

# Broadcasting

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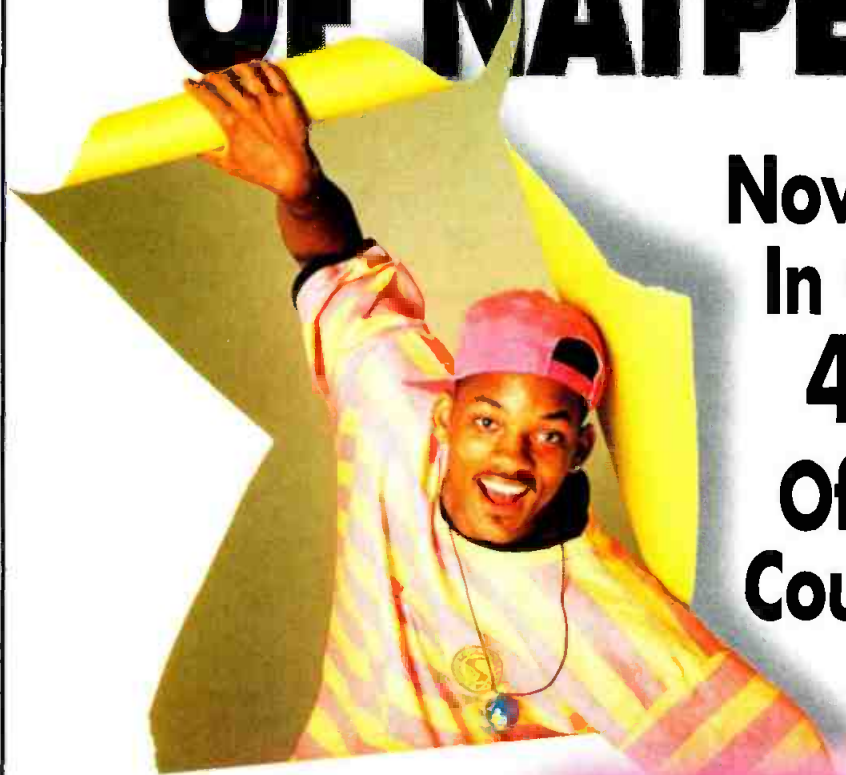
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- ORLANDO 1994: TIME WARNER'S VISION FOR TELEVISION
- TARTIKOFF SOUNDS LOCAL PROGRAMING KEYNOTE AT NATPE
- CABLE PLEDGES TO CURB TV VIOLENCE

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Vol. 123 No. 5



Syndication has a major new customer, NBC. It picked up Paramount's 'John & Leeza' and is likely to go for 'Caesars Challenge.'

introduced a weekly news magazine, based on and in collaboration with cable's Court TV network, called *This Week in America's Courts*.

Just one week before the convention, Viacom announced it was syndicating a first-run over-the-air version of Nickelodeon's *Guts*, a game show for kids where players compete in various sporting events.

Two other examples: Buena Vista Television unveiled a country music weekly, *Countdown at the Neon Armadillo*, which the company sold in 35% of the country by last Thursday.

And Claster introduced a new weekly reality series, *Criminal Obsessions*.

At MCA TV, while the company has been mulling what to do with *Northern Exposure* for some time, company president Shelly Schwab said the show was really being launched at NATPE, along with the animated weekly *Exosquad*.

Schwab said traffic was so heavy at the MCA booth, they had to limit those admitted to station executives only. "It was the first time we had to do that in 15 years," said Schwab.

Many distributors were reporting in-

creased sales volume at the convention this year. "This is the best show we've had in five years," said Bob Raleigh, senior vice president, domestic sales, Worldvision. He said sales were up 20% compared with a year ago.

It was also a convention where syndication got a major new customer—NBC. With one originally targeted-for-syndication show already in its pocket (*John & Leeza*, from Paramount), the network picked up two more programs.

One of the shows is for daytime, the

## FOX AFFILIATES REBEL AGAINST KIDS BLOCK

*Seem willing to fight contract clause calling for Sunday morning programing; anxious about late-night schedule*

By Joe Flint

**F**ox's relationship with its affiliates showed some strains at last week's affiliate board meeting over the issues of children's programing, the late-night schedule and retransmission consent.

Affiliates told Fox they do not want the Sunday morning children's programing block the network has been pushing. Although the affiliate contracts call for such programing by fall 1994, affiliates seem willing to fight.

Fox countered by suggesting that the two-hour block could be cut a bit, but affiliates appear not to want any Sunday morning programing from the incipient network.

According to several Fox affiliate sources, no executives raised their hands when network executives asked if they wanted the block.

"Irrespective of the agreement, they can't expect affiliates to embrace this," one station executive said.

Fox Affiliate Board Chairman Kevin O'Brien, president and general manager, KTVU-TV Oakland-San Francisco, told BROADCASTING he thought the launch would be delayed until 1995.

Children's programing is not the only concern for affiliates: they are also worried about the launch of Chevy Chase's late-night show, which, according to O'Brien, is set for

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**Antlers** (a la 'Northern Exposure') were the offbeat order of the day at MCA

game show from Cannell Distribution, *Caesars Challenge*. For the record, the deal had not been signed by deadline, although sources from both sides said they expected it to happen shortly.

NBC picked up a second show for prime time, an updated remake of the western that was a signature show for the network 30 years ago, *Bonanza: Legends of the Ponderosa*, from Media Ventures Inc.

Several mergers were also announced at the show. International Family Entertainment completed its acquisition of MTM, and Cox Enterprises bought Rysler Entertainment (see pages 19 and 20).

It was a watershed NATPE in one other respect as well. The organization announced that Bruce Johansen, a vice president of Multimedia Entertainment, will succeed Phil Corvo as

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**Group W's** real-life 'Speed Racer'

## NATPE DEALS / 3

Plans by stations to boost spending on syndicated programs, and an increase in the number of programs to choose from, made for a bustling NATPE.

## TIME WARNER'S FULL SERVICE / 6

The entertainment giant has unveiled plans to test a digital video-on-demand system in Orlando, Fla.

## ACCENTUATE THE LOCAL / 14

Former Paramount Studio head Brandon Tartikoff advised station executives at NATPE to beef up local production to position themselves for the 500-channel universe.

## SYNDICATION'S PRIME TIME PULL / 16

The success of first-run dramas in syndication on independent stations raises the question: can affiliates be enticed into mass, prime time pre-emptions of their networks' offerings in favor of syndicated fare?

## CABLE'S FIBER FUTURE / 29

A survey of cable operators shows that three out of four plan to expand channel capacity and fiber optic technology is the

medium of choice.

## USA TAKES 'WINGS' / 30

The USA Network has acquired the exclusive off-network rights to 116 episodes of the NBC sitcom *Wings*.



'Wings' heads for cable (p. 30)

## RADIO REVENUE PROJECTIONS / 31

Estimates by industry leaders for radio revenue growth in

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1993 range from 4.5% to 9%, but few expect any big pick-up in station values or the volume of station trading.

## PLEDGE ON VIOLENCE / 33

The NCTA last week issued a policy statement pledging an effort to reduce the frequency of "exploitative uses of violence."

## FLEXIBILITY, TO A POINT / 42

Set manufacturers tend to agree with broadcasters that flexibility is called for during the nation's conversion from NTSC signals to advanced digital TV, but oppose the any requirements for "all-channel" NTSC-ATV receivers.

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# TIME WARNER UNVEILS 'FULL SERVICE' TV

*Orlando will be site for test of digital compression service offering voice and data transmission, interactive TV and video-on-demand via fiber optic/copper hybrid system*

By Randy Sukow and Rich Brown

**T**ime Warner last week stated its intention to complete by 1994 a cable system that will—if it lives up to the company's lofty but exciting claims—"render irrelevant the notion of sequential channels on a TV set," Chairman and Chief Executive Officer Gerald M. Levin said.

phone areas. Cable-telco crossownership is needed, the RBOC's say, to enable the construction of a national broadband telecommunications network—perhaps including fiber to the home—to stay competitive with the telecommunications systems being developed in Europe and Japan.

"We do not believe it is necessary to run fiber to the home. It would be

confidence that they could have them in time to build the Orlando system next year.

FSN homes will be equipped with high-capacity storage devices able to hold up to a thousand gigabytes of digital information (the equivalent of 500 two-hour movies). An advanced pay-per-view system of movies, video games or vast libraries of data could be delivered in bursts, rather than in real time, to the home storage box, freeing vast amounts of spectrum and rendering the imperative for fiber past the curb—perhaps past the trunk—obsolete.

"We are characterizing this as—and in fact we had a fight about whether we should use this word—'infinite' capacity. There is really no limit on the capacity this system can provide," Boggs said.

The other new element, high-speed digital switching, will be designed to accommodate the heavy traffic in video and data bursts to the home and at the same time handle routing of telephone service, including PCS and picture phone connections.

The telephone industry tended to be unimpressed by Time Warner's claims. Many of the same capabilities the company proposes for the Orlando system have already been planned for a trial video dialtone system Bell Atlantic wants to build in Arlington, Va., said Bell Atlantic spokesman Larry Plumb. "From the point of view of the consumer, the kinds of services they are talking about are absolutely comparable. The idea that it incorporates switching—that's what we've been saying," he said.

House Telecommunications Subcommittee member Rick Boucher (D-Va.), co-sponsor of a bill in the last Congress to allow cable-telco crossownership as a way to fund telco construction of a national broadband network, said Time Warner's FSN plan will aid his effort to pass the bill, which he said he plans to reintroduce within a few weeks. "It's clear that the cable industry is now very intent to put itself in a position where it can offer telephone service," Boucher said. "The logic of saying telephone companies



Gerald Levin, Time Warner chairman-CEO, at press conference last Tuesday

A cable system serving 4,000 customers in a suburb of Orlando, Fla., will be the first Time Warner "Full Service Network" (FSN), a system based on a fiber optic backbone/copper-to-the-home architecture, digital compression technology and advanced digital storage and switching systems. Time Warner says the combination will give the cable TV systems the ability to provide voice and data transmission services, personal communications service (PCS), interactive TV systems and instantaneous access to video pay-per-view libraries that could put today's video rental stores to shame.

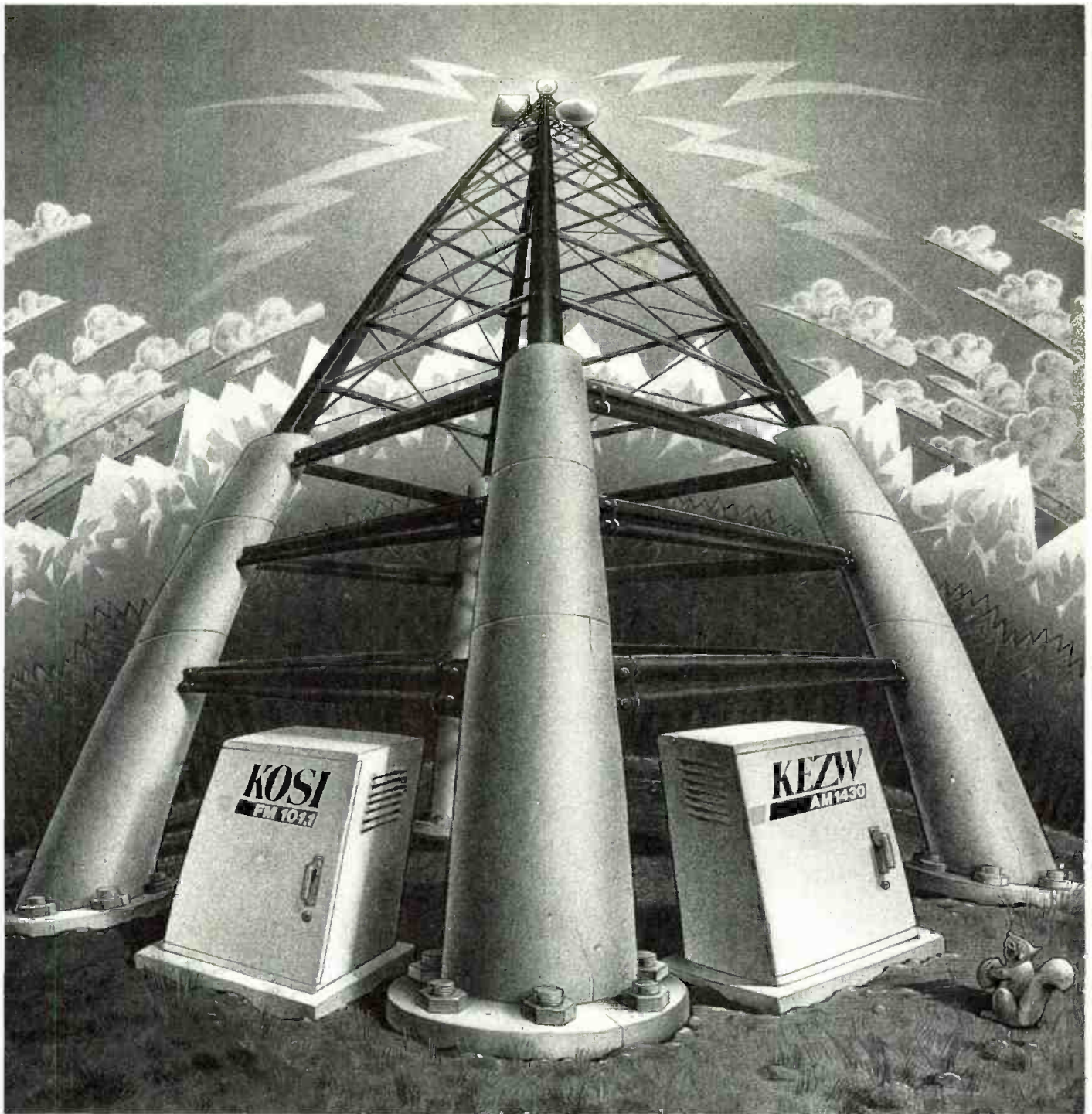
The announcement last Tuesday (Jan. 26) at a press briefing was more than an opportunity to awe listeners with capabilities of the future. It was also a calculated political attack on the regional Bell operating companies (RBOC's), which are currently working in the Congress and the courts for the right to own cable systems and programing services in their local tele-

an extraordinary waste. Coaxial cable has the capacity and the quality that could well meet most of these needs," said Tim Boggs, Time Warner's senior vice president, public policy. "We will not pay to run fiber to the home, don't believe taxpayers should pay to run fiber to the home, and we don't think it's going to happen."

Although Time Warner is re-evaluating its past adversarial relationship with the telephone industry (see page 34), Boggs said the company is maintaining its position in opposition to cable-telco crossownership.

The hybrid system of fiber/coaxial cable architecture and digital compression technology proposed by Time Warner is similar to the system Tele-Communications Inc. earlier announced it would use to create 500-channel cable systems (BROADCASTING, Dec. 7, 1992). Where Time Warner departs from TCI is in digital storage and switching. Such advanced systems are not now on the shelf, but Time Warner expressed





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may not offer cable TV service is growing increasingly indefensible."

Even if the Time Warner system is a success and catches on with the entire cable industry, the need for a telco-entry bill is not diminished, Boucher said. "There is no indication that Time Warner or other cable companies offering a combination of services would attempt to serve everyone. There is no universal obligation on them as there is on telephone companies...Their history is that they don't serve rural areas at all," he said.

"I believe Time Warner has done the telephone industry a service by sharpening the issue of competitive inequality," said United States Telephone Association President John Sodolski. Telcos are "shackled by numerous state and federal regulatory restrictions which preclude them from being full competitors. This ought to be deeply disturbing to policy makers," Sodolski said.

"A lot of times [RBOC's] are seen

as the big, bad companies," Pacific Telesis spokeswoman Janice Rylander said. "Time Warner is no small player. We're not talking about an entrepreneur that we're going to come in and crush."

New York financial analysts reacted

*"[FSN] will provide virtually any kind of interconnection service which consumers or businesses require."*

**James Chiddix, Time Warner senior VP, technology**

skeptically to Time Warner's claims. Determining what the new technology will cost is not easy. Time Warner did not release a figure, which one analyst said explains why the company's stock remained relatively stable in the wake of the announcement. Taking a

stab at estimating the cost, analyst John Tinker of Furman Seltz Inc. said \$1,000 a subscriber might be considered a "working number." Determining cost depends partly on how many features will actually be available initially, say some observers.

"The question is, what is the cost-effectiveness," said Tinker. "At this point we don't know how much the consumer is willing to spend."

John Field, an analyst with Hanifen, Imhoff Inc., said video on demand and pay-per-view sports have a proven audience and are likely to be offered quickly on the system. But he said he is not sure what levels of mass storage and interactivity will be available at the onset.

"I question whether everything in the announcement is on the shelf today," said Field. "Part of the question is how much of it is real business. I still have a hard time believing that interactive video games is a business." ■

## CHANCELLOR: 'TOO MUCH VOX POPULI'

**N**BC News veteran journalist John Chancellor on Thursday delivered a strongly worded speech criticizing the diminishing role of journalists and the rising role of radio and TV call-in shows in the political process.

Chancellor, keynote speaker at the fifth annual Alfred I. duPont-Columbia University Forum in New York, said the growing role of popular TV talk shows and radio call-in shows in the political process is resulting in "too much vox populi." Candidates in the recent presidential election campaign were able to duck tough questions by avoiding the press and turning to programs such as Rush Limbaugh's radio call-in show, said Chancellor.

"Ordinary folks are not trained to conduct a serious interview with candidates," he said. "It is perilous to turn everything over to the people of the United States. You shouldn't reduce the dialogue to the lowest common denominator."

Chancellor, who retires from NBC News in June, said he realizes his words sound "undemocratic" and "elitist." But, he said, "you need a better way of running the country...than just turning it over to the people."

Chancellor said it is likely that future candidates will take their cue from the last election by staying away from the press and going directly to the people through popular TV and radio entertainment and call-in shows.

"That will encourage demagogues, and that should be a real worry," Chancellor warned.

The full-day duPont forum served as a lead-in to the



Photo by Claire Holt

presentation of the 50th annual Alfred I. duPont-Columbia University Awards in broadcast journalism by the Columbia University Graduate School of Journalism. NPR won the highest honor, the Gold Baton, for "continuing excellence in news and public affairs."

Silver Baton winners included:

- *Nightline* and ABC News for coverage of the Los Angeles riots
- CBS News for *60 Minutes: Made in China*
- *Frontline* and Carole Langer for *Who Killed Adam Mann?*, PBS
- KERA-TV Dallas and David Grubin Productions for *The American Experience: LBJ*, PBS
- Mark Kitchell and *P.O.V.* for *Berkeley in the Sixties*, PBS
- KTTV(TV) Los Angeles for *Cops on Trial: The Rodney King Case*
- WCVB-TV Boston for *Chronicle* and environmental reporting
- KCNC(TV) Denver for one-hour documentary *Erin's Life*
- WCPO-TV Cincinnati for three-part investigative series *Made in the USA?*
- KSTP-TV St. Paul, Minn., for investigative series *Who's Watching the Store?*
- Louisiana Public Broadcasting and the Center for New American Media for hour documentary *Louisiana Boys*
- Lucky Duck Productions and Nickelodeon for *Nick News W/5*, a newsmagazine for children
- HBO for *Abortion: Desperate Choices*, a documentary
- Veteran journalist Bill Leonard, retiring director of the Alfred I. DuPont-Columbia University Awards

—RB



# IN THE RATE REG CAN OF WORMS

By Randy Sukow

**T**he key term to watch in the mountain of comments filed last week in the FCC's cable rate regulation proceeding was "benchmark." The National Cable Television Association, local municipalities and most of the dozens of other commenters agreed that the FCC should devise benchmark formulas to determine "reasonable" rates for both basic and extended basic programming.

But almost as many options for setting the benchmarks were proposed as the number of commenters. Completion of this rate-regulation proceeding may well be the most complicated task the FCC must perform under the mandate of the 1992 Cable Act.

"If benchmarks were set too high and there truly were no effective competition, consumers would pay too much for basic service," NCTA said. "If benchmarks were set too low, cable systems, which depend on a steady and predictable cash flow to pay for quality programming and extend their plant, could be quickly and severely damaged."

The FCC, under the Cable Act passed last October, is required to set reasonable rates for basic programming, installation fees, monthly equipment rentals and other cable services by April 3. Cable franchises are to be regulated if they do not subject to "effective competition," defined in the act as competition from a second multi-channel video provider in the market that reaches at least 50% of the households and is subscribed to by more than 15%. The basic tier is limited to local broadcast signals and public, educational and government access (PEG) channels.

In a joint filing by groups representing many of the local franchising authorities—the National Association of Telecommunications Officers and Advisors, the National League of Cities, the U.S. Conference of Mayors and the National Association of Counties—there is little advice on the specifics of

## SO-SO 1992 FINANCIALS FOR CAPCITIES, GE

**T**he year-end results for Capital Cities/ABC and GE's NBC reveal unsurprisingly mediocre results for their broadcast operations.

Capcities/ABC saw broadcast revenues dip by 1% in 1992, to \$4.26 billion, and operating income drop 5%, to \$721.8 million. Capcities said that net revenues for the ABC Television Network were down "slightly" for the year and operating income was down "significantly." TV station revenues, it said, were up slightly, and radio revenues decreased, while operating income for both showed a small decline.

For the fourth quarter, broadcast revenues were up 6%, with the network and TV stations showing gains, while radio station revenues were down. Broadcasting operating income for the quarter was down 8%, with network earnings up slightly, the TV stations flat and radios down.

NBC parent General Electric had revenues of \$62.2 billion in 1992, up 3% over 1991. Earnings were \$4.725 billion, up 7%. GE does not break out individual data for NBC. GE commented on NBC's performance: "Broadcasting revenues were somewhat higher, mainly as a result of the summer Olympics. Operating profit was lower.... Network and affiliate performance improved over 1991, despite the summer Olympics loss." —SDM

setting the benchmarks. But once the local benchmark is set, the associations said the extended-tier benchmark should be identical "to insure that rates are 'reasonable' on both tiers, and that cable operators will not have an incentive to erode rate regulation by retiering or other means."

Among other proposals by NATOA et al.: special rules to prevent cable franchise deviation from rollback payments to customers for overcharges determined to have occurred since October 1992; that FCC regulations should clearly pre-empt state law prohibiting cable rate regulation, and that "small" cable systems not be exempt from rate regulation. Once certified, the associations asked for local franchising authorities' rights "to initially determine whether a rate increase for a cable programming service is unreasonable."

Several proposals by the Community Antenna Television Association ran counter to the spirit of the local authorities' suggestions. It recommended that the FCC "include cable systems in the initial certification procedures, and not base certification decisions solely on a local authority's filing."

