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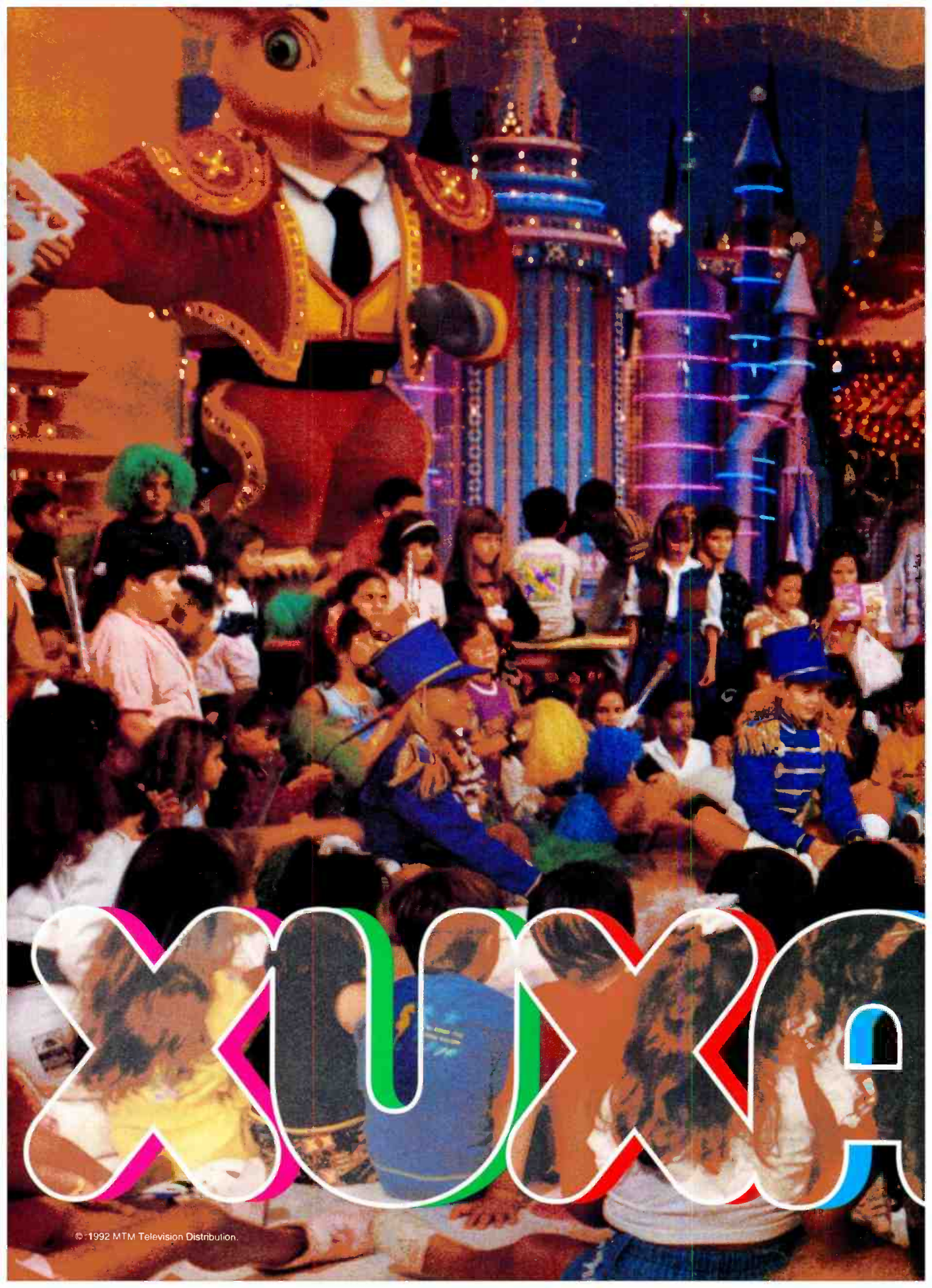
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**SPECIAL REPORT**  
**JOURNALISM**  
 Page 50  
 Vol. 122 No. 39



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# Top of the Week

## THE INCREDIBLE SHRINKING MARGIN ON THE CABLE BILL

After a relentless anti-bill ad campaign and a firm promise of a presidential veto, what was once a sure loss for the industry may now come down to a very close vote

By Randy Sukow

**T**ime is conspiring with cable, Hollywood and White House lobbying efforts to scuttle two years of work by Congress to reregulate the cable industry.

The cable industry's goal of stopping the reregulation bill from becoming law, seemingly unreachable two weeks before, could now be decided in a very close vote.

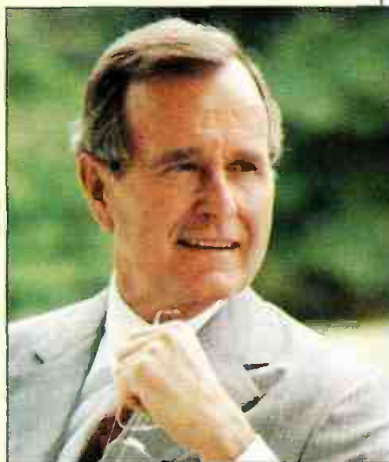
As of deadline last Friday, Sept. 18, BROADCASTING had identified 21 senators (see box, page 15) who were either opposed to the bill, leaning against it, or prepared to abet a filibuster beyond Tuesday, Sept. 22. If the bill is passed by the Senate after that date, the President could have the option of a "pocket veto," effectively killing the legislation without giving Congress the opportunity to override his decision. Another 18 senators were undecided as of Friday, but appeared to be still considering votes against the bill.

Cable TV and print ads claiming the bill is excessively regulatory and will result in higher rates for cable, and Hollywood's lobbying efforts against the bill's retransmission-consent provision, appeared to have had an effect on Capitol Hill. (Details of the bill's provisions appear on page 47.)

Republican senators are also expected to be influenced by a letter from President Bush delivered to the Senate last Thursday (Sept. 17) declaring: "I will veto S. 12 if it is presented to me, and I urge its rejection when the House and Senate consider the conference report." The Bush administration has

made numerous policy statements in opposition to the cable bill, but last week's letter was the first statement bearing Bush's signature.

thought it was probably good enough to vote for it. But then we got the veto message from the White House." Simpson was not yet fully committed



"For these reasons, I will veto S. 12 if it is presented to me, and I urge its rejection when the House and Senate consider the Conference Report."

"This legislation will hurt Americans by imposing a wide array of costly, burdensome and unnecessary requirements on the cable industry and the government agencies that regulate it," Bush said. "The heavy-handed provisions of the bill will drive up cable industry costs, resulting in higher consumer rates, not rate reductions as promised by the supporters of the bill."

Said a spokesman for Senate Republican Whip Alan Simpson (Wyo.) last Friday, "Al was sort of leaning toward voting for the bill. He wasn't totally satisfied with the bill, but he

THE WHITE HOUSE  
WASHINGTON  
Sept. 17, 1992

Dear Senator Dole:

I am writing to express my strong opposition to the Conference Report to accompany S. 12 (Cable Television Consumer Protection and Competition Act of 1992), which the House and Senate will consider in the next several days.

This legislation will hurt Americans by imposing a wide array of costly, burdensome, and unnecessary requirements on the cable industry and the government agencies that regulate it. The heavy-handed provisions of the bill will drive up cable industry costs, resulting in higher consumer rates, not rate reductions as promised by the supporters of the bill.

The bill will also restrain continued innovation in the industry, cost the economy jobs, reduce consumer programming choices, and retard the deployment of growth-oriented investments critical to the future of our Nation's communications infrastructure.

My vision for the future of the communications industry is based on the principles of greater competition, entrepreneurship, and less economic regulation. This legislation falls short of these tests and is illustrative of the Congressional mandates and excessive regulations

The Honorable Robert Dole  
Republican Leader  
United States Senate  
Washington, D.C. 20510

*G. Bush*

last Friday, the spokesman said, but "Al in his leadership position wants to be able to help out the President."

Orrin Hatch (Utah) represented another category of Republican senator, undecided as to whether he would support the conference report but likely to support the President should an override vote be called.

Martin Franks, CBS vice president, Washington, a key lobbyist for the

Continues on page 15

## CLOSE VOTE? / 4

As high noon approaches on the cable reregulation bill, the once wide margin in the Senate in its favor is rapidly narrowing.

## SHIFTING SHIFTS / 11

NBC and its Sacramento affiliate KCRA-TV will not seek a further PTAR waiver extension for the station's prime time shift, opting instead to move *The Tonight Show* back out of prime time to 11 p.m.

## STRONG SEASON OPENERS / 28

As the new season gets off to an unofficial, staggered start, new entries *Delta* and *Going to Extremes* (ABC), *Hearts Afire* (CBS) and *Witness Video* (NBC) are off to fast starts.

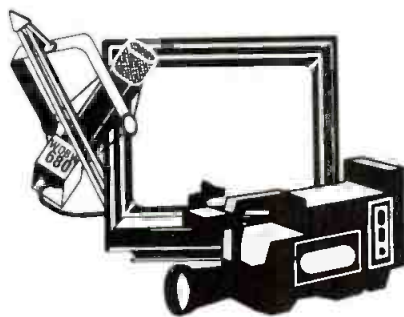
## PPV'S HITS AND MISSES / 34

Two weeks into their *Option Play* college football experiment, Showtime Event Television and ABC have experienced disappointing sales: 7,000-8,000 homes per week instead of the targeted 25,000-50,000. But the Sept. 12 Chavez-

Camacho boxing bout pulled in \$21 million.

## WHAT COST TELCO TV? / 36

Telco entry into television services may hinge more on cost



**BROADCASTING Special Report** looks at revenue, technology and programming issues facing news directors as RTNDA convenes (p. 50).

and capability than on regulatory issues, observers say. A big variable is the eventual cost of deploying the system to the curb or to the home.

## MARCONI AWARD WINNERS / 40

The "Neighbor Lady" from Yankton, S.D., Wynn Speece, joined Don Imus and Rush Limbaugh in the ranks of the nation's top radio personalities at the Sept. 12 Marconi Awards. KGO(AM) San Francisco won large-market station of the year.

## HOT CABLE BATTLE / 46

The NCTA took its

anti-cable bill battle to American households in full force, using a blanket campaign of spots to tell viewers the legislation would raise rates. Congressional and consumer groups have responded in kind to what they call "cable's fables."

## SPECIAL REPORT: JOURNALISM '92 / 50

News directors gathering this week for the annual RTNDA convention face the continuing demand to fill more programming hours while holding the line—or even cutting back—on costs. The growing reliance on syndicated news services has them worried about blurring the identity of their newscasts.

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# FCC GIVES ON HDTV TIMETABLE

*Extra time doesn't affect overall 15-year goal for switchover; reviews added but no definite dates provided; Marshall talks multiplex*

By Joe Flint

The FCC backed off some from its original timetable for implementing high-definition television (HDTV) last week, but probably not enough to please the bulk of the broadcasting industry.

Specifically, the commission voted 5-0 to give broadcasters six years—up from five—to broadcast in HDTV once the agency greenlights a standard and makes the channels available. The 15-year time period for total HDTV conversion remains.

"I had expressed concern that we were force-feeding this item, and I'm glad we're putting it on a slower track," said Commissioner James Quello.

Perhaps as significant as the extra year in making the timetable more flexible is the addition of several status reviews that leave the schedule open to change. However, with the exception of a review after a standard is selected or when an allotment table is adopted (whichever comes last), only proposals for reviews at the conversion and simulcasting deadlines have been put forth; that there are no definite dates has concerned the industry. Reviews will be conducted by notice and comment proceedings.

"Broadcasters are extremely disappointed that the FCC has adhered to its rigid and unrealistic timeframe for applications and construction of HDTV facilities and for simulcasting," said Eddie Fritts, president and chief executive officer, National Association of Broadcasters.

Commission members expressed similar concerns. Said Sherrie Marshall: "I just hope that we have not stacked the race against broadcasters by turning them into the advanced

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television rabbit, forced to set a pace many cannot sustain."

But, she added, "If our timetable spurs all video players into taking a coordinated plunge into advanced TV, or even if it is overtaken by the pace of an advanced TV rollout by cable, videocassette providers and other broadcast rivals, then our not-so-subtle nudge to broadcasters will have served both them and the public well."

While the commission relaxed its application period, it speeded up its 100% simulcasting requirement from four years to three. Specifically, the FCC said broadcasters will not be required to simulcast at all in the first year; 50% in the second year and 100% after the six-year construction/application period ends. In conjunction with the simulcasting requirements, the commission also said it would suspend the dual network rules to allow the networks to provide programming exclusively for their HDTV channels.

The simulcasting issue still divides the commission and broadcasters. Quello said he would like to have seen more flexibility in simulcasting, while Duggan would have supported

an even shorter simulcast period.

As an agency, the FCC argues that a short, non-100% simulcasting period will give added impetus to the HDTV receiver market by eliminating the need for dual-mode receivers that can receive both current and HDTV signals. Broadcasters say the opposite argument can also be made: less simulcasting could encourage the public to buy new receivers for programming they cannot now receive.

The bad news, said LIN Broadcasting President Gary Chapman, is the simulcasting requirement. "After 100% simulcasting, many markets probably won't have HDTV penetration of more than 5%.... That means operating an advertising-supported business with 5% penetration at the most."

Market penetration aside, by requiring 100% simulcasting after three years, the FCC hopes to squelch concern that broadcasters will somehow avoid turning in one of their two channels after conversion to HDTV.

Commenting on the new three-year approach, Commissioner Duggan said: "Any other approach, in my view, would clash with our ultimate

commitment to reclaim the reversion channel." Duggan added that he would rather the FCC set up an earlier date for 100% simulcasting.

With regard to how the action helps broadcasters compete, Marshall said the answer may not be a sharp picture but more channels: "I am becoming increasingly convinced that the real key to broadcasters' continued competitiveness lies not so much in advanced TV as a crisp picture, but in its potential for spectrum-efficient multiplexing. In my view, broadcasters must become multichannel providers to continue to flourish in the long run." The FCC has asked for comments on whether future advances in technology that are compatible with any HDTV standard selected should be permitted on the conversion channel.

The commission also asked for comments on a proposal to assign an existing broadcaster's HDTV channel the same call sign as its current channel, with the addition of a two-letter suffix, and whether to permit the use of HDTV channels for ancillary purposes similar to what is now allowed for NTSC channels. ■

## FCC RELEASES PCS SPECTRUM ALLOCATIONS

**T**he FCC may have killed two birds with one stone last week. It allocated spectrum for personal communications services—a cheaper version of cellular phones—which many cable companies see as a new business, and it has gotten Congress off its back with a plan to accommodate current spectrum users elsewhere.

Specifically, the commission allocated 220 mhz (1850-1990, 2110-2150 and 2160-2200 mhz) of 2 ghz spectrum for emerging technologies such as PCS and other mobile services. Incumbent users, the commission said, can be relocated to higher fixed microwave bands without disruption to service.

What got Congress up in arms were the commission's plans to force current users of that spectrum—mostly utilities and railroads—to be relocated. Senate Commerce Committee Chairman Ernest Hollings had introduced legislation to slow the spectrum conversion process considerably.

The commission asked for comments on several transition timetables, ranging from three to 10 years. Hollings had favored an eight-year transition period.

FCC Commissioner Sherrie Marshall expressed concern that too many notices for further review will unnecessarily delay what some have estimated will become a \$50 billion industry. Said Marshall: "The thing that concerns me is that we seem to be going into further notices and further notices.... I would cau-

tion Wall Street not to suddenly decide that PCS is dead because it will be eight to 10 years before it is implemented.

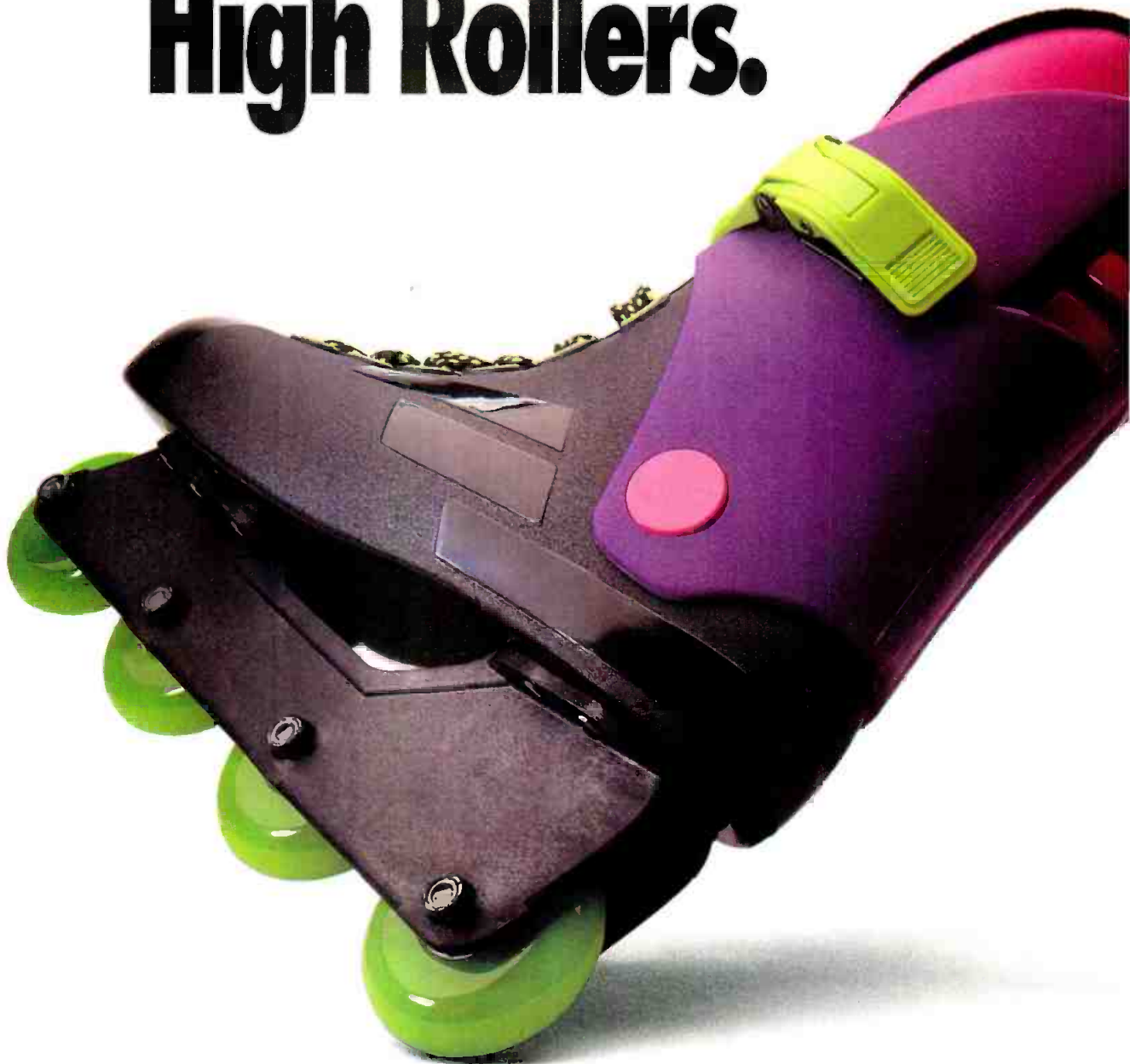
"I hope that the development of PCS is not hindered by this commission's need to issue a further notice to make a firm decision on this issue."

With regard to how the transition will work, the commission adopted a transitional framework that would allow voluntary relocation arrangements negotiated by the new user and the incumbent user. At the expiration of the "voluntary" period, incumbents would retain "co-primary status" indefinitely unless an emerging technology wanted the spectrum, in which case the incumbent could be forced out.

Hoping to insure a smooth process and avoid forcing out current users, new technology providers will be required to guarantee payment of all relocation expenses, build the new microwave facilities and test the new facilities for the incumbents.

The commission's action was praised both by PCS companies and by Capitol Hill. Hollings said he "has no intentions of blocking the deployment of new technologies, and the FCC's decision permits the sharing of frequencies with new technologies.... I have always believed that spectrum matters should be handled by the FCC. However, legislation must be considered where, as here, the FCC did not adequately consider the rights of existing spectrum users." —JF

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## '90210' PRICES REFLECT SOFT MARKETPLACE

Top three market clearances net Worldvision about \$65,000 an episode

By Steve Coe

There's probably no better indication of the continued softening of the syndication market for off-network product and more specifically off-network hours than prices being paid for *Beverly Hills, 90210*. According to sources, KTLA-TV Los Angeles has paid \$25,000 an episode for the off-Fox whine-and-pine teen drama.

The show has cleared in five of the top-seven markets thus far, including WPIX-TV New York, WGBO-TV Chicago, WGBS-TV Philadelphia and WDCA-TV Washington. The deal for stations is four years but with two years of barter. Worldvision, the show's distributor, will hold back 90 seconds.

Typically, Los Angeles sets the high-water mark for syndication prices, with New York even or slightly behind and the remaining markets on a decreasing scale, depending on market size. Worldvision has apparently negotiated a New York price of

between \$20,000 and 25,000; the price paid by Chicago's WGBO-TV is said to be \$15,000 an episode. By comparison, in Los Angeles, *Hunter* sold for \$55,000 an episode in 1987 and *Highway to Heaven* pulled in \$50,000 an episode in 1989. The all-time high for an off-net hour was received by *Magnum P.I.*, which garnered \$120,000 an episode in Los Angeles.

Worldvision has reportedly set a goal of \$300,000 an episode for the series, but John Ryan, president and chief executive officer, Worldvision Enterprises, says that is not a figure set by the company. He added, "We anticipate doing more than that." The company reportedly turned down a cable deal that would have paid the company \$150,000 an episode.

"With the prices paid so far, they're going to have to put enormous value on the barter in order to get much beyond \$300,000 an episode," said a



syndication source. "The barter will be substantial when factored in," he said, but added, "Barter is like fool's gold."

"They must be hoping to get \$150,000 an episode in cash with the barter element hoping to bump it up past \$300,000," said a rep source.

Ryan also acknowledged stations are receiving "a certain amount of flexibility" in scheduling the strip. The flexibility will apparently allow stations to move *90210* to weekend slots if the weekday ratings drop.

"There aren't any time period guarantees, so stations are getting what they need," said a rep source. "Traditionally, the barter period [two years] holds you to the time period, but stations can't commit that long for this series," he said. ■

## FCC MOVES TO NARROW SAFE HARBOR

The FCC last week proposed outlawing the broadcast of indecent programming by most TV and radio stations from 8 p.m. to midnight. Such programming is now prohibited between 6 a.m. and 8 p.m.

The FCC action follows a bill signed into law last month narrowing the "safe harbor" from FCC indecency prosecution to six hours (midnight-6 a.m.), except for noncommercial stations that go off the air prior to midnight, whose safe harbor starts at 10 p.m.

The law gives the FCC until Feb. 22, 1993, to put the rules in place. FCC officials said they would use the rulemaking to build a record to support the new safe harbors against inevitable court challenges by broadcasters and other First Amendment advocates. "I can't imagine this will not be appealed," said FCC General Counsel Bob Pettit.

"By extending the hours of enforcement until midnight, this statute authorizes the commission to take up the merits of many indecency complaints that it would otherwise have had to dismiss simply because the offending material was aired after 8 p.m.," said FCC Commissioner Sherrie Marshall in a prepared statement.

Although indecency is constitutionally protected speech, the courts have ruled the government may force broadcasters to channel such programming to times when few children are expected to be in the audience—the safe harbor.

The Reagan FCC established a midnight-6 a.m. safe harbor, but an appeals court remanded it, ruling that the agency had not adequately justified it. Before the FCC could complete its rulemaking to undergird the six-hour period, however, Congress passed a law mandating a 24-hour ban on indecency.

The FCC dutifully imposed the 24-hour ban, but to the surprise of few, the courts declared it unconstitutional, again affirming that indecency is protected and can be channeled, but not banned.

With the question of setting up a new safe harbor, the FCC decided to take a conservative posture and enforce indecency only between 6 a.m. and 8 p.m. That still gave the FCC plenty of room to operate.

Since FCC Chairman Alfred Sikes took office in 1989, the FCC has fined 14 stations for indecency and has actions pending against 19 others. All involve broadcasts prior to 8 p.m.

—HAJ

# VIEWERS, NETWORKS AWAIT DEBATES

*PBS cuts Clinton out of program after Bush declines to appear*

By Sharon D. Moshavi

At least one TV network was caught short when the bipartisan Commission on Presidential Debates formally canceled the first of three meetings between President Bush and Bill Clinton. The two candidates failed to agree in time on a format for the debate after Bush had rejected the commission's proposal. Clinton was also cut last week from a PBS series after Bush decided not to appear.

By refusing to approve the proposed single-moderator format, the Bush campaign may have succeeded in its preference that there be only two debates between the candidates. The Bush campaign also prefers a panel of moderators, and at press time last Friday, the two campaigns had not reached a consensus on a format. The Clinton campaign had agreed to the commission's proposal.

The single-moderator format favors Clinton's debating skills, say observers. The Bush campaign reportedly feels their candidate would do better in the debates if several panelists asked questions. "The reality is that Clinton is better at the proposed format. Therefore, one can understand why Bush would want a format that he would excel in," said a network news executive.

If a compromise is reached and the debates go ahead, they will likely be on the original dates—Sept. 29 for the vice presidential debate, and Oct. 4 and 15 for the Clinton-Bush matchups. "There are very few windows available, given all the network premieres and sporting events," said Bob Neuman, the commission's media director. The networks were not pleased that the first debate was canceled so close to airtime. ABC had originally scheduled its new series *Laurie Hill* (whose regular night is Wednesday) to premiere Tuesday Sept. 22 after *Roseanne* but had to go with the regularly scheduled *Coach* because TV listings had already been sent out and it was too late to start promoting the show, said a spokesman.

The PBS decision resulted in Clinton's taped interviews being cut from

*Voices of the Electorate*, a two-part series on black and Hispanic voters. After Bush refused to appear on the program, PBS decided that to include the Clinton segment would be "incompatible with PBS's standards of fairness and balance," complaints from the Clinton campaign notwithstanding. "This is an issue that broadcasters look at all the time," said Jennifer Lawson, PBS executive vice president, programming, adding that the decision did not "signal any universal approach."

Networks are exempt from the FCC's equal access provision in news programming (including interviews) and to a degree in news documentaries, the latter provided that the candidates' appearances are used incidentally.

Additionally, PBS last week canceled production of *Word! Teens Speak Out!*, which would have been a question-and-answer forum between the candidates and an audience of teens because neither Bush nor Vice President Quayle was available.

One network news executive, who requested anonymity, said: "PBS made a mistake here. It seems unfair to block Clinton because Bush wouldn't play." But the commercial networks have set standards as well for their own coverage. Two of the morning shows, *Today* and *Good Morning America*, have aired interviews with Clinton but not Bush, and GMA Executive Producer Jack Reilly has said he would not have Clinton back unless Bush or perhaps Quayle appeared (BROADCASTING, Aug. 3). ■

## KCRA-TV WILL NOT SEEK PTAR WAIVER EXTENSION

*In wake of FCC actions, NBC agrees to let station move 'Tonight' back to 11 p.m., paving way for hour newscast*

By Mike Freeman

One month after the FCC turned down requests for prime time access rule waivers from San Francisco affiliates KPIX-TV and KRON-TV for their ongoing tests of shifted 7-10 p.m. prime time lineups, NBC and its Sacramento affiliate KCRA-TV have agreed not to seek a further PTAR waiver extension for its year-old prime time test.

By allowing the PTAR waiver to expire at the end of this month, NBC has effectively allowed KCRA to move *The Tonight Show Starring Jay Leno* from its current 10:35 p.m. start (for which a waiver was needed) to 11 p.m., a move that also makes way for station owner Jon Kelly's long-standing desire to air an expanded hour newscast at 10-11 p.m.

Citing the signal overlap and cable system carriage of San Francisco broadcast signals within Sacramento's coverage area, Kelly said that to have KCRA air *The Tonight Show* in a

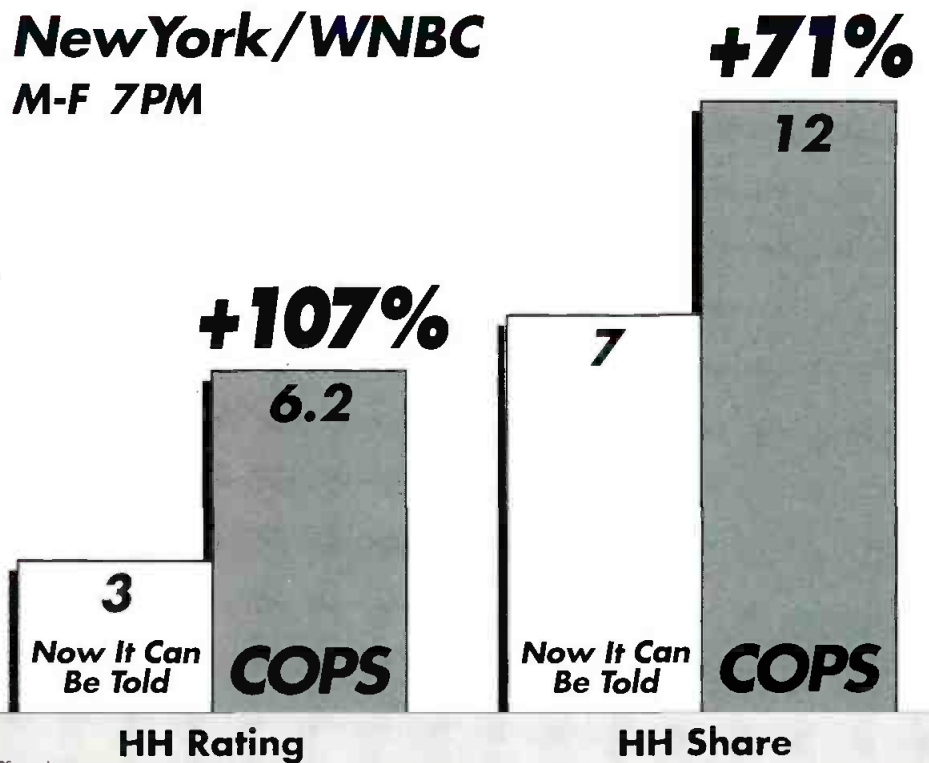
"parallel schedule" with KRON's current 11 p.m. airings was "in the best interest of the viewers." NBC's vice president of affiliate relations, Bill Fouch, claimed that since the FCC had voted to deny KRON's waiver request, NBC officials reached consensus that it made "practical sense from a research perspective" to conduct an "apples to apples" test in which late-fringe network programming airs in pattern in both markets.

As a pre-emptive counterprogramming strike at KCRA's planned expansion to an hour-long newscast beginning Oct. 5, KTXL(TV), Sacramento's Fox affiliate, revealed that it is going to trim its hour-long 10 p.m. newscast to a half-hour by inserting off-network sitcom *Dear John* at 10:30 p.m. starting Sept. 28. Michael Fisher, vice president and general manager of KTXL, explained that the sudden *Dear John* insertion is a "genetic" counterprogramming move. "After all, I am an independent...they zig and I zag," Fisher said. ■

# IT'S H BLACK A

New York and Los Angeles COPS no

**New York/WNBC**  
M-F 7PM



COPS vs. prior program  
Source: NSI July '92 vs. 8/31-9/11/92

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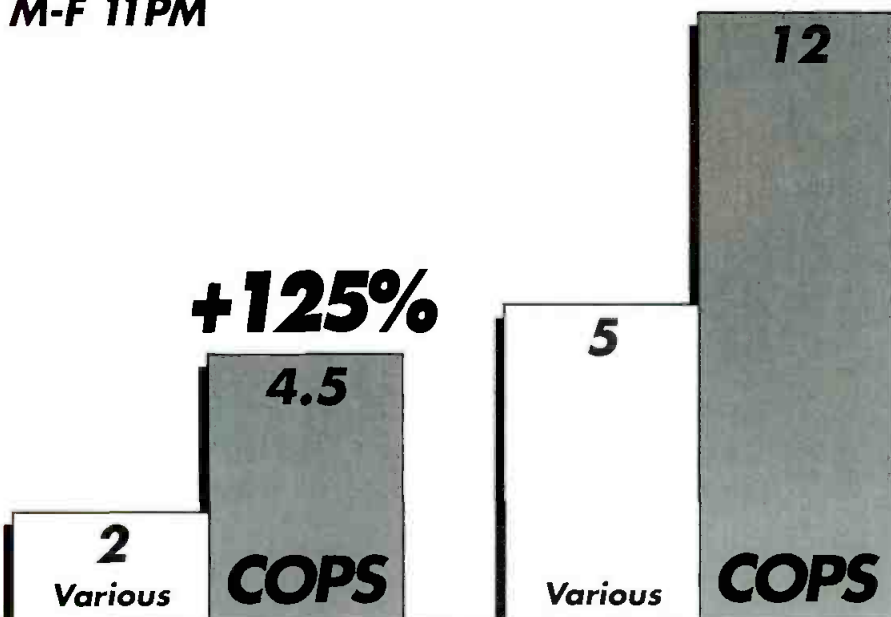
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Los Angeles/KTTV  
M-F 11PM

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HH Rating

HH Share

COPS vs. prior program  
Source: NSI Feb '92 vs. 8/31-9/11/92.

# COPS

# INTEREP DROPS 200 STATIONS

By Peter Viles

**T**he Interep Radio Store announced last Friday (Sept. 18) that it is dropping 200 of the stations it represents and is combining two of its seven companies, Torbet Radio and Schubert Radio, into a single entity.

Interep described the actions as strategic moves that will better position the rep firm to provide service to its remaining 1,200 stations as the

radio industry moves toward consolidation in the wake of new FCC ownership rules. The company said no staff reductions will take place.

"With duopoly and LMA's there will be fewer station owners to rep in every city," said Les Goldberg, Interep president, adding: "There just aren't going to be enough clients to satisfy the reps."

Goldberg said the 200 stations that will be dropped by Interep all fell below a certain commission level. By not

renewing agreements with those stations, Interep will free up salespeople to service more productive clients, he said.

"The financial impact one way or the other is really academic," he said. "The important thing is that the salespeople just can't deal with as many radio stations as we now have."

Katz Radio Group, Interep's major rival in the radio rep business, has no immediate plans for such a consolidation or cutback in stations, said Katz Executive Vice President Stu Olds.

"If anything, we are expanding," he said. "We're going to announce a sports division opening very soon." ■

## IRTS GATHERS THE CLASS OF 1992

**M**embers of the Fifth Estate met in New York last Wednesday (Sept. 16) for the annual International Radio and Television Society opening newsmaker luncheon.

■ *Front row (l-r):* Greg Batusic, Westwood One; William Blackwell, Jefferson-Pilot Communications; Arthur Carlson, Susquehanna Radio Corp.; Richard Ferguson, New-City Communications; Rob Hubbard, Hubbard Broadcasting; Mel Karmazin, Infinity Broadcasting; Frank Osborn, Osborn Communications; Ed Reilly, McGraw-Hill Broadcasting; G. William Ryan, Post-Newsweek Stations; Pat Servodidio, Multimedia Broadcasting; Nicholas Verbitsky, Unistar Radio Networks; Monica Shaffer, Biederman, Kel-

rectors Association; Ave Butensky, Television Bureau of Advertising; Peter Chrisanthopoulos, Network Television Association; Ed DeGray, Broadcast Pioneers; Tim Duncan, Advertiser Syndicated Television Association; Jerome Feniger, Station Representatives Association; Sallie Forman, American Women in Radio and Television; Gary Fries, Radio Advertising Bureau; Sandy Josephson, New York Market Radio Broadcasters Association; Thom McKinney, Cabletelevision Advertising Bureau; Nina Streich, New York City Mayor's Office of Film, Theatre & Broadcasting; Margita White, Association for Maximum Service Television.

■ *Fourth row:* Tom Burchill, Lifetime Television; Tony



ly & Shaffer Advertising; Maurie Webster, Center for Radio Information.

■ *Second row:* Giraud Chester, Mark Goodson Productions; Cecil Walker, Gannett Broadcasting; Nancy Widmann, CBS Radio; Frank Biondi, Viacom International; Betty Hudson, NBC; Daniel Burke, Capital Cities/ABC; Alfred Sikes, FCC; Peter Lund, CBS/Broadcast Group; Carolyn Wall, News America Holdings; James Quello, FCC; Ward Quaal, Ward L. Quaal Co.; Jim Rosenfield, John Blair Communications; Jim Dowdle, Tribune Broadcasting; Jim Arcara, Capital Cities/ABC Radio; John Conomikes, Hearst Broadcasting; Ronald Davenport, Sheridan Broadcasting.

■ *Third row:* David Bartlett, Radio-Television News Di-

Cox, Showtime Networks; Herb Granath, Capital Cities/ABC Video Enterprises; John Hendricks, Discovery Communications; Tim Robertson, The Family Channel; Tom Rogers, NBC Cable & Business Development; Joel Berger, *Multichannel News* and *Cablevision*; Joe Cappel, *Ad Age* and *Electronic Media*; Wenda Harris Millard, *Adweek* Magazines; David Persson, *BROADCASTING* magazine; Albert Warren, Warren Publishing.

