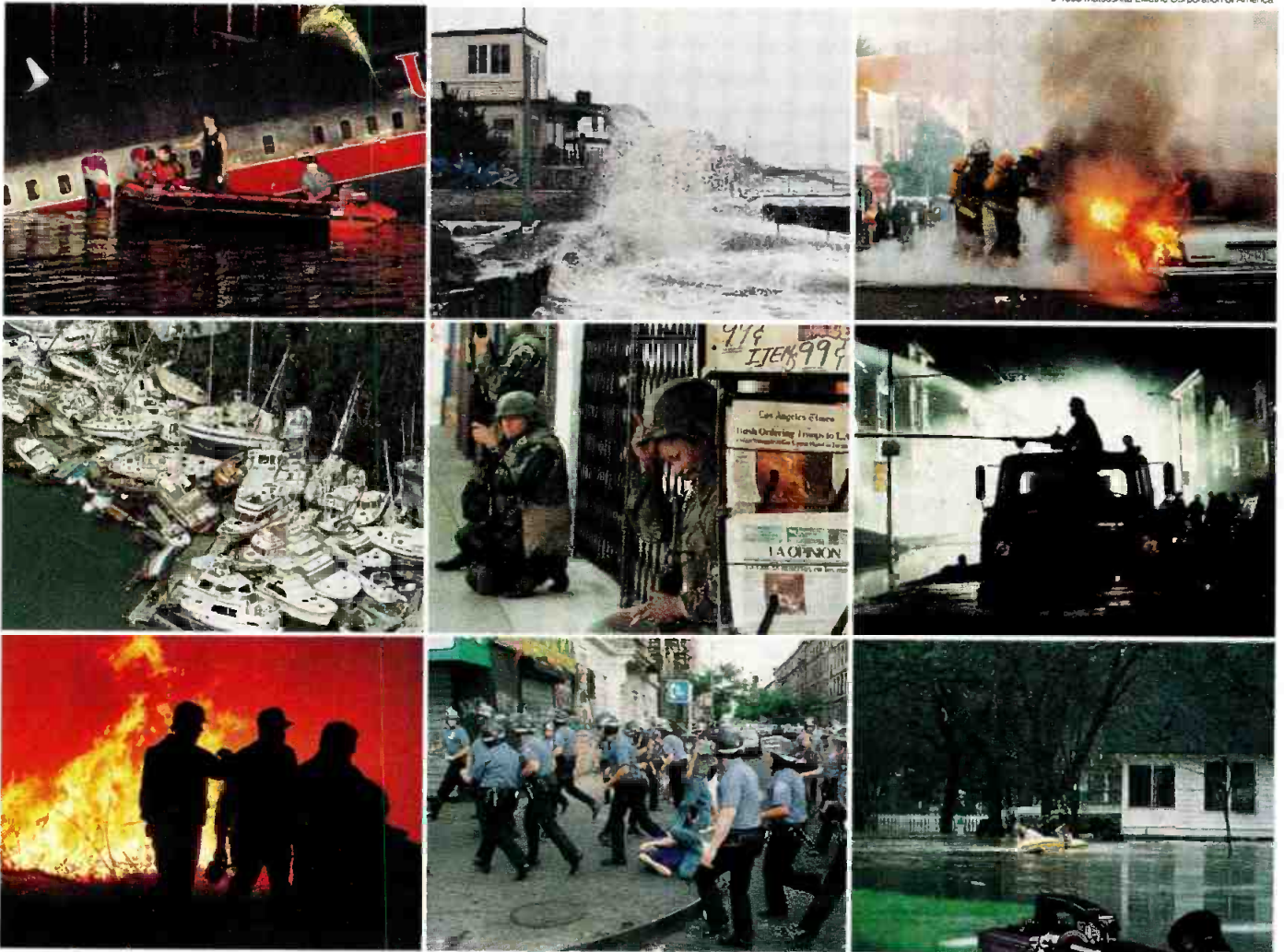
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