CATA also called for variable certification standards for local authorities "that will allow the largest communities, serving the largest number of cable subscribers, to seek certification first, then have a sliding time scale for smaller cities, and finally, the smallest communities."

Intricate benchmarks for basic and extended tiers as well as equipment

costs were proposed by NCTA. Factors in setting basic rates should include such elements as rate comparisons with systems currently subject to "effective competition" and the number of channels available to a system. Cable systems would be allowed to pass along the costs of franchise fees, new costs associated with the PEG channels mandated by the 1992 act and retransmission fees to broadcasters.

Retransmission-consent fees "are new expenses which Congress has ruled to be legitimate.... Allowing them to be added to each system's maximum rate will not permit a double recovery but only a wholly appropriate single recovery of the operator's legitimate costs," NCTA said.

The National Association of Broadcasters proposed a detailed benchmark plan of its own. It concluded that the consumer charge for a 16-channel basic tier on a 40-channel system should range between \$3.48 and \$7.35. "Regardless of what scheme is adopted for regulating basic tier rates, retransmission-consent costs should be treated no differently than those of cable programming services," NAB argued. Retransmission costs will not be a valid reason for boosted basic rates, the association said.

"Rates used to establish benchmarks must be discounted in an amount equal to the value which cable already receives for the retransmission of broadcast signals but, which, heretofore, it has not been required to convey to the owners of those signals." ■

## FOX AFFILIATES

Continued from page 4

early September.

Other affiliates told BROADCASTING they want the launch earlier, preferably before David Letterman starts work at CBS in August in what will probably be a sea of publicity.

Chase attended the meetings and told affiliates, according to sources there, that they would be lucky if the show is ready to go by August.

Fox is also involved in talks with Tele-Communications Inc.—the nation's largest multiple-system operator—about retransmission consent. Preston Padden, Fox senior vice president, affiliates, confirmed the talks but said they were very preliminary. The talks are of concern to affiliates, since it appears Fox will do the retransmission-consent negotiating not only for its owned-station group but for the affiliates as well. "The sentiment is, affiliates want involvement in the negotiations," one affiliate said.

But that may not happen. The Fox affiliate agreement gives the network

the right to decide whether a station can choose retransmission consent or must carry. If a station goes against Fox's wishes, the agreement can be terminated.

Although Padden has downplayed much of the talks on retransmission consent since his "We Are Valuable" memo of last October (which told affiliates not to sell themselves short to cable systems), the network is still said to be pushing a three-way split of retransmission-consent money between the station, the programmer and the network.

Fox also took its affiliates by surprise by mentioning the possibility of acquiring sports programming.

Specifics were not offered—and some affiliates thought the disclosure was unintentional—but affiliates, which have been told by Fox to remove their local sports programming, were caught off guard. Said one affiliate board member: "When Lucie [Salhany] brought up sports, I was totally blown away."

Some speculated that Monday Night Football makes the most sense for Fox, but it seems unlikely that ABC

would let its franchise go without a fight and a very expensive bid.

Baseball will be available, but suitors will be cautious after the CBS experience.

Fox's news presentation also left some affiliates cold. "The presentation gets an 'F,'" said one. "The network tried to explain the benefits of doing news" but did not go into any financial details on the costs and benefits of starting a news operation.

Although Fox affiliates are for the most part happy with the network, they were less than pleased by the stern approach Padden takes when talking to them. More than one affiliate described Padden as "heavy-handed."

Said O'Brien: "There is more concern on the affiliates' part with their relationship with Fox than I imagined."

"When the affiliates met alone, there was a lot of animosity toward Padden," one source said.

The bottom line, one affiliate said, is that this is a "board with no authority. This is Fox's network. They'll do what they want to do, and they're right. We're still upbeat." ■

## NATPE

Continued from page 5

NATPE president in April (see page 18).

### Topping the agenda of regulatory issues: kids TV, fin-syn and PTAR

Programming may have been the primary agenda at NATPE last week, but regulatory matters and the Cable Act were a close second.

At both INTV and NATPE, FCC and Capitol Hill officials hammered home the message of enforcing the Children's Television Act. No doubt the message was heard by both the stations that are accountable to the commission and the syndicators that provide the programming.

News that seven more stations had their renewals delayed because of FCC questions regarding their children's programming also sent a loud and clear message of enforcement.

The financial interest and syndication rules as well as the prime time access rules were also discussed at length last week in panel sessions with CBS Senior Vice President Jay Kriegel again leading the charge for

the end of fin-syn. And smaller studios and station operators countered, saying that would give the networks too much power.

CBS's Kriegel and Twentieth Television's president of domestic syndication, Greg Meidel, clashed over PTAR at NATPE, with Meidel saying the rule works and should be kept, while Kriegel responded by claiming the rule has nothing to do with public policy and promoting localism.

"The rule protects a small group of companies and is about pure economics. It is a protective rule," Kriegel said, adding that Elton John's appearance at King World's party (see "In Brief") was "paid for by PTAR."

Discussed more quietly was retransmission consent. Twentieth Television again reiterated that it would not seek any money from broadcasters for retransmission consent, while other studios such as Disney, according to station executives, said they wanted a piece of the action.

Still, some station executives such as Cox Television President Nick Trigony did not think retransmission consent would end up dividing studios and broadcasters. "They may say something different, but their job is to

clear shows and not let retransmission consent stand in the way," he said.

Both Fox and CBS have had preliminary talks with large cable systems, including Tele-Communications Inc., to try to determine formulas for payment if it comes to that. Fox is also said to be negotiating for its stations (see Fox story, page 4), while CBS is looking out for its owned stations.

### Around the exhibit floor

Not all was good news out of NATPE, with **Group W Productions** deciding to put a hold on the national syndication launch of *Teen Court*, although a company spokesman stressed that it would, nonetheless, push for a test market run in the 1993-94 season with several yet-to-be-identified station group participants.

Originally, the seven Fox-owned stations had jumped aboard for the juvenile court strip, but Group W officials were not at liberty to say if the Fox stations would come back aboard for a test run. One source close to the distributor said the Fox stations had declined to guarantee much-needed early fringe time periods and that is one of the reasons the national rollout



fell through.

However, Group W found the going much easier with the launch of *The New Adventures of Speed Racer*. It was sold in 40% of the U.S. coming out of the convention. Other top market signings for the revived weekly cartoon at the convention included WLVI(TV) Boston, KTXA(TV) Dallas, KTXH(TV) Houston, KNXV(TV) Las Vegas and KTVD-TV Denver.

Group W's freshman talker *Vicki!*, which has been averaging above a mid-2 rating recently, also fared well, coming out of the convention renewed in 70% of the U.S. for year two.

An unusual set of circumstances involved Fox's **Twentieth Television** and the impending national sales launch of *The Simpsons*. While heavily touted before the convention and promoted extensively with signage around the exhibit areas, Twentieth's Greg Meidel insisted the syndication unit had made the decision to hold back on accepting "pre-emptive offers" from several interested major market stations, opting instead to begin mounting *The Simpsons'* two-hour sales pitch in major markets beginning this week.

Already Fox's seven owned-and-operated stations successfully turned in the similarly termed "pre-emptive bids" for the show prior to the convention, with the only known non-Fox O&O sale going to XETV(TV) Tijuana (San Diego).

Meidel said the emphasis at NATPE was on closing deals for *The Bertice Berry Show* and *Cops*, which now boast sales in 83% and 75% of



Ian Ziering, star of Worldvision's 'Beverly Hills 90210,' was on hand to greet potential purchasers of the off-Fox hour

the country, respectively. Meidel also reported that *A Current Affair* has been renewed in 83% of the country, and off-network sales of *Doogie Howser* have been completed in 65% of the country for its 1994-95 launch.

**All American Television** also hit pay-

**For More NATPE News, See Page 14**

dirt in the animation arena, with its *ZZ Bots* toy-based strip launching sales less than a week before the convention and selling 70 markets (61% of the U.S.) on the convention floor, according to George Back, chairman of All American Television Distribution. Chris-Craft-United TV's WWOR-TV New York and KCOP(TV) Los Angeles lead the list of the 60-plus independents

falling in line for the show.

Also, it looks as if All American's *Acapulco H.E.A.T.* is a sure bet for a firm go with station sales accounting for 80% of the U.S. Back elaborated that 10%-15% of that coverage will likely come from network affiliates signing up for the hour-long action-adventure. On the adult strip front, All American also tallied 55% coverage for its *New Divorce Court* revival series. Weekly music showcase *VH1 Top 20 Countdown*, meanwhile, has been sold in 20 markets representing 30% U.S. coverage.

Another animated weekly that proved to sell briskly was **Genesis Entertainment's** *Biker Mice from Mars*, with sales in 60 markets totaling 63% of the country. On the reality strip front, things were slightly slower, with *Real Stories of the Highway Patrol* sold in 27 markets (30% coverage) for its straight cash launch this March, which will be followed by a cash-plus-barter national launch in fall 1993.

Genesis Entertainment's executive vice president, Phil Oldham, who confided that some industry watchers consider the company "crazy" in pushing for a second year of *The Whoopi Goldberg Show*, said it has been renewed in 40 markets. Top market stations reupping for the late-night talker are WPXI-TV New York, KCAL(TV) Los Angeles and WPWR-TV Chicago.

As an example of the ever-increasing convergence of the various mediums in the television industry, **MTV Network's One World Entertainment** has become one the largest distributors of product at NATPE. Founded last September, One World now distributes product from nearly all genres including talk, off-network, children's and reality.

Headed by Rick Levy, senior vice president, syndication sales, recent additions to the company's product list include Viacom's *Guts*, Bohbot's *Sonic the Hedgehog* and Saban's *The Hallo Spencer Show*. In addition, One World has been chosen as the distributor of New Line Television's *Court TV: Inside America's Courts*, which debuted last week at NATPE. ■

**For More Late-Breaking News, See "In Brief," Pages 64 and 65**



Catherine Oxenberg (c) of 'Acapulco H.E.A.T.' and creators Max and Micheline Keller

# Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

## MISSING LINKS

Douglas Wilson and Maurice Goodman, two White House staffers sent over to the FCC two weeks ago as "special assistants" to the still-unnamed chairman, were gone by last Monday (BROADCASTING, Jan. 25). Some industry insiders questioned the presence of the two in the independent agency, said to be there to maintain "channels of communication" with the executive branch. "When they came here, we raised some questions with the transition personnel office regarding how to appoint them since we had no chairman at the time," said FCC Managing Director Andrew Fishel. "Subsequently [the FCC] was contacted by the transition office indicating that they would not be appointed here right away. They have never been brought on the rolls at the FCC."

SAN FRANCISCO

## ALTERNATE SELECTIONS

With the topic of network-affiliate relations on the front burner during the NATPE convention in San Francisco last week, CBS continued to clear the upcoming David Letterman show on alternate stations in markets where CBS affiliate stations have indicated they will not clear the show at 11:30 p.m. or midnight. The number of alternate station clearances as of last Wednesday was five, according to Tony Malara, president, affiliate relations, CBS.

## SCI-FI ON TAP

Look for word soon on a new science fiction weekly from MCA TV called *Tech Wars*, based on the series of novels by William Shatner. Company president Shelly Schwab declined to elaborate, but speculation is that MCA TV hopes to use *Wars* as the anchor for a planned program block, similar perhaps to Warner's



In San Francisco for the NATPE convention, 'Simpsons,' creator Matt Groening tries his hand at pinball at Twentieth Television's 'Simpsons' party Tuesday night (Jan. 26) at South Beach Billiards. The pinball machine was one of the door prizes.

Prime Time Entertainment Network (*Kung Fu* and *Time Trax*).

## FAREWELL 'FEUD'?

San Francisco. The rumor mill was working overtime at the NATPE convention in San Francisco last week. Among the more interesting ones was that CBS would drop Goodson's *Family Feud* hour by June. CBS has said it will give the time period back by fall. However, the network is also said to be close to signing off on a deal to air a new daytime show starring Gordon Elliot, a roving reporter for Fox-owned WNYW(TV) New York's hit morning show, *Goodday New York*.

## NEW WORLD FOR GENESIS?

Another rumor out of NATPE last week had it that New World owner Ronald O. Pearlman, through his investment company, The Andrews Group, was close to acquiring a major stake in Genesis Entertainment. At press time, the deal was said to be in the hands of lawyers. The companies have already begun ventures on two shows expected to go forward

next fall—a cartoon, *Biker Mice from Mars*, and a weekly first-run drama, *Paradise Beach*.

SEATTLE

## REMAKING NEWS

Bonneville-owned KIRO-TV Seattle is preparing to unveil what it believes is a sea change in local news, and what it hopes will bring it from number three to number one in the news ratings race. Bonneville has combined its AM, FM and TV news operations in Seattle into a single unit, giving it 160 or so reporters—rivaling a newspaper newsroom, the station is quick to point out. Although all the details await unveiling at the inaugural newscast this Thursday (Feb. 4) at 5 p.m., the change means more news and a new look: anchors will be moved from behind desks and into and out of stories. To help bring about the change, the station hired a set designer, a choreographer from Pacific Northwest Ballet, to orchestrate movement between desks and got the Seattle symphony to record new theme music. Stay tuned.



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# Monday Memo

***“In any given year several hundred union negotiations...are underway.”***

**E**ight of 10 television stations in the top 20 markets are unionized. More than 25,000 broadcast employees are represented by unions. Typically, a union contract is up for renewal every two to three years. That means that in any given year several hundred union negotiations affecting at least 8,000 employees are underway. That's a lot of sturm und drang.

Union negotiating can be reduced to four-letter words—the union demanding “more” and management offering “less.”

Today, there is a mutuality of interests between the parties. Management's goal is to preserve profitability and in so doing preserve jobs. The union's underlying goal is job security. These are the existing parameters in the current state of negotiations. The union, by maintaining exclusive jurisdiction over job functions, perpetuates job security.

In the past few years, broadcasters, including the three television networks, have directed their efforts toward eliminating exclusive jurisdictional duties and artificial barriers in work performance and looking for cost savings through jurisdictional relief. Management has also taken a strong position in pursuing non-exclusive jurisdiction over computer capability in operating technical equipment.

How does management attain these goals? If management approached union negotiations as if they were undertaking a sales presentation, they would begin by determining the needs of the union in conjunction with the goals of the station. By undertaking such research, management often discovers that it can meet its operational needs without emasculating the entire jurisdictional provision of the contract.

The initial stage of research begins with department heads, along with

their assistants, listing jurisdictional problem areas encountered as a direct result of contract language.

After these problem areas are identified, all department heads should meet to discuss the identified problem areas. More than one discussion will be required on this phase of preparation. These meetings should enable everyone to focus on the major problem areas, provide management with further insight on how the contractual provisions restrict the overall operation and provide a basis to support the need for language changes.

Before negotiating with the union, the department heads should prioritize their proposed changes as to the most important in the operation of their respective departments, e.g., cost savings and/or efficiency. Once these issues are prioritized, another review should be held to

determine if any of the proposals are so essential to future operations that the employer would be willing to take a strike to attain these changes.

Some of the proposed changes may not produce cost savings but are deemed important to create a less complicated, more efficient operation.

Management should review overtime expenses to determine whether such costs have been incurred as a result of contractual requirements or as a result of the vagaries of operations.

Once management has determined projected cost savings emanating from the proposed language changes and has considered market conditions, as to wages and benefits, and internal consideration, the economic package is ready for finalizing.

The art of union negotiations requires patience. Management should be candid in presenting its rationale in support of its proposal. No one ever gets everything on their list—that's why it's important to prioritize your proposed changes. ■



By Gerald Scher, attorney,  
Washington

# Television

## GRABBING THE GRAZERS IN A CROWDED FIELD

*Tartikoff tells programers they must beef up local production to find and hold audience in 500-channel universe of future; practicing what he preaches, ex-Paramount chief talks about various local projects in works at his current base of operations in New Orleans*

By Steve McClellan

It was hard to get through a day last week at the NATPE International Convention without hearing a discussion of the "500-channel universe" that will soon be wrought by digital compression technology. Key-note speaker Brandon Tartikoff devoted his Tuesday morning speech to the subject, saying stations will have to beef up local production if they expect to shine at all in such a universe.

And Tartikoff stressed that he was talking about production beyond news and public affairs.

"As the channels grow around you," Tartikoff said, "your local production needs to grow as well. Just as a network needs to look like a network to the itinerant grazer, so must a local station seem local. Your signature shows and productions may need to multiply by the same factor as channel capacity does."

Tartikoff said stations don't have to "out-Hollywood Hollywood" with local programs. "They just need to tap into your local idiosyncracies."

Tartikoff is currently doing some local program development of his own with two local stations in New Orleans, where he relocated two months ago after leaving his job as Paramount Studio chief.

In addition, the former NBC Entertainment president said he was developing several network series, at least one film project, and a "topical serial" for PBS.

The local projects include a children's series for the Fox affiliate in New Orleans, owned by Quincy Jones, WNOL-TV. Tartikoff declined to



Veteran programer Brandon Tartikoff

provide much detail on the project, other than to say that about 3,400 kids auditioned for the show, which will start shooting in the spring. "It's not going to be a bunch of middle-aged men writing precocious lines for kids. It'll be done largely from the point of view of the kids themselves," he said.

The self-proclaimed "mogul without portfolio" said he was developing a game show with Tribune-owned WGNO-TV New Orleans. That project, he said, may begin production in the summer.

Tartikoff said he was collaborating with a local PBS station, as well as with national PBS executives, including programing head Jennifer Lawson,

on the topical serial.

In his speech, Tartikoff said the 500-channel universe will force a "radical rethinking of how we do business, and how we define ourselves." Without such a rethinking, he said, "all of us, big and small, will be nibbled to death by the piranhas of encroaching new channels and services."

Despite the networks' saber-rattling over fin-syn and their fight to control aftermarkets of programs produced in-house, Tartikoff said that "off-network product is not the only game in town, nor necessarily the most important. Networks and their principal suppliers know this, too. They also know they can no longer rely on local stations to fund their deficits and, therefore, their business."

As to his own local development efforts, Tartikoff said he was hopeful that one or more of them would be successful enough to roll out regionally or nationally.

That led reporters to question whether he had visions of establishing some sort of ad hoc programing network. In a word, the answer is yes. "Would I like to have a night of programing? Yeah, at some point in the distant future I'd love to have a night of programing where you could have control over the scheduling, marketing and exploitation" of it, he said.

Tartikoff left Paramount in November and relocated to New Orleans, where his daughter is undergoing rehabilitation for a head injury suffered in a car accident two years ago.

While he didn't rule out a return to Los Angeles before the end of the year, he said it would not happen be-



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fore the summer. "There's also a part of me that fantasizes that I'll have so much stuff happening already in New Orleans that I could continue to live and work down there."

Tartikoff said he would be spending the next week in Los Angeles talking to potential financial backers of his various projects. But he also said it

was his intent to remain "independent," that is, not tied to a major studio.

"I'm open to a lot of things," said Tartikoff. "But I think the path that I'm most interested in staying on is where I'm in control of my own destiny and I don't have a boss." While at Paramount, there were frequent re-

ports that Tartikoff chafed under the supervision of his bosses, Stanley Jaffe and Martin Davis. "I found out that I had gotten very spoiled when I was at NBC," Tartikoff said. "For the last six years, nobody told me what to do. And before that even under Grant Tinker, he never told you what to do." ■

## SYNDICATORS BASK IN PRIME TIME PROWESS

*Independent success begs question of whether affiliates could follow suit*

By Mike Freeman

**W**ith the ratings success of Paramount's *Star Trek: Deep Space Nine*, *Star Trek: The Next Generation* and *The Untouchables*, combined with the strong debuts of Warner Bros.' two-hour Prime Time Entertainment Network block (*Time Trax* and *Kung Fu: The Legend Continues*), syndication has clearly arrived in prime time.

The phenomenon has been driven almost entirely by independent stations, so the next billion-dollar question is when and whether syndicators will be able to entice some disgruntled and revenue-hungry network affiliates to commit to mass pre-emptions of network programming for the upstart syndicated hours.

Seemingly, Paramount has proved the economics of producing its *Star Trek* franchise hours at \$1.2 million to \$1.5 million per episode with the annual \$100-million-plus advertising revenue-generated front end, not to mention nearly equally profitable back-end syndication runs.

While *Star Trek* is a singular franchise, the first-run hour market is strong. And with a host of other major hour suppliers dangling fatter local advertising splits, it was no surprise that some affiliate executives vented their discontent with network prime time fare at NATPE's "Syndicator Goes Prime Time" panel session last Tuesday in San Francisco.

Perhaps one of the leading voices of that discontent has been Rick Reeves, general manager of CBS affiliate WTAJ-TV Altoona, Pa. He was particularly vehement about the two network affiliate compensation cuts CBS has made in as many years.

"It is like being stabbed twice,"

said Reeves, "once by a meat cleaver in 'Fatal Attraction' and still later getting stabbed by an ice pick in 'Basic Instinct.'"

"From the station's point of view, you can see the quality on the screen" with the syndicated hours, Reeves said. "Frankly, the networks are not doing the same kind of quality hours anymore."

Reeves's remarks only served to open the door for two of the studio executives largely responsible for the aforementioned newly launched syndicated dramas.

Scott Carlin, senior vice president of Warner Bros. Domestic Television Distribution, whose *Time Trax* premiere averaged a 7.2 rating/10 share in its debut two weeks ago in 27 Nielsen metered markets (a 43% share gain over November and February 1992 share levels), said the reduced competition from network affiliates

has enabled independent stations to sell spot time on a "comparable" prime time cost-per-point basis.

"Four years ago, the [broadcast] networks were airing 21 dramas and now there are only seven dramas on the Big Three," Carlin said. "It doesn't take a genius to see that the networks are clearly having problems making the economics work out in their favor, so that's why we're seeing them produce lower-cost reality-based news magazines for prime time."

While affiliates may still be reluctant to take prime time syndicated programming, fearing any further damage to long-standing relationships with the networks, Paramount Domestic Television President Steve Goldman claimed that the ongoing "War of the Roses" between the two has already taken on much larger proportions in late night. Goldman, in particular, cited the emergence of Paramount's



*The room was packed to hear syndicators and at least one GM talk about the rise of first run in prime time.*



*Arsenio Hall Show* five years ago as the driving force in the ability of other syndicated talk shows, such as *Whoopi Goldberg* and *Rush Limbaugh*, to garner "substantial" affiliate clearances.

And with *Star Trek: Deep Space Nine* premiering last month with a 21 rating nationally, Goldman asserted that the trend toward network pre-emptions or delayed broadcasts in late night will soon cross over into prime time.

"If 20%-25% of the independent's revenue comes from prime time, it is

only a matter of time before the affiliates enter the fray."