■ *Fifth row:* David Allen, Petry Television; Eduardo Caballero, Caballero Spanish Media; Jim Greenwald, Katz Communications; Ralph Guild, The Interep Radio Store; Steven Herson, TeleRep; Don Robinson, Seltel; Peter Ryan, Harrington, Righter & Parsons; Adam Young, Adam Young Inc.

# CABLE BILL

Continued from page 4

bill's retransmission-consent provision, agreed the President's personal entry into the fray was a drawback for his company's cause, but was surprised by the timing. "I was surprised he sent the letter today [Thursday] because I would have thought he would save the kitchen sink for the override. They're running out of bullets in their six-shooter," Franks said.

Bill supporters claimed a victory last Thursday when the House passed the cable conference report 280-128, sending the bill to the Senate for a final vote perhaps this week, followed by delivery to the White House. The bill drew the support of 71 out of 161 Republicans present, in spite of the release of the Bush letter just before the vote. National Association of Broadcasters President Eddie Fritts said he was "confident the votes are there to override a veto" in the House.

But as National Cable Television President James Mooney said, the House vote suggested the tide could be turning away from the bill. In July, when the original House cable bill (H.R. 4850) was passed, it attracted 340 votes, compared with last week's 280. "At this rate of change, it is quite possible that a presidential veto could be sustained," Mooney said.

The main difference between the



House Telecommunications Subcommittee Chairman Edward Markey (at podium) and other House Democratic leaders called a press conference the day before their 280-128 victory on the House floor to refute what Markey called the cable industry's "Orwellian pronouncements...that consumer protection hurts consumers or that cable monopolists face competition." Joining Markey were (l-r): Energy and Commerce Committee Chairman John Dingell (Mich.); Al Swift (Wash.); Billy Tauzin (La.); Mike Hemmings, spokesman for the AFL-CIO, which lobbied heavily for the bill; Claude Harris (Ala.), and Christopher Shays (Pa.).

two pieces of legislation and the main point of controversy in the House last week was the retransmission-consent provision, added to the final bill in conference. Retransmission consent, the cable industry claims and cable critics hotly dispute, will be the prime reason this cable bill could result in higher rates.

House leaders in support of the bill—including Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Edward Markey (D-Mass.)—lashed out at the cable industry's claims.

"The FCC recognizes [according to a report released last spring] that the saving to consumers [with cable regulation] is going to be \$5.3 billion. That is big money," Dingell said during the House floor debate.

"For the cable industry to be arguing now, at this late moment, with their crocodile tears that they are concerned about the consumers of this country is to engage in the most disingenuous of arguments," Markey said.

This week's events will proceed with senators keeping one eye on the clock. At deadline last Friday, the timing of the debate was clouded. Senate Majority Leader George Mitchell (D-Me.) had not yet called the conference report for consideration. If the report was called late last Friday, Senate debate on cloture could begin as early as today (Sept. 21) and a vote on the bill as early as tomorrow.

Other pressing issues, including Defense appropriations, were dominating the Senate's time late last week, however, and could extend into this week. If consideration of the cable bill extends into Wednesday, the legislative session will have to be extended if Congress wishes to avoid a pocket veto.

Mitchell has indicated his willingness to extend the session beyond its scheduled Oct. 2 close if important business remains. But all House members and several senators up for re-election this year will be under pressure to return to their states as soon as possible. The future of cable legislation may hang on the question of whether it is worth spending precious campaign time to save. ■

## ANTI-S.12

Senators confirmed or likely to oppose the cable bill (21):

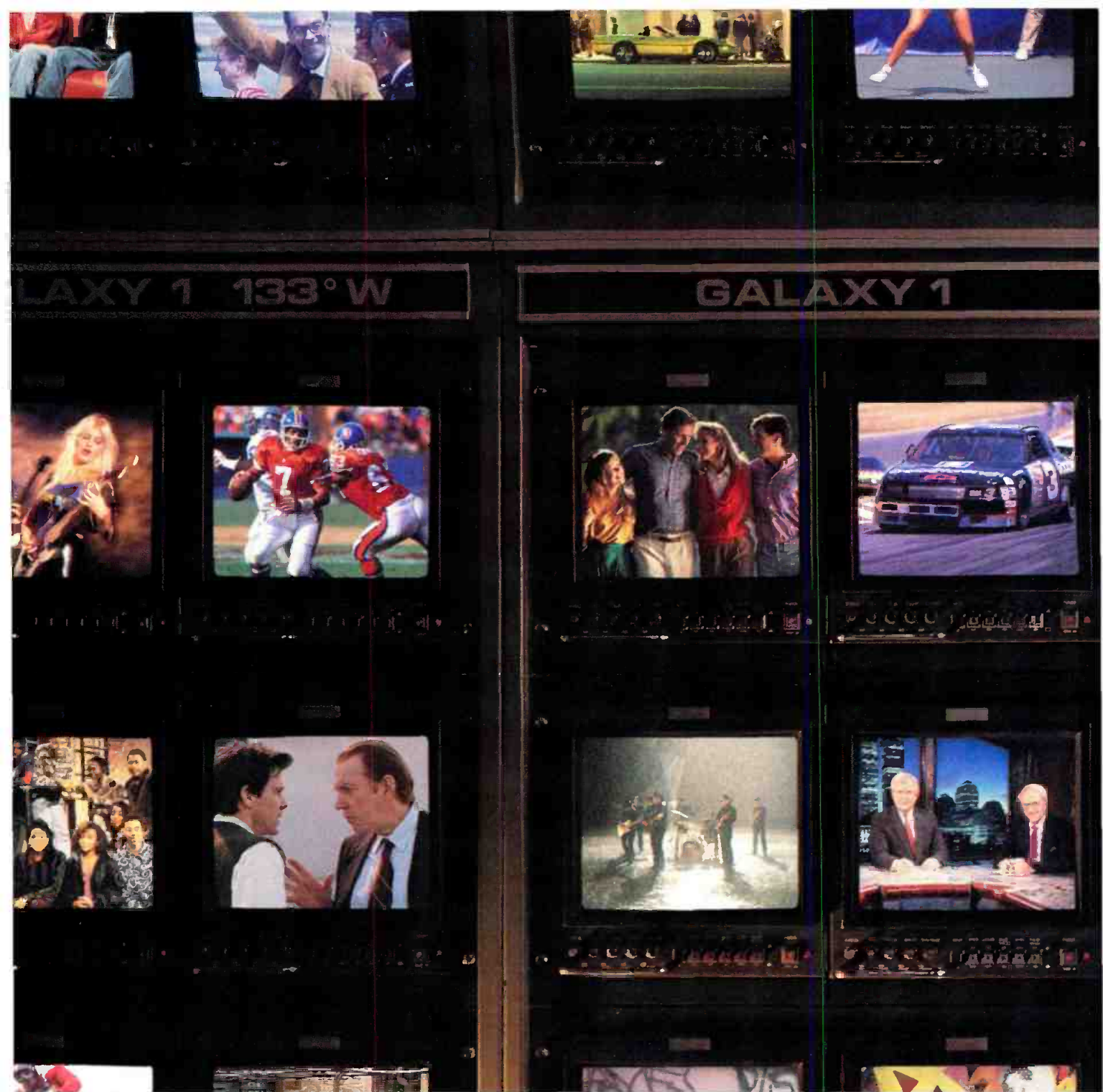
Hank Brown (R-Colo.)  
 Conrad Burns (R-Mont.)  
 Larry Craig (R-Idaho)  
 Alan Cranston (D-Calif.)  
 Dennis DeConcini (D-Ariz.)  
 Robert Dole (R-Kan.)  
 Wyche Fowler (D-Ga.)  
 Jake Garn (R-Utah)  
 Phil Gramm (R-Tex.)  
 Jesse Helms (R-N.C.)  
 Richard Lugar (R-Ind.)  
 Robert Packwood (R-Ore.)  
 Harry Reid (D-Nev.)  
 Warren Rudman (R-N.H.)  
 John Seymour (R-Calif.)  
 Richard Shelby (D-Ala.)  
 Robert Smith (R-N.H.)  
 Ted Stevens (R-Alaska)  
 Steven Symms (R-Idaho)  
 Malcolm Wallop (R-Wyo.)  
 Tim Wirth (D-Colo.)

## UP IN THE AIR

Undecided senators (18):

John Breaux (D-La.)  
 Richard Bryan (D-Nev.)  
 John Chafee (R-R.I.)  
 Dan Coats (R-Ind.)  
 Thad Cochran (R-Miss.)  
 Alfonse D'Amato (R-N.Y.)  
 Pete Domenici (R-N.M.)  
 Charles Grassley (R-Iowa)  
 Orrin Hatch (R-Utah)  
 James Jeffords (R-Vt.)  
 Nancy Kassebaum (R-Kan.)  
 Robert Kasten (R-Wis.)  
 John Kerry (D-Mass.)  
 Trent Lott (R-Miss.)  
 Frank Murkowski (R-Alaska)  
 Alan Simpson (R-Pa.)  
 Arlen Specter (R-Pa.)  
 John Warner (R-Va.)

For More Late-Breaking  
 News, See "In Brief,"  
 Pages 84 and 85



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# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

## WASHINGTON

### DIVVYING DAB SPECTRUM

FCC is planning to begin a proceeding at an Oct. 8 meeting aimed at allocating spectrum for satellite DAB radio service in the U.S. Pushing for a proceeding has been Satellite CD Radio, which wants to launch a 30-channel pay service via two satellites. Making rounds at the agency on its behalf have been Peter Pitsch, former top aide to FCC Chairman Dennis Patrick, and former FCC Chairman Dick Wiley.

### DIALING FOR DISSENTERS

An aide to Senator Charles Robb (D-Va.), a cable bill supporter, has confirmed a Sept. 17 *Richmond Times-Dispatch* story describing a creative form of lobbying being employed by some in the cable industry. A cable industry representative reaches subscribers by phone and tells them the bill will result in higher rates. Calls are then patched through to the offices of the subscriber's senators so that the subscriber may vent anger over the bill while the cable representative listens. The *Times-Dispatch* story claims Mrs. Sherri Wertz, a resident of the Richmond area, connected to Robb's office in this manner. As a Robb aide attempted to refute the cable industry charges, the line was abruptly cut off. Other senators' offices were reported to have received similar calls.

## ABC, NBC PLAN HURRICANE MOVIES

Look for an upcoming race between ABC and NBC to rush made-for-television movies about Hurricane Andrew onto their schedules. ABC is the latest network to put a hurricane movie into development, with a deal signed last Wednesday with Columbia Pictures Television. An ABC spokesman acknowledged the deal last week and said the project is in script development. ABC and Columbia will have to work quickly to preempt NBC, which expects to debut its Hurricane Andrew film sometime during the 1992-93 season. The NBC project is being produced by NBC Productions and Brian Pike, the former vice president of drama development at NBC who now has an independent production deal with NBC.

## HDTV CONTINGENCY PLANNING

Did last week's FCC meeting (see "Top of the Week") set up HDTV for a push toward the regulatory back burner? Some key widescreen, digital revolutionaries fear three of the five commissioners attended wearing parachutes for the purpose of bailing out of Chairman Alfred Sikes's full-speed HDTV jet somewhere along the way—particularly if Democrats enter the White House next year. Certainly, two commissioners offered the broadest interpretations yet of flexible implementation of advanced TV. Ervin Duggan warned of the need to "plan not only for triumph, but for possible retreats [from a] digital Danang," retreats in the form of considering "a number of creative, profitable uses [other than HDTV] for their conversion channels." Going further, Sherrie Marshall spoke of the potential for "spectrum efficient [NTSC] multiplexing" for broadcasters, who ought to be allowed their "own judgments as to how best enhance their competitiveness and their service to the American viewer." Add gossamer advocate James Quello, and/or a fiber favoring Clinton-Gore White House to the mix, said one deeply involved in the standard-setting process, and HDTV could fall gradually or move off the stove entirely.—PDL

## LOS ANGELES

### NEWS MAGAZINE FOR FOX

Van Gordon Sauter, president, Fox News, said last week he hopes to have a prime time news magazine on the air by no later than "the middle of next year." The show would be a weekly one-hour program that Sauter said would be different from those on the other three networks, but declined to elaborate.

## FLORIDA

### HELP WANTED

The Florida Association of Broadcasters is trying to build support from radio and television stations across

the nation to stage a two-day fundraising event to benefit hurricane victims in Florida, Louisiana and Hawaii.

## NEW YORK

### SCI-FI AT MIPCOM

USA Networks will be making a Sci-Fi Channel presentation to about 150 producers and broadcasters at MIPCOM next month to let the TV community know they are interested in acquisitions and coproduction partners for the new cable network.

### LEAHY'S NEW DIGS

Former CBS/Broadcast Group Executive Vice President Tom Leahy has left "Black Rock" and installed himself several blocks away on West 54th street. With backing from several partners, Leahy is chairman of the newly formed VT Corporation, which already has a number of projects to develop and exploit ideas in "film, video, publishing, marketing and promotion," including an idea to help TV stations retain lead-in audience for late local news. Leahy has also recently been involved with a West Coast, in-store marketing company.

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# Monday Memo

*“There are ways to be very productive while you are out of work.”*

Job security has always been a problem for broadcast journalists. However, the recession is blamed for putting more journalists out of work for a longer period of time.

Broadcast journalists, traditionally, have taken their time out of work in stride. They joke about their time “on the beach,” and they tell journalism students they don’t really become a professional until they’ve been fired. However, times are tough right now, and the laughter within the ranks is fading.

Too many of our colleagues are out of work today, and journalism schools keep sending the profession new recruits all the time. As someone who has spent two terms “on the beach,” I’ve learned there are ways to be very productive while you are out of work.

There’s life after every job. The tough part is making the most of life between jobs. Here is some advice:

■ Time for self-examination. Be realistic about any faults of your own that may have contributed to your departure from your last job. However, use self-evaluation in a productive way. The same traits that may cause one boss to fire you may prompt the next one to hire you.

■ Build self-esteem. Don’t spend your time dwelling on personal and/or financial problems. You’ll have to feel good about yourself to project a positive image with prospective employers. Borrow money if you have to do it, but don’t worry about repaying the debt until you are back at work and have other things to help occupy your thoughts. Be an optimist.

■ Put aside bitterness. I’ve never known anyone fired from a job who doesn’t harbor some bitterness. It’s natural. It’s also healthy to have a target to take some of the blame for your situation. But it’s best to minimize discussions about the negative

aspects of your former employer.

■ Be an early bird. Get out of bed at a respectable hour. Keep regular office hours even if there is no office. Never let a prospective employer hear your sleepy voice at 11 a.m. Learn to be productive with your time. Clean files. Read books. Correspond with friends and associates. Do things you don’t have time to do when you are working full time.

■ Exercise. You need a healthy mind, a healthy spirit and a healthy body. It’s too easy to neglect fitness when there’s a sudden change in your activity schedule. This is a time to be at your best.

■ Keep a sense of humor. Graciously accept the awards you win after you’ve been fired. See the humor in the fact that your job was advertised before you received a termination



By Nan Siemer, editor/reporter,  
WTOP(AM) Washington

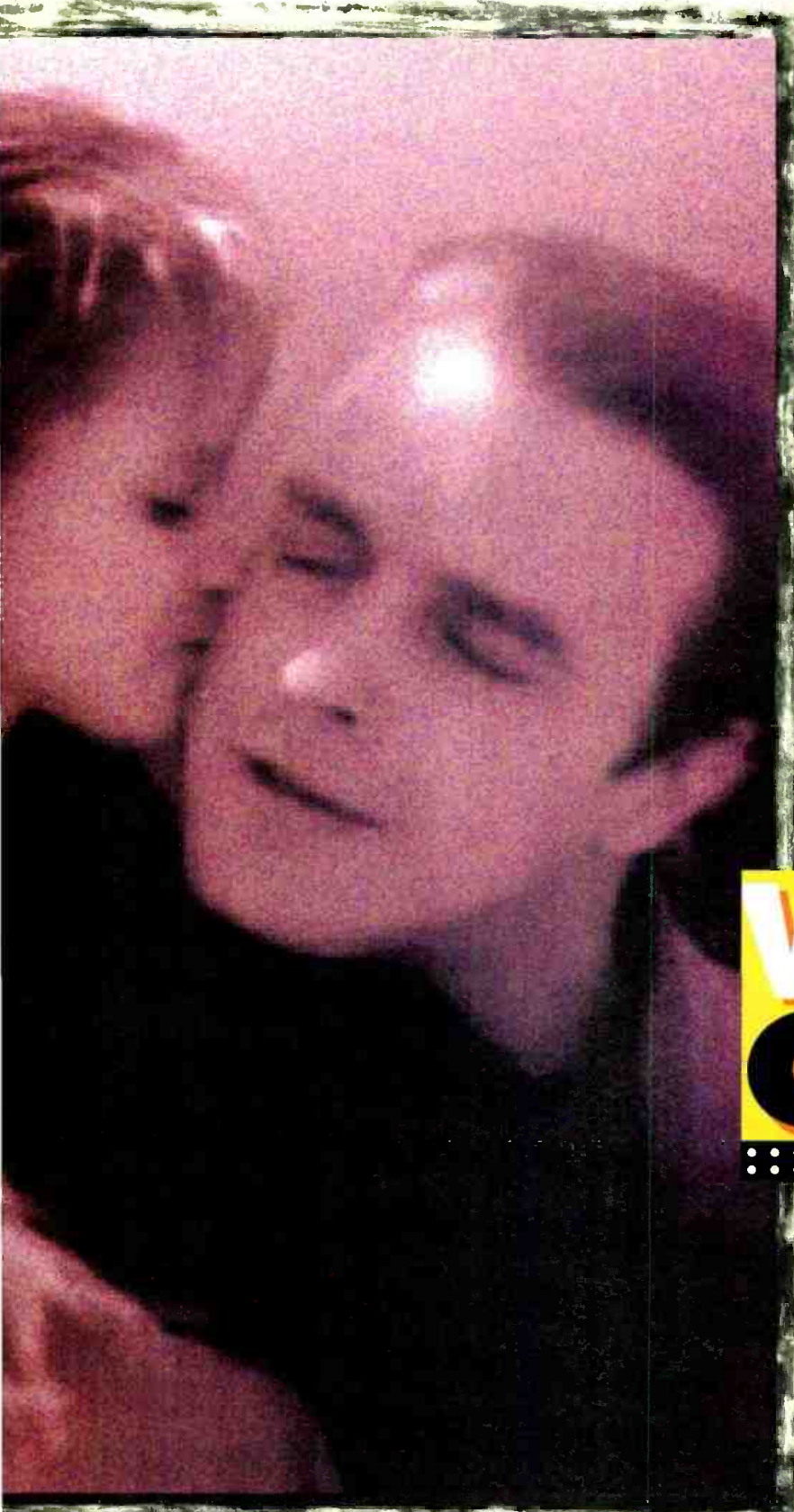
notice. Accept the fact that your former employer is trying to replace you by advertising for someone to fill an “entry-level position.”

■ Keep up on the news. If you don’t carry subscriptions, go to the library to read daily newspapers and trade magazines. Listen to the radio and watch television newscasts. Monitor what’s happening. You must be able to talk with prospective employers about the major news stories every day.

■ Friendships change. Accept it. There are not many people who will be there to give you support when you want it and a swift kick of encouragement when you need it. Many people are uncomfortable when they and/or their friends are unemployed.

Hard work is no guarantee of employment in broadcast news, especially now. There are too many stations with too many financial and personnel problems. Job security is an oxymoron. In accepting what you cannot change you can learn to survive in this industry, or you can search for a more secure environment. ■



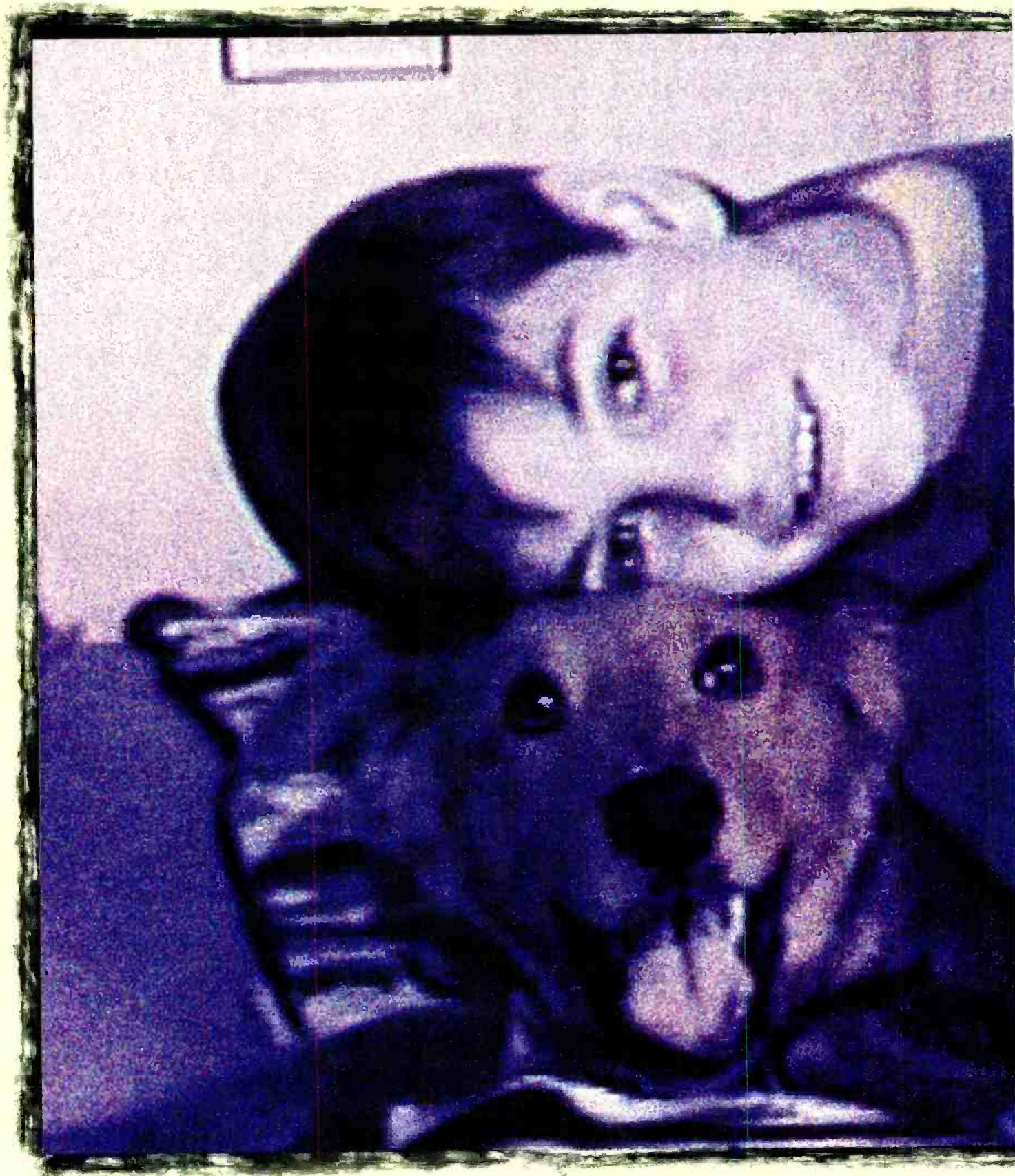



When we did a profile on Jennifer Lynch, a dedicated young woman trying to save dozens of children from oppression in Romania, the response was amazing. Viewers poured out their hearts. And their pocketbooks.

## **WARM COPY**



Of course, some people were surprised. They didn't think we covered stories like that.





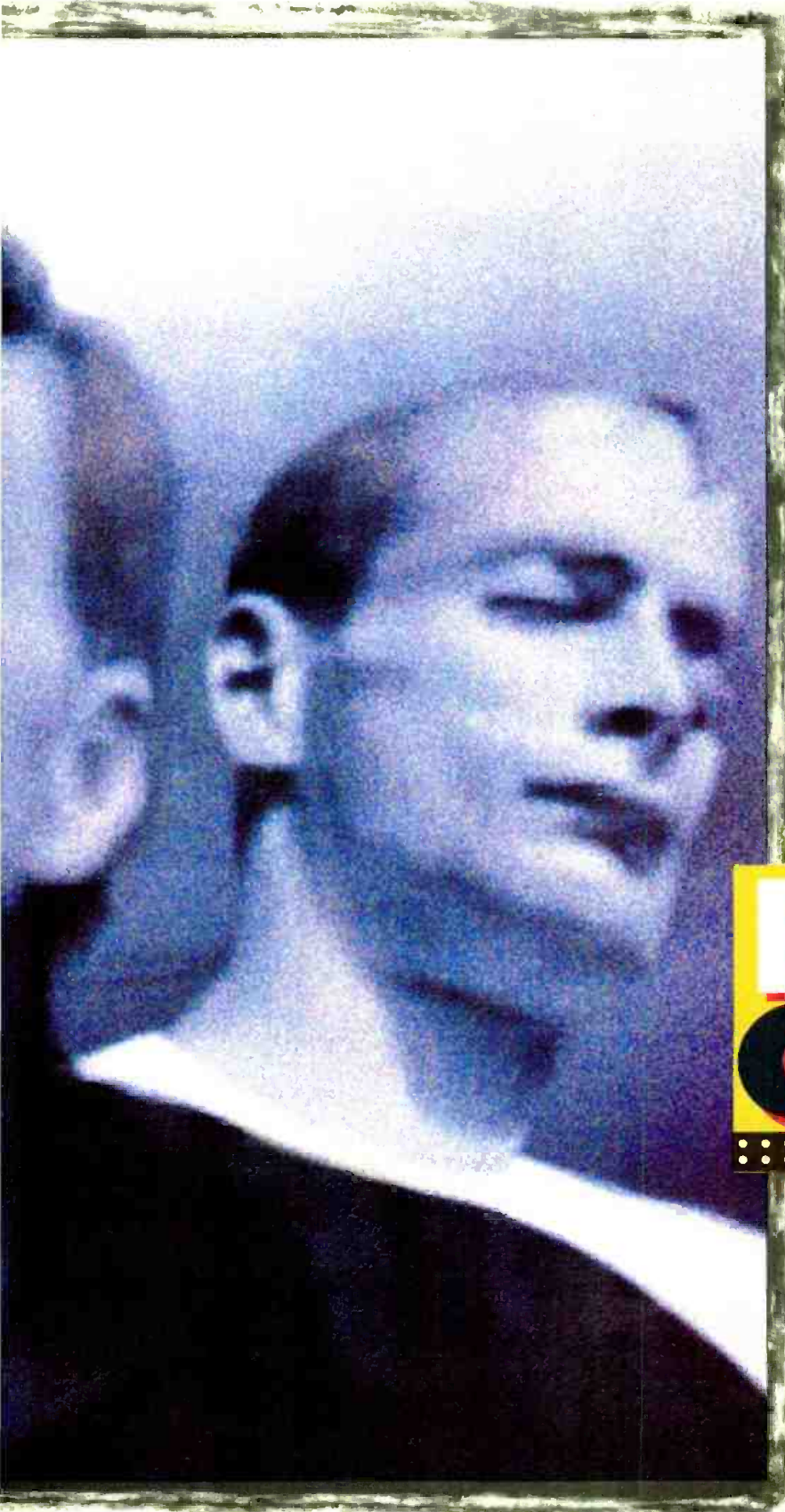
The story of Donny Smith, a young boy who slipped into a coma after an accident, wasn't big news. But it caught our eye. And when we reported how Rusty, the family dog, was credited with Donny's recovery, it caught the eyes of our viewers.

## SOFT COPY

Of course, some people were surprised. They didn't think we covered stories like that.







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**BOLD  
COPY**

Of course, some were still surprised. They didn't think we covered stories like that.



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# Television

## TAKING A READ ON STAGGERED SEASON START

*'Hearts Afire,' 'Delta' among series strong out of blocks*

By Steve Coe

**A**lthough the start of the season doesn't technically begin until today (Sept. 21)—when Nielsen begins measuring for the new season—each of the networks has debuted several new or returning shows, some of which were targeted as keys to success on their respective nights.

The new Linda Bloodworth-Thomason comedy *Hearts Afire* debuted last Monday night on CBS with a 14.8 rating/25 share in Nielsen national numbers. The special one-hour premiere of the half-hour show scored 1.3 rating points higher in Nielsen overnight numbers, following a similar pattern among CBS's Monday night comedies, all of which tend to score higher among urban audiences. The show debuts in its regular 8:30-9 p.m. time slot tonight.

CBS also saw positive signs on Tuesday night last week with the season-opening episode of *Rescue: 911* and the two-hour debut of *Angel Street*. *Rescue* averaged a 14.8/25 in the 8-9 hour, providing a strong lead-in to the new drama starring Robin Givens, *Angel Street*, which moves to its regular-season time slot of Saturday 10-11 on Sept. 26. *Street* averaged an 11.3/19 at 9-11 p.m.

Other series getting fast starts include ABC's *Going to Extremes*, which premiered Sept. 1 with a 14.1/25 in the difficult 10-11 time slot. In its two subsequent outings, the hour from *Northern Exposure* creators Joshua Brand and John Falsey scored a 13.6/24 (Sept. 8) and 12.3/23 (Sept. 15). *Delta*, the new Barry Kemp comedy starring Delta Burke, debuted last Tuesday night with a load of steam behind it thanks to its *Roseanne* lead-in. *Roseanne*, in its new season debut, scored a 24.7/39, making it the high-



ABC's *'Delta'* preview benefits from powerhouse lead-in *'Roseanne'* to record a 20.5 rating/33 share. Network hopes to carry that audience to show's time period debut.

est-rated show of the night. Following at 9:30, *Delta* averaged a hefty 20.5/33 in a special preview. The strategy garnered the show the desired sampling before it moves to its regular

### CBS WINS '91-'92

**W**ith the end of the 52-week broadcast season on Sunday, Sept. 20, not surprisingly CBS will claim the top spot in the year-long tally. CBS averaged a 12.1 rating/21 share from Sept. 16, 1991, through Sept. 13, 1992, followed by NBC's 11.5/20, ABC's 10.9/19 and Fox's 7.6/13.

Both CBS and NBC were up from the year before with increases of 8% and 1%, respectively, while ABC saw its year-long numbers drop 3% from the previous year. All told, the three networks were up 2% from the year before.

—SC

time slot of Thursday night at 8-8:30. *Delta*, however, shed more than four rating points from its lead-in.

NBC's two new hour-long Sunday reality shows, *Secret Service* and *I Witness Video*, have performed well in their three initial airings. *Secret Service*, from 7-8 p.m., is averaging a 7.3/15 for three episodes, while *I Witness Video* has averaged a 9.5/17 in four airings. Both shows debuted on Aug. 16 and have kept NBC in second place from 7-9 p.m. behind CBS. One returning series that has started quickly is *The Fresh Prince of Bel-Air*. Despite airing against the debut of *Hearts Afire*, NBC's third-year comedy opened the season with a 13.3/23 in the 8-8:30 time slot. NBC's other early premiering series, *Blossom*, is averaging a 12.8/22 in its four episodes since its debut on Aug. 10.

Fox, with the most early premieres (13 new and returning shows), had its strongest new series debut in *Flying Blind* on Sunday, Sept. 13. Airing in

the 10-10:30 time slot, the comedy averaged an 8.3/14. Other new show starts include *Code 3*, which opened the season on Aug. 15 and has averaged a 6.8/14 in its five showings in the Saturday 9-9:30 slot. *Martin*, following *The Simpsons* at 8:30 Thursday, is averaging a 9.5/17 in its three episodes since its debut on Aug. 27. The highly publicized *The Heights*, the latest Aaron Spelling ensemble-cast youth hour, is averaging a 6.1/11 in the competitive 9-10 hour Thursday nights. The show has aired three times since its debut Aug. 27. *Likely Suspects*, which got its first exposure on Friday, Sept. 11, scored a 6.2/12.

The first of Fox's fall shows to debut was *Melrose Place*, which started its season with a much anticipated premiere on July 8. In the nine episodes since then, the show has averaged a 9.3/16, a rating point off its premiere numbers of 10.3/19. *Beverly Hills, 90210* appears not to have lost any steam from last year. The series' first episode of the fall averaged an 11.4/19 when it aired Sept. 9. Other returning shows making their season debuts include *Roc*, 8.2/15 in its four live airings since its premiere on Aug. 16; *America's Most Wanted*, with a 6.4/13 average for its Sept. 11 debut; *Sightings*, which opened the season Sept. 11 with a 6.2/12; *Herman's Head*, with a season premiere of 11.8/19 on Sept. 13, and *Married...with Children*, with a 14.9/23 on Sept. 13.

Buoyed by the *60 Minutes* lead-in on Sunday, Sept. 13, CBS got the desired sampling for new show *Frannie's Turn* and returning series *Brooklyn Bridge*. *Frannie's Turn* scored an 11.2/18 in the 8 p.m. slot, while *Bridge* followed with a 10.2/16 at 8:30. The two series were set to debut in their regular-season time slots of Saturday, 8 and 8:30 p.m., on Sept. 19.

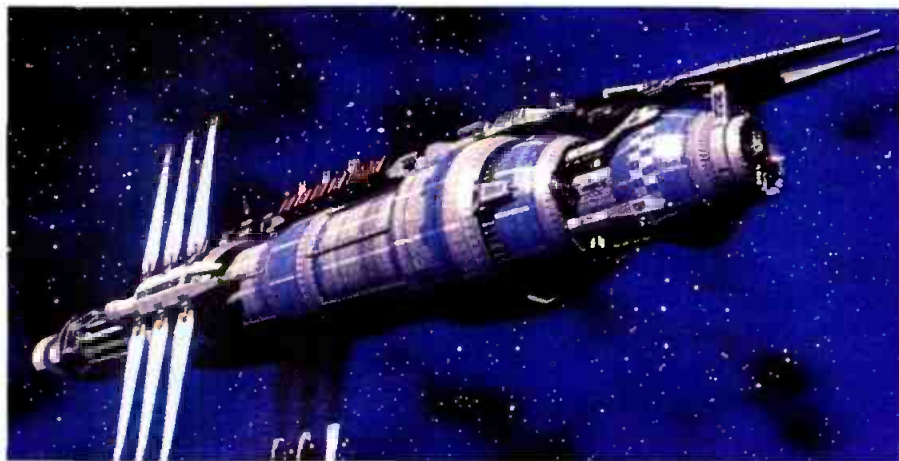
ABC got respectable numbers for one new drama, while another new hour saw mediocre ratings in its debut. *Covington Cross* garnered an 11.1/19 in its special preview on Aug. 25 at 10-11; when the pilot was repeated on Sept. 4, the episode rated an 8.6/17. Getting out of the blocks slowly is *Crossroads*, which managed only a 7.6/13 last Monday in the 8-9 slot buffeted by *Hearts Afire* and *Fresh Prince* debuts. In its second airing two days later on Wednesday, the Robert Ulrich series averaged an 8.7/16. ■



NBC Productions threw itself a party at the fictional Club Chelsea, the setting of a new series, "Out All Night," scheduled to debut Saturday, Sept. 19. Shown above: series star Patti LaBelle (Chelsea Paige) with NBC Entertainment President Warren Littlefield.

## 'BABYLON' USES COMPUTER TO BATTLE BUDGET

*Animation technique helps show target lower pricetag*



Computer-generated ship will save money over model.

By Mike Freeman

**B**abylon 5 creator and co-executive producer J. Michael Straczynski had a vision for how the "backdoor pilot" was going to look before it went into production last July. Now that principal photography is completed, his next hurdle is convincing Prime Time Network consortium stations and Warner Bros. he can deliver a high-quality science fiction series well under the typical \$1 mil-

lion-plus per episode budget. By utilizing computer-generated imaging (CGI) for "cost efficient" special effects, he plans to do just that.

Although the Prime Time Network, a two-hour syndicated series block, is nearly four months away from launch, Warner Bros. Domestic Television Distribution and station executives have raised expectations for *Babylon 5*, which is being talked about as a possible anchor for second evening of prime time programming for the 1993-

94 season. Of course the first two PTN series, *Kung Fu: The Legend Continues* and *Time Trax*, will have to prove themselves in the ratings before the consortium executive committee votes this summer whether to renew or replace those series, or expand to a second evening.

(The Prime Time Network station roster includes WPWR-TV Chicago, WSBK-TV Boston, WXON-TV Detroit and station groups Chris-Craft/United Television, Gaylord Broadcasting, Renaissance Communications, Cannel Communications, Taft Broadcasting and ABRY Communications.)

Warner Bros. has budgeted roughly \$800,000 to \$900,000 per episode for the production of *Kung Fu* and *Time Trax*; taking note of WB's fiscal conservatism, *Babylon 5* co-executive producer Doug Netter says the CGI special effects—developed by visual effects director Ron Thornton and computer systems specialist Paul Begile-Bryant—allow for a “significant cost savings” from the standard practice of filming with models. Begile-Bryant has developed a “video toaster” computer system that allows computer graphic artists to plot spaceship movements and background effects together, and then, overnight, a main hard-drive computer system puts the action in “sequence” frame by frame.