Paul Krimsier, vice president of programming for The Family Channel, suggested that the broadcast networks could avoid affiliate compensation cuts and the resulting discord by teaming up with the cable networks on joint production ventures. He specifically cited the USA Network's joint licensing of *Silk Stalkings* with CBS, which airs the series concurrently in its CrimeTime After PrimeTime late-night wheel.

One disbeliever in shared licensing

between the cable networks and broadcast networks or local stations was independent Hollywood long-form producer Steve White, whose production company is a partner in ACI (Allied Communications Inc.), an eight-member syndication consortium supplying first-run and off-network prime time made-for-TV movies. "When you have all these studio movie packages going through 15 cable and broadcast network windows before syndication," he said, "all of this overexposure only decreases the repeatability of titles." ■

## NETS, AFFILS TALK ABOUT SAVING MARRIAGE

*Compensation cuts, quality of syndicated alternatives central issues in discussions*

By Steve Coe

Operating under the assumption that the relationship between the networks and their affiliates is strained at best, the panel "Can the Network/Affiliate Relationship Be Saved?" kicked off last Wednesday at NATPE with affiliate station general managers and network executives discussing the problems and possible solutions.

In an era when network-quality programming is increasingly available through syndication, network-affiliated stations are tempted more than ever to pre-empt their network feed in low-rated prime time periods for such shows as *Star Trek: The Next Generation* and *Time Trax*. The result has been a sometimes not-so-quiet battle between the network and its affiliates over each one's commitment to the long-standing relationship.

The flames of the fire were fanned the day before, when during a panel session, Steve Goldman, president, Paramount Television Distribution, declared that affiliates could no longer rely on the networks to provide profitable programming in the soon-to-be 500-channel universe.

Preston Padden, senior vice president, affiliates, Fox Broadcasting Co., immediately challenged Goldman's assertion.

"I couldn't disagree more," he said. "I think brand-name identity is the one thing that will distinguish some from others in a 500-channel universe."

Rush Limbaugh, who moderated the panel, said that in radio, people

listened to stations, but in television, he asked, "don't people watch programs, not networks?" Padden answered that in much of the research done by Fox, viewers responded that they watched Fox and that Fox has established a brand identity possibly stronger than the other networks.

Robert Niles, senior affiliate VP,

affiliate relations and programming, NBC, added that it was the strength of the network/affiliate relationship that helped CBS successfully launch its new Saturday night hit *Dr. Quinn: Medicine Woman*. "On Saturday at 8 p.m., CBS couldn't buy a 10 share, but now *Dr. Quinn* has numbers that beat *Deep Space Nine*, but *Deep*

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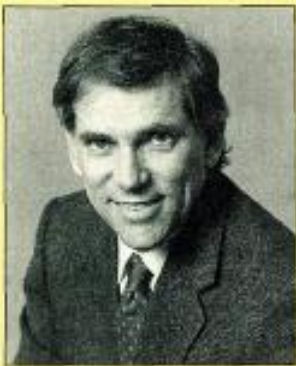
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## JOHANSEN NAMED NATPE PRESIDENT



**B**ruce Johansen, vice president, international sales and programming, Multimedia Entertainment, has been tapped to succeed Phil Corvo as president, NATPE International, on April 1. The unanimous decision by the NATPE board of directors to approve Johansen to an initial two-year term was announced last week at the NATPE convention in San Francisco. Johansen was on the search committee to find a new president that was formed about six months ago, but withdrew when he applied for the job in November. Lew Klein, president of the NATPE Educational Foundation, chaired the search committee. Johansen has been at Multimedia since 1984. Before that he was vice president, syndication, Golden West Television. Earlier in his career he was general manager of Kaiser Broadcasting's KBSC-TV Los Angeles. The hiring of Johansen was seen by some as a strong signal that NATPE is serious about expanding its international activities. Johansen confirmed that was part of the organization's mandate. "There are enormous challenges, in the international area, financial challenges and technical changes" that the industry will have to deal with in the coming years, he said. —SM

*Space* seems to get all the attention," he said.

Tony Malara, president, CBS Affiliate Relations, said one of the strengths of the relationship between the affiliates and the networks is the ability of the network to promote the schedule all day long. "No studio can match the hour-by-hour promotion the networks are able to launch every day.

But when affiliates start to consider network programming as a complementary service, they attack the very foundation of the strength that a network has over a studio or syndicator," he said.

Phil Jones, president, Meredith Corp. Broadcasting Group, said one of the problems that exists now is the network, specifically CBS, doesn't

Phil Jones, president, Meredith Corp. Broadcasting Group, said one of the problems that exists now is the network, specifically CBS, doesn't seem to understand what the affiliates need. "Instead of pumping us up they constantly harangue us.

"I don't think the networks have taken the lead role in moving the business forward; instead they've taken a more defensive posture," said Jones. He said that the most recent conflict between CBS and its affiliates over compensation came at a time "when affiliates were most pained [economically]. That was all for minuscule dollars, in the scheme of things. I hope the other networks saw what happened to us and learned from it. I hope we never have to talk about it again."

One reason syndicators are getting more and more attention from affiliates is they are doing a better job of courting stations than those stations' own networks, according to Jones. "We'd like to see more attention from the network. I think the network should be making us more enthusiastic about our schedules. The syndicators are hungrier for affiliate clearances than the network," he said.

Malara countered that the syndicators can afford to be more hungry for clearances "because they're only trying to clear two-hour blocks rather than a whole schedule." ■

# NBC REVEALS NEW SERIES SLATE

*'Cheers' spin-off starring Kelsey Grammer, Teri Garr sitcom among new offerings*

By Steve Coe

**N**BC used its affiliate gathering at NATPE to announce a slate of new series projects in development, all of which are comedies. The news was apparently well received, given the network's loss of *Cheers* after this season and the discontinuation of *The Cosby Show* after last year.

At least part of *Cheers* is guaranteed to live on after this season, with NBC and Paramount developing a spin-off to star Kelsey Grammer, who plays Dr. Frasier Crane. Grammer will reprise his role in the new project, which may be ready to debut this fall. *Wings*'s executive producers and former *Cheers* producers David Angell, Peter Casey and David Lee are set to executive produce the so-far-untitled

series.

Lorimar Television is developing a comedy starring Teri Garr as a recently divorced woman who lands a job with the Internal Revenue Service but, through a foul-up, is forced to share the job and her IRS-supplied apartment with a young, arrogant man who was also given the job.

Another Paramount-produced comedy project for the network features the comedy duo "The Mommies," teaming with producers Terry Grossman and Kathy Speer, whose credits include *Golden Girls*, and Arthur Price, producer of *Bob*.

Other projects include two new series in development featuring standup comedians. John Caponera will star in a comedy produced by Walt Disney Television with Jeff Martin set to

serve as executive producer and co-writer. And comedian John Mendoza is teaming with Castle Rock Entertainment in a comedy about a recently divorced father who tries to juggle weekend custody of his two daughters with single life in the 1990's. Leo Benvenuti and Steve Rudnick have been signed as writers for the project.

Prime time wasn't the only daypart addressed, as NBC announced *Family Fun*, a new half-hour relationship/game show, would debut on the network's daytime schedule on Monday, March 22. Hosted by Bob Eubanks, the show will air in the 9:30-10 a.m. slot. The show replaces *The Faith Daniels Show*, which will be removed from the schedule since Daniels has been named co-host of NBC's new prime time news magazine show. ■





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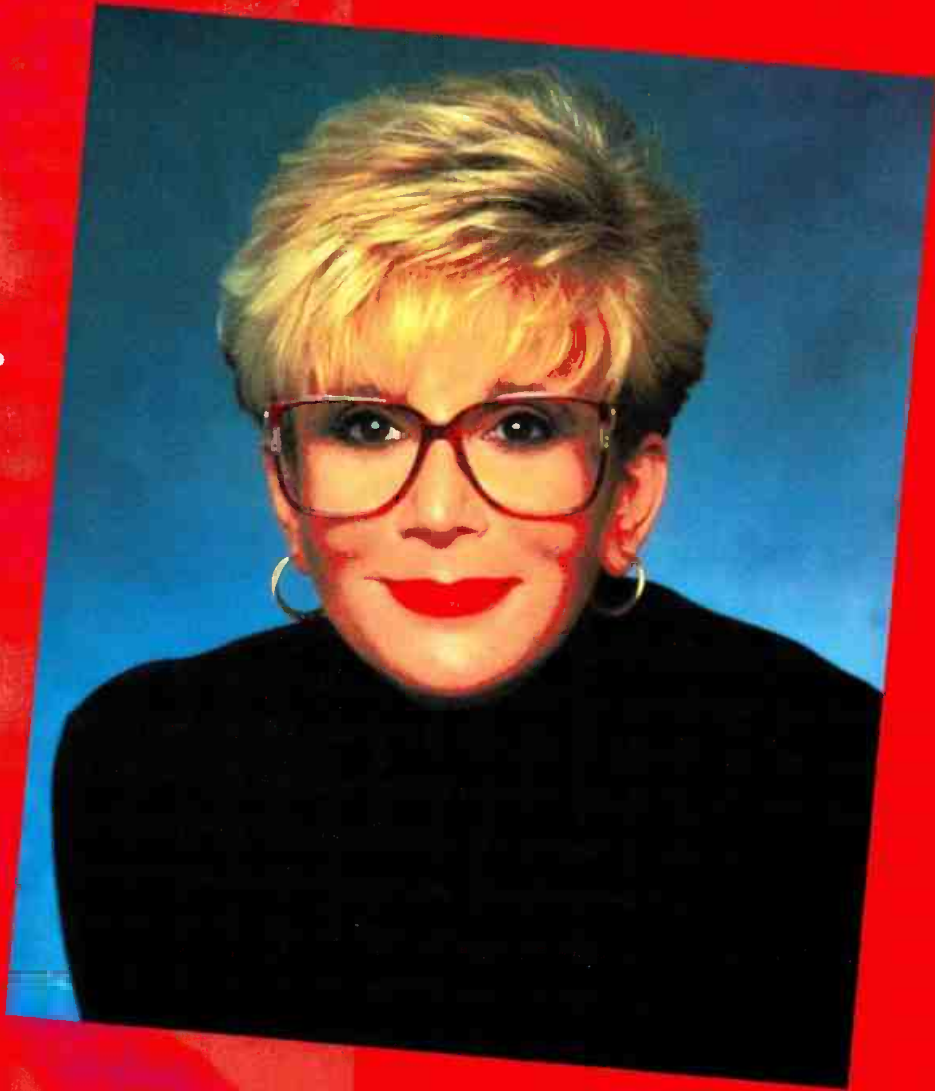
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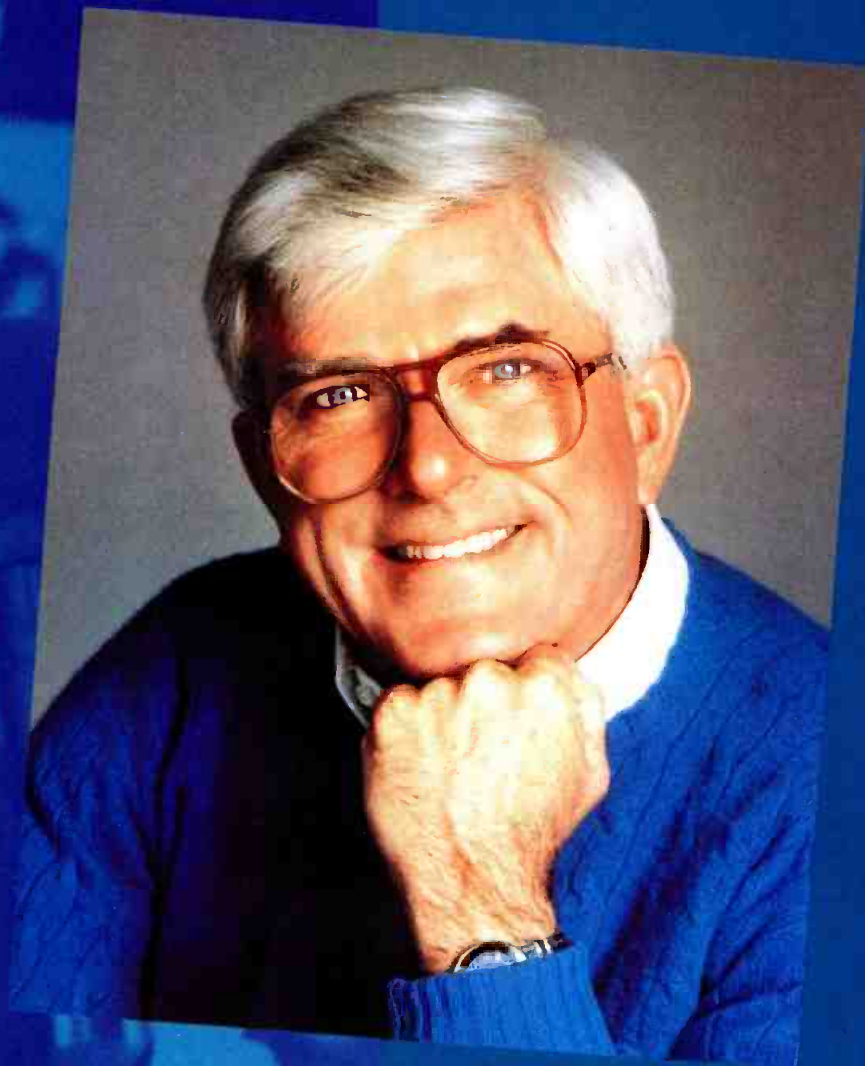




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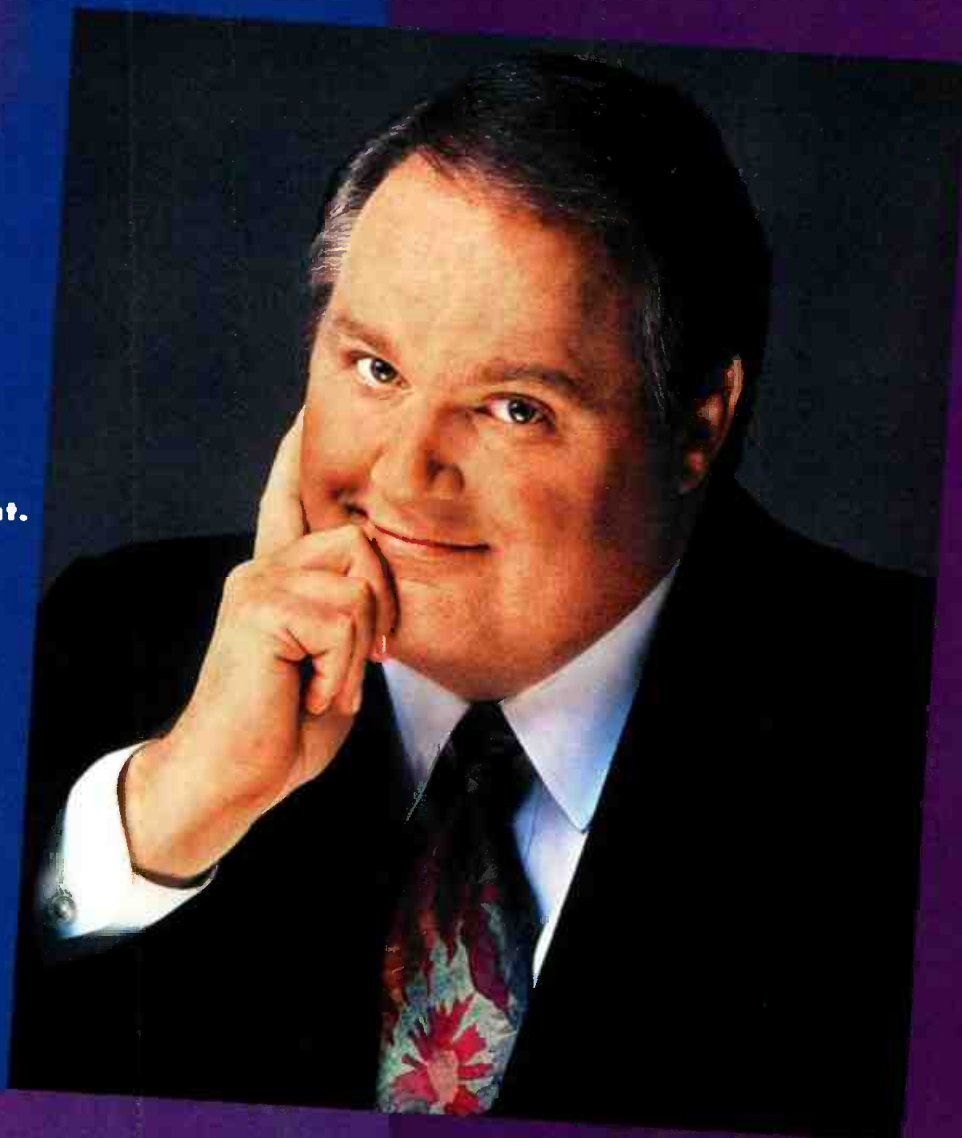
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# IT'S OFFICIAL: COX TO BUY RYSHER

*Keith Samples has six-year contract to remain at helm of company*

By Mike Freeman

Confirming previous speculation, Cox Broadcasting has reached a preliminary agreement to acquire two-year-old startup independent Rysher Entertainment. According to the principals, Rysher Entertainment's founder and president, Keith Samples, will continue in that post, overseeing syndication operations of the Los Angeles distributor.

Cox Broadcasting President Nick Trigony confirmed that Samples had signed a six-year contract to stay in that capacity, but he declined to specify the amount of money Cox is putting up to acquire Rysher. Trigony said he expects that the Cox board will approve the deal within 60 days.

The preliminary push behind the merger, says Trigony, sprang out of TPE's past handling of national barter advertising sales for Rysher's weekly *Highlander* series.

"I had the chance to work with Keith [Samples] over the last two years, and we had talked a number of times about how we could take our association one step further," Trigony said. "It's a natural fit. We think Rysher will give us a stronger presence in the programming business. With TPE's similarly established background in programming and advertising sales and Cox's background in broadcasting, there is a lot of expertise we're all bringing to the table, under one umbrella."

Also, Trigony emphasized that Rysher and TPE would remain separate operating subsidiaries, but elaborated that Cox will be "examining" the option of altering the corporate infrastructure after 1993.

In characterizing the move as the "next step" to "competing with the big guys," Samples also stressed that Cox could "facilitate the process of obtaining financing" for series projects Rysher would otherwise likely obtain through outside sources.

Meanwhile, Al Masini, president and CEO of TPE, sought to downplay speculation that he was going to retire to turn over the syndication arm to Samples. "I will continue to produce shows as long as I am physically able



(l-r) Al Masini, Keith Samples and Nick Trigony are all smiles

to," Masini emphasized. "At some point I may want to reduce my daily responsibilities [with TPE], but I'm

still having too much fun to know when that will be."

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to TPE later told BROADCASTING that the 64-year-old Masini had expressed privately his desire to retire a year from now, with Samples the "likely heir" to the top TPE post.

If the buyout goes without a snag, the combined syndication catalog of Rysher and TPE programming would

count four Monday-Friday strip series and nine weeklies under the Cox umbrella, according to Samples.

In addition to *Highlander*, Rysher's other weeklies are *Prime Suspect*, *Okavango*, and *Uptown Comedy Club*. Its strips are *Saved by the Bell* (for NBC Productions) and fall 1993 teen

magazine *Wavelength*.

TPE currently produces and distributes *Lifestyles of the Rich and Famous* (as a weekly and strip), *Runaway with the Rich and Famous* and *Star Search*, and has a 50% ownership position with Paramount in *Entertainment Tonight* (for which TPE handles advertising sales). ■

# BI-COASTAL

Keeping up with the TV set  
from Burbank to Sixth Avenue

## 'Home' shopping

Woody Fraser, creator and executive producer of ABC's departing *Home Show*, wants to try his hand at a program with a home shopping show. Earl Greenburg, president of Transactional Media Inc., says he has talked to Fraser about producing such a program for TMI. A formal announcement is expected in a week or two. The Fraser-produced show may be similar in format to *Home*, with the addition of a transactional component.

## NATPE promo wars

Saban Domestic Distribution, the recently formed U.S. syndication division of Saban Entertainment, created something of a promotional brouhaha with competing syndicators by providing Saban-embroidered neck leashes for all exhibitor and registrant badges for admittance to the NATPE convention floor. In the Moscone Center's south hall, King World Productions employees were seen with replacement red shoelaces through their name tags, while other syndicators used substitute laces or simply pinned the badges to their lapels. Genesis Entertainment scored on another front by having its company

logo printed on the backside of the badges.

## Allen's ally

MTM Television's head of network production, Bill Allen, appears to be taking the "family" in new owner International Family Entertainment literally in considering an upcoming slate of network series and long-form development projects. He is considering talking to his father, noted comedian and former talk show host Steve Allen, about optioning the made-for-television movie rights to a pair of best-selling novels the senior Allen has penned: *Murder in Manhattan* and *Murder in the Glitter Box*. "It may actually be a tough negotiation, knowing my father," the younger Allen joked.

## Much ado about Xuxa

One rumor making the rounds among competing children's programming suppliers on the NATPE convention floor was that MTM Television Distribution is considering pulling *Xuxa* from syndication to opt for a cable deal with Nickelodeon. Marc Grayson, who was installed as senior vice president of MTM's syndication division two weeks ago,

said it was "absolutely untrue." In fact, he told BROADCASTING that MTM has just completed its largest market sale to WWOR-TV New York and is on the way to surpassing 60% U.S. coverage with 43 of the top-50 markets sold to date. Grayson said a firm go for production is likely coming out of the NATPE convention.

Much of the speculation over *Xuxa* was prompted by alleged concerns about how parents might react to the Brazilian *femme fatale's* practice of wearing tight hot pants and boots in the company of child cast members on the music/variety series.

According to Grayson, *Xuxa* has closed production of the show in Brazil and is moving the production to Los Angeles on a permanent basis. "I expect that the show will be different, slightly more conservative, than the Brazilian version. She will dress closer to what the sensibilities are in this country. These are really just superficial considerations that my competitors care to bring up, because when people will have the chance to see how she combines the pro-social and pro-environmental educational elements into this show, those doubts will be put to rest."

## FAMILY CHANNEL BUYS TVS, MTM

Price tag on deal put at \$82 million-\$85 million; film libraries will figure in future program plans

By Joe Flint

**M**TM Entertainment Inc. is back in the hands of America, as International Family Entertainment (IFE) closed on its acquisition of MTM-parent TVS Entertainment—a London-based development, production and distribution company.

Total worth of the stock and cash acquisition, according to IFE President and CEO and Family Channel President and CEO Tim Robertson, is between \$82 million and \$85 million.

Said Robertson: "We see the potential for substantial synergies to result from this combination. The outstanding film libraries of both TVS and MTM will be valuable resources for our future programming needs on the Family Channel as well as for other networks we may launch in the U.S. or abroad."

IFE is wasting no time on the abroad part. Robertson said IFE is planning to establish a United Kingdom version of the Family Channel that will be delivered via ASTRA satellites and will initially have 12 hours of programming.

While the style of the channel will be similar to that of the Family Channel here, Robertson stressed the need to acquire programming more suited to a UK audience.

Startup costs for the channel in its first year should be around \$3.5 million in U.S. dollars, Robertson said. TVS's facilities there will be used as the channel's headquarters.

IFE is open to taking on some partners in the project and has had talks



with some equity investors, Robertson said. If those talks fail to lead to investment, he said, IFE will go it alone.

Robertson also said the company will sell Family Channel programming to broadcasters through the just-formed MTM Family Showcase. Shows being considered for the offering include *Big Brother Jake*, *Rin Tin Tin K-9 Cop* and *The Adventures of the Black Stallion*.

The acquisition of MTM by the parent company of the Family Channel should not have any impact on the style of programming that MTM produces, and IFE, Robertson said, does not plan to act as a censor to any MTM products.

The merger also creates the possibility of multiple windows for MTM products in the syndication market. Robertson said he could envision shows being offered to broadcasters first and when that run was up, putting the shows on the Family Channel.

He said the company has no plans to air product concurrently in the cable and syndication markets.

There is still personnel work to be



Family Channel's Tim Robertson

done, including a realignment of the MTM board.

MTM recently had a major shakeup when Kevin Tannehill was let go as president, distribution. He was replaced by Mark Grayson, senior vice president, TV distribution. Robertson stressed that while Grayson did not assume Tannehill's title, he is not an interim appointment.

Separately, MTM could have legal challenges down the road stemming from the company's decision to offer *Rescue 911* to network affiliates in access. MTM says the show is a documentary and thus exempt from the section of the prime time access rule that forbids network affiliates from airing off-network programming in the access slot of 6 p.m. to 8 p.m.

The Association of Independent Television Stations has said it will challenge MTM's claim that the show is a documentary.

MTM executives said the show fits the commission's "vague definitions" of a documentary, and Robertson said that while he hoped INTV would not challenge MTM, if they do, he will see them in court. ■

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# SYNDICATORS DEFEND THEIR KIDS FARE

*FCC official adds 'or else'  
to call for increase in  
educational programing*

By Steve Coe

**T**he growing importance of children's programing and the recent legislation surrounding it were never more evident than in the standing-room-only crowd at the NATPE panel last Tuesday titled "The New Era of Children's Programing." Moderated by Nickelodeon's Marc Summers, the discussion centered on what types of programing fulfilled the FCC's recent guidelines requiring broadcasters to present at least some educational and informative children's programing in their schedules.

The Children's Act, which Congress mandated and the FCC implemented, went into effect more than a year ago and has left some broadcasters questioning what types of programing should or should not be considered educational and informative.

Judy Price, vice president, children's programs and daytime specials, CBS, pointed to the network's *The Little Mermaid* as a series that was educational, portraying positive values and presenting positive role models for young girls. However, when the audience was asked whether they thought the show qualified under the FCC's wording of the rules, the applause was tepid at best.



Bob Jacquemin and Judy Price talk about kids programing.

## SPELLING LAUNCHES CABLE ARM

**S**pelling Entertainment Group announced last week at NATPE that it has formed a subsidiary, Spelling Satellite Networks Inc., to create new cable networks worldwide. The cable networks would be advertiser supported and consist primarily of programs from Spelling's vast program library (approximately 12,000 hours). The company also announced the first of the new networks, called Tele-Uno, scheduled to launch March 1 and serve the Latin American market. Spelling's partner in the Tele-Uno venture is Mexico's Multivision, a wireless cable operator serving about 800,000 homes. Multivision will not have an ownership interest in the network but will be paid a fee for operating the service, which will be based in Mexico City. Executives involved said they hope the service will reach 500,000 subscribers at launch, but declined to provide any projection on first-year revenues for the service. So far, no advertisers have been signed. It will be a 24-hour service with an 8-hour program block repeated twice, to include shows such as *Beverly Hills, 90210, Melrose Place, Love Boat, The Fugitive* and theatrical films. The service will be broadcast in Spanish and Portuguese. Sales and marketing of the channel will be overseen by Mary Ann Pasante, vice president, Latin America, for Spelling parent Worldvision. ■

Representing the FCC on the panel was Barbara Kreisman, chief, video services division, Mass Media Bureau, who sounded an ominous note to stations that are lax in adhering to the "spirit" of the act. Much like the indecency rule, she acknowledged that the FCC cannot give concrete guidelines as to what exactly constitutes acceptable programing under the guidelines prior to a station airing a program. However, she warned that the FCC would no longer look kindly on stations which continue to flaunt the legislation by presenting questionable programing as an example of their submitting to the law.

"I wouldn't be surprised if there were a more vigorous license review in the near future," she said. "This is a law, not an FCC rule. Many stations are working on five-year licenses and

the act has only been in effect for a year or so, and the FCC understands that it will take some time for stations, but expect more aggressive license reviews."

The program suppliers on the panel all said animation has been given a bad rap in terms of its educational value. "I take offense at the idea that animation is not informative," said Margaret Loesch, president, Fox Children's Network.

"One of the most important things to recognize is that animation has become so pervasive in kids programing and that it is a false criticism that we have not acted responsibly," said Bob Jacquemin, president, Buena Vista Television. However, he said, educational and pro-social messages in programing would have to be a secondary concern to the entertainment value and revenue potential of kids series.

John Claster, president of Claster Television, the company that produces *G.I. Joe*, acknowledged "the show is designed as an entertainment show. It's not educational." He believes it's creatively and financially feasible to produce a series that is entertaining and educational and added, "As soon as we know what programs will qualify, you'll see suppliers begin producing more of them and stations aggressively buying them." Kreisman agreed the potential for such shows exists: "With the wealth of talent in the industry there should be more shows that are more educational, informative, entertaining and compelling." ■



# WASHINGTON TO INTV: WE WILL BE WATCHING

Message from Hill, FCC is to expect closer scrutiny of rules and regs

By Joe Flint

**B**roadcasters were warned last week at the 20th annual Association of Independent Television Stations Convention in San Francisco that a Democratic President and a Democratic FCC means a much more hands-on regulatory environment.

Specifically, FCC rules on children's programming, political broadcasting and equal employment are likely to get close. Again and again last week, FCC commissioners, staffers and representatives from Capitol Hill made the message clear: We'll be watching you.

Congress will also be watching. Larry Irving, aide to House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), said there will be oversight hearings on broadcaster compliance with the Children's Television Act within the next several weeks.

"You will hear from Congress; all members are asking what has happened since that bill was passed," Irving said, adding that broadcasters can "look forward to very, very close scrutiny."

The sternest warning came from FCC Mass Media Bureau Chief Roy Stewart, who told attendees that while the FCC theme of the 1980's was deregulation rather than enforcement, the commission will be much more "pro-active" in enforcing its rules from this point on.

And the commission won't wait for complaints before it acts. Pointing to the FCC's recent audits of stations to check on compliance with the new children's TV rules and political broadcasting rules, Stewart promised more of the same.

For example, there will be more notices of inquiry sent out within the next few weeks to stations that the commission thinks have failed to comply with the Children's Television Act that limits ad time in children's shows and calls for broadcasters to demonstrate that they are serving the educational and informational needs of children.

"I'm telling you, when Congress goes to the trouble of passing legislation on prograding content, the com-



mission will pay attention to that legislation," Stewart said.

Both Irving and Toni Cook, senior counsel, Senate Communications Subcommittee, said that while the majority of communications issues are not partisan, meaning that a commission controlled by Democrats won't get a free ride, clearly some issues are partisan.

The relaxing of the radio ownership rules earlier this year was one such issue, and both Cook and Irving have expressed concern about relaxing the TV ownership rules, which former FCC Chairman Alfred Sikes had been pushing for.

The fairness doctrine is also something of a partisan issue. Cook said she thought Congress would move to reinstate the fairness doctrine early this year.

Irving also said that Markey plans on holding oversight hearings on the implementation of high-definition television sometime in the near future.

Still, for the FCC to pursue this new

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Traditionally, once a year, the broadcast network entertainment heads have lunch together at one of the IRTS monthly meetings. This year, the IRTS and *Broadcasting Magazine* are expanding this luncheon meeting into an all-day seminar that will include panel workshops with industry leaders from every aspect of the broadcasting and cable fields. They'll define the problems and even offer some solutions to the industry's most complex issues that affect your future.

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FCC Commissioners (l-r) Ervin Duggan, Andrew Barrett, Sherrie Marshall and James Quello provided a Washington perspective on programming issues.

brand of enforcement it will need money. And the word from Hill staffers last week was that the money is not coming any time in the near future.

"It is unlikely there will be any money for the FCC before April," House Energy and Commerce Staffer David Leach said.

There also may not be a new chairman by April, meaning that a four- or possibly three-person commission, depending on when Sherrie Marshall leaves office, may have to come up with new financial interest and syndication rules, as well as implement the Cable Act.

But when a new chairman is appointed, that person may not have to be constantly looking over his or her shoulder at Congress the way the last three Republican chairmen did.

"You will see less second-guessing with a Democratic FCC chairman," Leach said. "We are willing to help, but there will be less concern about where the commission is going."

There were mixed blessings for independent operators in everything the lawmakers said. On the one hand, no broadcaster likes the idea of increased scrutiny from government; on the other, a Clinton FCC might be more sympathetic to issues that directly affect independent stations, including the Cable Act, financial interest and syndication rules and the prime time access rule.

INTV attendees were also reassured by Commissioners James Quello and Ervin Duggan that they have friends at the FCC—if they follow the rules.

"You must understand that you have public interest responsibilities," Quello said. Quello spoke at length on what he sees as a growing concern, even outrage, over indecent and violent programming. Quello also warned broadcasters not to let new technologies pass them by if they want to survive. "You do not have a choice on whether to make the voyage; the mul-

cuts are not my style.... Frequently we come under fire from critics who would have us move in more radical and sweeping ways. They want us to 'burn the village in order to save it.' I have a different view. I believe we have an obligation as regulators to remember that entire industries have grown up around our rules. If," Duggan continued, "we fail to remember

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*"You do not have a choice on whether to make the voyage; the multichannel future is upon us today.. You have to respond to the inevitable."*

---

tichannel future is upon us today... You have to respond to the inevitable," Quello said, adding that it is not a "question of becoming high definition—your competitors will do it even if you don't."

On the regulatory front, both Quello and Duggan (along with Commissioner Andrew Barrett) have been delaying a review of the prime time access rule. Duggan again expressed reluctance at throwing the rules out.

"When rules such as PTAR have worked—have achieved their stated goals—we have an obligation, I believe, not to yank them violently out of the ground." Duggan said that while it was true the commission needs to "tug at our rules from time to time... meltdowns, blowups and flash

that—if we jerk up our regulations by the roots and cast them brusquely aside—we commit, in my judgment, a kind of regulatory violence that shakes whole industries to their foundations. Such violence, I believe, is unfair to those industries and to the public we all serve."

Duggan expressed similar views on the implementation of high-definition television. "In our zeal to see HDTV succeed, we shouldn't forget the wishes and well-being of consumers. We must not assume that the government knows best today about what viewers tomorrow will want or need or like.... And, because ours is a market-driven economic system, the marketplace must be allowed to decide. We need to make our regulatory stance on HDTV



one of encouragement, but not coercion."

In his INTV address, Duggan also focused on one of his favorite topics: the importance of localism to the broadcasting industry. Cable and other new technologies, he said, do not serve viewers' local needs.

"Cable, for all its many achievements, still has not mastered very well the art of binding itself to local communities. And a signal 22,500 miles in space is not local. Over-the-air television, by contrast, does have that intimate appeal," Duggan said, "that close relationship with local audiences. And that relationship, in my judgment, is one to be cherished and nurtured, not carelessly thrown away or fecklessly frittered away."

But it works both ways. Duggan said he fully expects the new administration to be more vocal about the public interest obligations of broadcasters.

"If that disturbs you—if you fear intrusive legislation or onerous, heavy-handed regulation—I have some advice for you: The best defense against the dead hand of government is the lively imagination of the industry—imagination to work voluntarily to improve service to children; to illuminate public issues; to improve news coverage—and to insure that this nation's system of publicly licensed broadcast stations does not descend into a mire of lowest-common-denominator programming. If your voluntary concern for the public interest is present and visible, you have little to fear from government."

### As Hedlund sees it

In his opening remarks, INTV President James Hedlund praised much about the last 12 years of the Republican administration, but had a few bones to pick as well:

"Both Reagan and Bush had a blind spot when it came to diversity in the marketplace—and when I use the term 'diversity,' I'm not talking about political correctness. They knew the adjective 'big,' but not the adjective 'many.' The antitrust division of the Justice Department examined cable and it saw no evil, heard no evil, spoke no evil. It is hard to comprehend," Hedlund said, "how some people so publicly devoted to competition could be so blind to the anti-competitive abuses of those with excessive market power. In short, this was not an environment conducive to

independent television."

Hedlund also used his speech to take some shots at those who thought INTV would wither away, especially after the Fox-owned stations pulled out of the association last January.

"We ended 1992 by making budget

and operating solidly in the black. I take particular satisfaction from this statement because earlier this year—after the Fox O&O's had cut and run—some critics in the trade press were leaving INTV for dead. Nothing could be further from the truth." ■

## INDEPENDENTS OPTIMISTIC, CAUTIOUS ABOUT HOURS

*Ratings will tell story of action hours vs. movies*

By Steve McClellan

The proliferation of first-run action-adventure hours was a hot topic at last week's NATPE/INTV convention in San Francisco. An INTV panel session addressing the why's and wherefore's of that trend had panelists agreeing that the ratings story so far for such shows has been positive overall, but station executives said it remains to be seen how profitable such programs turn out to be compared with prime time movies.

"The jury is still out on that," said Bill Frank, vice president and general manager of Chris-Craft United TV's KCOP-TV Los Angeles.

Frank will find out soon enough. His station is now programming six first-run hours in prime during the week, including *Baywatch* and *Star Trek: The Next Generation* on Mondays; *The Untouchables* and *Deep Space Nine* on Tuesdays and *Time Trax* and *Kung Fu: The Legend Continues* on Wednesdays.

"It's early yet," said Frank. "But if we get the cost per points we expect [and the ratings], it could work out very well."

The appeal of such programming is severalfold. With the networks pretty much out of the action hour business, the genre makes counterprogramming sense for independents.

Dick Robertson, president, Warner Bros. Domestic Television, which syndicates *Time Trax* and *Kung Fu: TLC*, said his company and others distributing such shows were "filling a void" left by the network abandonment of the genre and by "Fox's getting out of the action movie business." The first-run action shows help make independents look "a lot less like all those basic cable channels"

carrying top-tier movie packages and an increasing amount of off-network fare, said Robertson.

Ed Karlik, of Chase Communications, a Fox affiliate group, applauded the emergence of the first-run action program trend. "It keeps Fox honest, so to speak, in terms of program development," said Karlik. "It gives me an alternative if I need it."

Such programs also provide a prime time alternative for affiliates of the big three, an alternative that some believe affiliates will take increasing advantage of in the future.

Steve Goldman, president of Paramount Domestic Television, which distributes *Star Trek* spin-off *Deep Space Nine* and *The Untouchables*, said that a "significant" number of network affiliates had picked up both shows.

Goldman also predicted that the future will see increasing prime time pre-emptions as affiliates "begin to see the pressure on prime time" from competing first-run programs.





Robertson suggested that affiliates in some cases could make a lot more money airing a first-run show than a network show because the first-run shows offer more local inventory.

Of course, the new first-run shows aren't without risk for stations, particularly where the distributor negotiates a back-end cash deal upfront. "You have to control the destiny of the product," said Karlik. "You shouldn't get tied into a deal that obligates you to take it out 150 episodes over eight years" if the show does not perform.

Frank agreed that back-end deals ought to be tied to the show's performance on the front end. The back-end deal for *Time Trax*, he said, is "contingent on how it does for the first year." ■

# Ratings Week : Broadcast

The World According to Nielsen, Jan 18-24

	 <b>ABC</b>	 <b>CBS</b>	 <b>NBC</b>	 <b>FOX</b>
<b>MONDAY</b>	<b>13.4/20</b>	<b>16.3/24</b>	<b>13.9/21</b>	<b>*NO PROGRAMING</b>
8:00	44. FBI: Untold Stor 10.7/16	15. Evening Shade 15.2/22	12. Fresh Prince 15.6/23	
8:30	37. American Det. 11.9/17	22. Hearts Afire 14.6/21	18. Blossom 14.8/21	
9:00		3. Murphy Brown 19.4/27		
9:30	25. ABC Monday Night Movie—Telling Secrets, Pt. 2 14.4/21	9. Love and War 16.3/24	31. NBC Monday Night Movies—Desperate Rescue: The Cathy Mahone Story 13.3/20	
10:00		10. Northern Exposure 16.2/25		
10:30				
<b>TUESDAY</b>	<b>13.2/20</b>	<b>20.0/30</b>	<b>8.0/12</b>	<b>6.0/9</b>
8:00	8. Full House 16.6/25	10. Rescue: 911 16.2/24	82. Quantum Leap 7.7/11	85. Class of '96* 6.0/9
8:30	25. Hangin w/Mr. C 14.4/21			
9:00	5. Roseanne 17.9/26		79. Reasonable Doubts 7.9/12	85. Key West* 6.0/9
9:30	35. Jackie Thomas 12.1/18	2. The Inaugural Gala: An American Reunion 22.0/34		
10:00	58. Civil Wars 9.2/15		68. Dateline NBC 8.5/13	
10:30				
<b>WEDNESDAY</b>	<b>11.3/17</b>	<b>11.6/18</b>	<b>12.2/19</b>	<b>6.7/9</b>
8:00	62. Wonder Years 9.0/14	73. Space Rangers 8.3/13	19. Unsolved Mysteries 14.7/22	75. Beverly Hills, 90210 8.2/12
8:30	71. Doogie Howser 8.4/12			
9:00	4. Home Improvmt 18.7/27	38. In the Heat of the Night 11.7/17	55. Seinfeld 9.5/14	94. Melrose Place 5.1/7
9:30	22. Coach 14.6/22		77. Mad About You 8.0/12	
10:00	68. Going to Extremes 8.5/14	19. 48 Hours 14.7/24	32. Inaugural '93 13.0/21	
10:30				
<b>THURSDAY</b>	<b>12.3/19</b>	<b>11.6/18</b>	<b>11.2/18</b>	<b>10.2/15</b>
8:00		42. Top Cops 11.3/17	68. Out All Night 8.5/13	27. Simpsons 14.2/22
8:30	29. Matlock 13.8/21		50. A Diffent World 9.8/15	39. Martin 11.5/17
9:00		36. Street Stories 12.0/19	7. Cheers 17.3/26	58. ILC: First Season 9.2/14
9:30	77. Jack's Place 8.0/12	41. Knots Landing 11.4/19	22. Wings 14.6/23	85. Down the Shore 6.0/9
10:00			71. L.A. Law 8.4/14	
10:30	16. Primetime Live 15.1/26			
<b>FRIDAY</b>	<b>13.0/23</b>	<b>9.3/16</b>	<b>10.0/17</b>	<b>6.8/12</b>
8:00	30. Family Matters 13.6/24	66. Golden Palace 8.7/15	39. NBC Movie of the Week—Perry Mason: Case of the Fatal Fashion 11.5/20	79. America's Most Wanted 7.9/14
8:30	33. Step By Step 12.8/22	66. Major Dad 8.7/15		
9:00	46. Dinosaurs 10.5/18	64. Designing Wm 8.9/15		90. Who Killed Martin Luther King? 5.6/10
9:30	54. Camp Wilder 9.6/17	75. Bob 8.2/14		
10:00	12. 20/20 15.6/28	45. Picket Fences 10.6/19	84. I'll Fly Away 7.0/12	
10:30				
<b>SATURDAY</b>	<b>8.0/14</b>	<b>10.5/18</b>	<b>9.1/16</b>	<b>7.7/13</b>
8:00	95. ABC News Special: Common Miracles 4.0/7	28. Dr. Quinn, Medicine Woman 14.0/24	81. Empty Nest 7.8/14	49. Cops 9.9/17
8:30			83. Nurses 7.5/13	47. Cops 2 10.4/18
9:00	48. ABC's Wide World of Sports Special: U.S. Figure Skating Championship 10.0/18	61. Raven 9.1/16	43. Empty Nest 10.8/19	92. Key West 5.2/9
9:30		73. The Hat Squad 8.3/15	51. Nurses 9.7/17	
10:00			57. Sisters 9.3/17	
10:30				
<b>SUNDAY</b>	<b>13.5/21</b>	<b>17.4/27</b>	<b>8.3/13</b>	<b>7.8/12</b>
7:00	55. Life Goes On 9.5/15	1. 60 Minutes 22.5/36	88. Secret Service 5.8/9	92. Batman 5.2/9
7:30				89. Shaky Ground 5.7/9
8:00	14. Am Fun Home Vid 15.4/23	6. Murder, She Wrote 17.4/26	64. I Witness Video 8.9/13	51. In Living Color 9.7/15
8:30				62. Roc 9.0/13
9:00	19. ABC Sunday Night Movie—Heartbreak Ridge 14.7/23	17. CBS Sunday Movie—Bonds of Love 14.9/23	58. NBC Sunday Night Movie—Killer Rules 9.2/14	34. Married w/Childn 12.4/18
9:30				51. Herman's Head 9.7/14
10:00				91. Class of '96 5.4/9
10:30				
<b>WEEK'S AVGS</b>	<b>12.2/19</b>	<b>14.0/22</b>	<b>10.3/16</b>	<b>7.6/12</b>
<b>SSN. TO DATE</b>	<b>12.4/20</b>	<b>13.3/22</b>	<b>10.8/18</b>	<b>7.7/12</b>

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT



# Broadcasting

# Cable

## OPERATORS PLAN GROWTH ALONG FIBER LINES

*Technology is medium of choice for future expansion, Myers survey shows; Sci-Fi tops list of services systems plan to add; PPV snaring biggest share of cross-channel spots*

By Rich Brown

Three out of four cable operators say they plan to expand channel capacity, and most of them intend to do so through fiber optic technology, according to the just-released results of a year-end 1992 poll, conducted by Myers Reports, of 834 cable system and executives of multiple system operators.