“The resolution, colors, shading and fluidity of motion is far superior to what we could get filming with models,” Netter says. “It’s far less costly [than shooting with models] and allows us to recall thousands of special effects sequences, rather than filming a retake each time with models. It [CGI] is a technology we’re really just beginning to put to practical application. It is extremely complex, but we think it will revolutionize the production of science fiction series and motion pictures in the future.”

By promising to “come in” at a budget under \$800,000 per episode, Netter says Warner Bros. executives have made “initial expressions of interest” in possibly placing *Babylon 5* into a second two-hour block with another series development project for January 1994. That’s if *Babylon 5*’s February 1993 pilot presentation pans out in the ratings, considering the competition it may meet from Paramount’s own space station adventure, *Star Trek: Deep Space Nine*, debuting in syndication in January 1993.

However, a source within the PTN consortium said the independent stations’ executives could elect to cancel *Time Trax* or *Kung Fu* and order *Babylon 5* to fill a vacancy created by

either of the series. “A second night isn’t out of the question, but we have to make sure the first night works before we make that decision,” said the source. ■

## COVERING ANDREW'S AFTERMATH

*Stations continue special programming in storm's wake*



By Steve McClellan

**S**outh Florida is still reeling from the impact of Hurricane Andrew, and the Miami television news operations say they will continue to do special new programming for the foreseeable future. In addition, several of the stations have created what they say are permanent new news bureaus in and around Homestead, Fla., the area hit hardest by the storm.

WPLG-TV Miami, the ABC affiliate there, has set aside an hour of its Saturday prime time block (8-9 p.m.) for a series of news special reports, *After Andrew: Our Journey Back*.

At WSVN-TV, a strong, news-oriented independent in the market, News Director Joel Cheatwood says that for the foreseeable future, the station plans to continue producing about 10 extra weekly hours of news devoted to the storm relief effort.

At WTVM-TV, the NBC affiliate, News Director Sharon Scott says the station would also continue expanded news coverage several hours per day to cover the relief efforts. “At this point it’s not so much spot news, but

there’s so much information to give about relief efforts and cleanup and future implications for the market, it’s impossible to do within the constraints of the normal news day,” says Scott.

WCIX-TV continues in an expanded news mode in the late-afternoon and late-night newscasts, both expanded to an hour indefinitely. A regular segment is *Rebuilding: Neighbors Helping Neighbors*, where the station tries to match people who can help each other.

Both WPLG and WSVN say they were setting up permanent new bureaus in areas hit hardest by the storm. “It represents an increased news commitment to a part of the market that may be changed permanently by the storm,” says Bob Reichblum, news director at WPLG-TV.

Reichblum and other news executives in the market say the storm forced them to use production innovations to stretch resources to cover all that had to be done. “We used people in different roles and found they could adapt,” Reichblum says.

A number of WPLG staffers who weren’t photographers suddenly found

themselves on the streets, cameras in hand, with orders to do "video essays" and "eyewitness" reports. "We also tried some different things in the studio, like debriefing the reporters on the set and intermixing their comments with video," he says.

WSVN-TV's Cheatwood says the sta-

tion also innovated to keep up with the news flow. "Our photographers became video journalists in the truest sense," he says. "They asked the questions and let the camera tell the story. Some of the best reports were just pictures and sound, unedited and gripping. Some of it was really incredible." ■

*Next Week: 'Project Andrew'—an exclusive survey of Fifth Estate relief efforts*

## SYNDICATION UPDATE

### 'FRESH' DEMO

Network and syndication executives have made much ado in recent years about the importance of the 18-34 demographic, and Warner Bros. Domestic Television Distribution feels it has that fresh youth-appeal sitcom in *Fresh Prince of Bel-Air* for off-network syndication. Either this week or next, industry sources say Warner Bros. will officially lay out the marketing plans for the syndication launch of *Fresh Prince* for fall 1994. Warner Bros.' previous launch of *Full House* last season scored particularly well among the children, teen and 18-34 demographics, and executives appear confident that *Fresh Prince*, which is produced by Quincy Jones Entertainment in association with NBC Productions, will have that—and a strong urban skew as well.

### HIGHLIGHT REEL

To further promote Phil Donahue's 25th anniversary, Multimedia Entertainment is producing 20 "Donahue Moments" vignettes for its 200 client stations featuring highlights from the show.

### NEWS AT NATPE

Among the syndication companies having a presence this week at the Radio-Television News Directors Association convention in San Antonio is NewsBroadcast Network, which will be pitching its satellite-fed video news release and radio news release services, which the company claims to distribute to over 700 broadcast outlets nationally. NBN's video news release distribution packages are offered for cash.

□

Produce Productions, a newly created Cherry Hill, N.J., production

company, will also be making its first appearance at RTNDA by offering *Produce Tip of the Day*, a series of 55-second news inserts for stations' newscasts. Hosted by Sal Guarracino, the food-oriented vignettes are clearing on WNBC-TV New York, WGBS-TV Philadelphia and WJBK-TV Detroit, among other major markets.

### BROADWAY SIGNS TELEMARC

Broadway Video Entertainment has signed Los Angeles-based distributor TeleMarc Entertainment—headed by syndication sales veterans and sisters Joan and Bobbie Marcus—as domestic sales agents for Broadway's library of feature films and off-network series. There are three Broadway Video film packages for syndication with such titles as "Zorro, The Gay Blade" (starring George Hamilton), "Revenge of the Stepford Wives" (Don Johnson), "A Taste of Honey" and the Oscar-winning "Room at the Top." TeleMarc will also handle distribution of evergreen off-network repeats of *The Lone Ranger* (ABC, 1949-57), which Broadway Video acquired in the Chapter 11 buyout of Palladium Entertainment's assets. Broadway Video is owned by Lorne Michaels, creator and executive producer of *Saturday Night Live*.

### COACH OF MANY COLORS

Tirinato Enterprises and Tribune Entertainment have entered an agreement to distribute a colorized version of the 1939 John Ford classic "Stagecoach," which launched John Wayne into Western film stardom. Joseph Tirinato, a program packager and current senior vice president of national sales and marketing for the Television Bureau of Advertising (TVB), negotiated the distribution rights for the film from

Castle Hill Productions. American Film Technologies has been contracted to handle the colorization. Tribune Entertainment is offering *Stagecoach* to stations on a barter basis for two runs during a Nov. 15-Dec. 15 broadcast window.

### RYSHER REPORT

Rysher Entertainment has been retained by Gibraltar Entertainment to serve as the U.S. distributor of *Okavango*, an outdoor action-adventure series for weekly first-run syndication. According to Rysher Entertainment President Keith Samples, the syndicator will offer the series as 26 hour-long episodes or 52 half-hour episodes. Quinta Communications will handle the international distribution. Set in the African wilds, *Okavango* stars Steve Kanaly (*Dallas*), Michelle Scarabelli (*Alien Nation*) and Wayne Crawford (*Jake Speed*), who is also a producer of the series and a principal in Gibraltar Entertainment.

In related news, Rysher also completed production with Another Large Productions on the syndicated special *The Making of Highlander: The Series*. Rysher will be launching *Highlander* in weekly first-run syndication later this month. *Highlander* client stations will be offered the special free of national barter time.

### 'HEARTSTOPPER' HAMILTON

Bexy Communications has signed George Hamilton as host of the two-hour syndicated special *Heartstopper... Horror at the Movies*, replacing the late Anthony Perkins. Handling distribution of the horror salute is New York-based MG Perin, which has cleared *Heartstoppers* in 133 markets, representing 83% of the country. The barter program will have an Oct. 12-31 broadcast window.

# Broadcasting's Ratings Week Sep 6-13

	<b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>15.1/26</b>	<b>12.3/20</b>	<b>11.0/18</b>	<b>NO PROGRAMING</b>
8:00	83. The Young Indiana Jones Chronicles 5.6/10	25. Evening Shade 11.3/20	30. Fresh Prince 10.9/19	
8:30		17. Major Dad 12.2/20	30. Blossom 10.9/18	
9:00	1. NFL Monday Night Football—Washington Redskins at Dallas Cowboys 19.3/34	9. Murphy Brown 13.4/21	27. NBC Monday Night Movies—In the Best Interests of the Children 11.1/18	
9:30		20. Designing Wmn 11.9/19		
10:00		16. Northern Exposure 12.4/21		
10:30				
<b>TUESDAY</b>	<b>15.0/26</b>	<b>6.6/11</b>	<b>8.1/14</b>	<b>NO PROGRAMING</b>
8:00	11. Full House 13.3/24		73. Quantum Leap 6.7/12	
8:30	7. Family Matters 14.1/24	79. Education First 6.0/10	50. Reasonable Doubts 8.4/14	
9:00	2. Roseanne 18.6/30			
9:30	3. Coach 17.0/28			
10:00	8. Going to Extremes 13.6/24	57. Rescue: 911 7.9/14	42. Dateline NBC 9.3/17	
10:30				
<b>WEDNESDAY</b>	<b>9.9/16</b>	<b>8.0/13</b>	<b>10.5/18</b>	<b>9.7/16</b>
8:00	78. America's Unsolved Lifestyles 6.1/10	91. Freshman Dorm 4.3/7	9. Unsolved Mysteries 13.4/23	24. Beverly Hills 90210 11.4/19
8:30				
9:00	18. Home Improvmt 12.0/19		37. Seinfeld 10.1/16	57. Melrose Place 7.9/13
9:30	27. Roseanne 11.1/18	38. 2000 Malibu Road 9.8/16	34. Seinfeld 10.2/16	
10:00	18. Barbara Walters Special 12.0/21		57. Law and Order 7.9/14	
10:30				
<b>THURSDAY</b>	<b>8.2/15</b>	<b>10.4/18</b>	<b>9.7/17</b>	<b>7.6/14</b>
8:00	66. Who's the Boss? 7.3/14	27. Top Cops 11.1/20	45. A Different World 9.0/16	34. Simpsons 10.2/19
8:30	81. Room For Two 5.8/10		13. Cheers 13.0/22	46. Martin 8.9/16
9:00		13. Street Stories 13.0/22	22. Wings 11.5/20	83. The Heights 5.6/10
9:30	88. Homefront 4.9/8			
10:00	12. Primetime Live 13.1/25	67. Middle Ages 7.2/13	57. L.A. Law 7.9/15	
10:30				
<b>FRIDAY</b>	<b>9.7/19</b>	<b>6.1/12</b>	<b>7.4/15</b>	<b>6.0/12</b>
8:00	42. Family Matters 9.3/19	69. Little Mermaid 7.0/15		75. America's Most Wanted 6.4/13
8:30	57. Sat Mor Preview 7.9/16	86. Major Dad 5.5/11	53. Matlock 8.3/17	76. Sightings 6.2/12
9:00	50. Dinosaurs 8.4/16	71. Rescue: 911 6.8/13		89. Likely Suspects* 4.8/9
9:30	64. Perfect Strangers 7.5/15			
10:00	15. 20/20 12.5/25	65. Top Cops 7.4/14	83. I'll Fly Away 5.6/11	
10:30		95. Larouche in '92 3.3/7		
<b>SATURDAY</b>	<b>8.5/17</b>	<b>3.5/7</b>	<b>9.8/20</b>	<b>6.6/13</b>
8:00			32. Golden Girls 10.7/22	70. Cops 6.9/14
8:30	50. ABC Saturday Night Movie—Ghostbusters 8.4/17	95. U.S. Open Tennis 3.3/7	22. Empty Nest 11.5/22	56. Cops 2 8.0/16
9:00			33. Nurses 10.4/20	76. Code 3 6.2/12
9:30		94. Brooklyn Bridge 3.7/7		87. Trial & Error 5.3/10
10:00		91. Top Cops 4.8/10	63. Sisters 7.6/16	
10:30	48. The Commish 8.7/18			
<b>SUNDAY</b>	<b>11.7/20</b>	<b>10.6/18</b>	<b>8.5/15</b>	<b>8.4/14</b>
7:00		4. 60 Minutes 15.3/28	53. Secret Service 8.3/16	93. Bill & Ted 4.1/8
7:30				91. Parker Lewis 4.3/8
8:00	38. Am Fun Home Vid 9.8/17	26. Frannie's Turn 11.2/18	41. I Witness Video 9.4/16	46. In Living Color 8.9/15
8:30	38. Am Fun People 9.8/16	34. Brooklyn Bridge 10.2/16		44. Roc 9.1/15
9:00				6. Married w/Childn 14.9/23
9:30	5. ABC Sunday Night Movie—A Murderous Affair 15.0/25	49. CBS Sunday Movie—Grave Secrets 8.5/15	57. NBC Sunday Night Movie—Deadly Medicine 7.9/13	21. Herman's Head 11.8/19
10:00				53. Flying Blind 8.3/14
10:30				79. Down the Shore 6.0/11
<b>WEEK'S AVGS</b>	<b>11.2/20</b>	<b>8.3/15</b>	<b>9.3/16</b>	<b>7.8/14</b>
<b>SSN. TO DATE</b>	<b>10.9/19</b>	<b>12.1/21</b>	<b>11.5/20</b>	<b>7.6/13</b>

RANKING/SHOW (PROGRAM RATING/SHARE)

\*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT



The following ad ran in The New York Times and The Washington Post.

# An Open Letter To The Driving Public

## Don't Let CBS' "Street Stories" Mislead You About The Reliability Of Your Safety Belt

AMERICAN  
COALITION FOR  
TRAFFIC  
SAFETY, INC.

Last Thursday night, CBS aired a segment on "Street Stories" which attacked, on an industry-wide basis, the performance of safety belts in some crash situations. Specifically, the story charged that safety belt buckles could unlatch if struck sharply on the underside during the course of a crash.

We are concerned that this staged-for-TV presentation may discourage some people from buckling up. This television demonstration was made possible because the belt system was not under load as it would be in an actual crash situation.

The facts are:

- There is no scientific evidence that suggests that such inertial unlatching can or does happen in real world crashes.
- Safety belts work well and save thousands of lives each year.

As the U.S. government told CBS' "Street Stories" prior to the show, "the evidence is consistent and powerful — safety belts installed on cars in the U.S. are providing outstanding crash protection and they do not contain defects merely because the release button is on the face of the buckle. Nothing could speak more clearly to this conclusion than the lives of literally thousands of Americans saved by such belts."

We hope that "Street Stories" did not set back the cause of traffic safety.

Please buckle up every time you drive.



Philip W. Haseltine  
President



## Cable

# BOXING STILL PPV'S MAIN EVENT

*Chavez-Camacho fight puts punch in category's sagging PPV fortunes; football sales lag*

By Rich Brown

**S**ales on the three-week-old *Option Play* pay-per-view college football experiment appear to be going slower than expected for partners Showtime Event Television and ABC. But SET was riding high last week on the results of another PPV event, the Sept. 12 Julio Cesar Chavez-Hector Camacho fight, which provided a \$21 million boost to the sagging PPV category.

Early results last week showed a buy rate of about 4.3 for the Chavez-Camacho bout, according to SET President Scott Kurnit. Sales totaled about 800,000 homes, with an average retail price of \$26 per purchase, according to Kurnit, who said the relatively low price on the bout was a major reason that the event exceeded industry expectations.

"The good news is that pay per view works," said Kurnit. "It erases a lot of concerns that people had about the category."

The fight provided a welcome boost to PPV, which has taken its lumps in a year that got off to a bad start with the imprisonment of legendary PPV draw Mike Tyson. A heavyweight bout last June between Evander Holyfield and Larry Holmes that was priced at about \$35 weighed in with a disappointingly low buy rate of 3.5, and the long-awaited Olympics Triplecast fell far short of projections that had originally been set by presenters NBC and Cablevision Systems Corp.

"I think everyone's a little gun shy after what's gone on this year," said Jim English, senior vice president of programming, Viewer's Choice. "The Chavez fight was a pleasant surprise. It just goes to show that if you've got the right program, the people will come."

As for SET's ground-breaking ven-



*Julio Cesar Chavez's Sept. 12 winning bout pulled in 800,000 homes, \$21 million.*

*"We are comfortably where we need to be. The customer is getting better acquainted with the concept."*

**Scott Kurnit, SET**

ture with ABC to present college football games on pay per view, the jury is still out. In the first two weeks of the *Option Play* experiment, well-placed sources said the games resulted in sales of between 7,000 and 8,000 homes per week. That fell significantly below the targeted 25,000 to 50,000 weekly sub count for the games that

ABC and SET executives had hoped for, although SET's Kurnit said he remains optimistic.

Kurnit last week would not project any numbers for the *Option Play* experiment, pointing out that the company has so far conducted only limited spot checks on sales. He added that the company does not yet have any conclusive data on the experiment because the purchases are being billed on a monthly basis.

Kurnit did acknowledge that sales are "slightly below" expectations, but he added that sales are expected to build as the football season builds. More viewers will explore the option as the team competition heats up and the colder weather boosts HUT levels, he says. Those are essentially the same factors that account for the growth in ABC's over-the-air football ratings each season.

"The same dynamics that work for broadcast television also work for pay per view," said Kurnit.

One bright spot in the *Option Play* experiment appears to be the progress it has made in the San Diego market, where ABC affiliate KGTV(TV) has been extraordinarily aggressive in promoting the pay-per-view option. Sales there in the first week alone were said to be outpacing the national average with a .06 buy rate, even though KGTV's over-the-air opener featured hometown team San Diego State against the University of Southern California.

The results would suggest that there is an audience interested in optional games featuring out-of-state teams, as had been expected by the ABC-SET partnership.

"We are comfortably where we need to be," said Kurnit. "The customer is getting better acquainted with the concept." ■

# USA KICKS OFF \$75 MILLION-PLUS SCI-FI EXPERIMENT

Channel set to launch Thursday in 10 million homes; premieres with 'Star Wars'

By Joe Flint

**U**SA Network's road show for its new Sci-Fi Channel cable network hit Washington last week with the network's president and founder, Kay Koplovitz, pitching it to the Washington Metropolitan Cable Club.

Koplovitz did not let the pending threat of cable legislation (see "Top of the Week") dampen her spirits for the new network, which debuts this Thursday (Sept. 24) in approximately 10 million homes.

Koplovitz described Sci-Fi as "a very dynamic, strong, innovative, visionary and vast frontier for cable systems and their subscribers." Its primary audience at the outset, she said, will be the 12-34 mostly male demographic, but she expects to attract more female viewers and an older demographic down the road.

Programming will be a mix of original and syndicated fare. Products already acquired include *Dr. Who*, *Twilight Zone* and *Lost in Space*, and the network plans to acquire the *Star Trek* series once its current syndication contract expires.

The network will premiere with the movie "Star Wars." Other films lined up for the first season include "Alien" and the *Star Trek* series.

Original programming includes *Inside Space*, a weekly news show hosted by former *Star Trek* star Nichelle Nichols (Lt. Uhura) and produced with the BBC and NASA. Other original programming includes *FTL News* (Faster Than Light) and *Mysteries from Another Dominion*. USA Network is also committed to producing 12 original movies in the network's first year. Said Koplovitz: "I don't remember in this industry seeing the strength in a new network that you are going to see in the Sci-Fi Channel."

The network is also planning promotions that include a multicity tour in 1993 and a tie-in to the Cable in the Classroom project.

USA Network, Koplovitz said, has invested \$75 million to \$100 million in the network for the launch, which she said "will pay off as long as viewers get to see the project."

Ad sales are going well, she said,

but she declined to say what the network was getting per 30-second spot.

Koplovitz said she was opposed to the cable reregulation bill about to be sent to Congress. USA is owned by Paramount and MCA, and both stu-

dios are opposed to the bill. The legislation, she said, is a threat to new cable programming as well as to the growth of the industry and what companies "like USA invest in new products." ■

## TENNIS BOUNCES ON USA

**C**overage of the U.S. Open on USA was down slightly from last year with a 2.2 rating in prime time, marking the network's second-highest-ever rating in the daypart.

The Open ratings were just under last year's prime time rating of 2.3, which remains the network's highest rating. This year's U.S. Open prime time average of 2.2 represented more than 1.3 million homes over 43.5 hours; total coverage over 100 hours averaged a 1.5 rating, representing 923,000 homes. The network's highest-rated night of coverage, a Sept. 9 quarterfinal match between Andre Agassi and Jim Courier, scored a 3.8.

USA Network sold out its inventory for the tournament (Aug. 31-Sept. 13) four weeks ahead of last year's schedule, with an estimated about \$10 million in sales. Pricing was said to be 30% higher than last year for the network's U.S. Open inventory, which held steady at 1,442 units. Among new sponsors were Chrysler Jeep Eagle, Charles Schwab, Michelin, Heineken and Raymond Weil.

## SPORTSCHANNEL SEEKS INJUNCTION

**S**portsChannel America is scheduled to appear in the New York State Court of Appeals Sept. 30 seeking an injunction to block ESPN's \$12-million-a-year deal with the National Hockey League. Incumbent NHL rightsholder SCA claims it had right of first refusal on next season's rights. Meanwhile, ESPN last week revealed a schedule of 10 primarily Friday night NHL games beginning with an Oct. 6 face-off between Philadelphia and Pittsburgh.

## SASSA ON BOARD

**S**cott M. Sassa, Turner Entertainment Group president and Turner Broadcasting System Entertainment Group vice president, has been named to the Turner Broadcasting System Inc. board of directors, assuming the seat vacated by retired Turner executive Jack Petrik. Sassa, already responsible for operations and programming at Turner Entertainment Networks, takes over responsibility for home video distribution and for licensing, merchandising and theatrical distribution of original movies overseas.

## QUANTUM MAY KEEP HALF-HOUR ROTATIONS

**I**t will probably be another year before Time Warner Cable reports buy rates for its 150-channel Queens, N.Y., Quantum system, but early returns from about 4,500 subscribers indicate that running hit pay-per-view movies every half hour is sufficient—and that creating the infrastructure to deliver them every 15 minutes or fewer may be overkill.

"What they are saying is they want a lot more choice," Jim Ludington, Time Warner advanced cable systems project manager, told the Telco-Cable IV Conference, hosted in Washington last week by *Telecommunications Reports* and the Yankee Group.

—PDL

# Business

## WILL TELCOS DIAL TV'S SIGNAL?

*Huge opportunities meet huge costs, although few agree how much those costs are*

BACKGROUND INFORMATION

By Geoffrey Foisie

*"To become truly effective providers of video services (and not just one channel), the telcos will have to deploy fiber to the curb or fiber to the home, as well as the new broadband switches.... I've seen estimates that this could cost anywhere from \$1,000 to \$2,000 per home."*

—Joel Gross, Donaldson Lufkin & Jenrette.

*"The price of converting a telephone system to one capable of transporting both voice and video is about the same as the cost of adding voice to a cable system (\$500-\$800 per customer served)."*

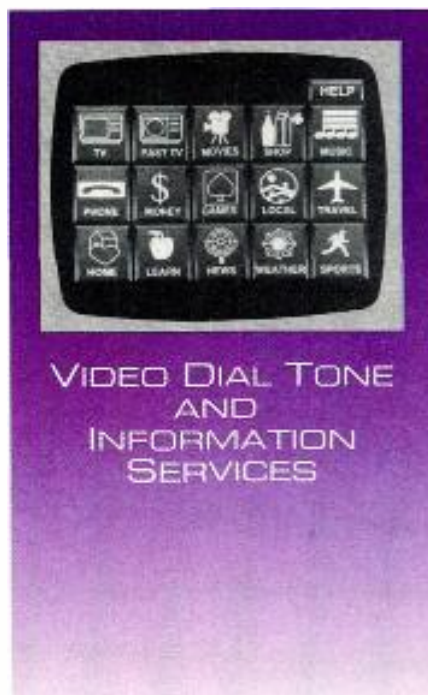
—Ronald Altman, Furman Selz.

**T**his exchange of views two weeks ago in *Barron's* illustrates continuing disagreement about a question fundamental to television: will the telephone companies get into the business? The exchange also illustrates why the disagreement continues: people cannot agree on how much it will cost the telcos. The answer really depends on what is meant by the television business.

There are some, including DLJ's Gross, who say that to truly challenge the cable industry, telephone companies will have to provide a multichannel system too large to transport over copper wire. That implies, say people such as Gross, replacing the copper part of the distribution network with fiber optics at a cost perhaps difficult to finance or justify.

But the cost of fiber continues to decline, said Kurt May, director of investor relations, GTE, and may soon reach the "cross-over" point at which it would be no more expensive than installing copper wire.

Joseph Daleiden, director of corpo-



*Equipment manufacturers, such as Northern Telecom, are joining with phone companies to explore TV-type services. Above screen is from a test for Northern Telecom and BellSouth.*

rate planning for Chicago-based Ameritech, and others note that many homes watch just one channel at a time, so that with video-on-demand, only one channel—not dozens—needs to be delivered all the way to the subscriber. And compression technology has already permitted companies such as Ameritech to run tests of video over copper wire. Denise Jevne, an analyst for T. Rowe Price, said the cost of a compression-based system would be "\$500 or less per sub." Even those who are skeptical of the phone companies, such as Barry Kaplan of Goldman Sachs, say that compression con-

verter costs are expected to drop 40% in the two or three years following their commercial introduction in 1993.

But, ask some skeptics, what about the cost of changing the "switching" equipment from voice to broadband communications? Daleiden said the necessity of having broadband equipment is not a given: "This is not like voice communications, which is going in both directions; with video you would only have voice going upstream."

There is still a question of whether the quality of the signal, even a compressed signal, transmitted over copper is of good enough quality to compete against the many viewing alternatives. The Ameritech tests show, said Daleiden, that video quality may, in fact, be overemphasized: "When a lower-resolution picture is shown with high-quality audio, that is preferable to just a higher-resolution picture. It would appear that one channel of full-motion video that offers comparable quality audio and video is possible for a fraction of that \$1,000-\$2,000 cost."

GTE's May said that such quality doesn't yet suffice for "entertainment" programming, but technological developments could change that. In the meantime, he added, the quality of copper is sufficient for informational video: "If you wanted to call the Library of Congress and see what the 17th President looked like, you could; it is routinely done already."

So the question of telcos and television is not just a yes or no question dependent on costs. It is also a question of what service they would choose to provide, and GTE's May said they are sure to find some services to provide: "It is such a huge opportunity, the telephone company is not going to pass that one up." ■

# NEW RADIO RULES HOPED TO BOOST SALES

*Brokers are optimistic that ownership changes will provide short-term boost, but banks and economy are key to longer-term improvement*

**By John Gallagher**

It was decidedly a more upbeat NAB radio convention last week than has been seen over the past two years as far as media brokers were concerned. Their morale was boosted by the predicted short-term effects of duopoly rule changes that officially went into effect last Thursday, when they were to have appeared in the *Federal Register*.

But although brokers are expecting a flurry of activity in the next three to four months, they don't see the pace continuing much longer than that, due to a continuing lack of bank financing and a still sluggish economy.

"Even if the Fed cut interest rates to zero," said broker Lee Hague, "the banks are in such a troubled state, they're just not interested." The number of banks that are still in broadcast lending has basically dwindled to just the few that were active before radio and television stations became a popu-

lar trading commodity during the 1980's, including Society National Bank in Cleveland. Consolidation of the industry, however, could change that.

The new duopoly rules, which will increase radio ownership caps to 18 AM's and 18 FM's, up from 12 and 12, and which will allow ownership of up to four stations within a market, have been anticipated for the past six months; consequently, some brokers already have duopoly deals that are all but signed and ready to be filed at the FCC. The rules will have the biggest impact in medium-sized markets.

"We'll see a lot of doubling up, especially in markets like Orlando, Houston and Dallas," said Media Venture Partner's Randy Jeffery, explaining that there is not enough advertising revenue in those markets to support the glut of stations.

The larger markets may be harder to predict. Except for group owners with substantial equity such as Infinity



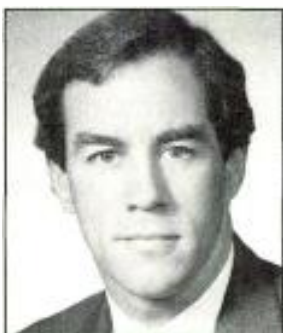
Lee Hague



Randy Jeffery



Ted Hepburn



Dick Blackburn



Mitt Younts



Tom Gammon

# CLOSED!

WGVC-AM/WPLZ-FM, Richmond (Petersburg), Virginia from Paco Jon Broadcasting, Receiver, to Sinclair Telecable, John, Bob and David Sinclair, Principals, for \$1,400,000.

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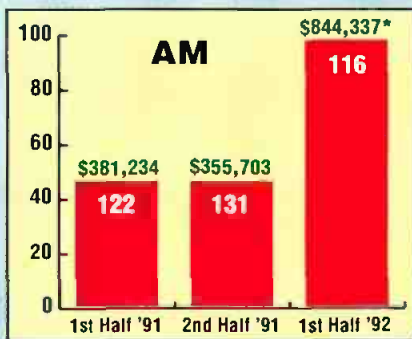
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## FCC-APPROVED STATION SALES

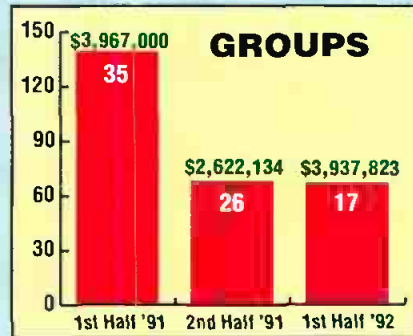
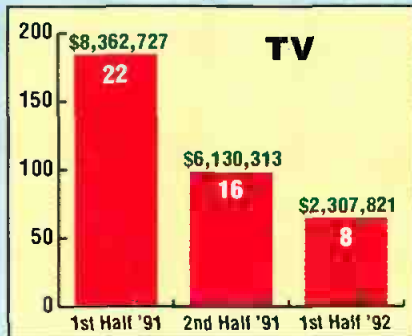
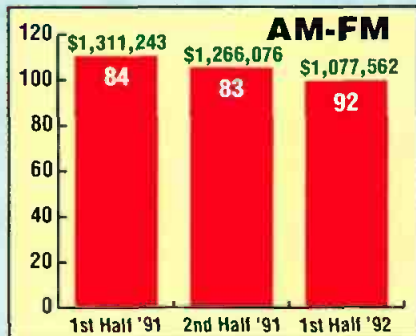
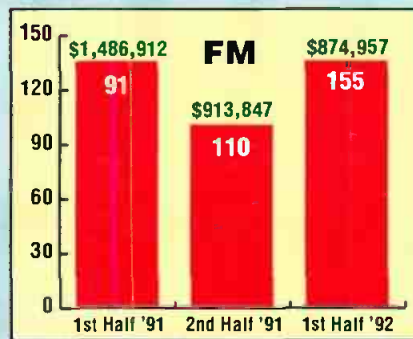
The charts represent the total dollar volume (in millions of dollars) of standalone AM stations, standalone FM stations, co-located AM-FM combinations, standalone television stations and grouped stations (AM-TV, FM-TV, etc.) traded over the past 18 months, according to sales data collected by BROADCASTING.

\$1,000,000 — Average Transaction Amount

122 — Number of Transactions



\*Without WFAN for \$70 million, average is \$242,983



Broadcasting, which recently purchased second FM's in Chicago and Atlanta, there may not be as much incentive to double up in the top markets because of the amount of advertising revenue available, Jeffery said.

For brokers, duopoly transactions could present a challenge to traditional broker services, since the buyers and sellers will be obvious. "A lot of people consider a broker's function to be that of a finder," said broker Ted Hepburn. "I believe this could be a wonderful opportunity for a broker who has talents that are above and beyond that of a finder. Deals within a market could be more difficult because [you are dealing with] competitors, and you're going to get more

personalities involved than you might normally get."

If consolidation is what it will take to bring lenders back into the station trading environment and stabilize station values, then it is much needed, judging by station trades recently approved by the FCC. Both dollar volume and average station prices during the past 18 months have shown generally steady declines (see charts).

With stations selling for roughly five times trailing cash flow, down from a 9-to-10-times multiple five years ago, the deals with the best chance of closing remain those "with a lot of cash," said Dick Blackburn of Blackburn & Co.

But barring deals that can bring

30% equity to the table, both Blackburn and Mitt Younts of Media Services Group see station swaps becoming more prevalent, although they won't be particularly easy. "Station swapping goes beyond the estimated value of a radio station. There are other considerations, like location," said Younts. "No one wants to trade down. There has to be something beyond tax advantages to make the deal work."

Americom broker Tom Gammon is confident that banks will come back, but in the meantime, he says, station owners struggling financially with highly leveraged stations acquired a few years back must first stabilize cash flow by putting together intelligent station combinations—through LMA's or a second FM in a market—that take into account viable formats, so that the station can thrive in a particular market and will fit an owner's long-term corporate strategy.

Indeed, as station owners re-evaluate the health of their companies and take the necessary corrective steps (aided by opportunities presented by regulatory changes), brokers feel the industry will continue to gain strength and are advising clients accordingly. "Now more than ever," said Blackburn, "we're asking clients to be objective and not think of their company as individual stations, but to look at the big picture." ■

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# Changing Hands

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

**KEYV(FM) Las Vegas** □ Sold by Unicom Broadcasting of Nevada Inc. to Broadcast Associates Inc. for \$2.25 million. **Seller**, headed by Andrew Molasky, is also licensee of KEYW(FM) Pasco, Wash., and recently sold KEYF-AM-FM Spokane, Wash. **Buyer** is headed by Steve Gold, and also owns KFMS-AM-FM Las Vegas. The parties plan to enter into an LMA. KEYV has new age format on 93.1 mhz with 24.5 w and antenna 3,724 feet above average terrain. *Broker: Kalil & Co.*

**KQMS(AM)-KSHA(FM) Redding, Calif.** □ Sold by Citadel Communications Corp. to Park Lane Redding Radio Inc. for \$1.36 million cash. **Seller** is headed by Larry Wilson, and is also licensee of KGA(AM)-KDRK-FM Spokane, Wash.; KBEE(AM)-KATM-FM Modesto, Calif.; KROW(AM)-KBUL(FM) Reno; KHEZ(FM) Boise, Idaho; KCNR(AM)-KLZX-FM Salt Lake City; KKFM(FM) Colorado Springs; KCTR-AM-FM Billings and KBOZ-AM-FM Bozeman, both Montana. **Buyer** is headed by Jim Levy, and is licensee of KVOY(AM)-KTPI(FM) Lancaster Palmdale and KPPL(FM) Chico, both California. KQMS is fulltimer with news, talk format on 1400 khz with 1 kw. KSHA has AC format on 104.3 mhz with 100 kw and antenna 1,560 feet above average terrain. *Broker: Communications Equity Associates*

**WCCF(AM)-WQLM-FM Punta Gorda, Fla.** □ Sold by WQLM-FM Inc. to InterMart Broadcasting for \$800,000. **Seller** is headed by Carl J. Marcocci, who also owns WGUL-AM-FM New Port Richey, Fla., and WSGA(AM)-WZAT(FM) Savannah, Ga. **Buyer** is headed by James E. Martin, who also has interests in WGCO(FM) Savannah, Ga. WCCF has news, talk format on 1580 khz with 1 kw day and 122 w night. WQLM-FM has lite AC format on 92.9 mhz with 50 kw and antenna 492 feet. *Brokers: Blackburn & Co. and Jorgenson Broadcast Brokerage Inc.*

**WGGO(AM)-WQRT(FM) Salamanca, N.Y.** □ Sold by Altair Communications Inc. to Michael Washington Jr. and Mary E. Washington for \$550,000. Approved sale of station

## PROPOSED STATION TRADES

*By volume and number of sales*

This Week:

AM's □ \$0 □ 0

FM's □ \$3,623,290 □ 7

AM-FM's □ \$1,910,000 □ 2

TV's □ \$0 □ 0

Total □ \$5,533,290 □ 9

1992 to Date:

AM's □ \$155,701,970 □ 162

FM's □ \$296,496,127 □ 184

AM-FM's □ \$225,879,846 □ 117

TV's □ \$1,382,437,087 □ 47

Total □ \$2,060,515,030 □ 510

For 1991 total see Jan. 27, 1992 BROADCASTING.

last year for \$709,000 did not close ("Changing Hands," Nov. 11, 1991). **Seller** is headed by Gary L. Livingston, and has no other broadcast interests. **Buyers** have no other broadcast interests. WGGO has AC, oldies format on 1590 khz with 5 kw day. WQRT has country format on 98.3 mhz with 1.6 kw and antenna 430 feet above average terrain.

**WNTX(FM) Nantucket, Mass.** □ Sold by Quality Broadcasting Inc., debtor-in-possession, to Radio Nantucket Inc. for \$500,000. **Seller** has no other broadcast interests **Buyer** is headed by Albert Makkay Sr., and is license of WPXC(FM) Hyannis, Mass. WNTX has oldies format on 96.3 mhz with 50 kw and antenna. 405 feet above average terrain.

## PRISM RADIO PARTNERS, L.P.

(Bill Phalen, President)

has acquired

## WOKV-AM/WKQL-FM

Jacksonville, Florida

from

## E Z COMMUNICATIONS, INC.

(Alan Box, President)

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The undersigned acted as broker in this transaction and assisted in the negotiations



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# Radio

## IMUS, LIMBAUGH, WCCO TAKE TOP MARCONIS

South Dakota's 'Neighbor Lady' also honored at radio's annual awards ceremony

By Peter Viles

**T**he star of the NAB's annual Marconi Awards, radio's glitziest and most star-studded event, turned out to be a folksy, 75-year-old woman known to generations of loyal listeners in the Midwest as "The Neighbor Lady."