While fiber optics is by far the most popular expansion method among all systems surveyed, operators are split on the second most popular method. Among systems of up to 36 channels, use of conventional coaxial cable was the second most popular method, followed by digital compression. Among systems with more than 36 channels, digital compression ranks as the second most popular method, followed by coaxial cable.

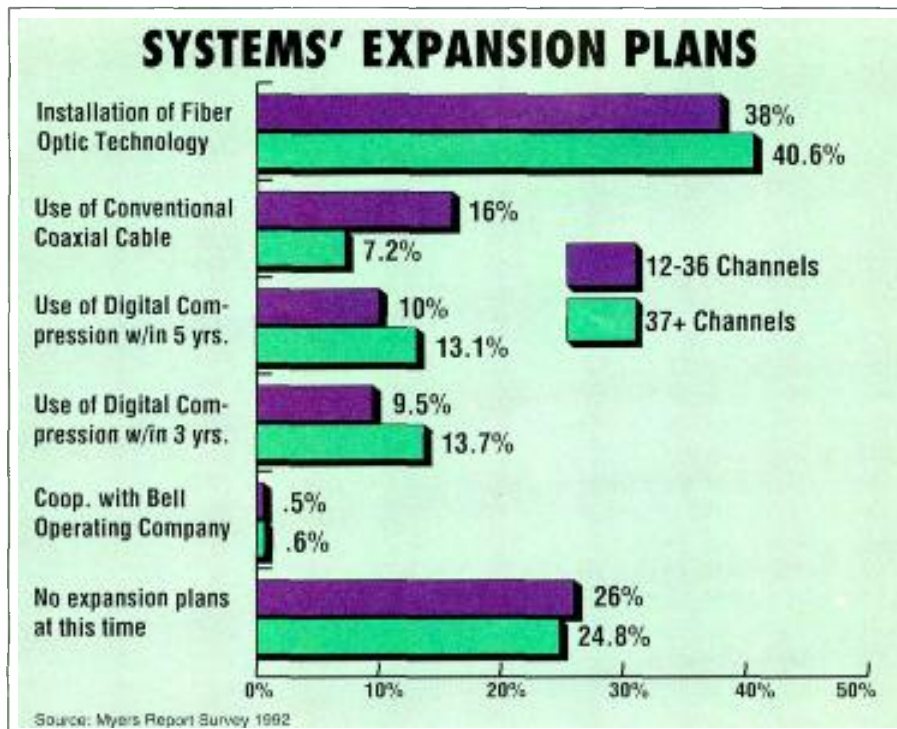
The survey was completed prior to the announcement by Tele-Communications Inc. that the nation's number-one MSO plans to roll out compression technology on its own systems.

Among other survey findings:

- Operators were asked which of the many new cable programming services they planned to add to their systems by the end of 1993. The most mentioned service was USA Networks' Sci-Fi Channel, with 67% of the total respondents planning to add it. Other channels getting thumbs up from 10% or more of the operators surveyed included the Cartoon Network (37%); the Learning Channel (23%); Country Music Television (22%); Comedy Central (21%); Court TV (17%); mini-pay service Encore (12%) and E! (10%).

- Asked to define their most impor-

Continued on page 30



## THE COMMON ENEMY: PROMOTION

*Myers urges industry to bury the hatchet; what's good for broadcasters is good for television as a whole*

By Rich Brown

Cable networks need to realize that their share of the advertising pie will shrink unless efforts are made to stem the broadcast networks' own eroding share, according to industry researcher Jack Myers, president of Myers Report.

"The competition between cable and broadcast is self-destructive," said Myers, speaking at a press breakfast in New York where he released a new cable operator survey (see accom-

panying story) and other company developments. "It's in everybody's best interest to support the broadcast networks. The more they spend on broadcast, the more they spend on television as a total medium."

Rather than battling with one another, Myers said the broadcast and cable networks should be joining together in a battle against increased ad spending on direct marketing and promotion. Cable networks are not likely to get many additional ad dollars if the broadcast networks see their piece of

tant sources of system revenues, most operators pointed to expanded basic cable. Ad sales ranked as the seventh most important source.

■ Nearly one-half of the MSO respondents said the National Cable Television Association's public image campaign for cable has been, to date, either "minimally effective" (39%) or "not effective" (10%). Only 9% of system respondents and 4% of MSO respondents rated the campaign as "very effective."

■ Of operators that carried last summer's oft-maligned pay-per-view Olympics Triplecast, 46% believe the event will have a positive impact on the marketing of future PPV events to consumers. Thirty-four percent of operators carrying the games said the event would have a negative impact, while 20% said they see no impact.

■ PPV is being given the greatest percentage of all cross-channel promotion on systems (17%), followed by basic network tune-in (15%); promotional services such as NuStar and Preview Channel (13%); basic image (13%); pay network tune-in (12%), and pay image (12%). Myers said the cable industry needs to borrow a chapter from broadcasters and improve its use of program-specific tune-ins. The current percentage for basic network tune-in needs to rise to at least 35% of total inventory, he said.

The Myers study, funded by 25 of the nation's basic cable networks, was the company's ninth annual survey of cable operators in the U.S. The survey was conducted October 1992 through November 1992. ■

## DEALMAKING AT USA NETWORK

USA Network last week announced it has acquired the exclusive off-network rights to 116 episodes of the NBC sitcom *Wings*, as expected (BROADCASTING, Jan. 18). *Wings*, which follows *Major Dad* as the second major off-network comedy series to be sold directly to the cable network in less than three months, premiered on NBC in April 1990. A source close to the deal said USA paid roughly the same amount for both series—\$600,000 per episode.

Separately, USA Networks signed an agreement to serve as exclusive ad sales representative in North America for Euronews, the first multilingual Pan-European satellite news channel. Euronews launched Jan. 1 and is available to 35 million homes across Europe and the Mediterranean Basin. USA signed a similar deal in 1990 with Super Channel, the European entertainment satellite network. The channel offers 20 hours of programming daily, in English, French, German, Spanish and Italian.

USA Networks has also signed a \$10.5 million contract with Northvale, N.J.-based A.F. Associates to build a 46,000-square-foot broadcast center in Jersey City, N.J. The facility will serve as USA Networks' operations center, transmitting three channels, including USA and the new Sci-Fi Channel, with expansion capabilities for future networks. Construction will begin this summer, with completion scheduled for late 1993, and the post-production complex is slated to open in 1994. —RB

## FIBERLINES

Continued from page 29

the pie shrink, he said. And even if cable networks do get any ad dollars that previously went to broadcast networks, such gains would be short-term, he said.

One effort under way to stem the erosion in advertising share at the broadcast networks is the formation of a consortium of advertisers by Myers that would work with the broadcast networks and the studios to keep production costs under control. Myers said the consortium might recommend

a move toward 26-week program commitments, along with other suggestions likely to be outlined within the next two months.

In other developments, Myers is currently working with about 20 basic cable networks to create "Network 20," a one-stop buy for advertisers looking to advertise on cable. As planned, the participating cable networks would each give over a limited amount of inventory that would be sold with about a 20.0 aggregate rating. Ideally, the project would move advertisers toward a cable CPM comparable to the broadcast networks' and move CPM's upward in cable.

Network 20 itself is actually a renewal of "Cable One," a similar test involving 14 cable networks that Myers conducted in 1988. Myers said that project was abandoned due to a more robust marketplace.

Network 20 is also similar to a plan recently unveiled by several of the nation's regional cable news networks. Five regional cable news channels are making a limited-time offer of a 30-second spot on all stations for \$350 (rotation Monday through Sunday, 6 a.m.-1 a.m., through Feb. 19). The total number of subscribers represented is 3,831,000, including those of New York 1 (1.1 million); Orange County NewsChannel (512,000); Washington's Newschannel 8 (705,000); New England News Channel (820,000) and Chicagoland News Channel (670,000). ■

## PRIME TICKET, ACTV LAUNCH INTERACTIVE TEST

Los Angeles-based regional sports network Prime Ticket and New York-based interactive technology company ACTV this month plan to begin testing ACTV's methods using prerecorded Lakers and Kings games as well as Prime Ticket's nightly sports news show and other programming.

"We're trying to get a sense of what kind of interactive enhancements might be marketable," said Roger Werner, president, Prime Ticket. "This is the first phase of what would probably be a year or more of interactive research. The next phase would be some kind of test market a year from now."

Games used in the test will not be live or sold in the marketplace but rather shown on tape to focus groups at a research center. Plans call for viewers to be able to call up scores, real-time statistics, on-demand instant replays, trivia questions, interactive commercials, Spanish-language audio feeds and even different camera angles while watching the games.

ACTV has seen its stock price triple in recent weeks, a growth pattern company officials attribute to the realization by investors that channel-hungry interactive services will likely benefit from the advent of digital compression technology. —RB



# Radio

## RADIO REVENUES SEEN STRONGER IN '93

*But no surge expected in station values or trading, in spite of new ownership rules*

By Peter Viles

**R**adio industry leaders are predicting modest revenue growth in 1993 and continued steady levels of station trading as the industry continues to try to make up the ground it lost in 1991.

After a 2% gain in 1992, the radio industry should see total revenue gains of 4.5%—and perhaps as high as 9%—in 1993, according to industry leaders and analysts who spoke last week at the Sillerman Companies' annual radio and television seminar.

Broker William Stedding of Star Media Group predicted total radio revenue growth of 4.5%-5.5%, with local revenue growth continuing to drive the recovery while national lags.

Radio Advertising Bureau President Gary Fries, citing generally good indications about the first quarter of 1993, predicted that total revenue will rise between 6% and 9% during the year.

Pat Healy of Interep Radio Store predicted that national spot will be flat in 1993 but rise 6% in 1994. He said Interep believes national spot generally rises and falls in four-year cycles,

### YEAR ENDS ON HIGH NOTE

**B**uoyed by a strong fourth-quarter performance that peaked in December, the radio industry finished 1992 with advertising revenue up 2% over 1991 levels, the Radio Advertising Bureau reported last week.

December revenue paced 7% ahead of December 1991 levels, with local revenue up 9% and national revenue up 2% for the month, the RAB said. For the entire year, local revenue exceeded 1991 levels by 5%, while national, which slumped badly early in 1992 and later recovered, dropped 6% for the year. "December was a phenomenal month for the radio industry, and the strong increases we saw, especially on the local level, are an indication that consumer confidence—and spending—have finally returned," said RAB President Gary Fries.

Network revenue, which accounts for less than 10% of all radio revenue, was down 13.5%, the RAB said. Fries said both national and network revenues appear to be recovering in the first quarter of 1993. —PV

and said the company believes the current cycle hit bottom last June. "We're in store now for an up cycle," he said. "So 1993 will be better than 1992, and 1994 will be better than '93."

Gordon Hastings, president of Katz Radio Group, offered a more bullish projection, predicting that national spot will rise by 5% in 1993.

As for station trading, brokers appearing on the Sillerman panel pre-

dicted that trading will continue at its current pace, which has been somewhat disappointing for those who hoped the new ownership rules would spur a surge in buying and selling.

Broker Gary Stevens said a "distinct lack of interest from lending institutions," has held back the level of station trading. He predicted total trading of \$1.3 billion-\$1.4 billion, roughly the same as 1992.

"There is almost no debt or sub-debt available in the industry," Stedding said. "And ironically, there's an abundance of equity."

Regarding station trading prices and multiples, Stevens predicted that most stations will sell in the range of 6.5 to 9.5 times cash flow, but he added that multiples will likely vary more widely than they have in the past. He cited the recent sale of WYNY-FM New York for \$50 million, which works out to a multiple of 10 to 12 times cash flow.

"The multiple is an elusive thing today," he said, later adding, "In the top 10 markets, values are going to be very strong. But when you get out beyond market number 35, it gets very difficult to move a piece of property, even if it's got cash flow." ■

### 'RADIOACTIVE' HEADS TO L.A.

**I**f there's a female answer to Howard Stern, it may be Stephanie Miller, recently departed morning drive personality at WQHT-FM New York. Miller's one-woman comedy show, "Stephanie Miller: Radioactive," just finished a sold-out run off-Broadway in New York. Produced by HBO and based loosely on her radio show, "Radioactive" combines song parodies and character sketches on topics ranging from dating and sex to Madonna and the Catholic Church. The show opens in Los Angeles on Feb. 9 for a two-day industry showcase at the Matrix Theater, and Miller is fielding offers for, among other things, a television sitcom.



—PV Stephanie Miller

# WESTWOOD SELLS WYNY-FM FOR \$50 MILLION

Company left with only one station; Broadcasting Partners to keep country format

By Peter Viles

**W**estwood One, seeking to reduce its debt and concentrate on its network business, last week announced an agreement to sell WYNY-FM, its New York country music station, to Broadcasting Partners Inc. for \$50 million.

Westwood, which currently has outstanding long-term debt of \$164 million, has been cutting costs aggressively for some time. Through the first nine months of 1992, the company reported losses totaling \$19.8 million.

"Two years ago Westwood One embarked on an aggressive program to lower costs, improve cash flow and strengthen its capital structure through debt restructuring and the sale of certain non-core assets," said Westwood One Chairman and Chief Executive Officer Norm Pattiz. "The sale of WYNY is a significant step forward in that plan."

Westwood had purchased the sta-

tion in 1988 for \$39 million. Earlier this year Westwood sold its interest in WNEW-AM New York (now WBBR-AM). The company now owns only one station, KQLZ-FM Los Angeles, which has struggled in the ratings and recently dropped its "Pirate Radio" identity.

While it was no secret that Westwood was looking for a buyer for WYNY, the deal took industry observers somewhat by surprise because many had expected the station to go to an in-market buyer intent on forming an FM-FM combo.

Broadcasting Partners, or BPI, which was formed in 1988 and is based in New York, owns stations in Chicago (WVAZ-FM), Detroit (WKQI-FM), Dallas (KSKY-AM) and Charlotte (WPEG-FM and WGIV-AM).

BPI said it plans to keep WYNY's country format intact. BPI Chairman Perry J. Lewis said the company was particularly pleased to acquire a New York station because BPI's two top

executives, Executive Vice President Lee Simonson and President Barry Mayo, both have extensive experience as operators in the market.

WYNY, New York's only country station, bills itself as the nation's most-listened-to country station. It drew a 2.7 share in the fall Arbitron survey (total week, average quarter hour, listeners 12-plus) and ranked 10th in the market among listeners ages 25-54.

Industry sources estimate the station's 1992 revenues at \$12 million, with cash flow estimated at \$4.2 million to \$5 million. Those figures would make the \$50 million price tag roughly 10 to 12 times cash flow—a considerably higher multiple than most recent transactions—but industry observers said the strength of the New York market justified the price. Additionally, observers said the purchase appeared designed to make Broadcasting Partners more attractive to potential investors. ■

## MAKING THE MOST OF MSC '93

Advice from conference veterans: set your own agenda

By Peter Viles

**P**erhaps more than any other radio convention, the Radio Advertising Bureau's Managing Sales Conference is known in the industry as a workshop, where radio executives are looking for a competitive advantage and not just a good time.

With that in mind, BROADCASTING asked several MSC veterans for their advice on how to make the four days in Dallas (Feb. 4-7) as productive as possible.

■ **Herb McCord**, president, *Granum Communications* and chairman of the 1992 MSC: "Really go in there focused on what your needs are. Do an honest assessment with your general manager before you go, and find out what problems you're trying to address this year. If you're trying to build a sales staff, focus on the sessions about hiring, recruiting and training."

■ **Jim Champlin**, president, *Beck-*

*Ross Communications* and chairman of the 1993 MSC: "If you try to overdo it, you're going to get 'session warp.' Pick maybe four sessions a day and really concentrate on those. Don't try to be a hero."

■ **Donn Seidholz**, director of sales, *Shamrock Broadcasting's KMEL-FM Phoenix*: "Basically, there are a few fundamental concepts that hold true in every market. And getting together at lunch or dinner with people from other markets to discuss these problems gives you a tremendous amount of knowledge. And you develop relationships with people that you can call on in the future."

■ **Lou Vito**, president and general manager, *WBLL(AM) and WPKO-FM, Bellefontaine, Ohio*: "I go there with a couple of things I'm trying to accomplish. Last year, for instance, my mission was to change the compensation system for my sales staff, because we were just having too much turnover. And before I go, I ask the people

on my sales staff what their concerns are, and what their interests are."

■ **Pam Lantos**, sales consultant: "Really try to network. Don't spend all your time with your old friends. If you talk to enough people, you're going to find a real gem. If you find somebody who's from a similar-sized market that has similar problems, you can share your best ideas, and you both win from it."

■ **Ray Hexamer**, general sales manager, *WHBC(AM) Canton, Ohio*: "I look for the things that will get me the most immediate return in dollars, something that I can come back to my staff with on the following Monday and say, 'You can use this starting today.'"

■ **Paul Fiddick**, president, *Heritage Media's radio group* and president, *RAB Board of Directors*: "Beyond the sessions and the obvious socializing and networking, there's a third level of activity—meeting with people who are in town for the conference. An MSC is a magnet that attracts all sorts of people from all over the industry to the same place at the same time. Deals are struck and alliances are made behind closed doors in hotel suites." ■



# Washington

## CABLE PROMISES TO CURB VIOLENCE

*NCTA adopts four-point plan to assuage Washington concerns that includes urging members to adopt standards and practices policies limiting violence*

By Harry A. Jessell

Seeking to relieve mounting congressional pressure to stem TV violence, the National Cable Television Association last week announced that member cable networks had promised to "strive to reduce" the amount of violence in their programming.

The commitment is contained in a 102-word "industry policy statement" that also acknowledges that some kinds of violence may be harmful to society, but asserts the networks' right to depict violence in the context of "legitimate" drama and news (see box).

At the same time, the association released an analysis of cable-originated programming that concludes there is "substantially less" violence in children's programming originated by cable than in children's programming aired by the broadcast networks.

The NCTA-commissioned study also found that the level of violence in cable-originated dramas is about the same as it is for broadcast dramas. The study, which analyzed 198 programs that appeared on 11 networks in the fall of 1991, was conducted by longtime TV violence researcher George Gerbner, professor of communications at the Annenberg School of Communications at the University of Pennsylvania.

The industry policy statement is but one point of NCTA's four-point plan to allay congressional concerns about cable violence.

NCTA will also:

- Urge each cable network to draft an internal set of standards and practices to limit violence by the end of 1993.

- Join the three broadcast networks in organizing and participating in a con-

*"We believe that the depiction of violence is a legitimate dramatic and journalistic representation of an unavoidable part of human existence. We also believe that the gratuitous use of violence depicted as an easy and convenient solution to human problems is harmful to our industry and society. We therefore discourage and will strive to reduce the frequency of such exploitive uses of violence while preserving our right to show programs that convey the real meaning and consequences of violent behavior. To all these ends, we will seek to improve communications with our viewers regarding the nature of violence appearing in our programs."*

**NCTA's Industry Policy Statement**

ference on TV violence in Los Angeles this summer.

- Commission a study on cable programming in two years to gauge the impact of the industry's anti-violence efforts.

NCTA detailed its plan in a Jan. 26 letter from NCTA President James Mooney to Congress's chief critics of TV violence: Senator Paul Simon (D-Ill.) and Representatives Dan Glickman (D-Kan.) and Charles Schumer (D-N.Y.).

Simon and Glickman sponsored the 1990 Television Program Improvement Act, which granted cable and broadcast networks and programmers an exemption from the anti-trust law for the purpose of drafting voluntary violence guidelines.

Simon, in a prepared statement,

made clear he considered the NCTA response a beginning, not an end. "These are clear signs of progress," he said. "I applaud these initial steps and I encourage the entire industry to work toward the goal of industrywide standards before the law expires at the end of the year."

Spurred on by Schumer's TV violence hearing in New York last December, the big three broadcast networks came up with a common set of standards last December and began planning the inter-industry conference in hopes of fostering the guidelines envisioned by the Simon-Glickman law.

In agreeing to participate in the conference, said NCTA spokeswoman Peggy Laramie, the cable industry is agreeing to work toward inter-industry

guidelines. "That's the goal," she said. However, she added, NCTA believes specific standards and practices should be left to the individual networks to formulate.

In his letter, Mooney explained that permitting each network to develop its own standard is best, "given that one set of standards scarcely fit the needs and operations of nearly one hundred diverse cable networks."

Broadcast lobbyists criticized the Gerbner study because it examined only cable-originated programming. "If

you put on the "Texas Chain Saw Massacre," who cares who originated it?" said one.

NCTA's Laramie said the study was confined to cable-originated programming because previous studies and ratings systems had already ascertained the violence level of broadcast network programming and motion pictures. "We wanted to bring something unique to the process—something that was not available for other sources," she said.

She stressed that the industry's ef-

forts to stem violence will involve all the networks and all the programming they carry, regardless of where it originated.

That the cable study reviewed only cable-originated programming "points to the need for industrywide participation in this process," Simon said in his statement.

According to Laramie, the violence plan was developed by the NCTA programming committee and ratified by the full board at its meeting in Los Angeles two weeks ago. ■

## TIME WARNER WILLING TO TALK TO TELCOS

*At CSIS conference to chart telecommunications future during Clinton administration, MSO also says it will end opposition to cable system ownership by broadcast networks*

By Randy Sukow

Last year was "a dreadful year" of battles and "failed alliances" leading to the eventual passage of the 1992 Cable Act, said Timothy Boggs, Time Warner's senior vice president, public policy. But changes in the political landscape and communications technologies advancements are changing some of last year's adversaries into allies this year, Boggs said last Wednesday (Jan. 27) during a Washington conference sponsored by the Center for Strategic and International Studies.

Time Warner will no longer "actively support" the "Brooks bill," the 1992 legislation proposed by Judiciary Committee Chairman Jack Brooks (D-Tex.) that would solidify many of the restrictions on telco information services and telephone technology research and manufacturing prohibited in the MFJ (modified final judgment, the 1982 consent agreement governing the breakup of AT&T). The change in position is meant to indicate a willingness to discuss the issues with telcos, Boggs said.

Boggs also said Time Warner will no longer oppose broadcast network ownership of cable television systems, saying that the company has re-examined the issue and no longer believes cable-network crossownership represents any threat.

"We are one company, at least, that is prepared to admit that these lines constantly have to be inspected," Boggs said, especially in light of the

new services and policies that will arise out of new telecommunications infrastructures, such as the modern fiber optic cable system Time Warner plans to build in Orlando, Fla. (see "Top of the Week").

Daniel Brenner, vice president, law and regulatory policy, National Cable Television Association, agreed that "it is not inevitable that cable and the telcos will always be the Hatfields and McCoy's. There are conversations between a number of member companies of NCTA and telephone companies" to discuss cooperative proposals, such as the ventures cable and telephone industries have been able to launch in other countries.

But both Brenner and Boggs said there is no change in the standing cable industry opposition to regional Bell operating company ownership of cable systems and control over program content on those systems.

(S. 1200, a 1991 bill proposing such a cable-telco crossownership scheme—as a means for RBOC's to defray the costs of building a national fiber optic network by 2010—died at the end of the last congressional session.)

Toni Cook, senior counsel to the Senate Communications Subcommittee, was heartened by Time Warner's overtures of peace. "The difficulty in getting [telecommunications] legislation done is the interindustry bickering," she said.

The newspaper industry, represented at the conference by Cathleen Black, president of the Newspaper As-

sociation of America, has led the coalition in favor of the Brooks bill. The Clinton administration should work to improve telecommunications infrastructure, she said, but if the new Congress does not move quickly to pass the Brooks bill, "it is all too clear that investment, innovation and jobs could be stunted by a monopolistic venture."

The objective of the CSIS conference was to study the likely effects the new Clinton administration will have on communications policy now that, for the first time in 12 years, the same political party will have control of the White House and both houses of Congress. Ironically, Republican House Telecommunications Subcommittee member Mike Oxley (Ohio) said he was encouraged by the development.

"The issues in our subcommittee tend to be nonideological and bipartisan in large degree," said Oxley, who was a leading co-sponsor of the House version of S. 1200 and worked closely last year with S. 1200's co-author, then-Senator Al Gore. "I think, given what President Clinton has enunciated in terms of the economy...[and] the fact that the Vice President has expressed a strong and longtime interest in these very issues, it lends itself to a very exciting period where we can produce some beneficial legislation," he said.

Most agreed that gridlock on communications policy stems from disputes among huge industries. Henry Geller, former administrator of the National Telecommunications and In-



formation Administration, predicted the gridlock will continue because past history suggests Congress will be unwilling to confront large media companies.

"I think the newspaper industry [by supporting the Brooks bill] is seeking protectionism. I'd tell them to drop dead," but that is something Congress will never do, Geller said.

Improvement of U.S. telecommunications infrastructure, including strategies to encourage construction of broadband networks, will be the most important communications issue facing the Congress for the next two years, Oxley said. Last month's Telecommunications Subcommittee hearing on infrastructure (BROADCASTING, Jan. 25), in which computer industry experts urged strategies for rapid deployment of digital services over current copper infrastructure and eventual fiber-to-the-home networks within the next 20 years, will serve as a road map for the committee, he said.

Infrastructure upgrade will involve not only wired networks, but also new uses of radio spectrum. Many speakers favored approval of spectrum auctions as a more efficient licensing method. The 10 years the commission needed to assign licenses to the now-booming cellular telephone industry is "a national disgrace" and a problem that auctions could solve, Geller said.

A proposal to auction 30 mhz of spectrum as a test of the auction procedures is included in a Senate bill to transfer 200 mhz of government-controlled spectrum to the private sector, co-sponsored by Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) and subcommittee member Ted Stevens (R-Alaska). Some, including Communications Subcommittee member John Breaux (D-La.), have proposed the creation of an interagency, interindustry blue-ribbon committee to concentrate on communications infrastructure policy. Vice President Gore is the consensus choice for chairman of such a group.

Gore's chief of staff, Roy Neel, said, however, that creation of such a group is unlikely. "The current institutions of government simply work better as opposed to layering on a new role for the Vice President," he said. "I think the Vice President will have a role in helping craft [telecommunications] policy. A day-to-day role in overseeing telecommunications policy, in my view, doesn't make sense."

## QUAYLE REPORT OFFERS SUGGESTIONS TO IMPROVE TELCOM INFRASTRUCTURE

It may prove to be little more than a historical footnote, but copies of the Bush administration's report on telecommunications policy from former Vice President Dan Quayle's Council on Competitiveness began turning up on Capitol Hill last week.

"The Communications Revolution and Public Policy: Removing Barriers to Growth" (better known in telecommunications circles as the Quayle report) had been expected a year before the administration stepped down, but was never released. Its various goals and policy recommendations, however, appeared in several Bush administration policy statements over the past two years.

The goals of the report sound strikingly similar to the Clinton administration's and Hill Democrats' call to upgrade the U.S. telecommunications infrastructure to improve the standard of living and competitiveness with Europe and Japan. "Nations which best realize the benefits of the communications revolution will become more efficient, gaining an advantage in world markets," the Quayle report concludes.

But the report is more specific than the Clinton administration has been so far on specific steps to achieve the goal. Like the computer industry witnesses at last month's Telecommunications Subcommittee hearing on telecommunications and information infrastructure (BROADCASTING, Jan. 25), the report says government regulations are the greatest barrier.

Specific policy recommendations include: removal of legal barriers to local telco entry into video program ownership and distribution as well as telephone equipment manufacturing; deregulation of AT&T, including elimination of rules governing residential and international long-distance service currently "subject to competition," and "a market-based spectrum management policy," allowing for quicker reallocation of radio spectrum based on changes in communications technology and demand for such new technology.

Hill Republicans contacted last week doubted that the Quayle report will be used as the basis of any legislation offered this year. But once the future telecommunications systems are completed, the report may come to be regarded as prescient, they said.

—RMS

## FCC'S TAKE ON PROGRAM ACCESS UPSETS CABLE'S COMPETITORS

*Wireless accuses commission of ignoring Congress's intent*

By Randy Sukow

The Wireless Cable Association (WCA) and Consumer Federation of America (CFA), two of the groups that pressed hardest for program-access regulations in the 1992 Cable Act, kept the pressure up last week by accusing the FCC of ignoring congressional intent in its proposed program-access rules.

"Rather than simply implementing the new statutory ban against discrimination, as directed by Congress, the commission's notice proposes as many loopholes as is possible to justify dis-

crimination by the cable industry. The commission fails even to acknowledge the seriousness of the problem identified by Congress," CFA told the FCC in joint comments with the National Rural Telecommunications Cooperative.

"If implemented in a manner consistent with congressional intent, [the program-access provisions] of the 1992 Cable Act yield a marketplace that is substantially more hospitable to wireless cable and other competitive multichannel video programming distributors than before," WCA said. But "substantial changes in the com-

mission's approach are necessary if Congress's intent is to be carried out."

House Telecommunications Subcommittee member Billy Tauzin (D-La.), the main author of the Cable Act's program-access section and the prime mover behind its acceptance in the House (BROADCASTING, July 27, 1992), did not condemn the commission proposals, but tended to agree with the WPA and CFA statements.

"He is extremely concerned. Stressed is probably the better term to use," a Tauzin aide told BROADCASTING. (Tauzin was unable to comment directly last week due to illness.)

Cable-industry commenters understandably favored narrower interpretation of the act, citing the boom in cable program services made possible by vertical integration of the cable industry (that is, co-ownership of cable systems and program services).

Any restriction on vertical integration "should be limited solely to those instances where programmers or distributors are proven to have engaged in some identifiable improper conduct," said Continental Cablevision, Boston, the third-largest U.S. multiple system operator. "Broad prophylactic rules that simply assume that such improper conduct exists will prove immediately and irreparably harmful to the television medium and the television consumer."

The commission, in fact, proposed few concrete policies when it initiated its program-access proceeding in December. As mandated by Congress, it began consideration of new rules to prohibit vertically integrated cable companies from discrimination against wireless cable, direct broadcast satellite and other multichannel video industries when bidding for programming.

Congress directed the FCC to write rules to: insure that cable operators do not exert "undue influence" on program vendors to deal only with cable systems; guard against excessively high charges to multichannel providers compared with the fees charged to cable systems, and prohibit all exclusive programming contracts except those found to be in the public interest. The act mandates commission adoption of program-access rules by April 3 and sunsets the provision after 10 years.

But the commission left several open questions for public response, such as the width of the new rules'

scope; methods to determine whether a vertically integrated company is overcharging for programming, and the public-interest criteria to be used to approve exclusive contracts.

"The [FCC notice] undoes what Congress did. It may be simply that the FCC did not understand what the bill meant, but what Congress passed overwhelmingly is not reflected in the notice sent out," Tauzin's aide said. The commission proposals, he said, reopen issues that Congress settled by passing the act.

Tauzin intends to write comments of his own to the commission in response to the notice, and will meet privately with commissioners and staff in coming weeks.

The National Cable Television Association's comments asked that vertically integrated companies be given as much flexibility as possible in determining pricing for various multichannel customers and in entering exclusive contracts. Past antitrust law precedents suggested that if "there is no concerted refusal on the part of programmers to deal with particular network distributors, an exclusive contract between a programmer and a cable operator is highly likely, on balance, to promote competition and serve the public interest," NCTA said.

NCTA also argued for narrow interpretation of "unfair" practices by ver-

tically integrated companies. For example, "Only conduct that adversely affects a multichannel distributor to the competitive benefit of a programmer's commonly owned cable system should be deemed 'unfair,'" the NCTA said. Exclusive contracts between programmers and unaffiliated cable operators should, therefore, not be subject to the rules.

Vertical integration has "for the most part" been a positive force, driving the development of several different program services, the Community Antenna Television Association said. But in some cases, the large programming companies have discriminated against the rural, independent operators.

Like wireless cable, the regional Bell operating companies (RBOC's) argued for broad program-access rules. Under the video dialtone rules adopted by the FCC last year, RBOC's are not allowed to bid for programming to operate on their systems. But the distributors leasing capacity on video dialtone systems "must rely heavily on competing multichannel distributors as a source of programming to transport over their networks, and the ability of these distributors to obtain access to programming on reasonable, non-discriminatory terms," said Bell Atlantic and Pacific Telesis in joint comments. ■

## WIDE OPPOSITION TO BELL PLAN

*Bell Atlantic proposes to build fiber to home system with telephone and video, latter by lease to cable programmer*

By Harry A. Jessell

**D**efending its cable turf, Adelphia Communications Corp. has urged the FCC to nix Bell Atlantic's plan to build a broadband communications network in Dover Township, N.J., that would enable the startup FutureVision of America to compete with Adelphia in 38,000 homes.

Adelphia charged the Bell Atlantic proposal violates the FCC's new video dialtone rules by not making capacity available to customer-programmers other than FutureVision and is based on "unrealistic, inaccurate and incomplete" cost and revenue projections.

Backing Adelphia with other petitions to deny were the National Cable Television Association and the National Association of Broadcasters.

Given FCC approval, Bell Atlantic plans to build its fiber-to-the-curb Dover Township network this summer and provide telephone service as well as video transport services for FutureVision, which will offer consumer cable programming and a yet-unspecified array of information and transactional services.

Bell Atlantic is making the video transport services available under the video dialtone rules, which obviates

Continues on page 54



**Warner Bros. TV talk show host Jenny Jones and ABC-NPR newswoman Cokie Roberts** will preside at an American Women in Radio and Television mega-reception tomorrow (Feb. 2) at the House Cannon Caucus Room for new members of Congress. With about 70 corporate sponsors and 121 new representatives and senators invited, organizers are expecting at least 500 to attend.

**Democrats on Wisconsin's congressional delegation** led by Representative David Obey are backing one of broadcasting's own for the FCC chairmanship. He is John Laabs, president of the Wisconsin Broadcasters Association. Laabs has been in and out of Democratic politics in his state, serving most recently in the administration of Governor Tony Earl (1983-87). He was also once a reporter at WAOW-TV Wausau. "I would be interested," said Laabs when asked about the FCC job.

**After a long search, NBC's lobbyist Jim Rowe has hired John Hane** to assist him in advancing the network's agenda in Washington. Hane's principal bailiwick will be the FCC. Hane, 33, joins NBC from the firm of Fisher, Wayland, Cooper & Leader, where he practiced communications law.

**Commissioner Andrew Barrett, objecting along with Commissioner Ervin Duggan** to the agency's granting of a permanent waiver of the TV duopoly rules to Act III Broadcasting in upstate New York, says the commission is using such waivers to summarily relax the rules. The FCC has launched a proceeding to consider relaxing the duopoly rules and may eventually decide to do so, Barrett said. "Until that time, however, I do not believe it appropriate to prejudge the outcome of the rulemaking by granting numerous waivers," he said.

ACT III has been operating WUHF(TV) Rochester and WUTV(TV) Buffalo since it purchased WUTV in 1990 under a temporary waiver of the duopoly rules, which prohibit common ownership of stations with overlapping signals.

**Stu Bedell, assistant chief of the FCC audio services division,** told reporters and lawyers at a "brown bag" luncheon last week that 175 stations have applied to buy additional stations in their markets since the FCC loosened the local caps or so-called duopoly rules last September. Under the new rules, a single company may own up to two AM's and two FM's in markets with more than 15 stations. Under the old rules, it was restricted to a single AM-FM combo in all markets.

Of the 175 applications, Bedell said, 90 have been granted.

**It was a feisty Andrew Barrett** who appeared on a NATPE panel last week to talk about the commission's long-awaited, but still not started, review of the prime time access rule.

"Ask [Commissioner] Jim Quello why there has been no review of PTAR. He pulled the item" from the Jan. 14 meeting agenda, Barrett said, when it was suggested he may have had something to do with it.

When fellow panelist Commissioner Ervin Duggan explained the FCC postponed the action due to other pressing

matters, notably fin-syn and cable regulation, Barrett snapped. "Let's cut the manure here."

Barrett offered no explanation of his own, but he said he thought PTAR reform should be delayed because of its close relationship to the still unsettled fate of the fin-syn rules.

According to commission sources, he thanked Quello for pulling the item. "Bless you," Barrett is said to have said to Quello.

**Commissioner Sherrie Marshall is still keeping her plans to herself.** At NATPE last week, Marshall said she plans to continue to serve indefinitely—until President Clinton appoints her successor.

**The FCC's strict enforcement of the Children's Television Act** continued last week, with it delaying license renewal for seven TV stations in Ohio and Michigan until they provide further information on their educational efforts in children's programming.

The stations cited are WYTV-TV Youngstown (ABC affiliate), WRGT (TV) Dayton (Fox), both Ohio; independent stations WGPR-TV Detroit and WADL-TV Mount Clemons, both Michigan, and religious stations WAQP-TV Saginaw, Mich., and WPLW-TV Lima and WDLI-TV Canton, both Ohio.

**Language from Vice President Al Gore's 1992 Local Exchange Infrastructure Modernization Act** was among the first plans to be reintroduced in the new Senate as part of an overall competitiveness package (S. 4), introduced by Commerce Committee Chairman Ernest Hollings (D-S.C.) and 10 co-sponsors. The Gore bill provisions call for FCC coordination of standards organizations to develop upgraded interconnection systems between local exchange carriers (LEC's), information-service providers and consumers. The Gore language also requires FCC development of infrastructure sharing rules among telcos to insure that all customers have access to a minimum level of modern telecommunications services. S. 4 co-sponsors include Majority Leader George Mitchell (D-Me.) and Commerce Committee members John Kerry (D-Mass.), Chuck Robb (D-Va.) and Jay Rockefeller (D-W. Va.).

Other early Senate bills include a plan to clarify "fair use" of information from broadcast news reporting under the copyright laws (S. 23), introduced by Orrin Hatch (R-Utah), and a plan submitted by Russ Feingold (D-Wis.) to consolidate overseas government subsidized broadcast services, such as Voice of America and Radio Free Europe/Radio Liberty (S. 51).

**Roy Neel, chief of staff to Vice President Al Gore,** said nominations to fill the FCC chairman's post, National Telecommunications and Information Administration administrator and other subcabinet communications-related government posts will be completed "pretty soon." A decision seems to be closer on the NTIA post than the FCC one, he said. In spite of media criticism of the transition, Neel said, the appointments process is running smoothly. "In a couple of months, nobody is going to care about when the NTIA chief was appointed," he predicted. ■



# Washington Watch

Edited By Harry A. Jessell

# Business

## TV AD REVENUE UP IN 1992

*Forecasters say key to continued growth is rebound of several ad categories, particularly packaged goods*

By Sharon D. Moshavi

TV advertising revenues in 1992 appeared to be making the long climb out of the cellar, but no one is sure how rapid progress will be in 1993. That will depend heavily on the rebound of some ad categories that failed to bounce back last year.

All in all, 1992 was a better year than many had predicted. In 1992, four of the five main television advertising segments rebounded above not just 1991 levels but 1990 as well, according to Harold Simpson, vice president, research, Television Bureau of Advertising, speaking at the Sillerman Cos. conference in New York last week. Only spot TV, among spot, network, local, cable and syndication, didn't surpass 1990 revenues.

The end of the year brought mixed revenue results for TV stations. According to TVB's year-end monthly group time sales survey, local and spot spending for the fourth quarter grew by 0.1% and 4.7%, respectively (see chart). December was above that average, with 2% growth in local and 4.8% growth in spot spending over the same period the year before.

Growth in 1993 hinges on several categories bouncing back, most notably packaged goods. So far, the first quarter is starting to show some signs of recovery there; packaged goods as a whole are down 3% so far in first quarter, compared with a decline of 15% for 1992. Auto advertising, which was up dramatically in 1992

### TELEVISION'S AD GROWTH (PERCENT INCREASE FROM 1991)

1992	Local	Spot	Total	Number of stations reporting
First Quarter	5.7	4.0	4.9	225
Second Quarter	3.5	0.9	2.4	224
Third Quarter	12.0	13.4	12.6	239
Fourth Quarter	2.0	4.8	3.2	241
Full Year	5.7	5.7	5.7	241

Source: Television Bureau of Advertising

(28% in spot, 18% in local dollars for the first nine months of 1992), continues to improve. According to Simpson, automotive spot spending is up 33% so far for first quarter.

Those increases, though, can be a little misleading: because the first two quarters of 1992 were the most anemic of the year, the first two quarters of 1993 will look quite good by compari-

*In 1992, four of the five main TV advertising segments rebounded above not just 1991 levels but 1990 as well.*

son, said Simpson.

The TVB's still-unofficial forecast for spot and local TV revenues in 1993 is 3%-5% growth, lower than the 6%-7% growth each experienced in 1992, said Simpson. Why lower growth in 1993? The reason is no political or Olympics dollars this year.

Simpson put syndication growth, which was at 8% in 1992, in the high double digits for 1993. He's more pessimistic about network revenue growth, which he shows at 6% for 1992, putting it between 1% and 3% for 1993. That's below the more optimistic forecast of McCann-Erickson's

Bob Coen, senior vice president, research, who gave some more specifics at the Sillerman conference on the advertising forecast he released at the end of last year (BROADCASTING, Dec. 14, 1992). He now forecasts network TV growth for 1993 at about 4.5%, below the 5.7% growth for national broadcast as a whole.

Simpson also expects political dollars to make some mark even in this off-election year. He anticipates \$75 million in TV ad spending from local and state races in 1993, and \$250 million in 1994. Last year, local and spot political dollars were estimated at \$300 million.

Cable has a bright 1993 to look forward to, and is coming off a bright 1992, said Thomas McKinney, president-CEO, Cabletelevision Advertising Bureau, also speaking at the conference. Cable advertising was up by 16.4% to \$3.4 billion in 1992, and McKinney says he expects that figure to reach \$3.9 billion in 1993, nearly 15% growth.

In 1992, cable network advertising accounted for \$2.5 billion of the pie, an increase of 15% over the previous year. Local and spot reached \$900 million, to grow 21% over 1991. In 1993, McKinney foresees the cable networks' ad revenues growing by 12% and local/spot by 17%. He said he believes that cable will continue to experience double-digit ad revenue growth through the year 2000. ■



# Our Media Clients' Accomplishments in 1992

<p><b>Cablevision Industries Corporation</b></p> <p>10% Senior Notes Due 2002</p> <p><i>January 1992</i></p> <p><b>\$300,000,000</b></p>	<p><b>Comcast Corporation</b></p> <p>has purchased the cellular interests of</p> <p><b>Metromedia Company</b></p> <p><i>March 1992</i></p> <p><b>\$1,100,000,000</b></p>	<p><b>The Reader's Digest Association, Inc.</b></p> <p>4,500,000 Shares Class B Voting Common Stock</p> <p><i>March 1992</i></p> <p><b>\$216,000,000</b></p>	<p><b>Adelphia Communications Corporation</b></p> <p>12% Senior Notes Due 2002</p> <p><i>May 1992</i></p> <p><b>\$400,000,000</b></p>
<p><b>Adelphia Communications Corporation</b></p> <p>1,500,000 Shares Class A Common Stock</p> <p><i>May 1992</i></p> <p><b>\$22,500,000</b></p>	<p><b>Continental Cablevision, Inc.</b></p> <p>Private Placement of Equity Interests</p> <p><i>June 1992</i></p> <p><b>\$555,000,000</b></p>	<p><b>Continental Cablevision, Inc.</b></p> <p>11% Senior Subordinated Debentures Due 2007</p> <p><i>June 1992</i></p> <p><b>\$300,000,000</b></p>	<p><b>Continental Cablevision, Inc.</b></p> <p>10% Senior Subordinated Notes Due 2002</p> <p><i>June 1992</i></p> <p><b>\$100,000,000</b></p>
<p><b>Time Warner Inc.</b></p> <p>has acquired the outstanding public interest in</p> <p><b>American Television and Communications Corporation</b></p> <p><i>June 1992</i></p> <p><b>\$1,300,000,000</b></p>	<p><b>Time Warner Inc.</b> has formed</p> <p><b>Time Warner Entertainment Company, L.P.</b> a global strategic alliance with</p> <p><b>C. Itoh &amp; Co., Ltd.</b> and</p> <p><b>Toshiba Corporation</b></p> <p><i>June 1992</i></p> <p><b>\$1,000,000,000</b></p>	<p><b>Pinelands, Inc.</b></p> <p>has been acquired by</p> <p><b>BHC Communications, Inc.</b></p> <p><i>September 1992</i></p> <p><b>\$310,000,000</b></p>	<p><b>Simmons Communications of Long Beach, Inc.</b> has been acquired by</p> <p><b>KC Cable Associates, L.P.</b> a newly formed partnership between</p> <p><b>Kohlberg Kravis Roberts &amp; Co.</b> and</p> <p><b>Cablevision Industries Corporation</b></p> <p><i>September 1992</i></p> <p><b>\$132,500,000</b></p>
<p><b>Insight Communications Company, L.P.</b></p> <p>Senior Subordinated Notes Due 2000</p> <p><i>Pending</i></p> <p><b>\$95,000,000</b></p>	<p><b>Insight Communications Company, L.P.</b></p> <p>Private Placement of Preferred Units to an affiliate of</p> <p><b>Bankers Trust New York Corporation</b></p> <p><i>Pending</i></p> <p><b>\$20,000,000</b></p>	<p><b>McCaw Cellular Communications, Inc.</b></p> <p>has sold an interest to</p> <p><b>American Telephone and Telegraph Company</b></p> <p><i>Pending</i></p> <p><b>\$2,000,000,000</b></p>	

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# Changing Hands

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

**KFRC-AM-FM San Francisco** □ Sold by subsidiary of Bedford Broadcasting to Alliance Broadcasting for approximately \$22 million. Bedford purchased stations separately in 1990 and 1991 for combined \$26 million. **Seller**

is headed by Peter B. Bedford, and owns KSSK-AM-FM Honolulu. **Buyer** is headed by John Hayes and also owns WDFX(FM) Detroit and KYNG(FM) Dallas. KFRC(AM) is fulltimer with adult pop standards format on 610 khz with

5 kw. KFRC-FM has CHR format on 99.7 mhz with 45 kw and antenna 1,241 feet above average terrain. **Broker: Media Venture Partners.**

**KZVE(AM)-KXTN(FM) San Antonio, Tex.** □ Sold by TK Communications to Tichenor Media System for \$11 million. Sale of stations last year for \$12.65 million did not close ("Changing Hands," Aug. 17, 1992). **Seller** is headed by John Tenaglia, and is also licensee of two AM's and three FM's. **Buyer** is headed by McHenry Tichenor, and recently purchased KSRR-FM San Antonio, Tex. ("Changing Hands," Jan. 11). He also owns eight AM's and six FM's. KZVE has Spanish format on 1310 khz with 5 kw day and 28 kw night. KXTN has country format on 107.5 mhz with 100 kw and 1,466 feet. **Broker: Star Media Group.**

**WRMM-AM-FM Rochester, N.Y.** □ Sold by Atlantic Radio of New York Ltd. to Stoner Broadcasting System Inc. for \$4 million. **Seller** is headed by Steven B. Dodge and also has interests in WRKO(AM)-WBMX(FM) and recently purchased WHDH(AM), both Boston. **Buyer** is headed by Thomas H. Stoner and Glenn K. Bell and recently sold WIMZ-AM-FM Knoxville, Tenn., for \$3.5 million ("Changing Hands," Jan. 11) and WMXZ(FM) New Orleans for \$3.25 million ("Changing Hands," Nov. 16, 1992). It recently purchased KDMI(FM) Des Moines, Iowa, for \$1.35 million ("Changing Hands," Nov. 2, 1992). It is also licensee of KGO-AM-FM Des Moines, Iowa; WBNF(AM)-WHWK(FM) Binghamton, WYRK(FM) Buffalo and WCMF(FM) Rochester, all New York; WXIN(AM)-WDJX(FM) Louisville, Ky., and WWSN(FM) Dayton, Ohio. WRMM(AM) has MOR format on 990 khz with 5 kw day and 2.5 kw night. WRMM-FM has soft rock format on 101.3 mhz with 27 kw and antenna 640 feet.