Wynn Speece, whose morning show has aired on WNAX(AM) Yankton, S.D., for 51 of Speece's 52 years at the station, was awarded the Marconi for small-market personality of the year at the ceremony Sept. 12 at the NAB Radio Show in New Orleans.

Other big winners included Don Imus of WFAN(AM) New York, named major-market personality of the year for the second time, and Rush Limbaugh of EFM Media, named network/syndicated personality of the year for the first time. Stations honored in two categories included KGO(AM) San Francisco, WSIX-FM Nashville and WCCO(AM) Minneapolis, which was honored as legendary station of the year.

To appreciate Speece's place in South Dakota broadcasting, consider



John Corbett, who plays a disc jockey on CBS-TV's 'Northern Exposure,' congratulates Marconi Award winner Wynn Speece of WNAX(AM) Yankton, S.D.

that she has been on the air for 52 years, more than half of her state's 103-year history. Her show has featured everything from humor, home-

spun advice and recipes to World War II War Bond drives and a traveling "Kitchen Carnival."

With an audience spread through five states—the Dakotas, Iowa, Nebraska and Minnesota—she received as many as 200,000 letters a year well into the 1960's, and had a full-time staff of eight just to handle the mail. For 30 years she published annual editions of the "Neighbor Lady Book," collections of recipes, advice and truisms that routinely sold 20,000 copies per year.

The Marconi winners:

*Legendary station of the year:* WCCO(AM) Minneapolis.

*Network/syndicated personality of the year:* Rush Limbaugh, EFM Media.

*Stations of the year: Major market—KGO(AM) San Francisco; large market—WLW(AM) Cincinnati; medium market—WMT(AM) Cedar Rapids, Iowa; small market—KFGO(AM) Fargo, N.D.*

*Personalities of the year: Major market—Don Imus, WFAN(AM) New York; large market—Gerry House, WSIX-FM Nashville; medium market—Van & Connie, WHO(AM) Des Moines; small market—Wynn Speece, WNAX(AM) Yankton.*

*Stations of the year by format: AC/IEZ—WSB-FM Atlanta; big band/nostalgia—WPEN(AM) Philadelphia; CHR/top 40—WBBM-FM Chicago; country—WSIX-FM Nashville; MOR—WCCO(AM) Minneapolis; oldies—KOOL-FM Phoenix; Spanish language—KWKW(AM) Los Angeles; AOR/classic rock—KSHE-FM St. Louis; black/urban—WVEE-FM Atlanta; classical—KDFC-AM-FM San Francisco; jazz/new age—KIFM-FM San Diego; news/talk—KGO(AM) San Francisco; religious/gospel—KNOM(AM) Nome, Alaska.*

### CBS TO DROP 'CRUISIN' AMERICA'

**I**n another sign of hard times for radio networks, CBS Radio announced last week it isn't renewing its weekly oldies show, *Cruisin' America*.

*Cruisin' America*, hosted by Bruce (Cousin Brucie) Morrow of WCBS-FM New York, began in 1987 and airs on 160 stations. CBS spokeswoman Helene Blieberg said the show was not renewed because it has not been profitable. It ends its run at the end of this year.

"The music syndication business has become extremely fragmented and it's very difficult to make the kind of impact that we would like with a syndicated show," she said.

Morrow said he was "very disappointed" by the decision, and that he hopes to keep the show on the air, either on another network or by starting his own syndication company. "The show is very successful audience-wise and station-wise," Morrow said. "They just couldn't sell it. *Cruisin' America* will continue."

—PV



## AWARDS SHOW DRAWS MIXED REVIEWS

It may not be the kind of equality radio wants, but the industry now stands on the same footing with television in at least one area: people are complaining about the quality of their major award ceremonies.

The NAB's Marconi Awards event, billed as the industry's premier awards ceremony, drew unfavorable reviews from many broadcasters who attended the black-tie gala Sept. 12 in New Orleans.

Many attendees interviewed by BROADCASTING complained privately about the length and timing of the event. The ceremony started at 6:30 p.m. on the final day of the NAB Radio Show and lasted until past 9 p.m.—too late for many attendees who had made dinner reservations.

In fact, most broadcasters voted with their feet, leaving the awards ceremony in droves before the final and most prestigious award was presented to the legendary station of the year. When WCCO-AM Minneapolis accepted the award, roughly half of the crowd had departed the convention center ballroom.

In addition, many broadcasters seemed offended by the blue humor employed by some presenters, particularly Westwood One's Julie Brown, who told several off-color jokes.

"I felt that parts of the show were embarrassing for our industry," said Mike Fezzey, general sales manager, WJR-AM Detroit. "I happened to have my wife there, and I was embarrassed for her at parts of the show."

Fezzey added, however, that he enjoyed much of the show and believes the industry can easily improve it.

NAB spokesman Walt Wurfel acknowledged that the association had received some complaints about the length and timing of the ceremony and about some comments made by presenters.

"There are some people who don't like the way the presentations were made and things that were said," Wurfel said. "I think overall these are things that can be dealt with. They're highly successful awards, and we plan to keep them that way." —PV

## IN RADIO FINANCING, SMALL IS NOT BEAUTIFUL

*Cost cuts through consolidation will draw capital to larger stations, NAB panel predicts*

By Randy Sukow

The expected trend toward market consolidation stemming from the FCC's new radio ownership rules will bring in more capital from a wider source of lenders, a panel of executives from large media lending companies concluded at NAB's Radio Show in New Orleans (BROADCASTING, Sept. 14). But for standalone broadcast entrepreneurs and small-market stations seeking to borrow small amounts, money will still be tight.

The new commission rules raise the limit of one AM and one FM to a market to as many as two AM's and two FM's in markets with 15 or more stations. (Licensees in markets under 15 stations are allowed up to three stations with no more than two in one service.)

"It may just be that in many markets—perhaps 50% or more—combinations can result in stations that combine and approach 25% [share] and then go over that," said Jim Blackburn, chairman, Blackburn & Co., Alexandria, Va. "People left with a 3% share will be in trouble."

"The events of the last 30 days have really changed the way our insti-

tution will view things. We think that the duopoly issue is a major fundamental change in the smaller markets," said Matt Breyne, vice president, communications finance, Greyhound Financial Corp., Phoenix.

Consolidation is expected to reduce the number of entities fighting for advertising dollars, especially in markets hardest hit by Docket 80-90's new FM assignments. At the same time, a consolidated operation can be expected to eventually result in lower operating costs.

When considering a loan for a combination, "I'm going to add the two cash flows together and I'm going to give you credit for expense cuts that I can touch. I'm going to want to see the leasing you're going to get and I want to see the people you're going to cut," Breyne said.

Kathleen Mayher, senior vice president, Society National Bank, Cleveland, said lenders will consider financing proposals for consolidated operations on a case-by-case basis. Before the change in the duopoly rules, Society National was involved in a number of local marketing agreements—most of them yielding modest revenue increases because combinations do not automatically double cash

flow. "Don't just jump to find a partner. Find a logical partner," she said.

Money will be available, the panelists said, for large radio operators seeking consolidation deals in several markets. But for the small, standalone broadcaster applying for less ambitious loans, it will still be difficult to raise capital. "Our most common request is the small credit request. Unfortunately, the economics are such that we can't do all of those transactions," said Nancy Barber, vice president, communications division, Northwest Bank, Minneapolis. Instead, the bank tries to convince smaller banks in the stations' communities to back them.

Small-market stations are often unable to convince local banks that radio is a good risk because there are few securable assets. The NAB is currently forming a program to provide information to the banking industry on the broadcasting business and the cash-flow characteristics that can make small radio stations a safe investment.

All agreed that a boon to operators of all sizes would be relaxation of the FCC rule prohibiting banks and other lending institutions from holding a security interest in a broadcast license, a move the commission is considering. ■

# ABC RADIO MOVES SOME FUNCTIONS TO DALLAS

*Job cuts coincide with merger of administrative functions of SMN with rest of networks*

By Peter Viles

**A**BC Radio Networks has eliminated an undisclosed number of jobs and is shifting some others from its New York headquarters to its Dallas offices as a result of the merging of administrative functions of Satellite Music Networks with the rest of the ABC Radio Networks.

ABC did not say how many jobs were eliminated in the merger. An ABC spokeswoman said published reports saying that 50 employees were laid off were inaccurate, however.

The job cuts were first announced in a memo last month from Bob Callahan, president, ABC Radio Networks, to the network staffs. In the memo, Callahan said the merger took place over the summer because "we had reached the conclusion that it didn't make sense for SMN to remain a separate entity when certain functions could be combined with an existing

structure already supporting six networks."

Callahan said of the job cuts, "We tried to take great care in each case to insure that the company's severance package was both fair and generous."

Patricia Evans, an ABC spokeswoman based in Dallas, said the oper-

ations moving from New York to Dallas include marketing, some business administration functions such as traffic and clearance, and affiliate sales.

The network plans to keep spot sales operations in New York, as well as its news and executive headquarters. ■

## RAB TO PLAY BIGGER ROLE AT NAB CONVENTIONS

*Agreement announced at New Orleans Radio Show*

By Peter Viles

**T**he Radio Advertising Bureau and the National Association of Broadcasters announced a new agreement under which the RAB will

dramatically increase its presence at future NAB conventions.

Under the agreement, announced Sept. 11 at the NAB Radio Show in New Orleans, the RAB will assume responsibility for sales and marketing programs at the NAB's two major conventions, with the result being an increase in those offerings at NAB gatherings. Additionally, the RAB will conduct its second in a new series of training sessions, the Certified Radio Sales Managers Seminars (CRSM), immediately prior to NAB '93 in Las Vegas next April.

The NAB, in turn, will provide management sessions at RAB's 1993 Managing Sales Conference, scheduled for Feb. 4-7 in Dallas.

At a news conference in New Orleans, RAB President Gary Fries and NAB President Eddie Fritts said the two associations are committed to forging a partnership that will help both groups while retaining their separate identities and functions.

"The roles of the NAB and the RAB are compatible and do not overlap," Fries said. "It's kind of a win-win situation for the radio industry."

In response to a question, Fritts said the NAB has "absolutely no interest in merging with RAB."

Fritts added that the 1992 Radio Show, at which attendance was down 1.8% from the previous year, exceeded the NAB's financial expectations. "I'm very pleased with this year's show," he said. "It's certainly going to be a financially viable success." ■

# Broadcasting

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| <input type="checkbox"/> General Sales Manager |  |
| <input type="checkbox"/> Station Manager       |  |

# Technology

**IN SYNC****HDTV D-DAY**

Feb. 24, 1993, is decision day for the Advisory Committee on Advanced Television Services. Chairman Richard Wiley says committee members will meet on that date, beginning at 10 a.m. ET, in room 856 at the FCC, to recommend a high-definition television system to the commission for adoption as the next North American TV transmission standard.

**HDTV SHOW AND TELL**

The Association for Maximum Service Television expects all four HDTV proponents to demonstrate their systems at the Sixth Annual HDTV Update, "Countdown to Consensus," Oct. 1, at the ANA

Westin Hotel in Washington. FCC Chairman Alfred Sikes, Capcities/ABC President Daniel Burke and NTIA Administrator Gregory Chapados are to provide opening, luncheon and afternoon keynote addresses.

**DIGITAL PARAMETERS**

The Society of Motion Picture and Television Engineers Standards Committee has adopted a report spelling out "essential requirements of the architecture for future digital image systems."

According to SMPTE, the architecture as outlined by its Task Force on Digital Image Architecture will incorporate a hierarchy that is scalable,

extensible into future applications and compatible with TV, motion picture and computer standards where practical. SMPTE hopes the report leads to agreement on a single system for digital images "flexible enough to accommodate a wide variety of needs, while enabling worldwide interpretability."

**INTERACTIVE PLAYER**

In preparation to market interactive video data service equipment and engineering services to IVDS licensees this fall, Radio Telecom and Technology Inc. opened new offices earlier this month in Riverside, Calif.; (714) 687-3660. RTT plans to submit equipment to the FCC for type acceptance "this fall."

**SATELLITE FOOTPRINTS****SIGN-UP**

New York 1 News, Time Warner Cable's 24-hour local news channel launched Sept. 8 in Manhattan, joined Conus Satellite News Cooperative last week. "Conus has proved its ability to respond to big, breaking stories," says Paul Sagan, vice president of news and programing for New York 1. "Our primary focus is on New York City news and events, but we'll be relying on the cooperative to provide pictures for our headline coverage of news from across the country." Conus already counts News 12 Long Island and WWOR-TV Secaucus, N.J., among its area members.

Conus has also launched a new weekly TV news service, *Saturday Morning News*, following a month of tests. The service offers affiliates a mix of live news reports via satellite and preproduced local weather forecasts, as well as a "menu" of hard and feature news pieces.

**BIRD BUY**

Meeting in Washington last week, the Intelsat Board of Governors approved purchase of two new Intelsat VIII series (C-band) satellites from GE Astro Space for approximately \$165 million and a VII-A (Ku-band) satellite from Space Systems/Loral for nearly \$140 million. "The decision to procure three spacecraft is based on the most recent demand forecast and capacity analysis, which establish clear requirements for additional satellites," said Intelsat, which plans to deploy the series VIII birds in the Pacific Ocean region.

**COLUMBIA CLEARED TO LAND**

Private Intelsat competitor Columbia Communications says it won landing rights in Austria, Canada, Ireland, the Philippines and Switzerland last week. At the same time, it announced winning a U.S. Defense Department bid to supply

satellite capacity to interconnect military bases in Japan, Korea, Guam, Okinawa, Hawaii and the continental U.S.

**BELL HANDLES DIRECTV**

Cincinnati Bell subsidiary Matrixx Marketing will provide national telephone marketing and customer service for DirecTV's planned direct broadcast satellite service, handling up to 100,000 calls daily by the end of the first year of operation, now scheduled to begin in early 1994. The value of the agreement was not disclosed.

**PACIFIC PURCHASE**

Pacific Satellite Connection, Sacramento, Calif., has purchased two mobile uplinks, client lists and contracts from Western Telecommunications Inc., Denver, for an undisclosed amount. PACSAT will base those trucks in Seattle and Phoenix and two others in Sacramento.

-PDL



# A DIFFERENT KIND OF WASHINGTON SUMMIT

Two weeks before Election Day, thirty-one industry and government leaders will have their say about the future of the telecommunications industry.

They will gather at the Omni Shoreham Hotel for INTERFACE VI, a joint presentation by Broadcasting Magazine and the Federal Communications Bar Association (FCBA).

In addition, several hundred others, deeply concerned about mass media regulation and policy, and the financial and economic well-being of the broadcasting and cable industries, will be on hand to listen to, analyze and question the speakers and panelists on the issues explored during this critical, one-day seminar.

We invite you to join us at this important event.

**INTERFACE VI: A Blueprint for the Future**

**Broadcasting/Cable**  
**INTERFACE VI: A Blueprint for the Future**  
**October 21, 1992**  
**Omni Shoreham Hotel, Washington, D.C.**

- 8:00-8:45 a.m. Informal breakfast
- 8:45-8:50 a.m. *Welcome:* FCBA President Bob Beizer, Sidley & Austin
- 8:50-9:00 a.m. *Introduction and Overview:* Don West and David Persson, *Broadcasting*, and Clark Wadlow and Dick Wiley, FCBA Conference Co-Chairs.
- 9:00-9:30 a.m. *Keynote Speaker:* Frank Biondi, Viacom
- 9:30-10:15 a.m. *Congressional Staff Panel:*
- David Leach, House Committee on Energy and Commerce
  - Antoinette Cook, Senate Committee on Commerce, Science and Transportation
  - Gina Keeney, Senate Committee on Commerce, Science and Transportation
- 10:15-10:30 a.m. Break
- 10:30-11:30 a.m. *Industry Leaders Panel*
- Jim Dowdle, Tribune Company
  - Brian Roberts, Comcast
  - Jay Kriegel, CBS
  - Horace Wilkins, Southwestern Bell
  - Leslie Moonves, Lorimar Television
- 11:30-12:30 p.m. *Industry Economic Forecast Panel*
- Douglas McCorkindale, Gannett
  - John Tinker, Furman Selz
  - Steve Rattner, Lazard Freres
  - John Reidy, Smith Barney
- 12:30-2:00 p.m. *Luncheon Speaker:* Alfred Sikes, FCC Chairman
- 2:00-3:00 p.m. *FCC Commissioners Panel*
- Andrew Barrett
  - Ervin Duggan
  - Sherrie Marshall
  - Jim Quello
- 3:00-3:30 p.m. *Debate:*
- Eddie Fritts, NAB vs
  - Jim Mooney, NCTA
- 3:30-3:45 p.m. Break
- 3:45-4:45 p.m. *Media Delivery Futurists Panel*
- John Abel, NAB
  - Wendell Bailey, NCTA
  - Irwin Dorros, Bellcore
  - Stan Hubbard, Hubbard Broadcasting
  - Robert Schmidt, Wireless Cable Assoc.
- 4:45-5:00 p.m. *Closing Speaker:* Greg Chapados, Administrator of NTIA, Department of Commerce
- 7:00 p.m. Hall of Fame Awards Dinner

\*Speakers, panelists and times are subject to change.

## A night to remember, too!

Interface VI is just the beginning of a very special day. Immediately following the seminar, Broadcasting Magazine will present its Second Annual Hall of Fame Awards Dinner at the Omni Shoreham Hotel. Proceeds to benefit the International Radio and Television Foundation.

This year, 20 new inductees will be honored by their colleagues. It's a glorious, memorable evening you will not want to miss.

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# Broadcasting

# Washington

## CABLE BILL BATTLE HITS HOMES

*As final showdown approaches in regulation fight, NCTA blankets households with appeals to contact Congress; NAB, consumer groups respond with ads of their own*

By Harry A. Jessell

It has had all the hallmarks of a modern presidential campaign: high-priced commercials and political consultants, mudslinging, calculated leaks to the press, charges and countercharges of distortions and an overall air of cynicism.

For better or worse, communications policymaking has hit the big time in the current battle over the cable regulation legislation.

"This has got to be one of the toughest fights I've seen [in telecommunications]," said National Telecommunications and Information Administration head Greg Chapados, who, as a Senate aide, lived through scraps over the financial interest and

syndication rules and the AT&T divestiture. "It's a big issue with a lot of emotion."

The cable industry is, perhaps, most responsible for turning what would otherwise have been an inside-the-Beltway debate into a full-fledged battle for the hearts and minds of the American public.

The National Cable Television Association, armed with a multimillion-dollar budget, was first to appeal for the support of consumers in its effort to kill the legislation, launching a media campaign last year warning people that the measure might force cable rates up, not down as its proponents claimed.

That first round of ads and bill-stuffers bashing retransmission con-

sent as a "20% tax" on consumers drew the ire not only of broadcasters but of Hill proponents as well, notably senator and now Democratic vice presidential nominee Al Gore (Tenn.). Appearing with NCTA President Jim Mooney on the *MacNeill/Lehrer News Hour*, Gore blasted the suggestion the measure would impose a tax: "It is a deliberate falsehood, a deliberate distortion."

The NCTA along with several of its members renewed the campaign last month with a new round of spots as the legislation moved toward final passage. It has produced the desired results, as letter and phone calls opposing the bill or at least raising questions about it have poured into congressional offices.

But it has also produced a backlash. Four consumer-oriented lawmakers who support the bill told reporters on Capitol Hill two weeks ago they were conducting a multifaceted effort to counter "cable's fables" about the bill.

"For the cable industry to claim it's coming to the rescue of consumers is like a shark claiming it's coming to the aid of a drowning man," said one of the lawmakers, Senator Joseph Lieberman (D-Conn.).

Anticipating cable's media onslaught, the National Association of Broadcasters countered with spots and ads of their own, telling consumers, "The truth is as clear as the name of the legislation: The Cable Consumer Protection Act." In addition, the broadcasters placed ads in Washington papers commenting not so subtly on the veracity of cable's claims with a picture of Pinocchio.

Other proponents have attacked ca-



Members of the National Council of Senior Citizens picketed in front of the National Cable Television Association headquarters in Washington last week, with chants of "Cable lies—support S. 12," protesting cable's opposition to the reregulation bill and its PR campaign suggesting the bill will mean higher, not lower, cable rates.

ble's claims in letters to lawmakers and press releases. "It is clear that the cable industry will not let facts or the cost of advertising misinformation stand in the way of its desire to preserve its monopoly," said Gene Kimmelman of the Consumer Federation of America. "There is no basis in fact for the phony charge that cable reform legislation will cost consumers more money," said Bob Schmidt of the Wireless Cable Association.

Just last Monday, NCTA employees looked outside to see a small group organized by the National Council of Senior Citizens picketing in support of the legislation. "Cable lies," read one poster. "Seniors support the cable bill." They hung around just long enough to supply video for a report on the bill for *CBS Evening News*.

The cable campaign has reached a level of sophistication surpassing that of most federal election campaigns. On its behalf, Washington-based BBA Inc. has been trying to stir up grassroots opposition to the bill through a direct-mail campaign in key states. On "Consumers Opposed to S. 12" letterhead, the group solicits consumers to call in and then promptly fires off missives to Capitol Hill in their name.

NCTA went first class on its ads, giving the job to Bozell Inc. Working separately, Tele-Communications Inc. hired San Francisco-based Hal Riney & Partners to produce a TV spot in which a senator reconsiders his support for the cable bill in light of new information indicating it might cause rates to rise. Hal Riney created the "Morning in America" spots that helped insure Ronald Reagan's return to the White House.

The NCTA also focused on the editorial boards of prominent newspapers, and the effort apparently paid off. The *Chicago Tribune*, *Boston Globe*, *New York Times*, *Denver Post*, *Atlanta Journal*, *Cincinnati Post*, *Wall Street Journal* and others ran editorials opposing the bill, although not always absolving cable of fault or dismissing the need for some other fix. Only the NCTA knows how many of the editorials can be attributed to its efforts, and it's not telling.

Broadcasters may have scored the biggest hit in the press. Just before the Senate took up the legislation last January, it circulated to reporters a memo from NCTA President Jim Mooney to his members advising them that the NCTA and the Bush administration

would continue to oppose the bill even if a package of weakening amendments they offered were adopted. The reports about the memo angered senators and swelled the vote for the bill, which passed without the substitute.

The broadcasting lobby also spawned stories undermining cable billstuffers by alleging that Commerce Department estimates on the increased consumer costs of regulation cited in the material came originally from the NCTA. (Commerce acknowledges its estimates were based on cable data but says they reflect adjustments made after thorough analysis of the data.)

On the other hand, the NAB got caught trying to pressure broadcast news directors into running anti-cable stories. Senator Timothy Wirth (D-Colo.), one of cable's chief advocates on the Hill, took to the Senate floor two weeks ago to denounce a memo from NAB to its members urging them to "generate the news stories."

Another element of a Presidential campaign that has become increasingly prominent in the cable battle is a President. Much of cable rhetoric, although aimed at Congress, is also meant to persuade George Bush to carry out his threat to veto the bill. ■

## CABLE BILL SURVIVES LEGISLATIVE LABYRINTH INTACT

*Original provisions of Senate's S. 12 form structure of final measure*

By Randy Sukow

**T**he Senate Commerce Committee passed its cable reregulation legislation (S. 12) in May 1991, and after well over a year of debate and revision of the bill in both Houses of Congress, the original structure of S. 12 is left remarkably intact in the final conference report.

The most prominent provisions of S. 12—must carry/retransmission consent, program access and rate regulation—survived the House-Senate conference, although House program-access and rate provisions tempered the Senate's original, severely regulatory language.

The overall premise of the legislation remains, in the view of its authors, that cable is an unregulated monopoly that is charging unfairly high rates and is blocking potential competitors in multichannel video services.

A checklist of the conference re-

port's most significant clauses includes:

**Retransmission consent.** Broadcasters will have the option of negotiating a fee with local cable operators for the use of their signals. The provision remains unchanged from the S. 12 version; it was not included in the House bill (H.R. 4850). Noncommercial stations may not negotiate fees.

**Must carry.** A broadcaster may opt not to negotiate a fee and instead invoke "must carry," legally requiring cable operators to carry the station. Broadcasters will be given the opportunity to choose one of the options every three years, starting one year after enactment. Cable systems with fewer than 300 subscribers are exempt from must-carry requirements, and stations with 12 or fewer channels must carry at least three broadcast signals. Systems with more than 12 channels may be required to devote up to

one-third of their capacity to broadcasters.

The FCC is required to initiate an inquiry within 90 days of enactment to determine whether broadcast home shopping channels should be extended must-carry rights. The commission is also required to revise the must-carry rules to include broadcast high-definition television signals once it sets an HDTV transmission standard.

**Program access.** Conferees adopted the House provisions, which require cable program services owned or partially owned by system operators (such as CNN or Nickelodeon) to void most of their exclusive contracts with cable systems and make their services available to potential multichannel competitors to cable (such as wireless cable and DBS) at prices offered to cable companies. The provision expires after 10 years.

**Rate regulation.** The FCC and lo-

cal franchising authorities are charged with insuring that subscribers are charged "reasonable rates." Cable franchises are exempt from rate regulation if they serve less than 30% of the households in their area or are subject to "effective competition"—when a cable system competes with at least one other multichannel provider that is available to at least 50% of the area's households and is subscribed to by over 15%. Basic service is defined as all local broadcast signals and public service and educational channels. Subscribers as well as local and state authorities may request FCC regulation of "extended basic" channels (such as CNN) they find to be "unreasonable."

**"Buy-through" prohibition.** Within 10 years cable systems must have installed addressable technology to insure that subscribers requesting premium services (such as HBO and Showtime) not be required to buy expanded basic service. The deadline was extended from the five years originally

passed in the House version. The National Cable Television Association claims this provision will cost the cable industry \$2.6 billion. (The cost was estimated at \$5.8 billion under the five-year deadline.)

**Customer rights.** The FCC is required to set customer service standards (standard office hours, telephone availability, lag time before service calls), technical standards to insure adequate signal quality as well as regulations to insure that cable-ready TV's and VCR's are compatible with cable technology. Cable systems are prohibited from "negative-option" billing (providing and charging for a pay service not specifically requested by a subscriber).

**Leased-access channels.** The FCC is required to set maximum rates for producers seeking placement of programs on special channels designed "to promote competition in the delivery of diverse sources of video programming." All "indecent" program-

ing submitted to a cable system is to be carried on one designated leased channel and scrambled unless a subscriber specifically requests access.

Some notable omissions:

**Rural telco crossownership exemption.** There is currently an exemption on the prohibition against telco ownership of cable systems in their local telephone service areas in communities of 2,500 residents or fewer. The S. 12 provision raising the exemption to 10,000 residents did not survive the conference.

**Equal Employment Opportunity.** The conference report carries EEO provisions but drops the House provision requiring broadcasters to follow the same EEO standards now imposed on the cable industry as enacted in the 1984 Cable Act. House Telecommunications Subcommittee Member Bill Richardson (D-N.M.) distributed a letter to colleagues last week urging opposition to the conference because of the omission. ■

## SIKES TIES TV RULES RELAXATION TO BUSH WIN

*At IRTS, FCC chairman extols Murdoch's news plans, laments 'pessimism' of cable bill*

By Sharon D. Moshavi

In his fourth annual and possibly last address before the International Radio and Television Society as FCC chairman, Alfred Sikes issued a veiled warning that TV ownership rules may not be relaxed as planned if George Bush is voted out of office in November.

In his speech before the IRTS in New York, Sikes talked of the FCC's success in easing the restrictions on radio station ownership and the continued, although more difficult, efforts to do the same in television. He called 1993 "the year of television regulatory reform" and predicted that the rulemaking currently under way should be concluded during the first quarter of next year.

Sikes's ability to carry out that plan is largely predicated on whether George Bush or Bill Clinton is inaugurated in January and whether Sikes continues in his position. Said Sikes: "I hope the conclusion of our TV work follows the second inauguration of President Bush. If it does, I feel strongly that other restrictive rules

which are based on pessimistic assumptions and limit opportunities will be expeditiously reformed."

The implication was that the same might not be true if the Democrats entered the White House. In a press briefing before the speech, Sikes told reporters: "I don't know of a partisan act we [the commission] have taken. On the other hand, I think the Democratic Party has been more enamored of central planning and resulting regulation, and the Republican Party has been less so."

Sikes used much of his speech to urge the television industry to use its power to reach and persuade the American people carefully and justly. "My plea is that you exercise this right [to free speech] with a sense of accountability for the consequences of content." He claimed that "the owner alone, or its surrogate, the CEO—not a committee, not a bureaucracy—should answer for the moral tone of an enterprise.... TV's ownership cannot blame toxic programming on the writers."

Sikes focused largely on the responsibility of TV news to provide bal-

anced coverage, especially because it has become the primary source of news information for most Americans. Sikes mentioned 20th Century Fox's Rupert Murdoch as a potential leader to help eradicate the lowest-common-denominator mindset of the television industry. Citing Fox's plans to create "news that's aimed at getting our younger citizens to actually tune in" and Murdoch's published comments about cleaning up Fox's racy *Studs*, Sikes said Murdoch "with one foot in Hollywood and another in the TV network world...might just be the person to take the next important steps" to improve the quality of TV.

One thing that will not help improve television, Sikes said, is the cable bill, which he says is permeated by pessimism and has been created out of fear of change and of the future. "Pessimism," he added, "is an essential ingredient in calls for the Federal Communications Commission to become or remain a cartel manager." He said at the earlier press briefing that if the cable bill is passed, the FCC's obligation to police cable will decrease its operating budget by about 7%. ■



**House Telcomsubcom ranking Republican Matt Rinaldo's** vote against the cable bill last Thursday was among his last. A few days prior to the vote, he announced he would not run for an 11th term, joining the exodus of incumbents that will produce the biggest turnover in Congress since World War II.

Rinaldo's district was not significantly modified by New Jersey redistricting, and Rinaldo was expected to win re-election easily. But like other retiring members, Rinaldo declared frustration with partisan gridlock. "Frankly, the level of frustration I have felt being in the minority has gotten to the point that I have lost some enthusiasm for the job."

Rinaldo has been approached by several potential private-sector employers, but has not accepted an offer, a Rinaldo spokesman said.

**She came to talk about her new Sci-Fi Channel** (see story, page 35), but USA Network President Kay Koplovitz couldn't resist a few harsh words about the cable legislation in her speech last week before the Washington Metropolitan Cable Club.

The bill "is not a consumer bill but a broadcaster protectionist act." She described the program-access provision as "very onerous." In the end, she said, the bill will be "more costly to the consumer." Accompanying Koplovitz to the luncheon was Representative Matt Rinaldo, another critic of the legislation (see above).

**"It's not clear to me that Congress will ever be able to act on a communications agenda** in a forceful, forward-looking way, regardless of insight or leadership," FCC Chairman Alfred Sikes said at a New York telecommunications seminar sponsored by *Business Week*. Lawmakers spend little time on communications issues and thus don't develop the "insights and understanding that are critical to being able to say no to the special interest pleaders or no when faced with the gravitational pull of jurisdictional disputes," Sikes said. Congress should return to the FCC "the discretion to deal with market entry questions." Concluded Sikes: "Anyone who tells you that the FCC is asleep at the switch or does not try consistently to safeguard the public just does not know what they're talking about."

**FCC Chairman Al Sikes**, speaking to reporters in New York last week, criticized the National Association of Broadcasters for urging TV stations to air stories about the cable bill. "In our view, it would be better if trade associations would leave journalism to the newsrooms," he said. "Certainly, if we find a licensee distorting the news, we will not hesitate to act," he said, without specifying the legal basis on which he would act. In a memo to its members, the NAB passed along information supporting passage of the bill for "use by your news departments." "Tell it like it is!" the memo says. "Generate the news stories" (BROADCASTING, Sept. 14).

**A Sept. 7 story in these pages** said the Justice Department would oppose the Hollywood and California motions to intervene in District Court Judge Robert Kelleher's review of the fin-syn consent decree. Not quite. Although most expect Justice to oppose the motions, it isn't saying what

it will do. What's more, it has asked for and received an extension of the deadline for its response, Sept. 29. According to Hollywood lawyer Diane Killory, Oct. 19 has been tentatively set for a hearing before Kelleher on the motions. He could rule immediately after the arguments, she said. The networks have finally settled on an attorney to argue their case against the new FCC fin-syn rules before a federal appeals court panel in Chicago Oct. 2. He is Louis Cohen, of Wilmer, Cutler & Pickering, which represents Capcities/ABC.

**Communications lawyers partial to Bill Clinton** (some hoping for jobs in the Clinton administration) were among more than 1,000 Wash-

ington-area Democrats who paid \$1,000 and up to hobnob with the candidate and running mate Al Gore at a Sept. 12 fundraiser at the

Virginia estate of perennial Democratic activist Pamela Harriman. Phil Verveer, Tom Casey, Frank Lloyd, Charles Ferris, Greg Schmidt, Jonathan Blake and Craig Blakely listened to the speeches and

music supplied by Marvin Hamlisch. Retiring Senator Tim Wirth (D-Colo.) and House Energy and Commerce Committee Chairman John Dingell (D-Mich.) were also spotted in the crowd.

**Mike Synar (D-Okla.), who is in a good position** to affect communications policy as a senior member of both the House Telecommunications Subcommittee and the House Copyright Subcommittee, fought off Oklahoma prosecutor Drew Edmondson to win a runoff primary last Tuesday (Sept. 15). Despite strong opposition from tobacco, oil and gun interests, Synar prevailed 53%-47%.

Meanwhile, Gerry Sikorski (D-Minn.), a member of the Telecommunications Subcommittee's parent Energy and Commerce Committee, squeezed out an even closer 49%-46% primary victory over Tad Jude, a county official. Sikorski had been dogged by revelation of 697 bad checks during the House bank scandal.

**After the House and Senate conferees** two weeks ago settled on a cable bill without including a provision guaranteeing Hollywood a cut of retransmission-consent revenues, the Motion Picture Association of America claimed the lead House conferee, House Energy and Commerce Committee Chairman John Dingell (D-Mich.), reneged on a promise to protect its interests.

Not so, the chairman told reporters last week. Dingell said he told MPAA President Jack Valenti he "would try to be helpful in looking at their concerns" but that it was up to House Judiciary Committee Chairman Jack Brooks (D-Tex.), who oversees copyright matters, to take the lead. Brooks never showed up for the conference, Dingell noted.

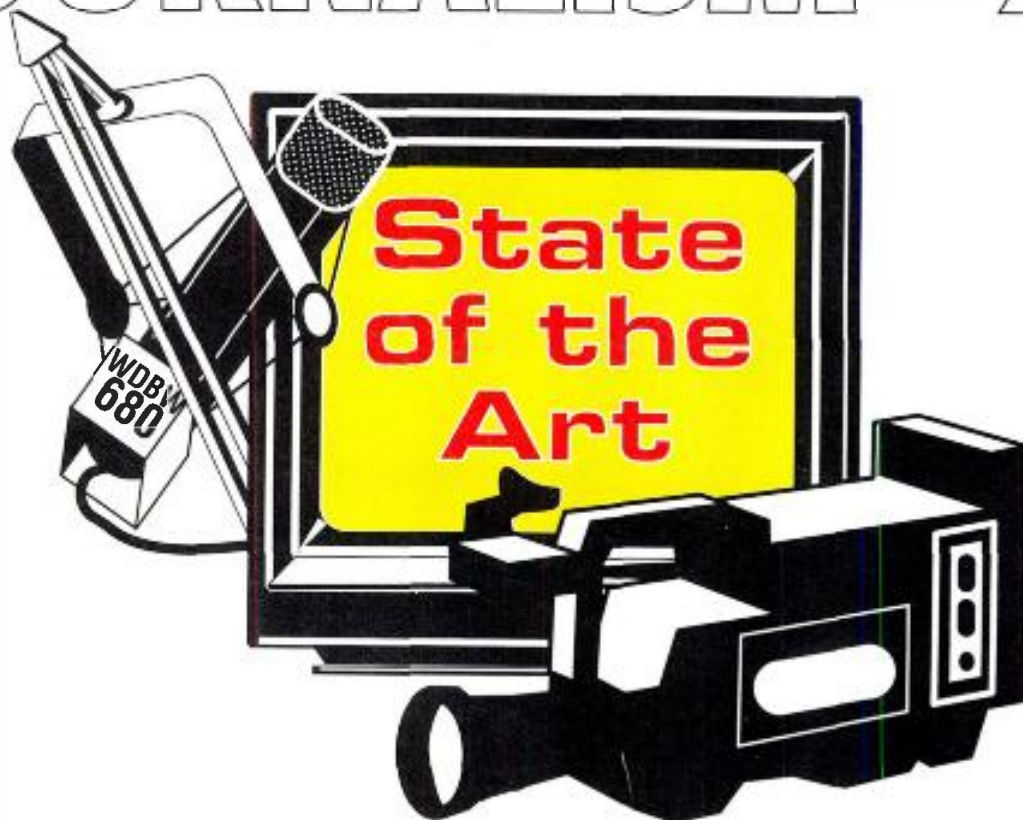
Fellow House conferee Dennis Eckart (D-Ohio), the chief proponent of retransmission consent, said MPAA apparently never got together a specific proposal for Brooks or anyone else to advance. That's a reflection of a lack of unanimity among the studios at MPAA, he said. "Their members no longer just make motion pictures," he said. "They now own cable companies and they now own cable channels. It's not Mr. Valenti's fault."



# Washington Watch

Edited By Harry A. Jessell

# JOURNALISM '92



## LOCAL TV NEWS DIRECTORS GRAPPLE WITH SMALLER BUDGETS, CHANGES IN COMPENSATION, TABLOID TV

By Steve McClellan

In the weeks leading up to the annual Radio-Television News Directors Association's annual convention, which convenes in San Antonio this Wednesday (Sept. 23), BROADCASTING interviewed news directors in markets around the country to get a sense of the current local TV news issues. From the influence of tabloid TV to how cuts in network compensation will affect their future budgets, news directors said they are grappling with a full plate of issues in perhaps the most demanding and pressure-filled era of local TV journalism.

Doing more with less continues to be an issue many news departments face at a time when station managers are looking for additional local revenue opportunities without significant increases on the cost side. Weekend morning news is the latest expansion trend and it's growing rapidly—at the

expense of network children's program lineups. At the same time, some cable operators are demonstrating how the news can be covered with a low-end budget but still look professional.

News directors also worry about the ubiquity of certain syndicated news services, most particularly CNN's NewsSource, but also Conus Communications' array of services. CNN NewsSource now appears on more than one station in most markets, and station newsmen say it's blurring the identity of their newscasts. The problem is less severe with Conus, where nonexclusivity is currently limited to a dozen or so markets.

"It's contributing to the genericism of a lot of local stations," said Emily Rooney, news director at WCVB-TV Boston, who isn't thrilled that WBZ-TV and WLVI-TV in the market share rights to CNN NewsSource with WCVB-TV. "When it comes to getting reports out of [hurricane ravaged] South Florida,

we no longer want their feed," Rooney continued.

According to Conus's Steve Blum, the Minneapolis-based news cooperative would rather do business on a market-exclusive basis. But in a number of instances, he said, stations have raised the issue of giving up exclusivity to lower the price of the service. "We're reluctant to go nonexclusive," said Blum. "But we also have to accommodate our clients. It would be a real problem if it was widespread."

With CNN it is widespread, although Gary Anderson, vice president, CNN Television, doesn't see a problem. "We've heard that from news directors," said Anderson, "but frankly I think they are much more sensitive to it than the average viewer. How many people do you know [outside the business] who watch different newscasts at the same time?"

Anderson likened CNN's effort to

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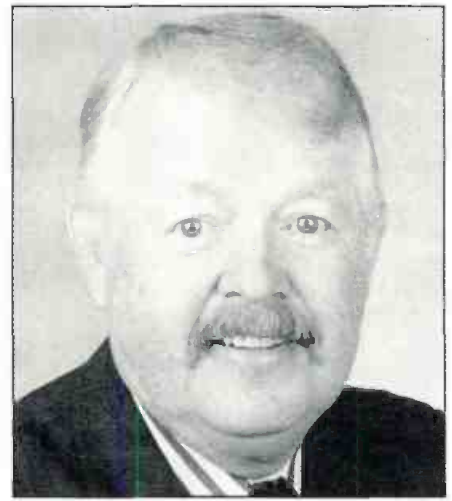
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Emily Rooney, wcvb-TV



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Gary Anderson, CNN

what the Associated Press is to the print world. "I don't want to pick on NBC, but they missed the live announcement that Ross Perot was withdrawing from the race, and they were slow on the [San Francisco] earthquake—and I know a lot of NBC affiliates who were real happy they had us as a backup," said Anderson. "So I think the positives outweigh the negatives of nonexclusivity."

The compensation issue affects CBS affiliates that are embattled over the issue with their network, prompting some stations to explore pre-emptions of both weekly and daily news programs. To a lesser extent, NBC news directors are worried about how current talks with their network on the same subject may affect their budgets.

In Texas, CBS officials have met extensively to discuss the possibility of developing a news program with regional, national and international elements that could pre-empt either *The CBS Evening News with Dan Rather*

or network programming on the weekends, said Jeff Rosser, general manager of KDFW-TV Dallas.

Rosser confirmed that the affiliates have held talks with Conus Communications about having the news co-supply national and international news for such a service. The Texans have been examining the issue since CBS announced radical new compensation cuts two months ago.

And CBS affiliates in parts of the country are also looking at the issue. "Absolutely," said Brian Olson, news director, KWGN-TV Cheyenne, Wyo. "I've already recommended dropping the network [evening] news," he said. "Those same stories are available from Conus and other sources. I was doing live shots from Florida and Louisiana during the hurricane. Does it really matter if it's Dan Rather or the local anchor? The local anchor will have more credibility."

NBC affiliate news directors also worry about how current compensa-

tion talks with their network will affect their departmental budgets, although wholesale pre-emption plans don't appear to be in the works. "Even though we're on the news side, network compensation is an issue," said one NBC affiliate news director. "It impacts every department, including news, when the station has fewer bottom-line dollars."

But news directors around the country have been pressured to cut costs for the past several years, and there is every indication those pressures will continue. "It's definitely a real issue," said Loren Tobia, news director at KMTV(TV) Omaha, Neb., and this year's Radio-Television News Directors Association convention program chairman. "I think we're getting smarter about remaining viable with tighter budgets. But at some point there will be diminishing returns."

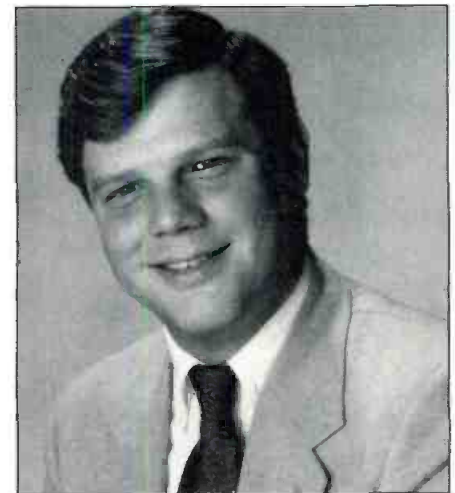
According to Bob Jordan, news director at KING-TV Seattle, the biggest challenge is "managing human capi-



Jeff Rosser, KDFW-TV



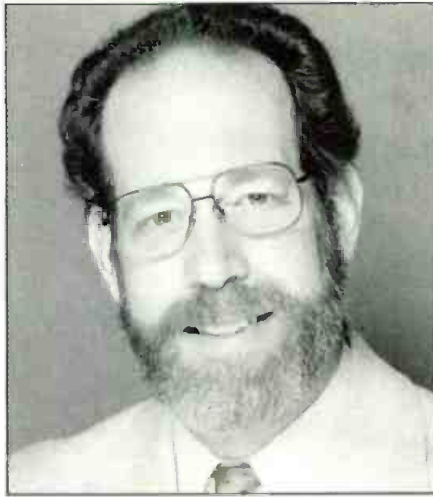
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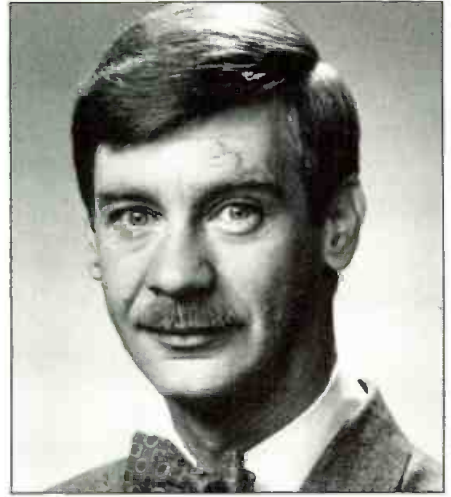
Loren Tobia, KMTV(TV)



Bob Jordan, KING-TV



Bruno Cohen, WNBC-TV



Bob Cook, KTXL-TV

tal. There hasn't been anything new on the technological landscape the past five years. Two-thirds of the budget you spend on payroll. So you have to have the right people in the right jobs and work smarter, not harder."

On the tabloid issue, Rupert Murdoch has put a scare into some Fox affiliates, who worry that his more hands-on approach in managing the Fox television properties will result in the Fox News service taking a more sensationalistic approach to stories.

Statements such as one he made last June at the Fox affiliate meeting in Los Angeles are cause for part of the concern, said Fox affiliate sources. At the time he criticized many current newscasts for being indistinguishable from one another. "It's like every news director in the marketplace graduated from the same dumb journalism class," he said. He also said that news and entertainment "must be linked almost umbilically."

"The concern is he wants to program the news to the audience that watches *A Current Affair*, *Cops* and *90210*," said one midwest Fox affiliate news director. "You get the sense that the Fox-owned stations are headed in that direction, and that will have a big influence on the Fox News product. I can shift a little, but if I shift a lot I lose my audience."

But the tabloid issue isn't restricted to Fox. The three network affiliates in New York and other larger markets are frequently accused of trying to out-sensationalize each other. Some news directors in those markets see a problem and hope to correct it.

"What happened here is, first, the tabloid press so dominates the New York area," said Bruno Cohen, who

became news director at WNBC-TV New York this summer. "The other influence is the overall down-sizing of the news operations. As a result, there are fewer people in the field and they tend to cover what is easy. And it's easy to shoot the scene of the body bag and yellow [police barrier]. There's plenty of it going on in New York, and it is easy to convince yourself that it's news. When you get into that mentality it breeds itself."

But Cohen believes the viewers are being ripped off. "I think New Yorkers in particular have had it" with that kind of reporting. "They don't really believe that the world they see being portrayed in TV news is the one they are living in. And it's up to us to break out of that mentality and be more thoughtful about coverage and to plan and select stories that are more relevant to viewers."

KING-TV's Jordan said the news stations in the Seattle market "flirted" with tabloid approaches in the wake of the success of certain syndicated magazines. "The temptation to flirt with it

is stronger when you have daily [rating] meters," said Jordan. "We all got into it, but it really has a short shelf-life. To be compelling you have to focus on solid writing, enterprise reporting and superior presentation."

The tabloid issue aside, Fox affiliates in the news business said Fox has made much progress with its national newfeed, although work remains to be done before Murdoch can expect affiliates to follow the owned stations' lead and rely solely on the Fox network for news outside the local market. (He's ordered the Fox-owned stations not to renew contracts with CNN.)

"I hope someday they are that good," said Bob Cook, news director at Fox affiliate KTXL-TV Sacramento. "But they aren't there yet, and they have an awful lot to do to catch up with CNN. If it were strictly [Washington-based] national and international stories, I could pick up Fox and not worry about CNN. But if it's a breaking story in the Midwest, they have to scramble; CNN does not." ■

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## NBC'S GARTNER: A FULL PLATE, BUT NO TIN CUP

Doing more with less has become the mantra of the TV news business, and it certainly applies to what NBC News President Michael Gartner has been doing over the past four years. The division is producing more programming (including two prime time shows) than at any time in its history, with far fewer people. Today is number one again and perhaps the biggest challenge is to get the *Nightly News* out of the cellar. In the following interview, Gartner talks about NBC News's evolving mission.

**The *Nightly News* with Tom Brokaw, by your account and others, is a successful show, journalistically and financially, but in the ratings it's in third place nationally. How significant is that?**

It's psychologically significant. There are many markets where we're number one, and many where we're number three. And there are many reasons for that, not the least of which is the lead-in it has. But whatever the reasons, we'll tackle them.

**Well, how do you tweak the show without tampering with those elements that are working?**

I don't know the answer. We know we want it to be a strong, consistent news show with a recognizable format, with a great anchorman and a cast of experts. We know we've got the great anchorman and the cast of experts. We can gather and explain the news. We don't control the time period. In the newspaper business, the single most discouraging fact you learn is that grocery coupons have more impact on circulation than what you put on the front page. The broadcasting equivalent is that *Oprah Winfrey* has more of an impact on who watches the newscast than the actual quality of the show. It's a fact, so we have to deal with it.

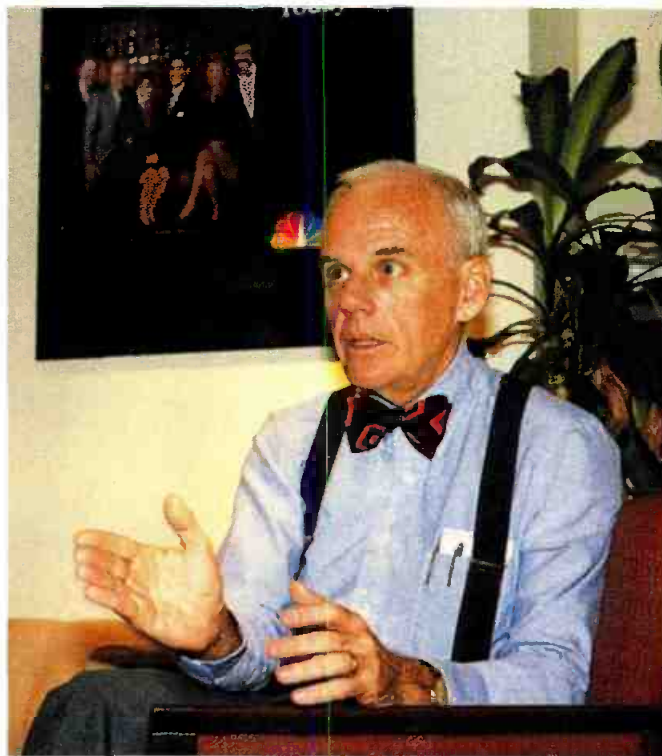
**You seem to be developing programs for every daypart. You're involved with cable channel CNBC, which is the main program supplier for the NBC News Channel, and you're even beginning to tinker with information-on-demand offerings, such as the 800-number for weather information. How does this all relate to the changing NBC News mission?**

The mission is clear: to impart thorough, fair, accurate and timely information to the viewer. You must remember that the number one emphasis is always going to be on nightly news. Everything else you mentioned, such as things we might be doing with CNBC, is important, but the two engines that drive this place are *NBC Nightly News* and *Today*. The two journalistic engines.

**Your second engine has picked up a lot of steam lately, having won or tied seven of the last nine weeks.**

The thing about *Today* is it's a news show. It has a core audience of people who want news who didn't go away during all the troubles, the Deborah days [former anchor Deborah Norville, whose arrival, to replace Jane Pauley, and departure, for Katherine Couric, were less than smooth]. But there's an overlap of viewers who want entertainment. Those are the ones I lost. They didn't feel comfortable seeing friction. They felt there was something wrong with the family, and they didn't want to be around to watch. Now they've come back and we have the momentum.

**You seem to be expending a good deal of resources on other programs—*Dateline* and *A Closer Look*, for example.**



Right. Having said what I did about *Nightly* and *Today*, we're doing lots and lots of things, from *Dateline* to *I Witness Video*, to the Faith Daniels daytime show. We've expanded the *Today* show and *Meet the Press*. We have the [overnight] *NBC Nightside* program, the Maria Shriver and Brokaw specials. So we're putting more on the air than ever before in the history of NBC News and more than the other two networks are doing.

**Increasingly, NBC News seems to be entering new business relationships. What are the key ones?**

The number one relationship is with the 209 affiliates. We set up the News Channel [based in Charlotte, N.C.] to help them at their request. And they help us enormously in the gathering of the day-to-day news. It's a very carefully intertwined relationship.

**How is that relationship evolving?**

It's a partnership in every sense of the word. The affiliates own 20% equity in the NBC News Channel. They supply an awful lot of the news to the channel, although CNBC is the number one supplier. But the affiliates are the primary user.

**And the other key relationships?**

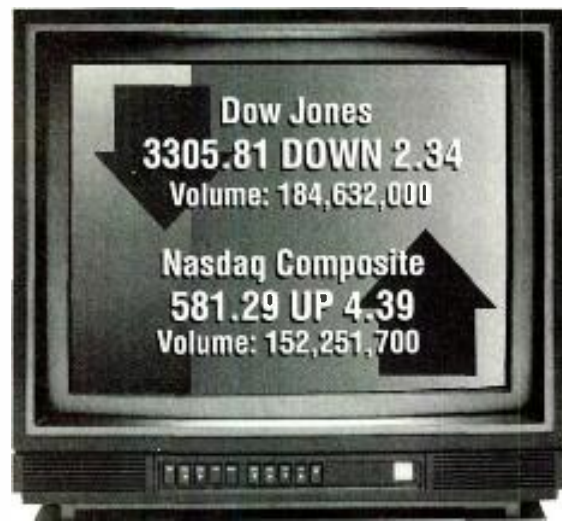
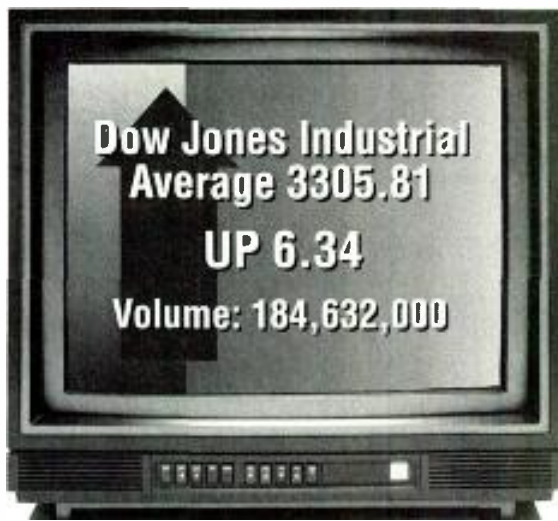
Second on the list is the one we have with Reuters and Visnews. We're their U.S. news supplier and their major U.S. customer. We have shared facilities in Moscow and other bureaus. They have somebody in our newsroom and vice versa, so we plan, strategize and cover together.

**Is the goal of the Charlotte, N.C., operation, where the news channel is based, to enable affiliates to rely solely on NBC News for national stories without having to go to services such as CNN or Conus?**

Well, it seems to me an NBC affiliate shouldn't have to buy



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any outside sources and that that's probably a waste of their money. And if they were buying it, it meant they felt they needed it and weren't being served by the network. That's why we set it up. In increasing numbers they are dropping CNN and Conus and redirecting that money into their own newsgathering operations.

**What message will you be bringing the affiliates at the RTNDA convention this week?**

We're going to a GE-inspired concept called Workout, where you break into groups and ask what are the problems in the relationship. There are moderators who put them all on a board. Then we ask how many we can solve right then and there. Some we may solve, others we'll look into and still others may be unresolvable. It may be something as straightforward as a feed time in the Rocky Mountain zone.

**No big announcements?**

No. It's really fine-tuning. The heavy lifting at this place has been done. Now we're at the really fun part, which is the programing, the relationships, the journalism and growth.

**Is the staffing level where you want it to be?**

Yes. There will always be shifts, depending on the programs on the plate.

**How many full-time NBC News personnel are there now?**

It's in the neighborhood of a thousand. I suspect the peak employment was about 1,500, and that was about six years ago. And bear in mind they weren't producing nearly as much programing then as we are now. There was no *Night-side*, no *Today* weekend shows, no *I Witness Video* or *Closer Look*.

**How much has the international staff been cut?**

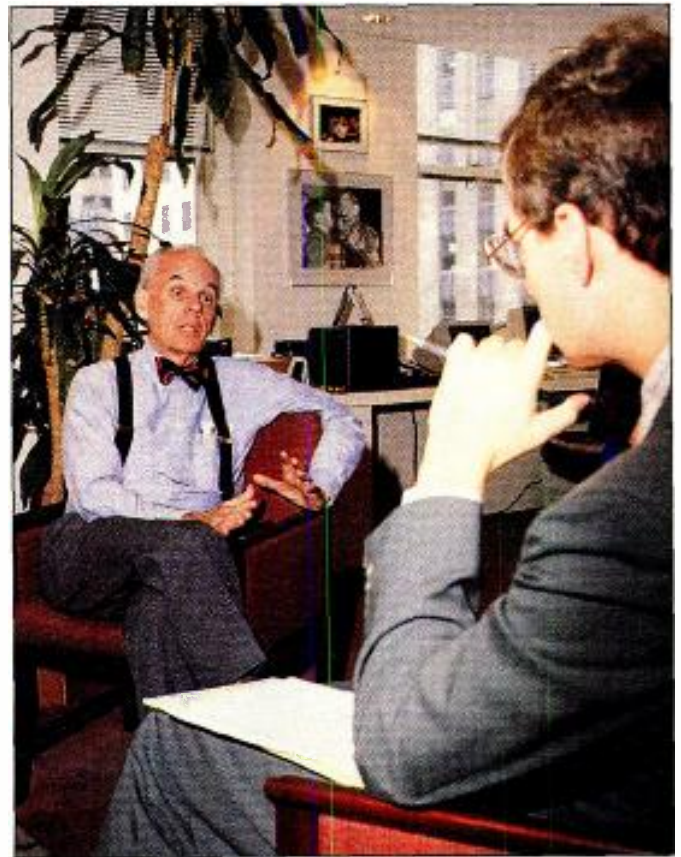
In the last three years our overseas employment has gone down by 100 people, but the number of correspondents is the same, or one down, and the number of producers is, I think, two down. So the other 97 or 98 people had other jobs—drivers, fixers, office managers. So a lot of it was an infrastructure that was dismantled, but the journalistic structure was not.

**How will NBC's own foreign newsgathering effort interact with Visnews?**

The first thing is to avoid duplication. We rely on them increasingly for the day-to-day newsgathering: the flood, the government action, the Pope visiting Czechoslovakia. We rely on our own people for the big, exclusive story. We want the interview with the Pope. Visnews can cover the trip he takes. We collaborate on the war in Yugoslavia—both with Visnews and the BBC, with which we also have a close relationship.

**Is NBC News profitable?**

It's a very complicated answer. I've always heard CBS makes money because of *60 Minutes*. Bob Wright told me one time he could make the NBC News division profitable overnight by making *Cheers* a news division show. In effect he was saying you can't rely on a prime time success to make the news division work. Make your news division carry itself on its coverage and its core programing. The way bookkeeping works around here, I don't get any significant financial benefit from *Dateline* or *I Witness*, which are both financial successes.



**So are you profitable?**

I won't break even in 1992. But if sales hold up in 1993 at the 1992 level and if there is no huge war, if the *Today* show continues on the same [upward] trend and if *Nightly* doesn't deteriorate, I will break even in 1993. I've got that hedged about as much as I can hedge for you. So, in addition to not being a drag on the corporation, like it has been for the last 20 years, the news division will also contribute two prime time shows that I suspect will produce a profit in 1993.

**How important is profitability for the news division?**

You can't be journalistically vigorous unless you're financially strong. You just don't want to lose money—you don't want to be walking around with a tin cup. It is a news business and you want to be successful in both worlds, news and business.

**Some affiliate executives have commented on what they see as a high level of sensationalism in *I Witness Video*. How do you respond?**

With all due respect, the material on *I witness* is by and large video that has been on the 5 p.m. and 6 p.m. news shows of the executives complaining about the show. The first show had one piece that probably went over the line in the repetitive showing of a tragedy [a pregnant woman jumping out of the window of a burning building]. For the most part, it is not sensational and is kind of interesting. One recent piece was about an abusive baby-sitter. Very unpleasant, but in effect a terrific service. It was compelling and quite a warning and a help to parents. If anybody is complaining about this show, they haven't watched it. I'm proud of the show. ■

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Selected managers are from newspapers, newsmagazines, television, news services and other news operations from the *United States* and other *countries*.

News seminar sessions have included Tom Brokaw of NBC News rating the new technology-driven journalism; Elliot Jaspin, a Pulitzer Prize winner and former Media Studies Center Fellow, on using the personal computer as an investigative tool; former Fellow and television producer Adam Clayton Powell, III charting the future course of fiber optics; Hal Buell of the Associated Press describing the digitized darkroom; and Kathleen Criner of ANPA on managing the use of electronic databases.

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Dave Andrews, Doug Frattalone, Lisa Engstrom, Lisa Gebhart and Stan Turner are anchors of Conus's All News Channel, a 24-hour syndicated news service.



CNN Newsource's Toria Tolley anchored a customized news feed for WSB-TV Atlanta, covering last February's flooding in Ventura County, Calif.

## GROWING INTEREST IN SYNDICATED NEWS SERVICES

By Mike Freeman

News suppliers are experiencing a paradox similar to one in other sectors of syndication—the number of domestic news suppliers is contracting and much of the news business is in the control of a handful of major players at the same time that local broadcasters' appetite for national and international newsfeeds is growing. Particularly noteworthy is the seemingly increased interest on the part of network affiliates—most notably CBS affiliates—to pre-empt network-produced morning newscasts and go with outside news suppliers.

Since the early 1980's, both CNN Television and Conus Communications established substantial shares of the domestic satellite newsfeed business, with Worldwide Television News and Visnews the major international news providers, leaving an ever-smaller selection of boutique suppliers. Six months ago, Turner Broadcasting System's CNN completed the acquisition of one of those smaller suppliers, the Group W Newsfeed service, which provided the cable/broadcast news giant with the potential of adding its 77 Newsfeed subscribers to CNN's already robust roster of 350-plus broadcast subscribers.

Other majors have fallen out of the ranks, with Warner Bros. Domestic Television Distribution discontinuing its long-time N.I.W.S. news service and The Tribune Co. pulling the plug

on the Independent Network News service over the last two years.

Sensing that CBS affiliates are growing disenchanted due to recent network compensation reductions and the third-ranked performance of *CBS This Morning* (which recently has been trying to prevent further affiliate pre-emptions by increasing the amount of time affiliates have for local news "windows" [BROADCASTING, Sept. 14]), CNN and Conus have continued to dangle their news packaging services in an effort to get affiliates to establish or expand their morning newscasts.

Gary Anderson, vice president of CNN Television, said that a number of affiliates asked: "Are you going to do anything?" about creating and producing a nationally syndicated morning news show with larger 20- or 30-minute windows for local news inserts. "My answer was 'no,' because we really have a full plate in terms of the many news services we already offer, most of which already make it possible for some affiliates to produce their own morning newscasts. Any decision to make a commitment to do a separate syndicated morning newscast would come from the highest levels from Ted Turner to Tom Johnson, Terry McGuirk and Jon Petrovich."

Conus Communications, a subsidiary of Minneapolis-based Hubbard Broadcasting, broke ground in 1990 by providing its exclusive 24-hour All News Channel to 79 broadcasters nationally (in addition to the New Eng-

land News Channel and other regional cable news operations). Rather than being a straight newsfeed service, ANC is a fully anchored newscast service.

Many affiliates alternate the use of ANC on the hour between the three networks' recently established overnight news services, but Steve Johnson, Conus Communications' director of news and program services, said that an unspecified number of affiliate and independent stations currently pick up a half-hour of ANC and use the remaining half-hour for local news inserts. And going into the Radio-Television News Directors Association convention this week in San Antonio, Johnson said Conus will be introducing an expanded *Saturday Morning News* service, which will provide stations with raw newsfeeds, pre-produced feature packages, weather, sports and scripted introductions for stations to incorporate into their locally produced morning newscasts.

"The idea is to provide a complete turnkey news package service where all the local talent has to do is voice-overs for many of the international and national news pieces we provide," said Steve Cope, senior managing editor for Conus's news services, who added that *Saturday Morning News* is being offered on a cash basis with All News Channel incumbent stations being extended right of first refusal in their markets. "Besides NBC leaving

Continued on page 65



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# NEW CABLE NEWS CHANNELS ON BACK BURNER

Two launches likely in '93; recession dampens prospects for moves in other cities

By Rich Brown

**W**hile there might be potential for regional cable news channels in a number of major cities beyond the half-dozen or so already in operation, it doesn't look like there will be expansion into additional markets anytime soon. Many in the industry say they hope to learn from those already up and running and then look to expand the concept elsewhere.

There are now five channels in operation—Cablevision Systems Corp.-NBC's News 12 Long Island (New York); Freedom Newspapers' Orange County Newschannel (California); Allbritton Communications' News-Channel 8 (Washington); the Hearst Corp./Continental Cablevision's New England Cable News Channel; Time Warner's New York 1 (New York City), and at least two more planning to launch in the next year.

*"There's more of a wait-and-see attitude than there has been in the past. These things always look great on paper, but I don't know anyone who is making money on them out there."*

**Nicholas Trigony, Cox Broadcasting**

Next up is Tribune Co.'s Chicago-Land Television News, which the company plans to launch with at least 600,000 subscribers on Jan. 1, 1993.

Following that, if all goes according to plan, Cox Enterprises continues to move forward on California News Channel, a statewide channel that the company is looking to launch some time in 1993.

Interest in developing additional news channels elsewhere in the country has hit various highs and lows in recent years. Cablevision and NBC have at times talked of plans to expand its News 12 Long Island concept to New Jersey and elsewhere, although it appears now that any such plans have been placed on the back burner. Executives at both Lenfest Group and Comcast Corporation have talked about developing some type of news service in Philadelphia, although no timetables have yet been revealed. Cox executives have talked in the past about developing a news channel in Atlanta, although such talk has not resurfaced.

"There's more of a wait-and-see attitude than there has been in the past," said Cox Broadcasting President Nicholas Trigony. "These things always look great on paper, but I don't know anyone who is making money on them out there."

Among those who remain particularly bullish on the regional cable news format is Hearst executive Philip Balboni, who helped the company launch its New England Cable News Channel last March. Balboni said areas around the country that do not currently have operations but show strong potential for news channels include Florida, Ohio and Texas. Nevertheless, he added, it is still a "speculative" business with no guarantee for success.

"When the reregulation dust settles and they start taking a broader view, they're going to realize that it will be a significant boost to their advertising," said Tom Wolzien, an analyst with Sanford Bernstein and a former NBC executive involved with the company's cable news initiatives.

Wolzien said that Cablevision has been able to build a formidable local sales force in part because News 12 Long Island inventory helped them find their way through the doors of advertisers. He added that the cable

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<p><b>News 12 Long Island</b> Long Island, N.Y. 655,000 Subs. Launched Dec. 15, 1986 Cablevision Systems Corp./ NBC</p>	<p><b>Orange County NewsChannel</b> Orange County, Calif. 510,000 Subs. Launched Sept 17, 1990 Freedom Newspapers Inc.</p>
<p><b>ChicagoLand</b> Chicago and Suburbs 600,000 Subs. Launched Jan. 1, 1993 Tribune Co.</p>	<p><b>New York 1</b> New York City 850,000 Subs. Launched Sept. 8, 1992 Time Warner</p>
<p><b>NewsChannel 8</b> Wash. D.C. and Sub. Md., North. Va. 671,000 Subs. Launched Oct 7, 1991 Allbritton Communications</p>	<p><b>New England Cable News Channel</b> Boston; most of Mass.; Parts of Conn.; N.H., Maine 800,000 Subs. Launched March 2, 1992 The Hearst Corp. and Continental Cablevision</p>

business might need to look at news operations as loss leaders in much the same way that local broadcasters learned to do years ago.

Alan Bell, broadcast division president for Freedom Newspapers, said it is possible to see some variation on a

cable news channel in every market in the country with at least 200,000 homes. But he was quick to add that the continuing recession is likely to dampen any launch plans at present. "You have an economic hurdle to jump over and it's not small," said

Bell.

"Long term, I think it's a good business," added News Channel 8 President John Hillis. "Right now," he said, "The revenue that you can draw from advertising ain't exactly busting out all over." ■

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# SCRAMBLE IS ON TO PROVIDE LOW-COST RADIO WIRE SERVICE

*Can five radio wire services survive in lean times?*

By Peter Viles

**A**s radio stations continue an industrywide effort to cut costs, the universe of radio news wire services is expanding, setting off intense competition for station business.

UPI's return from the brink of extinction has capped an unusually busy summer in which three new radio wire services were launched: ABC's News-Wire, CBS Zapnews and the newest, StandardNews Wire.

Not to be outdone, Associated Press has launched AP DriveTime, a service tailored for cost-conscious stations with limited news needs.

"The common wisdom not long ago was that you had to be AP or UPI to do this," says Zapnews President Jim Hood. "Now it's accepted that that's not true."

But Hood adds, "It's still an expen-

sive business to be in. It's hard to see how tons of people are going to make money in this. I think there has to be some consolidation."

The newest news provider, StandardNews, typifies trends in the industry. The company, which grew out of Pat Robertson's aborted bid to buy UPI, delivers sports, weather, national and international news by using a newsgathering staff of its own in Washington and the international resources of Reuters. Its parent company is Broadcast Equities Inc., in which Robertson is a significant investor.

Rather than take aim solely at AP and UPI, StandardNews is also competing against radio networks by offering customized network newscasts that do not mention the StandardNews name. "You no longer have the network name competing for the attention of Arbitron diary keepers on your

air," StandardNews says in its sales brochures.

The emphasis is on flexibility and on a simple, inexpensive delivery system—not on competing against the AP's massive domestic newsgathering resources. "The problem with state news is that the cost exceeds the potential for revenue," says StandardNews managing editor John Rodman. "To do a good job at state news would cost so much it would make AP's current rates look generous."

Similarly, neither ABC's News-Wire nor CBS Zapnews claims to challenge AP's ability to gather and distribute breaking state news. Instead, those services are being marketed for their flexibility, low cost and their appeal to network affiliates.

For AP, the trend toward cheaper, more entertainment-oriented news has presented a daunting challenge. The wire service must uphold its expensive tradition of exhaustive state, national and international coverage, while at the same time offering a lower-priced service for radio stations.

Jim Williams, vice president and director of AP's Broadcast Services, says the news cooperative believes it has successfully struck that balance with its new product, AP DriveTime, a morning-only service for music-intensive stations.

"It's the fastest-selling product that we've introduced since I've been at AP," Williams says. "Stations that have been without a wire service for 20 years are taking it because it's affordable and it has value."

It remains to be seen whether UPI will try to rebuild its domestic bureau system to compete against AP or will compete mostly for low-cost business.

"We are looking at gradual expansion outside of Washington to begin a slow and steady rebuilding of the editorial operation, both in this country and overseas," says Steve Geimann, executive editor and executive vice president, UPI Radio Network.

UPI's new products include SelectNews, a dial-up service that enables radio and television stations to access UPI's main computer and order stories one at a time rather than buying the entire wire.

UPI is also introducing FaxNews Plus, an enhanced version of its FaxNews service that will give stations instructions on how to meld faxed news summaries with audio cuts available via the UPI Radio Network. ■

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**SYNDICATED NEWS**

Continued from page 60

the Saturday kids business and airing the *Today* show on weekends, a number of affiliates are expressing an interest in getting into the news business on weekend mornings."

Since 1987, Turner Broadcasting System has been offering *CNN Newsource*, a newsfeed service that transmits 11 Ku-band satellite feeds to over 260 station subscribers daily. In the 10 years since CNN Television first started offering syndicated news services, the product roster has included *CNN Live Breaking News*, *CNN Excerpting*, *Turner Entertainment Report* and *Headline News* and *Newsourc Live Edition*. The creation of the *Turner Entertainment Report*, says Anderson, evolved from the *Group W Entertainment Report* that Group W Newsfeed was offering prior to its acquisition by CNN.

Anderson said that at RTNDA, CNN Television will be gathering news directors' reactions to *Network Earth*, a new series of two- to three-

minute news vignettes on environmental issues, a topic that has received strong emphasis from TBS Chairman Ted Turner. If there is positive feedback, Anderson said CNN would offer the three-times-a-week series on a straight cash basis as early as February 1993.

Among the international news services, of which CNN has a significant share, Worldwide Television News and Visnews International have also carved out niches. WTN, 80% owned by Capital Cities/ABC Inc. and 10% each by ITN of the United Kingdom and Nine Network of Australia, distributes its Daily Satellite Service-Atlantic (DSSA) newsfeed service to 1,200 broadcasters on six continents, according to Terry O'Reilly, vice president, Americas, WTN.

Besides DSSA's heavy emphasis on providing raw newsfeed footage from Europe, O'Reilly said that WTN is now also producing a Daily Satellite Service-Pacific (DSSAP), which its New York operation center tailors for stations in the U.S. and abroad on the Pacific Rim.

Surprisingly, one of WTN's cus-

tomers is CNN. "We are trying to be a nonexclusive service to everybody, a news agency to broadcast stations and networks, in addition to cable," O'Reilly said. "In many cases, broadcast affiliates and independents find that they excel in news coverage when they have three or four news sources, and we happen to be one of the best in delivering international news footage."

Prior to July, when Reuters bought out its Visnews partners NBC and the BBC, the newsfeed service was restricted to serving as a supplier to the broadcast and cable networks. However, Chris Travers, executive vice president, Visnews International, said Reuters has given them a mandate to broaden their services into the broadcast syndication realm. Currently, Visnews offers seven daily newsfeeds domestically to an array of broadcast and cable networks. Visnews is constructing new uplink facilities in Moscow and London, and plans to begin construction in Washington, which will likely allow Visnews to broaden its appeal to domestic U.S. broadcasters. ■

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# COMBOS MERGE NEWS STAFFS TO BOOST COVERAGE

Managers hope combined operations of TV, radio stations give them competitive edge

By Steve McClellan

**W**ith local broadcast news budgets tighter than ever, two station combinations, KIRO-AM-TV-KWMX(FM) Seattle and WBZ-AM-TV Boston are trying to get more bang for the buck by merging their radio and TV news operations. In both instances, reporters and producers for television will also do radio stories and vice versa. The managers involved say they do not expect to save money or reduce staff, but instead hope to do more with the same resources.