**WKKW-FM Clarksburg, W.Va.** □ Sold by Morton J. Victorson, bankruptcy trustee for estate of Thomas Communications, to West Virginia Radio Corp. of Clarksburg for \$1.2 million. **Seller** has interests in WBES-FM Dunbar and WKKW-FM Clarksburg,

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## PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$350,000 □ 1  
FM's □ \$2,152,200 □ 6  
AM-FM's □ \$42,400,000 □ 7  
TV's □ \$0 □ 0  
Total □ \$44,902,200 □ 14

1992

AM's □ \$193,962,018 □ 252  
FM's □ \$502,291,275 □ 228  
AM-FM's □ \$417,238,395 □ 203  
TV's □ \$1,441,205,936 □ 62  
Total □ \$2,559,706,724 □ 849

For 1991 total see Jan. 27, 1992 BROADCASTING.

both West Virginia. **Buyer** is headed by Dale B. Miller and is owned by principals John R. and David A. Raese, brothers, and is also licensee of WAJR(AM)-WVAQ(FM) Morgantown and WCHS(AM)-WKWS(FM) Charleston, both West Virginia. WKKW-FM has country format on 106.5 mhz with 50 kw and antenna 500 feet.

**KPLY(AM)-KKMR(FM) Sparks, Nev.** □ Sold by Jonsson Communications Corp. to New World Enterprises Inc. for \$750,000. **Seller** is headed by Kenneth Jonsson, and is also licensee of KSAC(AM) Sacramento, Calif. **Buyer** is headed by David T. Newman and is also purchasing KZAK(FM) Incline Village, Nev. (see "For the Record," page 54). KPLY has sports/talk format on 1270 khz with 5 kw. KKMR has AOR format on 100.9 mhz with 2.9 kw and antenna 203 ft. **Broker: Media Venture Partners.**

**KYAK(AM)-KGOT(FM) Anchorage** □ Sold by Louis C. DeArias, receiver for KGOT Corp., to Community Pacific Broadcasting Co. Ltd. for \$700,000. **Seller**, as receiver, recently

sold KIAK-AM-FM Fairbanks, Alaska, to assignee for \$500,000 ("Changing Hands," Jan. 25). DeArias is also licensee of KTRW(AM)-KZZU(FM) Spokane, Wash., and KRZR(FM) Fresno, Calif. **Buyer** is headed by John E. Lindahl, and is also licensee of two AM's and two FM's. KYAK is full-timer with modern country format on 650 khz with 50 kw. KGOT has CHR format on 101.3 mhz with 26 kw and antenna 66 feet.

**KNEV(FM) Reno** □ Sold by KNEV Broadcasting Co. to Citadel Communications Corp. for \$500,000. Station was purchased last year for \$300,000 ("Changing Hands," Feb. 24, 1992). **Seller** is headed by Stephen R. Harris, and has no other broadcast interests. **Buyer** is headed by Lawrence R. Wilson and is licensee of KKFM(FM) Colorado Springs; KCNR(AM)-KLZX(FM) Salt Lake City; KBOZ-AM-FM Bozeman and KCTR-AM-FM Billings, both Montana; KHEZ(FM) Caldwell, Idaho; KGA(AM)-KDRK-FM Spokane, Wash.; KROW(AM)-KBUL(FM) Reno-Carson City, Nev., and KBEE(AM)-KATM(FM) Modesto, Calif. KNEV has easy listening format on 95.5 mhz with 60 kw and antenna 2,270 feet.

**WGTX(AM)-WLGH(FM) DeFuniak Springs, Fla.** □ Sold by Kudzu Broadcasting Partnership to Sonic Enterprises Inc. for \$450,000. Sale to same assignee last year for same price did not close. **Seller** is headed by Stephen G. McGowan and Paul Reynolds. McGowan has 50% interest in assignee and also has interest in WESF(FM) Dothan, Ala. He and Reynolds also have interests in WJAM-FM Marion, Ala. **Buyer** is headed by Charles H. Chapman III and John M. Flowers. Chapman has 25% interest in WESF(FM). Flowers has interest in WNGM-TV Athens, Ga. WGTX has religious, news-talk format on 1280 khz with 5 kw day. WLGH has AC format on 103.1 mhz, 2.6 kw, ant. 350 ft.

## HUGHES FORMS COMPASS

**F**ormer U.S. Radio President Bob Hughes re-entered radio ownership with partner Jonathan Schwartz, purchasing former Adams Communications stations KCBQ-AM-FM San Diego, KEZK-AM-FM St. Louis and KOOL-AM-FM Phoenix from receiver Lawrence Wexler, former radio operator. Compass Radio Group, the new company, will restructure approximately \$85 million in principal and accrued debt it will assume from several Adams lenders. The stations sold in the late 1980's for a combined \$55 million and currently have a market value at roughly \$35 million, but should increase in the hands of Compass, according to industry sources.

# CLOSED!

**KGEO/KGFM(FM),** Bakersfield, California, from Kern Broadcasting Corporation, Joseph P. Zukin, Jr., Principal to Lagniappe Broadcasting, Inc., Rogers Brandon, Principal.

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# Technology

## DEFINING ADVANCED DIGITAL TV: A MOVING TARGET

*EIA, Sony, AT&T say absolute 'No' to all-channel receiver ruling but support flexible use of digital broadcast channel, if minimum HDTV hours are set*

By Peter Lambert

**W**ill television broadcasters be granted regulatory discretion to determine plum advanced digital TV (ATV) for the services it can offer? If so, will they have to deliver some minimum hours of 1,000-line, widescreen programming? Will TV set manufacturers have to share the cost of driving the ATV market by building hybrid analog/digital all-channel receivers?

Those appear to be the quid pro quo items emerging through the latest round of ATV comments to the FCC. Broadcasters and manufacturers appear close on the flexible-use issue, miles apart on minimum widescreen

hours and on all-channel receivers.

Arguing it does not want to preclude creation of inventive ATV services, the FCC has deferred defining advanced television for now. But the commission's latest query leaves room for industry attempts to define ATV, asking just how flexibly the NTSC-to-ATV conversion channels ought to be used.

In response, the National Association of Broadcasters and the Association for Maximum Service Television say stations must have discretion in responding to market demand with a variety of television and ancillary audio and data services—flexibility on a par with cable industry plans to deliver a range of new interactive services—

while maintaining primary TV services.

The manufacturers agree—to a point.

According to NAB, dire financial conditions among broadcasters, coupled with uncertain demand for 1,000-line widescreen TV, make allowing such ancillary use of the conversion channel a must.

The association says in 1991, one-quarter of network affiliates lost more than \$477,959; one-half of independent stations lost more than \$314,790, with one-quarter losing more than \$1.6 million, and one-half of all UHF stations lost more than \$268,380.

The Electronic Industries Association, Sony Corp. and AT&T support

## MANUFACTURERS OPPOSE NTSC-ATV SET REQUIREMENT

**E**lectronics manufacturers support broadcaster calls for flexible use of advanced television (ATV) channels but, unlike broadcasters, they advocate a minimum percentage of on-air time devoted to "true," high-resolution HDTV and oppose any "all-channel" NTSC-ATV receiver requirements.

Opposing the Association for Maximum Service Television's call for application of the All-Channel Receiver Act to ATV (BROADCASTING, Jan. 11), the Electronic Industries Association, Sony Corp. and AT&T argue in comments to the FCC that consumers must be allowed to determine "whether and for how long the incremental cost of dual-mode receivers is warranted."

NAB and manufacturers agree that flexible ancillary services would help pay for ATV and may prove technically feasible within any of the proposed ATV systems. NAB contends that, with equally flexible rules, broadcasters can "reap a substantial portion" of what Frost & Sullivan estimates will become a \$400 million data broadcasting and equipment market by 1995.

But AT&T supports "ancillary advanced video ap-

plications such as transmission of multiple compressed HDTV images" only so long as "broadcasters are required to broadcast at least a core volume of HDTV programming." NAB argues that "it is premature" to judge service demand.

Also commenting, America's Public TV Stations asks the FCC to allow noncommercial stations extra time to prove financial qualifications. The Utilities Telecommunications Council (representing land mobile interests) urges the FCC to make the 15-year NTSC-ATV conversion a "date certain," without periodic reviews along the way. UTC also calls for a new "proceeding to reallocate the VHF reversion spectrum" to private radio.

And Merrill Weiss, vice chairman of a Transition Scenarios Working Party of the Advisory Committee on Advanced Television Service, suggests a single-channel "cellular" approach may solve NTSC-ATV transmission tower-loading problems for some broadcasters. He says studies so far suggest step-by-step deployment of antenna "cells" throughout a broadcaster's coverage area could spread costs over time. —PDL



those calls for flexible use—but only on condition that broadcasters be required to devote some percentage of on-air hours to delivering “true HDTV.”

In the ATV age, says EIA. “television receivers will likely include substantial computing power and memory. As ATV moves from the laboratory to the marketplace, many alternative services may be developed which can add value for the consumer—and add revenue for the broadcaster.”

Concurring, Sony says an array of “ancillary services on ATV channels can help broadcasters raise the necessary capital to implement true ATV service.” With emphasis on “true ATV,” Sony further argues for relaxation of NTSC/ATV simulcast requirements, arguing that broadcasters must “for the longest period possible, dramatically distinguish ATV service from NTSC service” to draw consumers to ATV.

But, says Sony, offering new technologies “will help develop ATV service into an over-the-air pipeline to the home, and thus deliver new innovative services to consumers.”

EIA projects those services “could include data for interaction with game shows, sports and other programming, 3-D television, massive data transfers, multiple camera angles, picture-in-picture on one channel, rapid downloading of programs to VCR’s, super teletext services, etc.”

Adding “multiple compressed HDTV images” to that list, AT&T suggests such options “would encourage the deployment and evolution of HDTV by providing broadcasters... additional revenue...incentives to use the conversion channel as soon as possible.”

AT&T insists, however, that multi-channel ATV broadcasts must work within the HDTV standard. And it would support such a proposal “only if the commission also adopts a minimum operating schedule period during which HDTV programming would be required...at least a core volume of HDTV programming.”

The bottom line, says EIA: Ancillary uses “need not—and should not—undermine the notion that the primary purpose of the ATV channels must be for the delivery of true HDTV” (EIA’s italics).

As for any requirement to be placed on TV set makers, they say such requirements would penalize consumers and slow the transition to ATV.

## IN SYNC

### NEW STICK IN MIAMI

Five years and \$10 million later, WTVJ(TV) Miami inaugurated services on its new 100 kw transmission tower. The station says the transmitter features circular polarization technology that will improve its coverage area from south Dade to south Palm Beach counties. And the facility is designed to accept multiple newsfeeds from further distances. The 1,049-foot, 8-million-pound tower can accommodate five more TV antennas and multiple FM antennas.

### ENGINEERING HONORS

On April 21 in Las Vegas, NAB will honor three engineers for contributions that have “measurably advanced the state of the art of broadcast engineering”: Herbert Schubarth, VP, engineering, Gannett Broadcasting, for developing model broadcast TV plants in Washington and Denver; consultant Robert Silliman, for contributions to AM and FM antenna designs, and Stanley Baron, managing director of technical

development for NBC, for contributions to the advancement of digital video signal processing and graphics.

### NEW AT S-A

Scientific-Atlanta named James Hart Jr. vice president of technology for its Broadband Communications Group (BCG). The 20-year S-A veteran will track and analyze emerging technology applications in cooperation with cable operators and Cable Television Laboratories. He replaces Jay Levergood, who last month became president of BCG and senior vice president for S-A. As vice president and group executive for BCG, Hart was most recently involved in international sales and product development.

### CES STATS

The Electronic Industries Association says its 1993 Winter Consumer Electronics Show had 60 more exhibitors (1,630) than last year, with 30% growth in the Computer/Home Office and Home Theater/Custom Installation areas. At 78,503, attendance fell 591 short of 1992. —PDL

Rejecting MSTV’s call for application of the All-Channel Receiver Act to the NTSC/ATV transition (BROADCASTING, Jan. 11), EIA argues that in early stages, when NTSC is still the main mode of TV production, ATV sets will include NTSC reception capability, because dual reception costs will represent a smaller proportion of an ATV receiver’s total cost.

It is later in the transition, when ATV production is more widespread—and when NTSC reception components will represent a larger portion of an ATV set’s total cost—that all-channel requirements would disserve public choice, says EIA. “To require an ATV reception capability in an NTSC receiver would be senseless...cause a substantial increase in the price of NTSC receivers...at a time when the consumers’ perception of [NTSC set] value may be declining because of the dwindling life expectancy of NTSC.”

Sony also rejects the need for any all-channel mandate, saying, “Consumers will be offered a wider range of cost-effective and desirable ATV

receivers if the commission does not require manufacture of only dual mode receivers.”

Also commenting, America’s Public TV Stations asks the FCC to allow noncommercial stations extra time, beyond the ATV channel application date, to prove financial qualifications. The Utilities Telecommunications Council (representing land mobile interests) urges the FCC to drop proposed periodic reviews of the NTSC-ATV conversion and, instead, make the 15-year conversion a “date certain.” The UTC also calls for a new “proceeding to reallocate the VHF reversion spectrum” to private radio.

And Merrill Weiss, vice chairman of a Transition Scenarios Working Party of the Advisory Committee on Advanced Television Service, suggests a single-channel “cellular” approach may solve NTSC-ATV transmission tower-loading problems for some broadcasters. He says studies so far show that step-by-step deployment of transmission antennas distributed through a broadcaster’s coverage area could spread costs over time. ■

# Classifieds

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

## RADIO

### HELP WANTED MANAGEMENT

**General manager:** COOL 101, Sacramento's Good Time Oldies franchise, seeking an exceptional general manager with natural leadership ability and winning track record. Minimum three years experience as general manager (regional experience a plus!). Fax resume, in confidence, to American Media at 415-397-1723. EOE M/F.

**GSM/Director of sales:** West Michigan's 1st duopoly needs a sales professional for powerhouse CHR/start-up AOR. Young sales staff needs you to lead by example. Currently #2 biller with huge growth potential. Enjoy life along beautiful Lake Michigan. Good income & great benefits. Stable/growing company. Reply to Box A-43. EOE.

**Wanted general manager** for new Hawaiian FM. Opening May 1st. Call or fax resume to 808-879-8974. EOE.

**No bull GM/GSM** for downsizing Central California FM. Extremely competitive market. Must be street-fighter. Manage sales, handle national. Strategic planning, research and business skills a must. Equity for right person. Resume and brief narrative about yourself and where medium market radio is headed. Box B-12. EOE.

**Successful GM's:** Buyout your station! Investors interested in possible alliance if your mid-size market FM has good cashflow and has not changed ownership in past 3 years. Reply in confidence to Box B-3. EOE.

**Corporate communications manager,** ABC Radio Networks, Dallas. Seeks experienced public relations specialist for industry and general media. Responsibilities also include meeting and convention planning. Send resumes and writing samples to Martin Raab, PO Box 515959, Dallas, TX 75251. EOE.

### HELP WANTED SALES

**Marketing manager:** Handle full account list plus manage sales department. Excellent compensation & benefits plan. Requires mature, energetic self-starter with good communications and management skills. Stable and successful prior sales experience in competitive small market radio is required. Familiarity with local market area a plus. Send resume in confidence by February 15th to General Manager, Box A, WDFM-FM Radio, 118 Clinton St., Defiance, OH 43512. An equal opportunity employer.

### HELP WANTED ANNOUNCERS

**Midwest small market,** 100 kw. Country FM seeks 3-8 pm copywriter/production person capable of doing remotes. Six day week, no board shift. \$1,000 a month to start plus talent if you do sports color. Resume to Box B-13. EOE.

### HELP WANTED TECHNICAL

**Chief engineer:** WMAZ/WAYS Macon, Georgia. 50 KW. 5 tower DA; Class C FM. We are looking for an experienced RF and studio engineer who is a motivated self starter with a proven track record to maintain and fine tune our 1st class technical plant and our #1 stations. General Class license. Prefer SBE certification. Resume and references to Jerry Plemmons, VP/Engineering, Multimedia Broadcasting, 1403 East Sixth St., Cleveland, OH 44114. Multimedia is an equal opportunity employer.

**Hall Communications** is accepting applications for a possible future opening in central Florida. Hands-on chief engineer with minimum 5 years experience in AM, FM, remotes, RPU's, digital audio, PC literate. Must get along well with others. General Class or SBE Certification required. Resume and salary needs to: Edd Monskie, Hall Communications, Box 4368, Lancaster, PA 17604-4368. No calls. Hall Communications is an EOE. Women and minorities are encouraged to apply.

### HELP WANTED NEWS

**Producers:** We have immediate medium to major market openings for news line producers and news promotion producers. If you're highly motivated and eager for a challenging career opportunity, fax your resume to J.J. Davis, Media & Marketing, 214-520-2001. All replies will be held confidential. EOE.

**Sports station** top 40 market seeking entry level talent for producing, news, and possible Sportstalk slots. Send resume/tape, salary needs to John Woodstock, Sports 610 WAQS, Charlotte, NC 28216. No calls! EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Producers:** We have immediate medium to major market openings for news promotion producers and news line producers. If you're highly motivated and eager for a challenging career opportunity, fax your resume to J.J. Davis, Media & Marketing, 214-520-2001. All replies will be held confidential. EOE.

**WHBC-FM 94 needs AC PD** and morning talent. One or two people. T&R to GM, Box 9917, Canton, OH 44711. EOE.

### HELP WANTED LEGAL

**In-house counsel:** Public company seeks in-house attorney to oversee legal operations of 28 radio stations and 7 TV stations. Minimum experience desired: 3-5 years of FCC law experience and 5-10 years of total legal experience. Resume to: Clear Channel Communications, Mark Mays, PO Box 659512, San Antonio, TX 78265. EOE.

### SITUATIONS WANTED MANAGEMENT

**Currently employed in Midwest:** Last nine years management and seventeen years sales experience. Track record, commitment, dedication, people skills and bottom-line knowledge superior. Need opportunity for equity with honest, appreciative people-oriented owner/group. Furnish pertinent station information and expectations. Nothing ventured-nothing gained. Reply to Box B-14.

**Successful manager** looking to earn sweat equity managing a sun belt property or group. Strong track record in network, station and syndication management in NYC, FL and TX. Reply to Box A-3.

**Want more "P"** in that "P&L"? Husband/wife management team available now. Strong in all aspects of broadcasting. Each has 20 years experience. Interested? Only 29¢ to find out! Write Box B-4.

**Director of sales,** general sales manager, or general manager, in a medium size market. If you need to make a profit at two stations, four stations or more, I can make it happen! Results driven with a proven track record. Reply to Box B-5.

**Bottom line oriented GM** seeking manager's position. Twenty-four years experience in small, medium, large markets. Strong sales background. Call Jack Inman 912-748-2821.

**Music licensing problems? Fees too high? Too much redtape?** Call me for help. Former BMI VP. I'll save you money, time and aggravation. Bob Warner, 914-634-6630.

**Seeking general manager/sales manager** position in small to medium market with possible buyout interest. Ambitious. Conscientious. Top biller. Currently in radio and real estate management. Call Ted. 914-357-4861 or 914-357-3100.

### SITUATIONS WANTED SALES

**"40 something"** 8 yr. small market AE, petite red-head, desires SE coastal A/C or Jazz format. Heavy list, "Clients love me!" Box B-2.

### SITUATIONS WANTED NEWS

**National and regional award winner** seeks to return to the Lower 48. 14 years of experience, 7 in radio news. Includes experience as AP reporter. Can relocate. No regional or market size preference. Call Bob at 907-835-4953 afternoons.

### SITUATIONS WANTED ANNOUNCERS

**After 12 years experience:** Program director, sports director, music director. Eager to resume favorite career. First phone. Vociferous broadcaster. Super sports and play-by-play with awards (incl. Billboard and AP). Oldies encyclopedia. Willing to relocate Mid-Atlantic/Southeast region. Tape and resume on request. Frank 904-673-0757.