The television news competition is fierce in both markets, and both combinations already have a strong news radio presence. At KIRO, in addition to merging the TV and AM news efforts, the FM property, KWMX, is switching from adult contemporary to a news format starting today (Sept. 21). KIRO-AM is the dominant news/talk/sports station in the market.

*"In this economy, you can't just go out and add 40 people to make that [a superior news product] happen. But we just did by merging with radio. And they just added 103 people by merging with us."*

Gail Neubert, KIRO-TV Seattle

KIRO-FM will simulcast KIRO(AM) about 60% of the time, and will air the AM's regular news and information programming when the latter is doing live sports coverage.

"There is a lot of parity among the TV newscasts in Seattle," said Gail Neubert, news director at KIRO-TV.

"What we're trying to do is create a superior news product to break out of the pack. But in this economy you can't just go out and add 40 people to make that happen. But we just did by merging with radio. And they just added 103 people by merging with us."

Neubert, who assumed the helm of the TV news department earlier this year, reports to Andy Ludlum, vice president, news operations, KIRO Inc., who will also continue to serve as news director for the radio operation. Ludlum reports directly to KIRO Inc. President Ken Hatch.

Both KIRO and WBZ are building news facilities to physically house the merged units in one large newsroom-studio area. In both cases, that work is expected to be completed by year's end or early next year.

WBZ-TV is second in the evening news race at 6 p.m. and first in late news, according to the July Nielsens. According to John Spinola, vice president and general manager, WBZ-AM-TV, he's been planning a merger of the two news operations since shortly after he assumed responsibility for the radio outlet a year ago.

"The strategy is to get a real steep improvement in the product," said Spinola. "We have 90-plus people from TV out gathering news all day. So stories can be advanced throughout the day with phoners to the radio station. And the flip side, for example, is that the radio station can do a great morning wrap-up package from elections the night before using a lot of reports that TV did."

By integrating the departments, Spinola said, "it solidifies your position as being the primary resource for local news." For the time being, both TV News Director Jeff Bartlett and AM News Director Brian Whittemore report directly to Spinola.

"The important thing is that they talk to each other," said Spinola. "With separate departments, a lot of things that should happen normally don't. By sharing the same Baysis computer system, people will be in the loop and there's better coordination. If one side is covering an event, the other will know about it and be able to send a reporter somewhere else or put a different spin on the event." ■

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**General sales manager:** Urban/AC poised for dramatic growth in one of America's greatest markets — Atlanta. We are seeking an experienced person with an outstanding track record who has the energy, ambition, and intellect to help us make this a great radio station. Send resume, salary history, references to Charles Smithgall, President, WALR/WCNN, 209 CNN Center, Atlanta, GA 30303. EOE.

**General manager:** Sales oriented. Small market AM/FM. Reply PO Box 592, Lewisburg, PA 17837. EOE.

**GM/SM for growing small Midwest AC FM:** Must be experienced in programming, promotions, sales. You'll direct and train sales staff, carry list, be community oriented and involved. Need an upbeat, creative motivator to boost our bottom line. EOE. Reply to Box P-29.

**Operations manager and sales manager:** New start up FM in Southside Virginia seeks operations manager and sales manager. Experienced only need apply. Motivated self starters will have perfect opportunity to take charge and make things happen. Send resume, references and salary requirements to: S. Vaughan, WSVV Radio, PO Box 1878, Petersburg, VA 23805. EOE.

**Sales oriented GM** for small market northern New England station. Must sell and be "hands-on. Jack-of-all-trades." Reply to Box P-27. EOE.

**We're looking for a sales manager** for our small market radio stations in central Arkansas. Market of 30,000 plus with virtually no competition. Excellent opportunity. Reply to Box P-28. EOE.

### HELP WANTED SALES

**New start up FM** in Southside Virginia seeks experienced sales people. Motivated self starters. Send resume, references and salary requirements to S. Vaughan, WSVV Radio, PO Box 1878, Petersburg, VA 23805. EOE.

**WFQX is seeking an acct. exec.** w/ at least 2 yrs radio sales exper. Applicant must have excellent communications skills, be a self starter and energetic. Promotion oriented classic rock FM in the beautiful Shenandoah Valley of VA. Send resume to Wayne Dressler, 15245 Shady Grove Rd., Ste 150, Rockville, MD 20850. EOE.

**Wanted experienced skier** to also sell advertising at Vail's #1 rocker. Fax resume to GM, KSKI, 303-949-6386. EOE.

**Jingle sales:** America's leading supplier of custom jingles to radio advertisers has openings for aggressive, full commission sales reps. Call Andy Mark at Phila Music Works at 800-368-0033. EOE.

### HELP WANTED TECHNICAL

**Radio engineer:** Small bush Alaska station seeks a radio engineer with three to five years experience in studio and transmitter operations. Will be responsible for maintenance, troubleshooting and repair of four stations throughout southwest Alaska. Travel required. Fax 907-543-3130 or write Joe Seibert, KYUK, Pouch 468, Bethel, AK 99559. EOE.

## HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**PD's:** AC programmer who can combine team leadership with ability. Winning is easier for those who have won before. Tell us what you know and send resume to Box P-30. EOE.

**PD'S:** Oldies programmer who can combine team leadership with ability. Winning is easier for those who have won before. Tell us what you know and send resume to Box P-31. EOE.

**WNHQ radio — 92.1 FM, Milford, NH:** Program director position open. Adult contemporary station operating from all new facilities in Milford. CNN affiliate, heavy on-air contesting; production skills and experience with station promotion very important. Position to include air shift. Mature voice required. Great opportunity for first time program director. Successful applicant must be on the job no later than October 12. Resumes and air checks to: Bill Williamson, General Manager, WNHQ, PO Box 59, 28 Jones Rd., Suite 3, Milford, NH 03055. WNHQ is an equal opportunity employer.

**Linguistics editor:** Conduct original research on components, structure, and relationships within Russian language to provide comprehension of its social functioning. Analyze findings and apply theories to tenets of Christianity and basic scientific/social knowledge. Develop and write comments on topics of linguistics, language, and communication, and their relation to Christianity. Prepare comments in Russian language for radio broadcast programming to Russia. Review and edit comments of other staff writers for use in programming. Must have a Master's degree in English Language, Literature, or a related field; and one year experience in position offered or in language or linguistics. Must be fluent in Russian language and have ability to relate tenets of Christianity to science. \$23,000 per year. Mon.-Fri., 8 a.m. to 5 p.m. Send resume: Kathy Malo, Job Serv Prog & Tech Supp. TN Dept of Employment Sec., Nashville, TN 37245-1200. Job Order #TN1402856. EOE.

### SITUATIONS WANTED MANAGEMENT

**Bottom line oriented GM** seeking manager's position. 24 years experience in small, medium, and large markets. Call Jack Inman... 912-756-3866.

**Currently employed VP/GM** with sixteen years of sales and management experience seeks GM opportunity in Southeast. My station is throwing off a 35% gross profit monthly and collecting 65% of all outstanding accounts receivables every 30 days. Superior people skills and a true appreciation for the bottom line. Reply to Box P-15.

**Need help?** Tired of interviewing job-hoppers that turn out to be all form and no substance? 25 years in radio, 17 in management. I have been GM, GSM, PD, and group owner. If you need management strength and stability and can offer participation in the growth, let's talk. Prefer Florida. Consider all. Reply to Box P-33.

**I went from programing to GSM:** Good track record in both jobs. Ready for GM position in small or medium market. Stable. Good references. Reply to Box P-34.

**GM — small/medium market specialist:** 30 yrs. experience — 8 years GM. Excellent track record/references. Strong sales/training, program, people skills. Dedicated, hands-on professional, integrity. Presently employed. Reply to Box P-35.

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### SITUATIONS WANTED TECHNICAL

**15 years major market experience.** Good design and construction background. Specialist in PC networks and digital audio storage. Very strong news support background. BASYS superuser. FCC licensed. Seeking major group, station or network, or any other interesting proposition. Reply to Box P-16.

### SITUATIONS WANTED NEWS

**I'm no news bunny:** Years of experience at NBC (when it was NBC). AP, UPI, WGC and other shops prove it. On-air, editor, management — I do it all. Call Mary 708-256-6337.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Program director looking** for small market. Network and major market pro tired of city rat race. Looking for long term PD position. Make your small town station sound big market. 316-722-1499.

**Top, nationally-known movie critic** seeks syndicator for long-running radio show featuring interviews with Hollywood & Broadway's biggest stars, showbusiness anecdotes, industry news. Agent: 212-307-1100.

## TELEVISION

### HELP WANTED MANAGEMENT

**News director:** Group owned Southeastern coastal affiliate needs a dynamic team leader determined to put us over the top! Send resume, tape and references to: Michael Weeks, VP/General Manager, WITN-TV, PO Box 468T, Washington, NC 27889 AA/EOE.

**Director of engineering and operations:** Leading independent station in top-ten market seeks a take-charge individual to head engineering/operations department. Strong managerial skills required. Five to ten years major market or network experience, including solid background in air operations, automation, studio production, post-production and remotes required. Bachelor's degree in Electronics or Electrical Engineering preferred. Responsible for budgetary control and planning, plus negotiation and administration of labor contracts. This is a once-in-a-lifetime opportunity for a uniquely talented individual. Excellent benefits and growth potential. An equal opportunity employer. Send resumes to Box P-17.

**Creative services director:** Our creative services director is moving up in the company so we're looking for a qualified replacement. ABC affiliate in Salt Lake City seeks person to coordinate media strategy for on-air, radio, print, and out of home mediums. Must have excellent writing, producing and supervisory skills. Must have knowledge of advertising format, copy, layout and production. Will develop and nurture station image and establish priorities for on-air promotion. Required skills include, but are not limited to, writing, television production, organization, knowledge of graphic and visual concept, and negotiation. Must have background both academically and professionally. Send resume and reel to Personnel Coordinator, KTVX-TV, 1760 Fremont Dr., Salt Lake City, UT 84104. No phone calls. EOE.

**Local sales manager:** Hot upper midwest market. We are looking for a LSM for the 90's. Must be a positive motivator, team player, with exceptional communicative skills. Attractive compensation plan. Send resume to Box P-7 EOE.

### HELP WANTED SALES

**Marketing consultant:** Top 50 market, strong, growing affiliate looking for a sales dynamo. Established list available for the candidate who knows how to generate new business, develop vendor and attain rates. Our team needs a leader that boasts a strong track record of business development. Cover letter and resumes to: WHTM-TV, Attn: David Bradley, LSM, PO Box 5860, Harrisburg, PA 17110. EOE.

**Account executive:** WTVO-TV, NBC affiliate in Rockford, Illinois seeks proven, successful account executive with minimum 3 years media sales experience to handle senior list. Must be proficient with ratings and have demonstrated ability to generate new, direct business. Resume, references to Local Sales Manager, WTVO-TV, PO Box 470, Rockford, IL 61105. EOE.

**Account executive:** To sell at station designated rates the products of WTVH to any assigned list of advertisers and their agencies, develop new accounts and ensure proper scheduling, billing and service. Minimum of three years broadcast sales experience. Send resume to Peg McDermott, Local Sales Manager, WTVH, 980 James Street, Syracuse, NY 13203. EOE.

**Local sales manager:** WTVQ-TV, Lexington's ABC affiliate is seeking a local sales manager. We need a person with a strong local sales background including: sales training, retail development, inventory control, and sales promotion. Must be creative, organized, and a leader capable of handling a multitude of projects. Must possess good communication and strong people skills. If you possess these qualities, send your resume to Dick Kelly, General Sales Manager, WTVQ-TV, PO Box 5590, Lexington, KY 40555. Park Broadcasting of Kentucky, Inc. is an equal opportunity employer.

**Sales research director:** Sacramento's top-rated station is looking for a candidate with strong sales and research background. Must have experience working with NSI meters, qualitative research tools, strong writing skills and effective presentation ability. Computer skills are a must. Individual selected will work with station sales management and national rep to coordinate all sales research and development services. Submit resume to: KCRA-TV, Attn: Dept. CPG/SRD, 3 Television Circle, Sacramento, CA 95814-0794. Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F/ADA.

**Research analyst:** WNUV-TV, Baltimore's fastest growing television station is seeking a research analyst. Applicants must have min. 2 years experience evaluating local market ratings/trends. Arbitron experience preferred. Must have strong PC skills, particularly with presentation software. Experience working with daily meter ratings a plus. Send resume to Mike Kelly, GSM, WNUV-TV, 3001 Druid Park Drive, Baltimore, MD 21215. No phone calls. EOE/M/F/H/V.

**Account executive needed:** Send resume and references to Tom Kelley, Sales Manager, KMOH-TV, 1355 Ramar Rd. Ste. 2, Bullhead City, AZ 86442. Or fax 602-758-8139. EEO.

### HELP WANTED TECHNICAL

**E.N.G. maintenance engineer:** Formal training in electronics and experience in component level equipment maintenance required. Special consideration will be given applicants with Sony Beta training and/or current experience in Beta equipment maintenance. A FCC license or SBE certification is a plus. Job location will be in San Jose, CA and weekend work will be a function of the job. EOE. Competitive salary and excellent company benefits are offered. Contact: Personnel Department, KNTV, Inc., 645 Park Ave., San Jose, CA 95110.

**Colorado's news channel — KCNC-TV,** an NBC O&O station is seeking applicants for the position of broadcast maintenance technician. Minimum qualifications include: Broadcast maintenance experience (prefer 5 years) with strengths in all areas, including multi-format video tape, E/J/SNG, studio systems, RF systems and component level analog and digital technologies. This position requires excellent communication and people skills. FCC General license preferred. EOE/MF. Send resumes to: KCNC-TV, Employee Relations, 1044 Lincoln St., Denver, CO 80203.

**Chief of television maintenance:** The U.S. Air Force seeks an experienced television engineer with proven technical, leadership, and management skills to direct television maintenance and planning at Maxwell Air Force Base, AL. Duties include: Studio production, post, ENG/EFP, cable TV, base-wide TV maintenance, and satellite operations. Qualifications: Television technician, instructor, inspector, or electronics mechanic experience, showing progressing theoretical and practical knowledge of television electronics theory and of characteristics, function, operation, and capabilities of various television equipment types. Requires knowledge of production processes and ability to design and manage TV equipment systems in a facility similar in size to a network production studio. Send Application for Federal Employment (SF-171), or request for SF-171, to: Civilian Personnel, Attn: Olivia D. Crimiell, 3800 MSSQ/MSCA, Bldg. 804, Maxwell AFB, AL 36112-5000, to be received by Oct. 2, 1992. EOE.

**Video engineer** experienced in installation, maintenance and repair of complete studio and post production facilities with Beta, 3/4", 1" and digital equipment is needed. We are a fast paced, state-of-the-art ad agency producing commercials for Fortune 500 clients, located in a friendly family oriented community. Please send resume to Box P-38. EOE.

**Videographer/editor:** (Betacam) news, sports & corporate production company seeks talented, quality videographer/editor. Minimum four years experience including TV news. Immediate opening. Send Betacam or 3/4" reel, resume and salary requirements to: Production Company, 6245 N. 24th Pkwy, Ste 216, Phoenix, AZ 85016. No phone calls please. EOE.

**MDTV communications analyst:** West Virginia University in Morgantown, WV is seeking applicants for the unique opportunity of managing the technical aspects of MDTV, a multi-site telecommunications network linking hospitals throughout West Virginia to the WVU Health Sciences Center. Requirements include experience in operations/maintenance of telecommunications and data communications networks, ability to design and maintain a communication network within a medical institution, and working knowledge of computer driven control systems, telephone systems and application of electricity and 110/220 VAC power circuits. WVU offers competitive salary and excellent benefits. Interested applicants may forward resume and salary requirements to: Meredith Rose, WVU Health Sciences Center, PO Box 9080, Morgantown, WV 26506-9080. An affirmative action/equal employment opportunity employer.

**Florida chief engineer** needed for network affiliate. Strong hands-on skills required with knowledge of both studio and transmitter facilities. Send letter with resume. Reply to Box P-9 EOE.

**TV maintenance engineer:** Trinity Broadcasting Network has immediate opportunity for an individual with 3-5 years technical maintenance experience with the ability to troubleshoot to component level equipment such as 1" Sony VTR's, D2/D3 recorders, CMX editing systems and digital effects with special emphasis on digital techniques. Resume to: George Murray, Network Operations Director, Trinity Broadcasting Network, 2442 Michelle Drive, Tustin, CA 92680. EOE.

### HELP WANTED NEWS

**Co-anchor/news editor:** Midwestern affiliate news leaser needs a six and ten co-anchor to complement established female talent. We're looking for an experienced person with good news judgment and the ability to lead others. Applicant should have a Bachelors Degree in Journalism or a related area or equivalent. One year television experience required. We're the best facility in one of the best cities in America and we need a person to continue the winning tradition. All replies confidential to news director. Reply to Box P-19. An equal employment opportunity/affirmative action employer.

**CBS affiliate looking for aggressive reporter** — strong writer not afraid to dig for stories. Minimum two years experience. Anchoring/producing skills preferred. Must be serious about living/working in Alaska. Send resume and non-returnable tape to T. Hiebert, KTVN-TV, 1007 W 32nd Avenue, Anchorage, AK 99503 EOE.

**Morning weather anchor:** Will present weather information on-air during morning newscasts. Some previous broadcasting experience preferred. Send tape and/or resume to: Bill Carey, News Director, WTVH, 980 James Street, Syracuse, NY 13203. EOE.

**News producer/reporter:** Will assist in preparation of news, documentary and special events broadcasts. Must have at least 1 year experience as employee or intern at a commercial or public television station. Send resume to: Bill Carey, News Director, WTVH, 980 James Street, Syracuse, NY 13203. EOE.

**News anchor/reporter:** KRKB-TV, a top-20 independent, seeks an anchor/reporter to complement our male anchor. Candidates must possess good writing skills and be able to function under deadline pressures. Two years on-camera experience required. Send non-returnable resume tapes and cover letter to Mr. Thompson, KRKB-TV, 500 Media Place, Sacramento, CA 95815. No phone calls. EOE M/F.

**Experienced anchor/reporter:** KOMO-TV, ABC affiliate in Seattle, is offering an excellent opportunity for a strong on-air journalist with sharp writing and creative reporting experience. Here's the chance to anchor and keep those reporting skills sharp. Degree and minimum 3-year commercial television news experience required. Tapes and resumes to Jaques Natz, News Director, KOMO-TV, 100 4th Avenue North, Seattle, WA 98109. No phone calls please. EEO.

**Chief meteorologist:** Seek experienced professional television meteorologist as primary weather talent early and late evenings. High visibility position working with two professional weather staffers in a volatile weather market. Degree in meteorology, AMS seal and minimum five years experience. Tape and resume to: Mike Beecher, News Director, KFVS-TV, PO Box 100, Cape Girardeau, MO 63701. EOE M/F.

**Part-time sports anchor:** Fill in/vacation relief position. Not an entry level position, must have prior commercial TV anchor/reporting experience. Editing Beta and 3/4 inch tape required. **Part-time/vacation relief news producer:** Not an entry level position, prior local newscast producing required. Resumes to Steve Schward, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

**Producer/assignments editor:** Intense hard-news market Computerized shop with state-of-the-art production backup Solid organizational and leadership skills Sharp writer who can edit fast if called upon. Rare opportunity for serious pro looking for overseas experience. Excellent retirement and profit-sharing benefits package Interviewing in September Rush via Priority Mail your resume, non-ret. show tape, references and Fax number to Ken Booth, Guam Cable TV, 530 W O'Brien Drive, Agana, Guam 96910 or Fax: 671-477-7847 EOE

**TV/radio coordinator:** Kansas State University continues search for TV/radio coordinator. Responsible for identifying, writing and producing news and features for TV and radio. Preferred qualifications Two years full-time, paid professional experience writing and producing news and features for a network affiliate television station Required Bachelor's degree Pays up to \$26,000; 22 days vacation. Send resume, names of three references and a VHS demo tape to: News Services, 9 Anderson Hall, Kansas State University, Manhattan, KS 66506, no later than Oct 5, 1992 KSU is an affirmative action/equal opportunity employer Women and minorities are encouraged to apply.

**Strong number one news operation needs promotion manager** We do a great job We need creative genius to let the the viewers know it Contact Box P-36 EOE.

**Experienced broadcast journalist** needed to report and anchor 10 p.m. newscast Strong writing skills required Editing and camera experience a plus. Send tapes and resumes to TV-47, c/o Sandra Dale, Pres., GM, 418 S. Main Street, Findlay, OH 45840 No phone calls. EOE

**Producer for live one hour 6pm newscast** CBS affiliate in 35th market. Responsible for editorial and on-air look with direction from executive producer Three to five years newscast producing experience Must be creative writer and professional journalist Extensive SNG and ENG live producing experience a must. College degree in journalism or related field Valid drivers license with good driving record. Excellent time and people management skills Non-returnable Beta and VHS tapes accepted No phone calls Contact Jaime Cohen, WSPA-TV, PO Box 1717, Spartanburg, SC 29304 An equal opportunity employer.

**General assignment reporters:** KCRA-TV news department seeks general assignment reporters who are especially adept at live reporting. Writing skills and the ability to enterprise stories are also primary requirements Send non-returnable 3/4" or 1/2" tape (no Beta) and detailed resume to: Bill Bauman, News Director, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. No calls, please! Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use EOE M/F/ADA.

**Photographer/editor:** Expansion of the news department has created the need for three photographer/editors to join a photo team that's dedicated to becoming the best in the business. Preference will be given to photographers with experience operating live trucks IBEW Union position. Send non-returnable 3/4" tape with samples of your most recent work, plus a resume to: Michael Rhinehart, Chief Photographer, KCRA-TV News, 3 Television Circle, Sacramento, CA 95814-0794. Please, no calls Note: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F/ADA.

**Assistant news director** for number one operation Must have strong organizational and journalistic skills. 5 yrs. min management experience. Contact: Neil Goldstein, News Director, WRGB-TV, Newscenter 6, 1400 Balltown Rd., Niskayuna, NY 12309 EOE

**Weekend sports anchor** for number one news operation. Strong reporting skills a must. Contact: Neil Goldstein, News Director, WRGB-TV, Newscenter 6, 1400 Balltown Rd., Niskayuna, NY 12309. EOE

**News director:** Experienced news director to supervise news department. Teaches reporting course to advanced broadcasting students who are primary staff in news operation. Supervises daily evening newscast plus updates and special projects Bachelor's in communications or related field and four years TV news experience required. Master's degree and management experience preferred Newsroom computer experience a strong plus; on-air experience helpful. Salary \$34,000, excellent benefits Application deadline: October 9, 1992 Letter, resume and three letters of recommendation to News Director Search Committee, WUFT-TV, Weimer Hall, University of Florida, Gainesville, FL 32611. WUFT-TV is an EEO/AA employer and encourages applications from women and minority groups.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production assistant:** Experienced 3/4 shooting & editing. Resume to Ted Sites, KNAZ-TV, 2201 N Vicky St., Flagstaff, AZ 86004 or fax 602-526-8110 EEO.

**Inside Edition wants you:** If you're an excellent promotion writer/producer with topical news promo experience, TV's top syndicator has a real opportunity for you in New York City Lots of pressure, visibility, and glory In addition to writing and producing, responsibilities include directing graphic design work, on-air and announce talent, and working closely with executive producers and creative services director. Big job for outstanding candidate Send reel and resume to Rob Battles, c/o King World, 402 E 76th St., New York, NY 10021. Please, no calls Inside Edition is an equal opportunity employer.

**ABC affiliate looking for a senior production assistant** to operate various production equipment including, but not limited to, audio and video consoles and all related systems, videotape machines, studio and hand-held cameras, lighting systems, and other production equipment as assigned. Also, work directly with directors and producers as well as production staff. College degree and three years experience in television or related field required. Good communication skills and the ability to work unsupervised also required. Qualified applicants should send resume and letter of application to WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn Senior Production Assistant Company is especially interested in seeking qualified women and minority applicants. EOE M/F.

**Promotions director:** Leading independent sports programmer, Raycom, Inc., seeks someone of creative and aggressive nature to be responsible for development and execution of promotional plans for its entertainment and sports properties. Must be responsible for developing and maintaining budget for all promotional needs. Will oversee/coordinate all elements required for each product's promotional needs. Minimum of 3 years in television promotion and detailed knowledge of video and print production are essential. Please send resume to: Raycom Personnel Department, 801 East Trade St., Charlotte, NC 28233. EOE.

**Producer:** Raycom, Inc. seeks experienced producer responsible for the creative development, and execution of news and entertainment style programming including conceptual development, treatments, and scripting Ideal candidate must possess minimum 3 years experience as television and/or film producer. In depth knowledge of film and videotape production techniques are essential Please send resume to: Raycom Personnel Department, 801 East Trade St., Charlotte, NC 28233. EOE.

**Graphic artist:** WABC-TV, NY seeks highly qualified full time computer graphic artist. Experience with Quantel Paintbox, Digital F/X, AVA and Harris Still Store is required. News graphics experience and ability to handle tight deadlines a must. Send resume and reel to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

**PSA producer:** A major sports & entertainment company is seeking an experienced hands-on freelance producer/editor to assist in production of public service announcements Must have strong background in film production, hands-on experience in off-line editing, and extensive experience in graphic production and post-production supervision Familiarity with non-linear editing systems a plus An equal opportunity employer Send resume and 3/4" tape to PO Box 3367, Secaucus, NJ 07094-3367.

**Top 65 market Fox affiliate** is seeking talented, experienced, creative production people Minimum requirements, 2 years experience writing, shooting, editing commercials for a broadcast television station. Send resume and salary requirements to Box P-22. EOE

**TV art director/electronic designer** for network affiliate in medium-sized Midwest market If you've got a minimum of three years solid experience in high-end electronic paint systems (preferably on the DP 4:2:2), 3-D modeling, Chyron, DTP... and a reel that says you're ready let us know you're out there We're looking for a talented workaholic to lead our graphics efforts in a high-visibility station turn-around If you can design, animate, illustrate (and deliver on time), send your resume, print samples, and salary history to Box P-23 EOE M/F

**Promotion producer:** KJRH Scripps Howard Broadcasting, the NBC affiliate in Tulsa, is seeking a hands-on experienced professional Essential skills — writing, shooting and post-production with news emphasis Send tape and resume to Cynthia Scales, KJRH, 3701 S Peoria, Tulsa, OK 74105 EOE.

### SITUATIONS WANTED MANAGEMENT

**Looking for career position** broadcast sales management 22 years experience both radio and television. Local sales, GSM, regional and national rep sales and management Resume on request. Replies to Box P-37

### SITUATIONS WANTED NEWS

**Television meteorologist:** Dedicated and knowledgeable meteorologist with strong writing skills is seeking employment in a small or mid-size market 414-769-9817, Chuck.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Experienced and motivated studio and crew person** wishes to relocate Competent in lighting, sound, camera, and character generator Reply to Box P-13.

**Environmental attorney (female)** with TV/radio production and reporting experience seeks career change position, full-time or freelance in the broadcast media, NY metro area. Reply to Box P-24.

**20 year Bay area on-air talent.** Creative veteran seeks new challenge Relocate anywhere in talent-creative-promotions. TV-radio Salary not an issue 408-978-8499.

### MISCELLANEOUS

**Television production consultants:** Improve quality and save money on single program or departmental production operations. Clients include studios, syndicators, independents, corporations. Former network producer/director, Sandra Weir, Anchor Productions, Inc. 203-329-3902.

**Jobs nationwide:** Hundreds of listings — plus agent representation, free referral with no placement fees, and much more! Now in our 8th year as broadcasting's leading authority on employment opportunities. Media Marketing, PO Box 1476-PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fax: 813-787-5808.

**Tape critique** and job search counsel by Bill Statler, former NBC talent scout. Quick turnaround. Affordable. 601-446-6347.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Jacksonville State University**, Department of Communication: Assistant or associate professor needed in Department of Communication for Fall 1993. Duties include teaching journalism, curriculum development, advising university newspaper and yearbook, and other activities appropriate to a faculty position. Professional journalism and teaching experience desirable. Computer/desktop publishing experience and photography/darkroom knowledge required. Public relations knowledge helpful. Earned doctorate in appropriate field (journalism, communication, mass communication, etc.) required — no exceptions. Salary competitive. The Department of Communication is located in modern Self Hall, which houses production facilities for the newspaper and yearbook, two TV studios and post-production facilities, two audio production rooms, and an FM radio station affiliated with NPR. The department has 200 majors in communication, a minor in journalism, and is considering the possibility of restructuring the communication curriculum. Send letter of application, resume, three current letters of reference, and official transcripts to Personnel Services, Jacksonville State University, 700 Pelham Road N, Jacksonville, AL 36265-9982. Deadline for applications: December 7, 1992, or until suitable candidate identified. EEO/AA employer.

**If you have:** Radio or TV traffic experience; a strong teamwork attitude. And you want: A challenge. To move to Texas. Perform a wide variety of customer support functions. Learn the best broadcast computer software on the market. Travel extensively both domestically and internationally. Mail or fax your resume to: Business Manager, 402 South Ragsdale, Jacksonville, TX 75766. 903-586-6751. This is not an 8 to 5 job! EOE.

**The University of South Carolina** College of Journalism and Mass Communications seeks applicants for a tenure-track position in radio/television, effective August 1993. Teaching areas include writing for radio and television and reporting, writing and producing broadcast news. Teaching assignments in one or more areas of the College's core undergraduate and graduate curriculum (history and philosophy of the media, media law and ethics, theory and research methods) also are possible. A Master's degree and 5 years of professional experience or a Ph.D. degree and 3 years of professional experience are required. Women and minorities are especially encouraged to apply. Salary is competitive. Applications will be accepted until the position is filled, but screening will begin Nov. 15, 1992. Interviewing will begin early in January 1993. Applicants should send a letter of applications, a resume and the names, addresses and telephone numbers of three references to: Prof. Bonnie Drewniany, Chair, Search Committee, College of Journalism and Mass Communications, University of South Carolina, Columbia, SC 29208. An equal opportunity/affirmative action employer.

### EMPLOYMENT SERVICES

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

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## RADIO

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How? It's up to you. Send us your tape, resume, references, memos, presentations - whatever you think shows you at your best. Convince us that you have the talent and ability to lead us through the 90's and into the 21st Century. We are an Equal Opportunity Employer and we promise to keep your communication with us strictly confidential.

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Gerald A. Getz / Regional Vice President  
Keymarket Communications  
C/O WINK 104/WNNK  
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Harrisburg, PA 17108  
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**HELP WANTED MANAGEMENT**

## LOCAL SALES MANAGER RIVER CITY BROADCASTING

KDNL FOX 30 in St. Louis seeking an aggressive, organized, creative individual to lead local sales force. Fox/Independent background preferred. Management experience and/or local sales promotion excellence a plus! Send resume to:

**Tom Ehlmann,**  
General Sales Manager  
KDNL FOX 30, 1215 Cole Street,  
St. Louis, MO 63106  
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The Office of Worldnet Television and Film Service, a global satellite television network and part of the United States Information Agency's Bureau of Broadcasting, invites qualified candidates to apply for the position of Executive Officer.

This Washington, DC based job opportunity is a senior management position. Salary ranges from \$54,607 to \$83,502.

The Executive Officer of the Office of Worldnet Television and Film Service is the principal official responsible for administrative and management matters for a highly complex organization. As a senior member of the TV management team, responsibilities include planning, supervising and coordinating a wide range of administrative functions including resource management, budget, procurement, personnel management, and automated information systems.

Applicants must possess professional management and administrative experience in the Federal Government.

CONTACT JANET HASPERT AT (202) 619-2119 OR SEND RESUME TO:

**The Bureau of Broadcasting**  
Office of Personnel, Room 1543, ATTN:JH  
330 Independence Avenue, SW  
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U.S. Citizenship is required  
The Bureau of Broadcasting is an  
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APPLICATIONS MUST BE RECEIVED BY C.O.B.  
OCTOBER 26, 1992

**HELP WANTED MANAGEMENT**

## IN TOUCH NETWORKS, INC.

Well-qualified professional with time proven communication skills to assume full responsibility for financial growth of this National Satellite-Delivered News and Information Service located in NYC.

Radio, television or agency experience a plus.

Position available immediately.

Contact: John Elting, President  
IN TOUCH NETWORKS, INC.  
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**SITUATIONS WANTED PERSONALITY**

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Veteran talk show host seeks his radio roots. Funny & creative, superb interviewer, great phones (of course) & flawless jock skills. Perfect job: AM or PM Drive in full-service, oldies, or personality A/C. Too much talent to overlook!

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Buy or lease failing radio stations and make them low overhead satellites of your SUPER STATION. Call Dan Rau at Marti for details on Plan A.

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**HELP WANTED MANAGEMENT**

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CATHOLIC TELECOMMUNICATIONS NETWORK OF AMERICA (CTNA). A PRIVATELY-OWNED RELIGIOUS "BUSINESS-TV" SATELLITE NETWORK. SEEKING PRESIDENT/CHIEF OPERATING OFFICER. BASED IN WASHINGTON, DC, WITH STAFF OF 22. INDIVIDUAL WOULD DIRECT AND ADMINISTER OVERALL OPERATING ACTIVITIES OF NETWORK IN ACCORDANCE WITH ESTABLISHED MISSIONS AND GOALS. PRESIDENT REPRESENTS CTNA IN DEALINGS WITH VARIOUS CHURCH, SOCIAL AND BUSINESS COMMUNITIES, ESPECIALLY DIOCESAN AFFILIATES. CANDIDATES MUST POSSESS PROVEN TRACK RECORD IN TELECOMMUNICATIONS, ADMINISTRATIVE AND MANAGERIAL EXPERTISE. EXPOSURE AND EXPERIENCE IN BUSINESS DEVELOPMENT IS IMPORTANT, WITH UNDERSTANDING OF AND COMMITMENT TO THE TEACHINGS AND VALUES OF THE CATHOLIC CHURCH. MINIMUM OF 15 YEARS EXPERIENCE IN TELECOMMUNICATION INDUSTRY REQUIRED, INCLUDING TOTAL PROFIT AND LOSS RESPONSIBILITIES FOR A CORPORATE ENTITY OR OPERATING UNIT. SUBMIT LETTER OF INTRODUCTION AND RESUME TO:

**BISHOP JOHN H. RICARD, SSJ**  
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3211 FOURTH STREET, N.E.  
WASHINGTON, D.C. 20017-1194

INTERESTED CANDIDATES SHOULD RESPOND  
BY OCTOBER 2, 1992.  
EOE/M/F/H

**TELEVISION**

**SITUATIONS WANTED PROGRAMING**

### Producer/Director

Produced 78 network hours in dramatic series & TV movies. Production Manager on features, pilots, series. Six years NBC-TV. Looking for new opportunities.

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**Ad Sales Traffic  
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A&E is seeking an individual with a minimum of 2 years ad sales traffic experience in TV or radio to ensure that proper commercial codes air; maintain commercial inventory, and handle order entry. Requires excellent computer skills, strong communication and interpersonal skills as well as the ability to work under pressure. College degree preferred.

We offer a competitive salary and benefits package. For immediate consideration, please forward your resume with salary history to: A&E Network, Attn: Human Resources at 235 East 45th Street, New York, NY 10017. An Equal Opportunity Employer M/F/H/V.

**A&E**

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785 Crossover Lane, Suite 141  
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CNBC has an immediate opportunity for an enthusiastic and creative individual to write and produce on-air promotional spots and sales presentations.

Successful candidates should have 3-5 years experience writing and producing promotional spots for television; excellent creative skills (both writing and producing); technical knowledge of on-air production and the ability to juggle many different projects at once.

Your demo tape (1/2" preferred) should represent a wide variety of work i.e. news, sports, entertainment, and/or sales presentations.

Please send your resume and demo tape to: Personnel Associate, CNBC, 2200 Fletcher Avenue, Fort Lee, NJ 07024. We are an Equal Opportunity Employer.



**PUBLIC NOTICE**

The National Program Policy Committee of the Public Broadcasting Service will meet at 10:00 a.m. on September 30, 1992 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia, to discuss PBS's National Program Service budget for FY 1994, evaluation process, and other business.

The Executive Committee of the Public Broadcasting Service will meet at 9:00 a.m. on October 9, 1992 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia. Tentative agenda includes reports from PBS officers and Board committees on education services, programming, finance, and satellite replacement; FY 1994 budgets; appointment of new officers; Board/Committee agenda for FY 1993; membership application; and other business.

The Subcommittee on Budget, Finance and Audit of the PBS Board of Directors will meet in executive session at 12:45 p.m. on October 8, 1992 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia. Tentative agenda includes FY 1994 Programming and General Assessment Budgets, FY 1992 audit, and other financial matters.

**Executive Producer/Host**



for "Studio One," a live news/interview/magazine show. The program provides top market challenges while being produced in a small market university setting. Broadcast students are tutored by professionals that are working to set new standards in broadcast education.

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- Bachelors degree required. Four years broadcasting experience required with three of the four years working on-air.
- Salary commensurate with experience. Outstanding benefits package. Send resume, salary history and tape with on-air examples. Deadline, Sept 30, 1992

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# Date Book

Highlighted listings indicate major meetings

## SEPTEMBER

**Sept. 22**—National advertising law and business conference sponsored by *American Advertising Federation*. Le Parker-Meridien Hotel, New York. Information: Clark Rector. (202) 898-0089.

**Sept. 22**—*International Radio and Television Society* seminar. "New Opportunities I: Acquisitions in the 90's." Rosenman and Colin, New York. Information: Stephen Labunski. (212) 867-6650.

**Sept. 22**—*National Academy of Cable Programming* seventh annual fall forum luncheon. "Cable's Coverage of the Election." New York Hilton. Information: Jay Galvan. (202) 775-3611.

**Sept. 22-25**—*National Association of Black Owned Broadcasters* 16th annual broadcast management conference. Washington Vista Hotel. Washington. Information: Fred Brown. (202) 463-8970.

**Sept. 23**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: John A. Rohr, vice president/director of programming, Blair Television, Copacabana, New York. Information: (212) 768-7050.

**Sept. 23-26**—*Radio-Television News Directors Association* conference and exhibition. Speakers: Katherine Couric, co-anchor, *NBC News Today*. Lesley Stahl, CBS News correspondent and co-anchor, *60 Minutes*. Arthur Miller, Harvard Law professor. Terry Anderson, former chief Middle East correspondent. Associated Press: Ted Turner, chairman, Turner Broadcasting System; Paul Harvey, veteran radio newsmen and commentator. San Antonio, Tex. Information: (202) 659-6510.

**Sept. 24**—"Telco Broadband Network: The FCC's Video Dial Tone Decision and the Telco-Cable Television Issue," colloquium sponsored by *Annenberg Washington Program in Communication Policy Studies of Northwestern University* Willard Office Building, Washington. Information: (202) 393-7100.

**Sept. 24-25**—*National Association of Minorities in Cable and National Cable Television Association* sixth annual urban markets seminar. New York. Information: (202) 775-3669.

**Sept. 25-27**—*North Carolina Association of Broadcasters* annual convention. Stouffer Hotel/Benton Convention Center, Winston-Salem, N.C. Information: Kelly Edwards. (919) 821-7300.

**Sept. 29**—*International Radio and Television Society* seminar. "New Opportunities II: Acquisitions in the 90's." Rosenman and Colin, New York. Information: Stephen Labunski. (212) 867-6650.

**Sept. 30**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Sandra Welch, executive vice president, PBS, Copacabana, New York. Information: (212) 768-7050.

**Sept. 30**—Deadline for entries in *The Ohio State Awards*. Any independent producers, cable outlets or broadcast organizations that produced and broadcast a radio or television program that aired between July 1, 1991, and June 30, 1992, are

eligible. Information: Phyllis Madry. (614) 292-0185.

## OCTOBER-JANUARY 1993

**Oct. 1**—*International Radio and Television Foundation* dinner. Moderator: John McLaughlin, NBC's The McLaughlin Group. Panelists: Barbara Walters, ABC News; Gen. Alexander Haig, Jr., former secretary of state; Senator Gary Hart; Jeanne Kirkpatrick, former UN ambassador, Plaza, New York. Information: Maggie Davis. (212) 867-6650.

**Oct. 1**—Service to Children Television symposium sponsored by *National Association of Broadcasters*. Keynote speaker: Charles Rosin, executive producer, *Beverly Hills 90210*. Washington. Information: (202) 429-5368.

**Oct. 1-4**—*Women in Communications* national professional conference. Chicago. Information: Laura Rush. (703) 528-4200.

**Oct. 2-4**—*American Hispanic Radio Association* board of directors meeting. Crescent Court Hotel, Dallas. Information: Mary Helen Barro. (805) 324-4411.

**Oct. 12-14**—*Kentucky Cable TV Association* annual convention. Marriott Resort, Lexington, Ky. Information: Randa Wright. (502) 864-5352.

## ERRATA

WMPX(AM)-WRRX-FM Midland-Beaverton, Mich., was sold to Thomas and Beverly Steel, not Myron P. Patten Revocable Living Trust, as reported in Aug. 31 "For the Record."

In Sept. 7 story on Buena Vista Television's efforts to convince network affiliates to consider carrying *Disney Afternoon* animated programming, Thomas Hartman was incorrectly identified as VP-general manager of WGRZ-TV Buffalo, N.Y., rather than NBC affiliate's president. While saying that taking on two hours of children's programming is "tough fit" for affiliate, Hartman was misquoted as saying his station would consider splitting *The Disney Afternoon* block in morning and early fringe time periods. WUTV(TV), Fox affiliate in Buffalo, as reported, currently holds broadcast rights to two-hour animated service.

Sept. 14 story misquoted George Green, president/GM of KABC(AM) Los Angeles, who spoke about radio's need to reduce its reliance on ratings data. Green said: "If we give in to quantitative analysis only, if we play that cost-per-point game, we are dead as door-nails."

**Oct. 12-16**—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**Oct. 13**—*International Radio and Television Society* seminar. "Employer/Employee Issues." Rosenman and Colin, New York. Information: Stephen Labunski. (212) 867-6650.

**Oct. 13-14**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: Jan Sharkey. (609) 848-1000.

**Oct. 14-17**—*Society of Broadcast Engineers* annual convention and exhibition. San Jose, Calif. Information: (317) 253-1640.

**Oct. 15**—*International Radio and Television Society* newsmaker luncheon. Speakers: Tom Brokaw, NBC; Peter Jennings, ABC, and Dan Rather, CBS. Waldorf-Astoria, New York. Information: Maria De Leon. (212) 6650.

**Oct. 21**—*BROADCASTING magazine* and *Federal Communications Bar Association* "Broadcasting Cable Interface" and "Hall of Fame" dinner and ceremony. Omni Shoreham Hotel, Washington. Information: Joan Miller, in New York. (212) 340-9866, and Pat Vance, in Washington. (202) 659-2340.

**Oct. 23-24**—*National Academy of Television Arts and Sciences* fall trustees meeting. Marriott Marquis Hotel, New York. Information: Trudy Wilson. (212) 586-8424.

**Oct. 27-29**—LPTV annual conference and exposition, sponsored by *Community Broadcasters Association*. Tropicana, Las Vegas. Information: (800) 225-8183.

**Nov. 9**—"Where Are the Ratings Systems Headed?" tele-workshop sponsored by *National Association of Television Producers and Executives Educational Foundation*. Workshops are fed live, via satellite. Information: Susan Davis. (310) 453-4440.

**Dec. 1**—*Cable Television Administration and Marketing Society* fourth annual western regional pay per view conference. Hyatt Regency Alicante, Anaheim, Calif. Information: Kirsten McConnell. (703) 549-4200.

**Dec. 2-4**—Western Cable Show sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim. Information: (510) 428-2225.

**Dec. 3**—*American Sportscasters Association* eighth annual Hall of Fame Awards dinner. Marriott Marquis Hotel, New York. Information: Louis Schwartz. (212) 227-8080.

**Jan. 14-16**—*Satellite Broadcasting and Communications Association* winter trade show. San Diego. Information: (703) 549-6990.

**Jan. 24-30**—*NATPE International/Association of Independent Television Stations*. NATPE's 30th annual program conference and exhibition and INTV conference. Moscone Convention Center, San Francisco. Information: Nick Orfanopoulos, for NATPE. (310) 453-4440, and Angela Giroux, for INTV. (202) 997-1970.

# For the Record

As compiled by BROADCASTING from August 31 through September 4 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **WAVH-FM Mobile, AL** (BALH920828GQ; 96.1 mhz; 100 kw; ant. 1,141.4 ft.)—Seeks assignment of license from Atmor Properties Inc. to WAVH-FM Inc. for \$1.8 million ("Changing Hands," Aug. 31). Seller is headed by Lee M. Mitchell, and is subsidiary of AT&T Capital Corp., and has no other broadcast interests. Buyer is headed by Carl T. Robinson, who is also purchasing KZKX(FM) Lincoln, NE, and also recently purchased two AM's and two FM's. Filed Aug. 28.

■ **WVFG(FM) Untontown, AL** (BALH920827GX; 107.5 mhz; 1.43 kw; ant. 469 ft.)—Seeks assignment of license from Union Broadcast Associates to James Wilson III for \$5,000. Seller is headed by Steve McGowan, and is licensee of five FM's. Buyer is licensee of WJJN(FM) Dothan, AL. Filed Aug. 27.

■ **WDAX(FM) McRae, GA** (BALH920831HP; 1410 khz; 1 kw-D)—Seeks assignment of license from WDAX Inc. to John W. Davidson Sr. for no cash consideration. Seller is headed by Roy L. Woods, and has no other broadcast interests. Buyer has interests in WCAM(AM)-WPUB-FM Camden, SC, and is also 20% partner in cable system in Pinehurst, NC. Filed Aug. 31.

■ **KBSD-TV Ensign, KS** (BTCCT920824KL; ch. 6; 100 kw-V; 10 kw-A; ant. 720 ft.)—Seeks transfer of control of Smith Broadcasting Group Inc. (see KWCH-TV Hutchinson, KS, below). Filed Aug. 24.

■ **KBSL-TV Goodland, KS** (BTCCT920824KN; ch. 10; 316 kw-V; 56.2 kw-A; ant. 990 ft.)—Seeks transfer of control of Smith Broadcasting Group Inc. (see KWCH-TV Hutchinson, KS, below). Filed Aug. 24.

■ **KBSH-TV Hays, KS** (BTCCT920824KM; ch. 7; 316 kw-V; 33.6 kw-A; ant. 710 ft.)—Seeks transfer of control of Smith Broadcasting Group Inc. (see KWCH-TV Hutchinson, KS, below). Filed Aug. 24.

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.

■ **KWCH-TV Hutchinson (Wichita), KS** (BTCCT920824KK; ch. 12; 316 kw-V; 63.1 kw-A; ant. 1,522 ft.)—Seeks transfer of control of Smith Broadcasting Group Inc.; assignment will transfer majority control from Robert N. Smith to VS&A Communications Partners via conversion by VS&A Communications of its nonvoting stock in general partner of licensee to voting stock. VS&A Communications will control 76.99% of votes in licensee. Assignment includes satellite stations KBSD-TV Ensign, KBSH-TV Hays and KBSL-TV Goodland, all Kansas (see above). Robert N. Smith has interests in six TV's. Licensee is owned by VS&A Communications Partners Ltd., headed by John Veronis and John Suhler, who have interests in five TV's. Filed Aug. 24.

■ **WSEH(FM) Cumberland, KY** (BALH920828GW; 102.7 mhz; 80 w; ant. 1,820 ft.)—Seeks assignment of license from Roger Noe to Cumberland City Broadcasting Inc. for \$20,790. Seller has no other broadcast interests. Buyer is headed by George Bibb, and is licensee of WCPM(AM) Cumberland, KY. Filed Aug. 28.

■ **New FM Lake Charles, LA** (BAPH920824GO; 105.3 mhz; 50 kw; ant. 150 ft.)—Seeks assignment of CP of B & C Corp.; application is filed to formally authorize B & C Corp. as official licensee. Principals have no other broadcast interests. Action Aug. 24.

■ **WNTX(FM) Nantucket, MA** (BALH920831GR; 96.3 mhz; 50 kw; ant. 405 ft.)—Seeks assignment

of license from Quality Broadcasting Inc., debtor-in-possession, to Radio Nantucket Inc. for \$500,000. Seller has no other broadcast interests. Buyer is headed by Albert Makkay Sr., and is licensee of WPXC(FM) Hyannis, MA. Filed Aug. 31.

■ **KVYU(FM) Springfield, MO** (BAPED920903GS; 88.3 mhz; 12 kw; ant. 100 m.)—Seeks assignment of CP from Lou Smith Ministries Inc. to Clear Light Communications Inc. for \$20,000. Seller is headed by John Smith Sr., and has interests in LPTV and CP for FM. Buyer is headed by Darrell Ankarlo, and has no other broadcast interests. Filed Sept. 3.

■ **WXNJ(FM) Avalon, NJ** (BALH920902GY; 94.3 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Ocean Media Inc. to DiDonato Enterprises Inc. for \$500,000. Seller is headed by Sid Friedman, and has interests in WDMV(AM) Pocomoke City, MD. Buyer is headed by John J. DiDonato, and has no other broadcast interests. Filed Sept. 2.

■ **WGGO(AM)-WQRT(FM) Salamanca, NY** (AM: BAL920831GT; 1590 khz; 5 kw-D; FM: BALH920831GU; 98.3 mhz; 1.6 kw; ant. 430 ft.)—Seeks assignment of license from Altair Communications Inc. to Michael Washington Jr. and Mary E. Washington for \$550,000. Approved sale of station last year for \$709,000 did not close ("Changing Hands," Nov. 11, 1991). Seller is headed by Gary L. Livingston, and has no other broadcast interests. Buyers have no other broadcast interests. Filed Aug. 31.

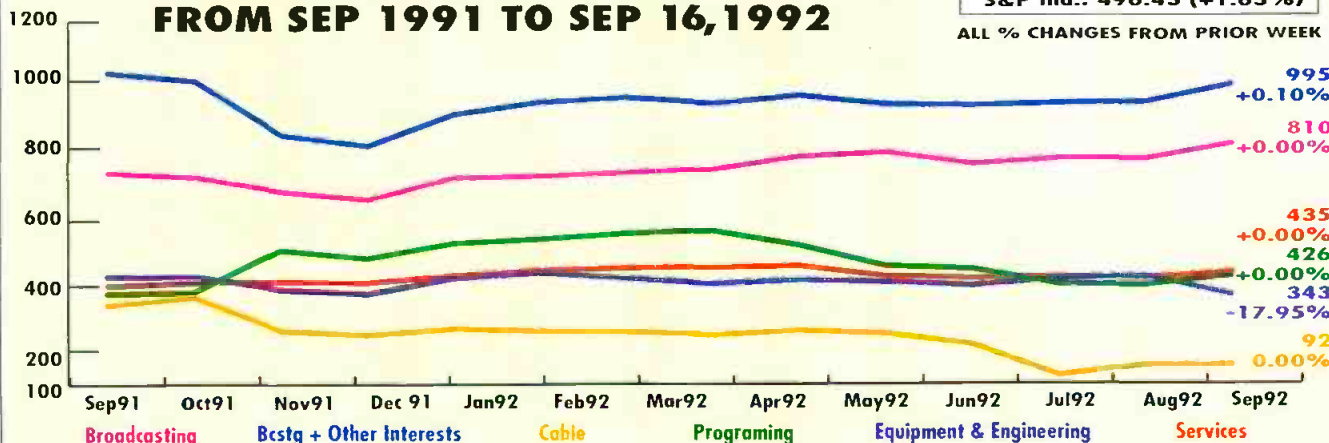
■ **KTCY(FM) Denison, TX** (BALH920828GV; 104.9 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from William A. Osborn, receiver, to Davis Family Trust for \$227,500. Seller has no other broadcast interests. Buyer is headed by Charles Chandler Davis, trustee, and has no other broadcast interests. Filed Aug. 28.

### Actions

■ **KWXT(AM) Dardanelle, AR** (BAL920722EB; 1490 khz; 1 kw-U)—Granted assignment of license from Johnson Communications Inc. to George V. Domeresse for \$60,000. Seller is headed by Dewey E. Johnson, and has no other broadcast interests. Buyer owns 2 AM's. Action Sept. 2.

■ **KWNN(AM) Little Rock, AR** (BAL920625EC; 1050 khz; 1 kw-D, 19 w-N)—Granted assignment of license from Dynamic Communications Inc. to Joshua Ministries and Community Development Corp. for \$250,000. Seller has no other broadcast

## STOCK MARKET PERFORMANCE AVERAGES FROM SEP 1991 TO SEP 16, 1992



interests. Buyer is headed by Silas Johnson, and has no other broadcast interests. Action Aug. 26.

■ **KWYN(AM) Wynne, AR** (BTC920414EA; 1400 khz; 1 kw-U)—Granted transfer of control of licensee East Arkansas Broadcasters Inc. for \$250. Transferor is Hannah M. Raley, who is transferring 155 shares of stock to transferee Bobby Caldwell. Caldwell owns 50% of licensee of KWAK(AM)-KXDX(FM) Stuttgart, AR. Action Aug. 20.

■ **WKLTV(AM) Bradenton, FL** (BAL920720EF; 1490 khz; 1 kw-U)—Granted assignment of license from Milton J. Wallace to Cameron-Reese Broadcasting of Bradenton Inc. for \$100,000. Seller has no other broadcast interests. Buyer is headed by Karen E. Reese, and has no other broadcast interests. Action Sep. 2.

■ **WNLS(AM)-WTNT(FM) Tallahassee, FL** (AM: BAL920702GS; 1270 khz; 5 kw-U; FM: BALH920702GT; 94.9 mhz; 100 kw; ant. 840 ft.)—Granted assignment of license from Arso Radio Corporation to Park Broadcasting of Florida Inc. for \$2.65 million ("Changing Hands," July 20). Seller is headed by Jesus Soto, and is licensee of one AM and two FM's. Buyer is headed by Roy H. Park, and owns 11 AM's, 11 FM's, 8 TV's and 140 newspapers. Action Aug. 25.

■ **WBHB(AM) Fitzgerald, GA** (BAL920721EC; 1240 khz; 1 kw-U)—Granted assignment of license from Willdenway Broadcasting Inc. to Harper Broadcasting Inc. for \$20,000. Seller is headed by Charles R. Ridgeway, and has no other broadcast interests. Buyer is headed by Harold G. Harper, and has no other broadcast interests. Action Sep. 1.

■ **WCNN(AM)-WALR(FM) Atlanta** (AM: BTC920515EB; 680 khz 60 kw-D, 10 kw-N; FM: BTCH920515EC; 104.7 mhz; 100 kw; ant. 981 ft.)—Granted transfer of control from Ring Radio Co., debtor-in-possession, to Midwestern Broadcasting Co. for \$6 million. ("Changing Hands," May 25). Seller is headed by Charles A. Smithgall III and D. Kimbrough King, and has no other broadcast interests. Buyer is headed by Lewis W. Dickey, and is licensee of WWWW-FM-FM Toledo, OH, and permittee of new TV on ch. 60 in Toledo, OH. Action Aug. 20.

■ **\*WWEV(FM) Cumming, GA** (BTCED920408HJ; 91.5 mhz; 8.9 kw; ant. 960 ft.)—Granted transfer of control of Curriculum Development Foundation Inc. to provide for expansion of board membership. Licensee is headed by Paul L. Walker, and recently applied for assignment of noncommercial WAVO(AM) Decatur, GA ("For the Record," March 2). Board member Bill Watkins is licensee of WFDR(AM)-WVVFJ-FM Manchester, GA. Action Aug. 28.

■ **WELF(TV) Dalton, GA** (BAPCT910830KG; ch. 23; 5000 kw-V; 500 kw-A; ant. 1,517 ft.)—Granted assignment of CP from Dalton Television Associates Ltd. to Sonlight Broadcasting System Inc. for \$195,000. Seller is headed by Jesus Jimenez, and has no other broadcast interests. Buyer is headed by Paul F. Crouch Jr., who is also licensee of WMPV(TV) Mobile and WMCF(TV) Montgomery, both Alabama, and holds CP's for WBUY(TV) Holly Springs, MS and WPGD(TV) Hendersonville, TN. Action July 27.

■ **WAYX(AM) Waycross, GA** (BAL920721EE; 1230 khz; 1 kw-U)—Granted assignment of license from Young Communications Inc. to GHI Inc. for \$115,000. Seller is headed by H.C. Young Jr., and has no other broadcast interests. Buyer is headed by Larry W. Hardin, and has no other broadcast interests. Action Sep. 1.

■ **WAGW(FM) Waynesboro, GA** (BAPH920702HV; 107.1 mhz; 6 kw; ant. 328 ft.)—Granted assignment of CP from Clifford Jones to Bible Broadcasting Network Inc. for \$225,000. Seller has no other broadcast interests. Buyer is headed by Lowell L. Davey, and is licensee of 2 AM's and 26 FM's. Action Aug. 26.

■ **WTHI-AM-FM-TV Terre Haute, IN** (AM: BTC920211KG; 1480 khz; 5 kw-D, 1 kw-N; FM: BTCH920211KH; 99.9 mhz; 50 kw; ant. 494 ft.; TV: BTCCT920211KF; ch. 10; 316 kw-V, 31.6 kw-A, ant. 960 ft.)—Granted transfer of control from Wa-

bash Valley Broadcasting Corp. to Hulman & Company; transfer will result in transferee owning 81.2% of Wabash Valley stock. Assignment includes WOGX(TV) Ocala, FL; and WFTX(TV) Cape Coral, FL (see above). Transferors are Jack R. Snyder and Merchants National Bank & Trust Co. of Indianapolis, co-trustee of Anton Hulman Jr. Real Estate and Grace Hulman Descendants Trust, which owns 87.04% of licensees of WKOX(AM)-WVBF(FM) Framingham, MA, and WJNO(AM)-WRMF(FM) Palm Beach, FL. Transferee is headed by Mari H. George. Action July 13.

■ **WKYR-AM-FM** **Burkesville, KY** (AM: BTC920713HA; 1570 khz; 1 kw-D; FM: BTCH920713GZ; 107.9 mhz; 6 kw; ant. 315 ft.)—Granted transfer of control from WKYR Inc. to Ray Mullinix for \$26,000. Seller is headed by Silas A. Norris, and has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 26.

■ **WHRS(AM)-WLFX(FM) Winchester, KY** (AM: BAL920610HU; 1380 khz; 2.5 kw-D, 40 w-N; FM: BALH920610HV; 100.1 mhz; 1.4 kw; ant. 460 ft.)—Granted assignment of license from Premier Broadcast Group Inc. to Hancock Communications Inc. for \$600,000. Seller is headed by Gary L. Jensen, receiver, and has no other broadcast interests. Buyer is headed by Bayard H. Walters, and owns 5 AM's and 6 FM's. Action Aug. 28.

■ **KAOK(AM) Lake Charles, LA** (BAL920721ED; 1400 khz; 1 kw-U)—Granted assignment of license from Trinity Communications Inc. to Toot Toot Communications Inc. for \$94,700. Seller is headed by Brian J. Prendergast, and has no other broadcast interests. Buyer is headed by Sidney J. Simien Sr., and has no other broadcast interests. Action Sept. 1.

■ **WRCA(AM) Waltham, MA** (BTC920625EB; 1330 khz; 5 kw-U)—Granted transfer of control from La-Marca Group Inc. to SMY Media Inc. for \$10,000. Seller is headed by James LaMarca Sr. Buyer is headed by A.E. Stanley III, who has 15% interest in licensee of two AM's. Action Sept. 2.

■ **WAVN(AM) Southaven, MS** (BAL920624EA; 1240 khz; 580 w-U)—Granted assignment of license from Lois B. Crain to Arlington Broadcasting Corp. Inc. for \$115,000. Buyer is headed by Fred R. Filinn, and is licensee of WGSF(AM) Arlington, TN. Action Aug. 31.

■ **WRHG(FM) Natchez, MS** (BAPH920720HQ; 97.3 mhz; 3 kw; ant. 328 ft.)—Granted assignment of CP from Cloud Nine Inc. to James C. Williams for \$36,000. Seller is headed by Peter Rinaldi, who also has interests in KAIN(AM) Vidalia, LA. Buyer has no other broadcast interests. Action Aug. 31.

■ **KBFL(FM) Buffalo, MO** (BALH920716HN; 99.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from School District Number 1 of Dallas County MO, to Charles C. Burton for \$65,060. Seller is headed by Tom Darnell, and has no other broadcast interests. Buyer has no other broadcast interests. Action Aug. 31.

■ **KBOM(FM) Los Alamos, NM** (BALH920703GW; 106.7 mhz; 15.5 kw; ant. 1,947 ft.)—Granted assignment of license from KBOM Ltd. to Tesuque Radio Inc. for \$560,000. Seller is headed by general partner Lance Armer, and has no other broadcast interests. Buyer is headed by John Herklotz, and has no other broadcast interests. Action Aug. 27.

■ **WYDC(TV) Corning, NY** (BAPCT920403KE; ch. 48; 250 kw; ant. 413.3 ft.)—Granted assignment of CP from Robert P. Walker to Cornerstone Television Inc.; assignment is donation. Seller has no other broadcast interests. Buyer is headed by R. Russell Bixler, and is licensee of WPCB-TV Greensburg and WKBS-TV Altoona, both Pennsylvania. It is also pending assignee of WOOD(TV) Amsterdam, NY ("Changing Hands," March 23), and is permittee and licensee of two LPTV's. Action Aug. 31.

■ **WKAJ(AM) Saratoga Springs, NY** (BAL920623EB; 900 khz; 250 w-U)—Granted assignment of license from Saratoga Radio Corp. to William H. Walker III for \$30,000. Buyer is licensee of WBUG-AM-FM Fort Plain and WRWD(FM) Highland, both New York. Action Aug. 31.

■ **WCNT(AM) Charlotte, NC** (BAL920709EB; 1480 khz; 5 kw-U)—Granted assignment of license from Broadcast Equities Inc. to Christ Covenant Presbyterian Church for \$10; assignment is intended as contribution-deduction for benefit of assignor. Seller is headed by M.G. Robertson, and is also licensee of WNTR(AM) Silver Spring, MD. Assignor is subsidiary of Christian Broadcasting Network Inc., parent of licensee of KNLT(FM) Bethany, OK. Buyer is headed by Jim Sutton, and has no other broadcast interests. Action Sept. 1.

■ **WCLY(AM) Raleigh, NC** (BAL920701EE; 1550 khz; 1 kw-D, 7 w-N)—Granted assignment of license from RFB Radio of Raleigh Inc. to Antelope Broadcasting Inc. for \$270,000; assignment represents internal reorganization of company from Robert F. Bell as individual to corporation. Assignee is headed by Bell, and is licensee of WPJM(AM) Greer, SC. Bell also has interests in WLLV(AM) Louisville, KY. Action Aug. 31.

■ **WMFD(AM) Wilmington, NC** (BAL920703EB; 630 khz)—Granted assignment of license from Wilmington Radio Co. to Specialized Communications Inc. for \$106,000. Seller is headed by Donald R. Watson, and is also licensee of WMNX(FM) Wilmington, NC. Buyer is headed by Morris E. Knight, and has no other broadcast interests. Action Sep. 3.

■ **WTZX(AM) Sparta, TN** (BAL920720ED; 860 khz; 1 kw-D, 9.9 w-N)—Granted assignment of license from WTZX Radio to Robert W. Gallahe for \$140,000. Seller is headed by Charles D. Howard, and has no other broadcast interests. Buyer is general manager of WLIV(AM)-WCSD(FM) Livingston, TN. Action Aug. 31.

■ **KRBG(FM) Canadian, TX** (BALH920630GU; 103.1 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from Megahype Broadcasting Partnership to Carolina Communications for \$2,000. Seller is headed by Mark Jones, who also has interests in permittee of KSSB(FM) Calapatria, CA. Buyer is headed by general partners John W. Pittman and William J. Pennington III. Pittman has interests in WFMO(AM)-WSTS(FM) Fairmont, NC. Pennington has interests in two FM's. Action Aug. 31.

■ **KWZD(FM) Hamlin** (Ablene), **TX** (BALH920520HN; 103.7 mhz; 100 kw; ant. 985 ft.)—Granted assignment of license from B & D Communications Inc. to Taylor County Broadcasting for \$320,000 ("Changing Hands," June 8). Station was recently purchased for \$265,000 ("For the Record," Jan. 27). Seller is headed by Robert H. Holladay, and is licensee of KICR-AM-FM Oakdale, LA. Buyer is headed by George L. Chambers, and has no other broadcast interests. Action Aug. 19.

■ **KBIL-FM San Angelo, TX** (BALH910729HY; 92.9 mhz; 100 kw; ant. 729 ft.)—Granted assignment of license from Robert G. Call, receiver, to Regency Broadcasting Inc. for \$186,000. Seller has no other broadcast interests. Buyer is headed by Keith Adams, and has no other broadcast interests. Action Aug. 10.

■ **KEYF-AM-FM Dishman-Cheney** (Spokane), **WA** (AM: BAL920710EB; 1050 khz; 5 kw-D, 335 w-N; FM: BALH920710EC; 101.1 mhz; 100 kw; ant. 1,965 ft.)—Granted assignment of license from Unicorn Broadcasting Inc. to KEYF Corp. for \$1.825 million ("Changing Hands," July 13). Seller is headed by Andrew Molasky, and is licensee of two FM's. Buyer is headed by C.T. Robinson, who has interests in KVOR(AM)-KSPZ(FM) Colorado Springs and is acquiring KTCR(AM)-KOTY-FM Tri-Cities, WA. Action Aug. 27.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Eugene, OR KUGN(AM) 590 khz**—Aug. 6 application of Combined Communications Inc. for CP to increase nighttime power to 5 kw, make changes in antenna system and change TL to 89699 N. Game Farm Road, Eugene 44 06 03 - 123 03 06.

■ **San Antonio, TX** KVAR(AM) 1160 mhz—Aug. 5 application of Hispanic Radio Broadcasters for CP to reduce day power to 5 kw and make changes in antenna system.

■ **Alexandria, VA** WCPT(AM) 730 khz—Aug. 5 application of Group W Radio Inc. for MP (BP-900405CM) to increase night power to 950 watts and make changes in antenna system.

**FM's**

■ **Green Acres, CA** KRAB(FM) 106.3 mhz—Aug. 20 application of Double D Broadcasting Company for CP to make changes; change ERP: 25 kw (H&V); ant.: 100 m.; TL: 3.7 km north of Bena Rd. and 16 km east of Bakersfield, Kern County, CA; change frequency from 106.3 to 106.1; change to class B1.

■ **Sacramento, CA** KXHV(FM) 89.7 mhz—Aug. 11 application of Sacramento City Unified School Dist. for mod. of CP (BPED-860226MC) to make changes; ant.: 26 m. (V only); and TL: Reliable Crane & Rigging Co., 5853 Flori-Perkins Road, Sacramento.

■ **Shingle Springs, CA** KFIA-FM 101.9 mhz—July 30 application of Olympic Broadcasters Inc. for CP to make changes: ERP: 44 kw (H&V); ant.: 159 m.; (H&V); TL: approximately 5 km WSW of Greenwood, CA; change class from B1 to B (per MM docket #92-20).

■ **Sonora, CA** KZSQ-FM 92.7 mhz—Aug. 7 application of Clarke Broadcasting Corp. for CP to make changes; ERP: .38 kw H&V. ant. 393 m.; TL: top of Bald Mountain, 3.1 km at 37 degrees from Sonora.

■ **Pueblo, CO** KZKG(FM) 104.5 mhz—Aug. 10 application of Pueblo Broadcasters Inc. for mod. of CP

(BPH-880825NX) to change ERP: 50 kw (H&V); ant.: 105 m.; TL: 4.8 mi. north of Pueblo, 1 mi. west of U.S. Highway 25 near Pueblo; class changed from C1 to C2 (per MM docket #84-231).

■ **Naples, FL** WSRX(FM) 89.5 mhz—Aug. 19 application of Youth Foundation of America Inc. for CP to make changes; ERP: 20 kw H&V, antenna supporting structure height, and to change class: C3.

■ **Greenville, GA** 95.7 mhz—Aug. 11 application of New Orchon Broadcasting Co. for mod. of CP (BPH-901221MI) to make changes; change TL: approximately 1.5 km SE of Mountville, GA.

■ **Sylvester, GA** New FM 102.1 mhz—Aug. 10 application of Thomas W. Lawhorne for mod. of CP (BPH-880505OA) to make changes, ERP: 6 kw H&V, ant.: 84 m., and to change TL: northeast corner of Kelly and Livingston Sts., Sylvester.

■ **Wrightsville, GA** WDBN(FM) 107.5 mhz—Aug. 7 application of Johnson County Broadcasters Inc. for CP to make changes; change ERP: 6 kw (H&V); ant.: 100 m.; TL: 1.4 mi. (2.25 km) south of Lovett, GA, at intersection of Lovett-Brewton Road and Bumba Rd.

■ **Kealahou, HI** KAOY(FM) 101.5 mhz—Aug. 21 application of Visionary Related Entertainment Inc. for mod. of CP (BPH-911107IK) to make changes; ERP: 7.079 kw H&V, ant.: 838 m.; TL: 75 km WSW of Kaupulehu Crater, island of Hawaii, class: upgrade from C3 (per docket #89-490).

■ **Caldwell, ID** KTSY(FM) 89.5 mhz—Aug. 10 application of Gem State Adventist Academy for CP to make changes; change ant.: 791 m.; change to class C1.

■ **Anna, IL** WRAJ-FM 96.5 mhz—Aug. 17 applica-

tion of Union Broadcasting Inc. for mod. of CP (BPH-890531IB) to make changes to ant. 275 m.

■ **Anderson, IN** WQME(FM) 98.7 mhz—Aug. 20 application of Anderson University Inc. for CP to make changes; change ERP: 6 kw (H&V).

■ **Bastrop, LA** KTRY-FM 94.3 mhz—Aug. 12 application of Jamie Patrick Broadcasting Ltd. for CP to make changes; ERP: 50 kw (H only); freq: 93.9 mhz class: C2 (per docket #87-242).

■ **York Center, ME** WCQL-FM 95.3 mhz—Aug. 24 application of Sunshine Group Broadcasting for CP to make changes; change ERP: 1.42 kw (H&V); ant.: 208 m.; TL: Mount Agamenticus; York Town, York County, ME; change to directional antenna.

■ **Medford, MA** WMFO(FM) 91.5 mhz—Aug. 6 application of Tufts University for CP to modify directional antenna.

■ **Eden Prairie, MN** KOOU(FM) 105.7 mhz—Aug. 19 application of Southwest Suburban Broadcasting Inc. for mod. of CP (BPH-871203MH) to make changes; change ERP: 6 kw (H&V); ant.: 73 m.; TL: Marriott Hotel Bldg., Bren Rd., .3 km W. of Washington Ave., 2 km N. of Eden Prairie.

■ **Duluth, MN** KVNW(FM) 101.7 mhz—Aug. 7 application of AABG Inc. for mod. of CP (BPH-890425MA) to make changes: ERP: 1.6 kw (H&V); ant.: 136 m.; TL: 10 Observation Road, Duluth.

■ **Branson, MO** KLFC(FM) 88.1 mhz—Aug. 14 application of Vision Ministries Inc. for CP to make changes; change ant.: 80 m.; TL: 6.3 mi. (10.14 km) south of Branson, approx. 7 mi. (1.1 km) east of U.S. 65, Taney County, MO.

■ **Cape Girardeau, MO** KRCU(FM) 90.9 mhz—Aug. 13 application of Southeast Missouri State Univ. for CP to make changes; change ERP: 6 kw (V); ant.: 79 m.; TL: 900 Normal, Cape Girardeau.

■ **Huntsville, MO** KTDI(FM) 92.5 mhz—Aug. 13 application of Contemporary Broadcasting Inc. for CP to make changes; change ERP: 50 kw (H&V); ant.: 150 m.; TL: 39 34 26 - 92 21 15; change freq. from 92.5 to 103.5 change to class C2 (per MM docket #89-558).

■ **Maryville, MO** KNIM-FM 97.1 mhz—Aug. 17 application of Nodaway Broadcasting Corp. for CP to make changes: ERP: 25 kw (H&V); ant.: 100 m.; TL: south of Maryville, adjacent to Highway 72 bypass; class changed to C3.

■ **Nixa, MO** KGBX-FM 106.3 mhz—Aug. 14 application of Sunburst II Inc. for mod. of license (BPH-911219ID) to make changes; change ERP: 38 kw H&V; ant. 170 m.; TL: 600 m. south of Farm Road C, 4 km NW of Stafford in Greene County, MO.

■ **Sparta, MO** KLTQ(FM) 96.5 mhz—Aug. 13 application of James L. Gardner for mod. of CP (BPH-910422ID) to make changes to TL: 2.9 km from Highlandville, MO, bearing from antenna site to Highlandville is 165 degrees.

■ **Pahrump, NV** KUDA(FM) 107.5 mhz—July 28 application of Americom Las Vegas Ltd. for CP to install new main antenna-transmitter facility.

■ **Armiijo, NM** KUCU(FM) 107.1 mhz—Aug. 17 application of KCST Inc. for CP to make changes; change ERP: 60 kw (H&V); ant.: 721 m.; TL: on Capilla Peak, Torrance County, approximately 50 km SE of Albuquerque, NM; change to class C (per docket #91-233).

■ **Wurtsboro, NY** WZAD(FM) 97.3 mhz—Aug. 21 application of Jerome Gillman Inc. for CP to make changes; correct coordinates to 41 36 4 - 74 33 17.

■ **Oakes, ND** KDDR-FM 92.5 mhz—Aug. 14 application of Cerm Broadcasting Corp. for mod. of CP (BPH-900315ID) to make changes; change ERP: 25 kw (H&V); ant.: 100 m.; TL: 2.4 km east of Comstock, MN, along county Rd. 2; change main studio location to Kindred, ND; change freq. to 92.7 and change class to C3 (per MM docket #90-405).

■ **Klamath Falls, OR** KAGO-FM 99.5 mhz—Aug. 11 application of Key Broadcasting Inc. for mod. of CP (BPH-870302IC) to make changes, ERP: 60 kw H&V, class: C1.

■ **Hazleton, PA** WWSH(FM) 97.9 mhz—Aug. 10 application of Luzerne Broadcasting Company for

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,707	944	5,651
Educational FM	1,557	290	1,847
<b>Total Radio</b>	<b>11,233</b>	<b>1,420</b>	<b>12,653</b>
Commercial VHF TV	557	13	570
Commercial UHF TV	583	164	747
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
<b>Total TV</b>	<b>1,500</b>	<b>191</b>	<b>1,691</b>
VHF LPTV	466	131	597
UHF LPTV	818	841	1,659
<b>Total LPTV</b>	<b>1,284</b>	<b>972</b>	<b>2,256</b>
FM translators	1,901	390	2,291
VHF translators	2,512	80	2,592
UHF translators	2,406	392	2,798

### CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
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.

<sup>1</sup> Construction permit.

Source: Nielsen, NCTA and Broadcasting's own research.

CP to make changes; change: ERP: 27.5 kw (H&V); ant.: 201 m.; TL: Berner Avenue, between East and Luzerne Streets, Hazelton; modify directional antenna pattern.

■ **Pittsburgh WPTS-FM** 98.5 mhz—Aug. 24 application of Univ. of Pittsburgh Commonwealth Sys. for CP to make changes; change: ERP: .016 kw (H&V); ant.: 141 m.; change frequency from 98.5 mhz to 92.1 mhz.

■ **Woonsocket, RI WWKX(FM)** 106.3 mhz—Aug. 5 application of Ten Mile Communications Inc. for CP to make changes to ant.: 158.6 m.

■ **Loris, SC WVCO(FM)** 105.9 mhz—Aug. 12 application of Robert L. Rabon for mod. of CP (BPH-870918MA) to make changes; change: ERP: 2.65 kw (H&V); ant.: 151 m.; TL: State Route 910, across from Cedar Branch Church, 1.9 km north of intersection of State Routes 910 and 857, Horry County, SC; change freq. to 94.9 (per MM docket #89-326 89-327).

■ **Walterboro, SC WNTC(FM)** 100.9 mhz—July 10 application of Gresham Communication Inc. for CP to change TL: .18 km northeast of Red Oak Church on Red Oak Hwy., northeast of Cottageville, SC, and to change class: C3.

■ **Aberdeen, SD KOAA(FM)** 94.9 mhz—Aug. 25 application of CD Broadcasting Corp. of Aberdeen for mod. of CP (BPH-920313IA) to make changes: ant.: 133 m.; TL: 1 km NW of Bath, SD; change to class 1.

■ **Carthage, TN WUCZ(FM)** 102.3 mhz—Aug. 17 application of Wood Broadcasting Inc. for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375).

■ **Harrogate, TN WXJB(FM)** 96.5 mhz—Aug. 17 application of JBD Inc. for CP to make changes; change ERP: 6 kw (H&V).

■ **Murfreesboro, TN WMOT(FM)** 89.5 mhz—Aug. 26 application of Middle Tennessee State Universi-

ty for CP to make changes; change ERP: 100 kw (H&V); ant.: 178 m.; TL: Underwood Road, Gladeville, TN; change to class C1.

■ **Newport, TN WNPC-FM** 92.9 mhz—Aug. 10 application of WNPC Inc. for mod. of CP (BPH-900222MQ) to make changes; change ERP: 3.13 kw (H&V); ant.: 140 m.; (H&V); TL: .36 km due east of intersection of U.S. Rte. 25 (DIXIE HWY) and Rays Chapel Rd., Cocke County, TN; proposed site located 4.63 km on bearing N 316° E true from Newport city hall.

■ **Comfort, TX KATG(FM)** 95.1 mhz—Aug. 17 application of Nancy K. Hinson Grubbs for mod. of CP (BPH-891026MO) to make changes: change ERP: 36 kw (H&V); ant.: 172 m.; TL: Ingenhuett Ranch Road, 11.6 mi. south of Comfort.

■ **Franklin, TX KPXQ(FM)** 98.9 mhz—Aug. 7 application of Franklin Community Broadcasting for mod. of CP (BPH-890718MB - new station) to make changes to ERP: 25 kw H&V; ant. 100 m. (per MM docket #91-275).

■ **Kerrville, TX** 92.1 mhz—Aug. 10 application of Kite Guadalupe Communications Inc. for CP to make changes; change: ERP: 44 kw (H&V); ant.: 123 m.; change frequency from 92.1 mhz to 92.3 mhz; change class to C2 (per MM docket #89-261).

■ **Odessa, TX KENT-FM** 90.5 mhz—Aug. 11 application of Southwest Ed. Media Found. of Texas for CP to make changes; change TL: 9.5 mi. west of Odessa on 27th Street.

■ **Tyler, TX KVNE(FM)** 89.5 mhz—Aug. 18 application of Educ. Radio Found. of E. Texas Inc. for CP to change ERP: 96 kw H&V.

■ **Rupert, VT WMNV(FM)** 104.1 khz—Aug. 6 application of Radio Rachel for CP to make changes: ERP: 2.8 kw (H&V); ant.: 68 m.; TL: 2.9 km east of Rupert, at 287 true in town of Hebron, NY; change main studio location.

■ **Chester, VA WDYL(FM)** 92.1 mhz—Aug. 14 ap-

plication of Hoffman Communications Inc. for CP to make changes; ERP: 1.35 kw H&V, ant.: 150 m.; TL: 3.2 km south of Chesterfield, frequency: from 92.1 mhz to 93.1 mhz (per docket #90-67).

■ **Richlands, VA WRIC-FM** 100.7 mhz—Aug. 19 application of Clinch Valley BCing Corporation for CP to change ERP: 1.3 kw H&V.

■ **Dishman, WA KWQL(FM)** 106.5 mhz—Aug. 21 application of Great Scott Broadcasting for mod. of CP (BPH-890123ME) to make changes; change TL: located 4.3 km NE of Spokane City center on Fancher-Beacon Hill.

■ **Rice Lake, WI WAQE-FM** 97.7 mhz—Aug. 11 application of Red Cedar Broadcasters Inc. for CP to make changes; change ERP: 18.5 kw (H&V); ant.: 88 m.; TL: Town Road, 1.3 km north of northwest city border, near Rice Lake, Barron County, WI; change to class C3; downgrade via application.

#### TV's

■ **Gadsden, AL WNAL-TV** ch. 44—Aug. 25 application of WNAL-TV Inc. for CP to change ERP (vis): 3,041 kw; antenna: Andrew ATW-32G3-HSS-44 (DA)(BT).

■ **Tuscaloosa, AL WDBB(TV)** ch. 17—Aug. 25 application of Channel 17 Associates Ltd. for CP to change ERP (vis): 814; ant.: 266 m.; TL: 2.9 km east of Rte. 69, 9.8 km NE of Moundsville, Tuscaloosa (33-03-15 - 87-32-57); antenna: Andrew ALP24M3-HSOC-17 (DA)(BT).

■ **San Diego KNSD(TV)** ch. 39—Aug. 18 application of Gillett Commun. of San Diego Inc. for CP to change ERP (vis): 2500 kw.

■ **Marietta, GA WTLK-TV** ch. 14—Aug. 7 application of TV 14 Inc. for CP to change ERP (vis): 4,611 kw; antenna: Alan Dick & Co. SG-30, (BT).

■ **West Point, MS WLOV-TV** ch. 27—Aug. 5 application of Love Communications Co. for CP to change main studio location to Beech Springs Rd., 4.35 mi. from Tupelo, MS.

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## TELEVISION

Appointments at Paramount Communications Inc., New York: **Ronald Nelson**, executive VP/CFO, elected to board of directors; **Rudolph Hertlein**, VP, internal audit, special projects, and **Earl Doppelt**, VP, deputy general counsel, named senior VP's.

**Sunta Izzicupo**, director, motion pictures for television, CBS Entertainment, Los Angeles, named VP,

**Marcia Basichis**, VP, programing, Spelling Television, Los Angeles, named senior VP.

**Robert Lewis**, director, production estimating, MTM Television, Studio City, Calif., named VP, production estimating.

**Kerry Carr**, manager, internal audit, Capital Cities/ABC, Inc., New York, named VP, internal audit.

**Michael Fister**, director, worldwide marketing, Turner Pictures, Turner Broadcasting System, Los

**Stephen Lukoskie**, senior tax manager, KPMG Peat Marwick, Charlotte, N.C., joins Bahakel Communications there as CFO.

**John Fagan**, traffic manager, Worldwide Television News, New York, named manager, traffic and general services.

**Karl Zedell**, news director, KATU-TV Portland, Ore., joins Audience Research and Development, Dallas, as senior account executive.

**Elliott Stern**, executive news pro-



Ronald Nelson



Sunta Izzicupo



Kerry Carr



Rona Landy



Guy Zapoleon

movies and miniseries, CBS Entertainment Productions, there.

**Launa Newman-Minson**, director, variety/late night development, ABC Entertainment, Los Angeles, signs agreement to produce all forms of prime time entertainment programming.

**Lauren Lazinsk**, manager, events marketing, Philip Morris, USA, New York, joins CBS/Broadcast Group there as director, special events, client services.

**Janine Smith**, assistant general counsel, Columbia Pictures Television, Los Angeles, assumes additional responsibilities as VP, international legal, business affairs.

**John Weiser**, account executive, Columbia Pictures Television Distribution, Los Angeles, named division manager, western region.

**Michel McQueen**, reporter, *Wall Street Journal*, New York, joins ABC News there as correspondent.

Angeles, joins ACI there as creative director, marketing.

**Peter Golden**, VP, talent, casting, Stephen J. Cannell Productions, Hollywood, named VP, development.

Appointments at Fox Broadcasting Company, Los Angeles: **Kimberly Wilder**, publicist, Viacom's *Montel Williams Show*, there, joins as senior publicist; **John Kroll**, director, corporate relations, E! Entertainment Television, there, joins as senior writer/copy editor.

**Jack Williams**, former chairman, and chief executive officer, Spectacor Broadcasting, Philadelphia, named president/COO.

**Gene Hill**, VP, engineering, Multimedia Broadcasting Company, Greenville, S.C., retires.

Appointments at WBRC-TV Birmingham, Ala.: **Stan Knott**, news director, named VP, news, and **Bill Lamb**, general sales manager, named VP, sales.

ducer, WTIC-TV Hartford, Conn., joins Visual Concepts, Bloomfield, Conn., as producer.

**David Kerley**, anchor, KING-TV Seattle, joins KIRO-TV there in same capacity.

**Tony Ballew**, assistant news director, WKYC-TV Cleveland, named news director.

Appointments at WCCO-TV Minneapolis: **John Lansing**, news director, KMOV-TV St. Louis, joins as director, news; **John Culliton**, VP, news, named executive director, news, public affairs.

Appointments at KTTV(TV) Los Angeles: **T.W. Miller**, associate producer, Fox Broadcasting's *Q* news magazine show, joins as creative director; **John Frenzel**, program administrator, named assistant program director.

**Rick Prather**, technical director/editor, KTVX-TV Salt Lake City, joins Video West there as editor/director.



Appointments at WOIO-TV Cleveland: **Leah Schneider**, intern, WNCX-FM there, joins as national continuity coordinator; **Danielle Banks**, part-time production assistant, named production technician.

**Jim Robinson**, VP, general sales manager, TeleRep, New York, joins WAUB-TV Cleveland as general sales manager.

**Larry Landaker**, president/GM, WEVU-TV Fort Myers, Fla., joins First Media Group, Coral Gables, Fla., as senior VP, marketing.

**Frank Sparano**, engineering operations supervisor, WPBT-TV Miami, named operations manager, Comtel Inc., there.

**Peter Orne**, president/GM, WRKD(AM)-WMCM-FM Rockland, Me.,

regional sales manager.

**J. Marcus Wood**, former station manager, KVEW-TV Kennewick, Wash., joins KTVM-TV Medford, Ore., as sales manager.

Appointments at WCJB-TV Gainesville, Fla.: **James Martin**, chief meteorologist, KGBT-TV Harlington, Tex., joins in same capacity; **Keith McKenzie**, reporter, WHAG-TV Hagerstown, Md., joins in same capacity; **Pam Rickard**, associate producer-writer, news, WSVN-TV Miami, joins as producer; **Christy Ann Day**, producer, WUFT-TV there, joins in same capacity.

Appointments at WTVF-TV Nashville: **Kathy Pozgar**, sales team leader, named national sales manager; **Kathy Peet**, sales team leader, named local sales manager; **Greg Han-**

Calif.: **Todd Romero**, sports director, KJCT-TV Grand Junction, Colo., joins as weekend sports anchor; **Lawrence Karnow**, fill-in forecaster, named weekend weather forecaster.

## RADIO

**Rona Landy**, general sales manager, WLWT-FM New York, named VP, station manager.

**Liz Kiley**, operations manager, KBBT-FM Los Angeles, assumes additional responsibilities as VP, programming, operations, Evergreen Media Corp., there.

**Michael Disney**, VP, general manager, WIOD(AM)-WFLC-FM Miami, joins WCKG-FM Chicago in same capacity.

**Robert Green**, station manager,

*The Association of Independent Television Stations last week elected four new members to its board of directors for two-year terms. They are (l-r): Linda Cochran, WSYT-TV Syracuse; Sharon Moloney, WXTX-TV Columbus, Ga.; Patrick North, KPHO-TV Phoenix; Brooke Spector, WUAB-TV Cleveland.*



Cochran



Moloney



North



Spector

joins Seaway Communications, Bangor, Me., as president.

**James Murphy**, research analyst, Katz Independent Television, New York, named research manager.

**Amy Poffenbarger**, sales assistant, Katz Television, Seattle, named sales executive.

**Teresa Nichols**, local marketing manager, Birch/Scarborough, Dallas, joins The Arbitron Co. there as account executive, Southwest television station services.

**Susan Sewell**, manager, public relations, American Association of Advertising Agencies, New York, joins Network Television Association there as VP, director, public relations.

**Shelia Conlin**, news producer, NBC News Channel, Charlotte, N.C., joins WSYX-TV Columbus, Ohio, as assistant news director.

**Mary Deliso**, account executive, WGGB-TV Springfield, Mass., named

kins, research director, named marketing director.

**Bon Frey**, local sales manager, KCTV Kansas City, Mo., named general sales manager.

**Andre Aldridge**, sports reporter, weekend anchor, KUTV Salt Lake City, joins KNBC-TV Burbank, Calif., as sports producer/reporter.

Appointments at WFTV Orlando, Fla.: **Vanessa Echols**, reporter/anchor, WSMV-TV Nashville, and **Joan Conley**, weekend anchor, WDTN-TV Dayton, Ohio, join as reporters.

**Fred Sherman**, VP, Merrill Lynch, Reading, Pa., joins KYW-TV Philadelphia as financial analyst.

Appointments at WSET-TV Lynchburg, Va.: **Tom Dempsey**, reporter/anchor, WOWL-TV Florence, Ala., joins as weekend co-anchor; **Dana Fowle**, reporter, named weekend anchor.

Appointments at KSBW-TV Salinas,

WSB(AM)-FM Atlanta, joins WIOD(AM) WFLC-FM Miami as VP-GM.

**Ira Wechsler**, executive VP, western division manager, HNWH Radio Sales, Los Angeles, joins Banner Radio there as VP, West Coast manager.

**Til Levesque**, sales manager, Banner Radio, Los Angeles, named VP, manager special sales, Banner Radio, New York.

**Guy Zapoleon**, program director, KHMx-FM Houston, and national program director, Nationwide Communications there, leaves to form his own radio consulting firm.

**Dave Van Stone**, director, contemporary formats, Pollack Media Group, Los Angeles, joins KHMx-FM Houston as program director.

**Michele James**, program director, WWSN-FM Dayton, Ohio, joins KLTR-FM Houston in same capacity.

Appointments at WYNF-FM Tampa Bay, Fla.: **Steve Downs**, program di-

rector, WRKX-FM Fort Myers, Fla., joins in same capacity; **Linda Stacy**, sales manager, WFLZ-FM Tampa Bay, joins as local sales manager; **Caron Fox**, account executive, WWRM-FM Tampa Bay, joins in same capacity.

**James Jensen**, general sales manager, WONE(AM)-WTUE-FM Dayton, Ohio, joins WVUD-FM there as GM.

**Don Weir**, GM, KYSM(AM)-FM Mankato, Minn., joins WPKR-FM Oshkosh, Wis., in same capacity.

**Tony Odachowski**, regional sales manager, WMXV-FM New York, joins WCTC(AM)-WMGQ-FM New Brunswick, N.J., as general sales manager.

**Harry Valentine**, consultant, San Francisco, joins WOWF-FM Detroit as manager, programing, operations.

**Gary Noe**, assistant program manager, WOWO-FM Fort Wayne, Ind., named program manager.

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## CABLE

**Scott Sassa**, president, Turner Entertainment Group, Atlanta, named to Turner Broadcasting System Inc. board of directors.

**William Bence**, consultant, HBO media relations, Los Angeles, named director, HBO Pictures Publicity, there.

**Alicia O'Neill**, VP, eastern sales, Warner Bros. Domestic Television, New York, joins HBO, New York, as director, domestic sales.

Appointments at Lifetime Television, Astoria, New York: **Melinda Fishman**, VP, original programing, West Coast, named VP, original programing, development; **Valerie Schaer**, VP, production, named VP, current programing, production; **Mitchell Prayer**, VP, program acquisitions, named VP, program acquisitions, scheduling, planning; **Lois Alexander**, senior research analyst, named manager, research.

**Bill Dorman**, executive producer, deputy managing editor, CNN Business News, New York, named correspondent. **Bill Tucker**, supervising producer, CNN Business News, New York, named deputy managing editor.

**Hilary Miles**, independent producer, TNT and WTBS Atlanta, joins the

Cartoon Network there as director, on-air promotion.

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## ADVERTISING

**Murray Berkowitz**, senior VP, director, independent sales, MMT Sales Inc., New York, joins TeleRep there as VP, general sales manager.

**Michael Alvear**, media director, Bigelow & Eigel, Atlanta, assumes additional responsibilities as VP.

**Robert Chenoff**, account executive, Action Media Group, New York, named VP, eastern sales.

**Peter Roussel**, former special assistant, deputy press secretary, President Reagan, joins Taylor Neumann, Houston, as executive VP.

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## WASHINGTON

**Susan Thomas Platt**, administrative director, government relations, National Association of Broadcasters, named VP, operations, NAB Radio.

**Ruth Domboski**, marketing coordinator, broadcast division, Associated Press, Washington, joins The Media Institute there as director, communications.

**Sandor Horvath**, deputy director, Hungarian service, Voice of America, named chief.

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## TECHNOLOGY

Appointments at IDB Communications Group, Inc., Culver City, Calif: **Howard Miller**, VP/GM, East Coast operations, New York, named VP/GM; **Bob Boxer**, manager, audio sales, Los Angeles, and **Jill Jameson**, manager, audio sales, New York, named directors.

**Shelton Goldstein**, VP, sales, marketing, Valiant, I.M.C., Piscataway, N.J., named president-COO.

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## DEATHS

**Jefferson (John) Denson Hopkins**, 73, former president, broadcast division, Chris-Craft Industries Inc., and board chairman, TeleRep Inc., New York (BROADCASTING

June 22, 1970) died Aug. 16 of throat cancer at his home in Carlsbad, Calif. Hopkins began his career at KFJZ(AM) Fort Worth, Tex., as an announcer (1938-40). He served in the Army during World War II, attaining the rank of lieutenant colonel. Hopkins served as VP-GM of KFDA(AM)-TV Amarillo, Tex. (1953-54); VP-GM, KTOK(AM) Oklahoma City (1954-55); commercial manager, KFJZ-TV Fort Worth, Tex. (1955), where he was named president-GM in 1960. He became president-GM of KCOP-TV Los Angeles in 1962. He was named president, broadcast division, Chris-Craft, in 1964, and elected to its board of directors in 1969. Chris-Craft formed TeleRep in 1969, and Denson served as board chairman. He retired in 1975. Survivors include his wife, Sally Ann, one son and five stepchildren. The family asks that contributions be sent to Hospice of the North Coast, 2380 Camino Vida Roble, Street F, Carlsbad, Calif. 92009.



**Len Hensel**, 66, former VP, broadcast relations, Broadcast Music Inc., died Sept. 16 of cancer at his home in Phoenix. Hensel's broadcasting career spanned

45 years and included eight years on the National Association of Broadcasters board of directors and eight years as VP-GM of WSM(AM)-FM Nashville and the station's *Grand Ol' Opry*. He graduated from Auburn University in 1948, joined the sales staff of Ziv Television in 1955 and remained there until 1961, when he joined WSM as general sales manager. He was named VP-GM in 1973. He was chairman of NAB's Radio Board in 1977 and also chaired the NAB Clear Channel Group. Hensel joined BMI as VP of broadcast relations in 1981, a position he held until his retirement in 1987. Survivors include his wife, Randy, and two daughters. The family asks that contributions be sent to Arizona Women's Employment and Education, Inc., 1111 North 1st Street, Phoenix, Ariz. 85004, or Hospice of the Valley, 2601 East Thomas Road, Suite 100, Phoenix 85016.

## JEFFREY ALAN MARKS

**J**eff Marks, corporate news director of the Maine Broadcasting System, station manager of MBS's WCSH-TV Portland and presiding chairman of the Radio-Television News Director's Association, is one of those increasingly rare individuals who has almost always known what he wanted to do with his life.

"As a kid I'd play the radio until late at night listening to ball games," recalls Marks. "And when I was a teen, like a sophomore in high school or something, I used to hang out at a local radio station [WLAP(AM) Lexington, Ky., where he grew up] until they'd kick me out."

He befriended an afternoon talk show host (John Duvall, now general manager, WLEX-TV Louisville) who gave him his first job in the business—transmitting a daily remote feed back to the station, for which he received about \$15 a week.

Marks's professional career started while he was still in college, when he served as reporter at WVLK(AM) in his hometown of Lexington, Ky. After a matter of months, he moved to competing WLAP(AM). In 1975 he joined WHAS-AM-TV Louisville, first as a radio reporter and then as an editorial producer and, subsequently, as news producer at the television station.

Marks describes his rise at WHAS-TV to 6 p.m. news producer as "lucky" in a number of respects. "At the time [late seventies], the station had assembled a good anchor team, and there was a good executive producer to train me. And the competition was weak. We became a strong number one in a short period of time."

Marks recalls his most memorable story during his tenure at WHAS-TV. A gas leak caused a series of explosions that did major damage to a section of the city. "It was a wonderful disaster that you could have fun with because nobody was injured seriously."

Fun or not, the station's coverage was solid enough that it won a Columbia Dupont award for spot news. "The story taught me a lot about owning the big story, and how to stay out in front," Marks says.



In time, Marks decided he'd "done just about all you could in Louisville, and it was pretty clear the news director slot wasn't going to up there anytime soon." So in 1981, Marks began putting out some feelers. WJLA-TV Washington took notice.

Initially, Marks was offered a news producer job at WJLA-TV, which was looking to improve its standing in the market. Although it was an opportunity to break into a top-10 market, Marks passed, deciding it wasn't worth uprooting his family for a lateral move, even to a larger market.

A few months later the executive producer slot at WJLA-TV opened up. Marks was offered the job and this time accepted, jumping from the 46th market to top producer in the seventh market. Marks remembers being "a bit overwhelmed at first."

Despite his best efforts, WJLA-TV was still in third place two years after Marks joined the station. "WJLA was a revolving door for news managers," he recalls. "It was a difficult cellar out of which to climb, in terms of ratings and esprit de corps. After two years we were not coming out of the cellar,

and I decided I had helped them all I could—and they decided they had helped me all they could. So [in 1983] I started looking for a news director opportunity."

The opportunity came within a few months. As it turns out, Marks got more than he bargained for: instead of getting one station's news operation to manage, he got two—Maine Radio and Television Co.'s WCSH-TV Portland and co-owned WLBZ-TV Bangor. In 1989, he was given the additional title of station manager at WCSH-TV.

There are efficiencies in having stations in two of Maine's three markets, notes Marks. The stations have separate staffs and do separate evening and late-night newscasts. But they do joint programs for the morning and noon newscasts.

Marks has served on the RTNDA board since 1985. One issue he has led the charge on is journalistic ethics. "It's an issue that needs ongoing discussion in all newsrooms," Marks says, because, at least in his view, there are constant violations.

"Staging [when sources are coached or prepped before an on-air interview] is a big problem to me," says Marks. "Too many young journalists are not taught" that staging shouldn't be done. The growing video news release industry presents an ethics question as well, says Marks, when stations air them without checking the accuracy of statements in them beforehand.

Marks also spends a fair amount of time thinking about the TV newsroom's future role in communications. As he sees it, "news on demand"—providing viewers with news and information when they want it and not just at certain scheduled times during the day—is the key to the future for television journalism. ■

**Corporate news director, Maine Broadcasting System, and station manager, WCSH-TV Portland, Me.; b. April 22, 1952, Minneapolis; BA, telecommunications, University of Kentucky, 1974; radio reporter, WVLK(AM) and WLAP(AM) both Lexington, Ky., 1971-75; radio reporter, WHAS(AM) Louisville, Ky., 1975-77; editorial producer, WHAS-TV, 1977-78, and news producer, WHAS-TV, 1978-81; executive news producer, WJLA-TV Washington, 1981-83; current position since 1983; m. Roxanne Thompson, June 26, 1987; children (by previous marriage): Sarah, 15; Michael, 13.**

# In Brief

## AFFILIATES GETTING 16½ ADDITIONAL MINUTES IN 'CBS THIS MORNING'

**C**BS announced it would give affiliates eight additional minutes in each hour of *CBS This Morning* as well as a 30-second "opening" to the broadcast. The additional time, two three-minute and two five-minute cutaways, could be used for commercials as well as local news, although Tony Malara, CBS TV Network president of affiliate relations, said anyone using the time just for commercials would risk a "conversation" with the network.

Malara said the new format would begin Oct. 26, adding that some stations, including some CBS O&O's, might not yet be equipped to take advantage of the new time. Affiliates already have two four-minute cutaways in the two-hour show. Currently, about 100 affiliates program newscasts before the show and would, Malara added, have staff on hand to fill the time with local news.

Recently affiliates in Atlanta and Detroit dropped the morning show in favor of their own locally produced shows. Malara said last week that CBS has just signed WGPR-TV Detroit to pick up *CBS This Morning*; it already found a home for the show in Atlanta on WTLK-TV. Both stations are UHF independents.

Asked what would be changed in the network portion to accommodate the local inserts, Malara responded: "Certainly we plan to keep all the features. I suppose you could say the editing might be different, the writing tighter with a little difference pace. Nothing is being dropped." —GF

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 6. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	11.2/222/97
2. Jeopardy	9.6/215/92
3. Star Trek	9.6/242/99
4. Oprah Winfrey Show	9.5/231/99
5. Entertainment Tonight	7.7/191/97
6. Married...With Children	7.3/179/94
7. Current Affair	6.8/192/94
8. Inside Edition	6.4/148/90
9. Cooby Show	6.2/201/97
10. Nat'l Geographic-Assign	5.9/177/96
11. Donahue	5.4/224/98
12. Wheel Of Fortune-wknd	5.3/176/75
13. Saily Jessy Raphael	5.2/211/98
14. WKRP in Cincinnati	5.1/235/98
15. Worldvision I	4.7/144/93

**Duchossois Communications Co. sold KQPT(FM) Sacramento, Calif., to Brown Broadcasting Co. for \$7 million cash.** Duchossois also owns KJYK(AM)-KKLD(FM) Tucson, Ariz.; WHFS(FM) Washington and KGLL(FM) Greeley, Colo. Station will join KXOA-AM-FM as Brown's second FM in Sacramento; it also owns KKNW(FM) Seattle, and KPOP(AM)-KGB-FM San Diego, KKSF(FM) San Francisco and KYNO(AM)-KJFX(FM) Fresno, all California. Broker: Blackburn & Co.

**WXBM-FM Milton, Fla. (Pensacola), was sold by WXBM Inc. to June Broadcasting Inc. for an estimated \$4.5 million.** Seller is headed by WXBM-FM station manager Lou Ma-

## TRACKING SYNDICATION'S NEWCOMERS

**F**or its third week in first-run syndication, Carsey-Werner Distribution's *You Bet Your Life* continued on a slight pattern of erosion in the Nielsen metered markets, going from a debut-week 6.9 rating/14 share (NSI, Aug. 31-Sept. 4) to a second-week 5.9/12 to a 5.6/12 for the four days ending Sept. 17. The decline represents a 19% ratings erosion since its debut; however, *You Bet's* 6/13 three-week average (NSI, Aug. 31-Sept. 17) is still just slightly ahead of its lead-in programming (5.2/11) and May 1992 time period averages (6.0/12).

One of the more surprising stories is that the Fox Children's Network's revamped two-hour weekday block outscored Buena Vista Television's syndicated two-hour *Disney Afternoon* block for the first four days of last week, a first since FCN's conception two years ago. The new *Batman* animated series anchored the FCN block with a top-rated 4.5/11 four-day average last week (Sept. 14-17), followed by *Tiny Toon Adventures'* 3.9/11, *Tom & Jerry Kids'* 3.0/9 and *Merrie Melodies'* 2.6/9. Topping the DA block was newest spoke *Goof Troop*, with a 3.7/10 average.

Other highlights from syndicated MarkeTrak reports:

■ *Star Search* triggered in 13 metered markets last week with a 3.5/7 average, a somewhat disappointing start given the fact that it is dropping 4 share points from its lead-in programming and is 3 share points behind October 1991 levels. ■ Genesis Entertainment's late fringe *Whoopi Goldberg* talk show started out fairly strong with a 3.6/10 debut average (Sept. 14), but continued to trail off each of the three subsequent days (2.9/8, 2.7/8 and 2.3/7). *Whoopi's* 2.9/8 four-day average, however, is holding even with its lead-in programming (3.6/8), but is down 5 share points from October 1991. ■ Warner Bros. Domestic Television Distribution's *Murphy Brown* triggered in off-network syndication with a 5.7/11 average, holding even with its lead-ins (5.5/11) and bettering the May 1992 (9 share) and October 1991 (10 share) time period levels. —MF



## ERIC SEVAREID REMEMBERED BY COLLEAGUES, FRIENDS

CBS News veterans turned out in force last Wednesday at a memorial service for Eric Sevareid at Washington's National Press Club. The CBS newsman died of cancer July 9 at age 79. Pictured at a reception following the service are: (l) Richard Salant, former CBS News president; (center, l-r): Howard String-

er, president, CBS TV Network; Walter Cronkite, former anchor, CBS Evening News, Bill Leonard, former president, CBS News, and (r): Sevareid's widow, Suzanne St. Pierre, and CBS Evening News anchor Dan Rather, who described Sevareid as "The Great Northern Star, the big, bright, quiet one."

hack, who will retain his position there. Buyer is subsidiary of Calender Broadcasting, headed by Phil Giordano, which also owns KBFM(FM) McAllen-Brownsville, Tex., and WBLX-AM-FM Mobile, Ala. Broker: Media Services Group.

**Time Warner Cable sold its 42.5% interest in 94,000-subscriber Denver cable system Mile Hi Cablevision** valued at \$80 million to a minority partnership headed by Robert Johnson, founder of Black Entertainment Television. Because of the minority status, Time Warner will receive a tax certificate from the FCC allowing the company to defer federal income tax on the transaction if the proceeds are reinvested in like-kind properties.

The TV station representatives that have gotten together to create an electronic data exchange system to link themselves, ad agencies and stations still have not figured out just who is going to pay for it. If the project proves to be "fairly inexpensive, the reps will pay for it. If it's expensive, we'll have to open it up to all the parties that will benefit from it," says Tom Olson, president of Katz Communications, who is leading the group, which includes all the major rep firms. The reps' plan was endorsed two weeks ago by the American Association of Advertising Agencies' media policy committee

("In Brief," Sept. 14). Olson said the group expects vendors to submit proposals—including cost estimates—by the end of the year. One aspect that will not be part of the system is the submitting or requesting of advertising avails electronically. That subject had been a source of disagreement among the reps for some months.

**SPI Holdings**, parent company of pay TV provider Spectradyne, filed a prepackaged bankruptcy and plan of reorganization last Thursday in Delaware. SPI, which special-



izes in serving the hotel industry, has proposed to exchange existing debt and preferred stock for common stock and lower-yielding debt. The plan also calls for an additional \$25 million cash infusion from an investor controlled by Marvin Davis, whose stake in SPI would still decline to 36%. SPI President Al Jerome said the company's cash flow has increased over the past two years, with future growth promised by new plans that include the creation of "advertising opportunities" to reach hotel viewers.

**Scripps Howard Broadcasting unexpectedly announced the early retirement of President-CEO Richard J. Janssen.** Lawrence Leser, president-CEO of parent E.W. Scripps Co., will add titles held by Janssen, age 56. A spokesperson said an executive to oversee broadcasting operations will likely be named in the future.

Multimedia Entertainment's syndicated **Rush Limbaugh debuted to fairly strong sampling** last Monday with a 2.6 rating/11 share metered market average (NSI, Sept. 14) but fluctuated the following three days by turning in 2.2/9, 2.1/8 and 2.4/10 averages. *Rush's* four-day 2.3/10 average was a share point ahead of lead-in programming (2.6/9), but two points below October 1991 time-period levels.

Former FCC Chairman Richard Wiley (r) was awarded The Media Institute's first Freedom of Speech Award. Making the presentation at a Washington dinner last Tuesday (Sept. 15) was Media Institute President Patrick Maines. Wiley was specifically recognized for his efforts on behalf of commercial speech.

# Editorials

## THERE HAS TO BE A BETTER WAY

**O**ne thought keeps bobbing up as we watch the contending behemoths of broadcasting and cable wrestle down to the wire on a cable bill: How can we avoid another two years like these last two? How diversionary they've been to all in both industries, expending political and real capital, keeping both away from more fruitful minding of the stores. It's too soon to say all was to no avail, but that may well be the outcome.

And what if the bill passes? Cable will be in court in a Denver minute, contending that must carry and program access (at least) are unconstitutional. Given a possible or even probable stay during the legal pursuit, that will add a year or two more to the process. In the meantime, armies of consultants will be engaged to advise on retransmission consent negotiations neither industry knows how to approach. Disruption will be the order of the day. And night.

Fair enough, in the name of progress. But is this the only way for these two industries to work out their problems? Surely not. If there is a next time, both cable and broadcasting should put their best efforts forward to negotiate a compromise. It may be a while before either is prepared to talk to the other, but it's our bet that statesmanship can succeed where fixed bayonets may have failed.

## THE PEN IS MIGHTIER THAN THE CHISEL

**T**he FCC has apparently chosen not to carve its HDTV implementation timetable in stone, but to use a pen, and keep the White-Out handy. Its decision to introduce more flexibility into the mix and build into the process a number of opportunities for review and adjustment, is the better approach and reflects an appreciation of the fate of even the best-laid technological plans. The NAB, still believing that broadcasters' feet are being held too close to the fire, vows to hold the commission to its word that the timetable will be adjusted as "marketplace and financial realities dictate." So do we.

The history of advanced television has been anything but a straight road. Up until very recently, an analog system was going to be the ticket to the show (anybody remember the CBS color wheel?). In one popular scenario, everyone was going to stay on-channel and get the extra bandwidth from a supplemental sideband system. Along comes digital compression and, in a wink, ana-

log—at least in the U.S.—appears headed for the three-for-a-dollar, eight-track tape bin of history.

Not only does flexible implementation take into account the pace of technological innovation, perhaps most important, it factors in the "hardship" (the FCC's appropriate word choice) of broadcaster conversion to a new system—an investment of as much as \$12 million per station over several years. The last thing broadcasters need is to be caught in an expensive switchover when a better mousetrap is sprung. Yet another reason is that, while HDTV is the popular monogram of the moment, digital compression and the multichannel, multiple revenue stream possibilities of scalable TV are also inviting and should not be factored out of the equation.

For all these reasons, flexibility is a welcome ingredient in HDTV implementation. Indeed, nothing could be more welcome than for the marketplace to demand HDTV sooner, rather than later.

## HERE WE GO AGAIN

**T**he FCC last week began its inevitable march toward a meeting with the courts over indecency. The commission last week proposed rules to narrow the harbor for such programming to midnight-6 a.m. following Congress's passing a law to that effect. The FCC hopes between now and the February date by which the rules must be formulated to gather evidence justifying the narrowing. As with the 24-hour indecency ban, Congress chose not to deal with such technicalities as unconstitutionality, but the FCC must build a record in a few months that it has been unable to build in the more than half a decade since it tried to narrow the harbor in the days of the Meese commission. Once again, Congress has asked the commission to make bricks without straw.



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