**Job wanted:** As staff announcer in small market radio station in Midwest. Also willing to do sales, custodial engineer, and "gopher" work. Please contact: Leo Ahmann, Box 2462, Benson, AZ 85602. Phone 602-586-3185 after 6:00pm.

**Looking for PD/MD position** with morning/midday. Ten years experience, proven numbers and looking to settle down. East and Ohio. Dave 216-562-2076.

### SITUATIONS WANTED TALENT/PERSONALITY

**Talented talk host.** Experienced, dedicated, informed. Seeking new opportunities. Have been hosting national show with big name guests. Rick: 1-800-257-6556.



## MISCELLANEOUS

**Ron Balonis' Broadcast Engineer's Computer Toolbox?** Write: Computer Toolbox, 118 Rice Street, Trucksville, PA 18708. Or, call it up: 1-717-696-1490 (300/1200.8.N.1).

## TELEVISION

### HELP WANTED MANAGEMENT

**Business manager:** Accounting degree required, 7-8 years experience, responsible for financial reporting, budgets, billing, collections and payables. Experience with personal computers and Jefferson Pilot a plus. Send replies to Box A-34. EOE M/F.

**Production manager:** Grow with us in Southern Oregon's beautiful Rogue Valley. ABC affiliate seeks experienced, creative, energetic producer with strong technical, leadership and organizational skills. We want a hands-on person to lead an award winning staff. Prefer minimum five years production and post experience and two years supervisory experience. Send resumes to Personnel Manager, KDRV-TV, Box 4220, Medford, OR 97504. EOE.

**Promotion manager:** Northeast Fox affiliate in a top 50 market is seeking an innovative and highly creative individual with strong communication skills to head up our promotion staff. Responsibilities include the production of advertiser and ratings building promotions, in charge of contests and prize give aways and one of the fastest growing kids clubs. You will implement the station's use of radio, print, billboards, etc. Minimum of 3 years experience. Send resume to Box A-44. EOE.

**Traffic manager:** Very aggressive Southern California television station seeks individual to head growth-oriented traffic department. Duties include reconciling log, overseeing log's content, completion, and accuracy; avails maintenance; keying contracts and facility orders; maintaining media inventory, programing input, organizing network messages. Must be detail oriented, able to work under deadline pressure. Supervise and train traffic personnel. Ability to communicate well with sales staff, department heads, and traffic assistants. Columbine system AS 400 experience and computer literacy a must. Send resume to Box B-6. EOE.

**National sales manager:** WOOD-TV/WOTV, Grand Rapids/Battle Creek/Kalamazoo, MI; 36th market. Unique NBC/ABC LMA affiliates looking for a current NSM/rep with minimum 3 years experience. Proven success with Marshall Marketing, event marketing and special project sales helpful. Excellent communication and organization skills a must. Send resume to: Bob Weinstein, GSM, WOOD-TV, 120 College Avenue SE, Grand Rapids, MI 49501. No phone calls please. EOE.

**Manager/national program marketing.** WPBT, public television in South Florida, is looking for a self-starting team player to develop, prepare and execute funding plans for national programs including travel and presentations to corporations, foundations governmental/quasi-governmental funders, distributors, etc. This position participates in the new program development process and should bring special expertise to the marketability of concepts. Applicants should possess experience in financing/funding national television series with budgets in excess of one million dollars, and a strong marketing/fundraising background; public television experience desirable. Competitive salary, excellent benefits. Send resume with salary requirements in confidence to: VP/Administration, WPBT, PO Box 2, Miami, FL 33261. EOE, M/F/H/V.

**Medium market Fox affiliate** seeks local sales manager. Candidates must demonstrate skills and success in training, motivation, and leadership. A command of rating and research services is essential. 3-5 years local television sales experience is required with sales management experience preferred. Send cover letter, resume with references and salary history in confidence. Reply to Box B-15. Equal opportunity employer.

**General manager:** Great opportunity to join a rapidly growing, aggressive television station. Strong market with station making dramatic audience gains. Need highly organized, self-motivated, analytically capable, hands-on manager with independent experience. Phenomenal opportunity beyond advertisement — call for interview. The efforts put forth will be rewarded handsomely. EOE, M/F. Write, then call: Terence J. Brown, VP, General Manager, KTVD-TV, PO Box 5067, Englewood, CO 80111; 303-792-2020.

### HELP WANTED SALES

**Account executive needed** for NBC station in the mountains. Current list available. Great place to live. Send resume to Scott Talboom, Sales Manager, KNAZ-TV, PO Box 3360, Flagstaff, AZ 86003. Fax 602-526-8110. EEO.

**WTNH-TV, Connecticut's ABC affiliate,** is looking for a national sales manager. Candidates should have a minimum of four years national or regional experience, possess strong negotiating and people skills and be proficient in all aspects of research, including competitive media. College degree preferred. EOE. Send resume (no phone calls please) and salary history to: Lou Verruto, General Sales Manager, WTNH-TV, 8 Elm Street, New Haven, CT 06510.

**Corporate services/marketing representative:** Needed to sell and assist in execution of various video production services to clients in region. Also will sell airtime/production packages to "non-traditional" businesses. Solid production background a must and sales experience a plus. Send letter, resume and salary requirements to Veronica Bilbo, EEO Coordinator, KPCL-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

**Local sales manager:** KUSI-TV, San Diego's fastest growing independent, has an opportunity for an experienced local sales manager with proven management track record in new business development, sales promotions and vendor programs. Must have ability to work with and generate substantial local production. Send resume and optional proven successful sales promotion to Personnel Department, KUSI-TV, PO Box 719051, San Diego, CA 92171. No phone calls please. EOE.

**Sony Broadcast Export Corporation,** a non-consumer sales, marketing and service company for the Caribbean, Mexico, Central & South America is seeking a qualified individual for the position of **sales manager.** This position will manage sales in assigned territories by meeting sales goals and supporting sales representatives with development of new business. Candidates must have effective communication skills in both English & Spanish, 3-4 years experience in the sale of broadcast and professional video equipment and possess a BSEE or equivalent background. The ability to travel internationally is required. SONY offers an excellent benefits package that includes health & dental insurance, savings & profit sharing, educational assistance & much more. If you meet the above qualifications, please send your resume and salary requirements to: Human Resources Department, 7300 Corporate Center Drive, Suite 205, Miami, FL 33126. We are proud to be an EEO/AA employer M/F/V/D. Also, we maintain a drug free workplace and perform pre-employment substance abuse testing. No calls please, your cooperation is appreciated.

**Leading Southeast Fox affiliate** is seeking an experienced local account executive with strong agency and retail sales skills, as well as cold call savvy, who will accept and appreciate the challenge and opportunity to grow. Candidates must not only possess a strong background in broadcast sales but also be well-versed in quantitative and qualitative research tools. Light travel and computer knowledge is required. Sales promotion experience is an asset. Send resume to: WHNS-TV, Attn: Matt Filla, Local Sales Manager, 21 Interstate Court, Greenville, SC 29615. M/F/H EOE.

**Director, sales & marketing:** Join our management team. This key position reports to the general manager, and is responsible for leading the sales and marketing efforts at KOIN-TV Ch. 6 (CBS) in Portland, OR. In addition to a proven record of success in broadcast sales management, the top candidate will have the ability to grow and develop people, practice goal management, design and implement innovative sales and marketing programs, and work effectively in a team environment. Along with your resume, send a letter outlining your ability to manage change and respond to competitive pressures. State your salary history and objectives. Send letter and resume to: Greg R. Veon, General Manager, KOIN-TV, 222 S.W. Columbia Street, Portland, OR 97201. EOE.

**General sales manager** for small market, UHF-NBC affiliate seeks experienced GSM, emphasis on local sales leadership. Group owned. EOE. Written application letter and resume to WMGT-TV, PO Box 4328, Macon, GA 31213.

**Marketing consultant:** If you've grown all you can at the station you're with now and are too young to retire, send a cover letter and resume today. Affiliate in top 50 market close to several major cultural centers. Big city living without the big city problems. David Bradley, LSM, WHTM-TV, PO Box 5860, Harrisburg, PA 17110. EOE.

**Senior account executive:** Applicant must have 3+ years television sales experience. Must have proven new and developmental sales background plus strong customer service and negotiating skills. Familiarity with local market research a plus. (i.e. Stowell/Marshall). Send resume and cover to: Cheri Parsons, Local Sales Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. EOE.

### HELP WANTED ANNOUNCERS

**Writer/announcer:** C-SPAN cable TV network, is seeking a writer/announcer with public policy expertise. Looking for political junkie with a no-hype, conversational on-air delivery. Position also includes scriptwriting, researching and graphics production. At least 5 years' related experience. Salary range mid 30's. Send audio cassette and resume to C-SPAN, Human Resources/Job 2, 400 N. Capitol St. NW, Suite 650, Washington, DC 20001. EOE.

### HELP WANTED TECHNICAL

**WHNS-TV Fox 21 has an opening** for a RF engineer. Minimum five years experience with high powered UHF transmitters. UHF translator experience a plus. Person will be based out of Western North Carolina to service transmitter and seven translator locations. Must be able to work independently and be self-directed. Send resume to: WHNS-TV, Attn: Jerry Garvin, Chief Engineer, 21 Interstate Court, Greenville, SC 29615. No phone calls. EOE M/F/H.

**Sony Broadcast Export Corporation,** a non-consumer sales, marketing and service company for the Caribbean, Mexico, Central & South America is seeking a qualified individual for the position of **project leader.** This position will support the sales & marketing departments in system project inquiries by designing, coordinating, monitoring & installing broadcast systems. Strong leadership skills and effective communication in both English & Spanish is imperative. The ideal candidate must possess a BSEE, have previous experience in developing and implementing project plans as well as several years experience in a professional video/audio technical environment. Background in a production house or TV station in a technical capacity is necessary. Ability to travel internationally is required. SONY offers an excellent benefits package that includes health & dental insurance, savings & profit sharing, educational assistance & much more. If you meet the above qualifications, please send your resume and salary requirements to Human Resources Department, 7300 Corporate Center Drive, Suite 205, Miami, FL 33126. We are proud to be an EEO/AA employer M/F/V/D. Also, we maintain a drug free workplace and perform pre-employment substance abuse testing. No calls please, your cooperation is appreciated.

**Broadcast maintenance technician:** Regional 24-hour news channel needs broadcast maintenance technicians for day and night shifts. Candidates must have trouble shooting skills on audio, video, Betacam SP, etc. Computer experience in Basic programming, LANs, AutoCad, MS-DOS and computer automation. ENG and/or master control, studio experience also necessary. Five years experience along with motivated, independent attitude. Suburban Chicago location. Full benefit package included. Send resume with salary requirements to Box A-36. EOE.

**Chief engineer:** Very aggressive Southern California television station seeks individual to head growth-oriented engineering dept. Duties include compliance with technical FCC rules and license requirements; purchasing, operations, and maintenance of all studio and remote production equipment as well as all relay, transmitting, monitoring, and other remote control equipment; hire, train and supervise all maintenance techs and MC operators; establish work schedules and assignments; maintain transmitter site; develop and work within annual department operating budget. Must have 5 years experience operating and maintaining television equipment including UHF transmission systems and microwave relay equipment. 2-3 years supervising technical personnel. Send resume to Box B-7. EOE.

**Assistant chief and maintenance engineer:** Must be a motivated, highly capable person who is a team player with extensive (3-5 years) experience on 3/4, S-VHS tape, modern TV studio, transmitter and engineering equipment. Must have FCC General Class license. SBE certified desirable. Salary dependent on experience. Above average for area. Send resume to Bob Klein, Chief Engineer, WTOK-TV, PO Box 2988, Meridian, MS 39302, or fax 601-483-3266. Equal opportunity employer.

## HELP WANTED NEWS

**Reporter/anchor:** Great station seeks long-lasting relationship with great journalist. You must have personality, plus demonstrated ability to run, gun, and stun the competition. Rush creative letter, resume, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV, 501 Second Avenue, S.E., Cedar Rapids, IA 52401. EOE.

**Executive producer:** Great executive producer needed for great station. Are you the news animal who can help us take the mountain? Major market experience preferred. Show us why you're the one. Rush letter, resume, references, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV 9, 501 Second Avenue, S.E., Cedar Rapids, IA 52402. EOE.

**WBTV, the CBS affiliate** in Charlotte seeks an experienced on-air, AMS "seal" meteorologist to do Monday through Friday morning weather. Work with Live 5 Astrographics Data System, Doppler radar and other state of the art weather equipment. Professional but friendly delivery. Forward resume non-returnable tape to: Cathy Lockhart Cloud, Personnel Services & Benefits Administrator, Jefferson-Pilot Communications Company, One Julian Price Place, Charlotte, NC 28208. No telephone calls, please. EOE.

**News director:** SNG equipped 107 market needs strong leader for young staff. If you can put 20 stories into a 6 cast, 25 stories into a late show, and if you can't stand being beaten on the big story, call Mike Smith, GM, 605-336-1300, or send resume and tape of your work to KSFY-TV, 300 N. Dakota, Suite 100, Sioux Falls, SD 57102. Will consider larger market producers and desk people with solid news background. EOE.

**KTVN-TV has an immediate opening** for the position of news anchor. Position requires previous anchoring experience, 3-5 years preferred. Reporting and live field skills a must. Send tapes and resumes to Steve Kremer, News Director, PO Box 7220, Reno, NV 89510. No phone calls please. Tapes will not be returned. KTVN-TV is an equal opportunity employer.

**Reporter/anchor:** West Texas affiliate seeks a reporter/anchor. General assignment reporting with some anchor duties; must be able to gather, write and edit three-quarter inch video tape for broadcast. Experience and degree preferred. Send tape, resume, and salary history to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**News director:** WGEM AM-FM-TV seeks an experienced manager to direct our market-leading team. Good management and people skills are mandatory, anchor skills could be helpful. Excellent compensation package. Send non-returnable resume/tape to Ralph M. Oakley, VP/GM, WGEM, PO Box 80, Quincy, IL 62306. EOE M-F.

**Reporter:** TV/AM/FM combo with CBS/NBC/CNN affiliation looking for experienced reporter. Send resume, salary history, references and non-returnable tape to Tom Blaz, Station Mgr, KUAM, Box 368, Agana, Guam 96910. EOE.

**News director to lead** a strong, motivated news staff to new heights in writing, reporting and producing. The station is WLBZ, Bangor. Send letters and resumes to Jeffrey Marks, Maine Broadcasting System, One Congress Square, Portland, ME 04101. EOE.

**Weekday anchor,** S.E. market. Top communicator. Must be able to report, write, read and handle live on-set and remote interviews. Reply to Box B-10. EOE.

**Alaska's #1 news team** needs a co-anchor/reporter for Channel 2 News Evening Edition. Minimum 2 years experience required. Strong reporting skills a must. No glitz. Computerized newsroom, large photographer staff on Beta format. Travel, medical, retirement plan and good pay for the right person. Send non-returnable tapes to News Director John Tracy, KTUU-TV, 630 West 4th Ave., Anchorage, AK 99501. EOE.

**KTVN-TV has an immediate opening** for a weekend anchor/producer/general assignment reporter. A college education with an emphasis on journalism or communications preferred. Previous anchoring experience required, 3-5 years preferred. Live field reporting skills a must. Send tapes and resumes to Steve Kremer, News Director, PO Box 7220, Reno, NV 89510. No phone calls please. Tapes will not be returned. KTVN is an equal opportunity employer.

**Photographer:** Aggressive news leader looking for someone who knows how to capture the action; take it off the sticks; set-up and shoot live shots. Resumes/tapes to: Chuck Bark, WALA-TV, PO Box 1548, Mobile, AL 36633. EOE. M/F.

**WFSB TV,** a Post Newsweek station, is seeking an organized, creative, energetic person to coordinate assignment desk coverage. Job includes dispatching and coordinating reporters and photographers and determining the importance of all potential news stories and how they will be developed and followed up for use on the air. 2-3 years of experience on an assignment desk is required. Send resumes to Sue Maier, WFSB TV, 3 Constitution Plaza, Hartford, CT 06103. EOE.

**Motorsports anchors** needed for live television and radio broadcasts of stock car racing for 1993 season. Experience as television and/or radio commentator on live sporting events required, motorsports background desired. Resumes only to: Broadcaster, 785 Virginia Ave., NE, Atlanta, GA 30306. EOE.

**Investigative reporter:** Needs to be self-starter and work with other reporters off camera as well as on. Two years investigative experience required in a medium market. Knowledge of databases a plus. **Sr. assignment editor:** Experienced editor to coordinate busy desk. Must be well organized with strong news judgment and creative approach to developing news stories. Three years experience in a medium market required. No calls! Send resume/tape to Patrick Dolan, 1 Media Crossways, Woodbury, NY 11797. EOE.

**On-camera reporter/anchor** needed for television and radio traffic reporting in major market. Voice and appearance important. Traffic reporting experience a plus but not necessary. Metro traffic control stresses and encourages equal opportunity in employment. Send resumes and VHS tapes to Metro Traffic Control, 2800 Post Oak Blvd., #1400, Houston, TX 77056. Attn: Eric Burch. EOE.

**TV anchor/reporter (news):** Station expanding its "news product". 3-5 years experience and a journalism degree preferred. Strong writing and basic video skills a must. Good opportunity for a hard working, innovative professional. Send resume, non-returnable tape, and salary requirements to: News/Sports Management Group, PO Box 8142, Lima, OH 45802-8142. EOE.

**Executive producer** for Northeast ABC TV affiliate. Number two job in 45 person news department. Must have superb skills in making shows look sharp; several years on-line production, people skills and supervision background. Your goal is taking a growing operation to number one! Send tape and resume to Don Decker, News Director, WTEN TV, 341 Northern Boulevard, Albany, NY 12204. We are an EOE.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Graphic designer:** ArtStar animator with strong production background and great design! Able to coordinate on-going daily projects including news graphics. Quantel PictureBox, Infinitt and Macintosh experience a plus. Send resume and tape to Kathy Thaden, Art Director, KMGH-TV, 123 Speer Blvd., Denver, CO 80203. EOE.

**Promotion producer/writer:** West Michigan Broadcasting seeks creative promotion professional to coordinate and produce on-air promotion for TV/radio; write for broadcast and print. Requires one-three years related experience; degree; computer literacy; superior writing skills; and TV/radio production skills. Closing date for application is February 12, 1993. Send letter, resume and three non-returnable writing samples (do not send audio or video tapes) to: Promotion Manager, West Michigan Public Broadcasting, 301 West Fulton, Grand Rapids, MI 49504-6492. EOE/AA/ADA.

**Division director, KRSC-TV:** Rogers State College is currently seeking an experienced professional to manage all functions of the college's 30 employee public television station, KRSC-TV, the only public television station licensed to an Oklahoma college. The station emphasizes local production which makes up 25% of the weekly programming with a particular emphasis on college credit telecourses. Applicants for the position should have at least five years experience in the broadcasting industry with a minimum of 2 years experience in management. Bachelor's degree in Communications or related field preferred. Strong budgeting, excellent communication and solid marketing skills required. Women and minorities are encouraged to apply. Competitive salary and excellent benefits. Send resume including present salary and references to: Rogers State College, Personnel Office, Meyer Hall, Will Rogers & College Hill, Claremore, OK 74017-2099. No interviews scheduled until application/resume has been reviewed. An affirmative action, equal opportunity employer.

**Promotion producer/director:** If you have what it takes to create breakthrough station promotion in a fast-paced environment the #1 NBC affiliate in the 35th market is looking for you! Three years experience, plus a great reel is required. Send your resume, tape, and salary requirements to: Kathryn Hansen, Promotion Manager, WYFF TV, PO Box 788, Greenville, SC 29602. EOE.

**Regional sports cable network** seeks two experienced individuals for traffic assistant positions. Send resume to: Sharlene McDuffie, Traffic Manager, HTS, 7700 Wisconsin Avenue, Bethesda, MD 20814. EOE.



**Production manager:** KUSI-TV, San Diego's fastest growing independent is looking for a seasoned technical professional to manage day-to-day operations in the production department. Candidate should have knowledge of all aspects of commercial, news and live (remote) production. Position requires a "hands-on" individual. Applicant should have at least 3 years prior related management experience. Send resume/non-returnable tape to Personnel Department, KUSI-TV, Production Manager, PO Box 719051, San Diego, CA 92171. No phone calls please. EOE.

**Director:** Top 50 station seeks director candidates. Night shift. Minimum three years news production experience in directing primary newscasts with additional experience directing promotions, commercials, specials. Familiar with all areas of production, including, but not limited to, audio, technical directing, floor directing, font, tape and master control operations. Reports to manager/news operations. Send resume, salary requirements by February 28th to Box B-1. EOE.

**WDCA seeks production technician** to operate chyron during live sports telecasts and production sessions and to operate other production equipment including camera and audio board. Requires two years experience with Chyron 4100 with Sports Fast and other television production equipment. Send resume and non-returnable demo tape to WDCA, Paramount Stations Group, 5202 River Road, Bethesda, MD 20816. Attn: Human Resources. No calls! WDCA is an equal opportunity employer.

**Promotion writer/producer:** WATE-TV6 in Knoxville, Tennessee is seeking a creative and highly motivated promotion writer-producer. Heavy emphasis on news promotion. College degree preferred. Position requires a minimum of two years experience working in television promotion. Send resume, latest reel and salary requirements to: David Rosch, Promotion Director, WATE-TV6, 1306 North Broadway, Knoxville, TN 37917. Please, no beginners, no phone calls. WATE-TV/Nationwide Communications, Inc., is an equal opportunity employer. Women and minorities are encouraged to apply.

**Wanted:** The best news promotion producer in the United States to produce clever and compelling daily news topicals for the legendary KDKA. Our news is #1 and you'll be part of an aggressive team committed to making it even stronger. If you're smart, quick and exceptionally talented, we want to see your reel. Beginners need not apply. Send your cover letter, resume and tapes to: Creative Services Director, KDKA-TV2, One Gateway Center, Pittsburgh, PA 15222. No phone calls, please. EOE.

**Animations specialist wanted:** BFA in design or related field. 5+ years television production experience. Exceptional design and technical skills. Paint systems and production equipment proficiency necessary. Capable of directing production sessions unassisted. Proven organizational and management skills. Please send resume/tape to: Pat Costello, CNN Inc., Graphics Dept., 1 CNN Center, Atlanta, GA 30348. EOE.

**Producer/director:** The Weather Channel is looking for a producer/director to join our weather news team. Must have an interest in weather or science and 1 year experience including satellite feeds, writing packages and field producing. Send tape and resume to: Production Manager, The Weather Channel, 2600 Cumberland Parkway, Atlanta, GA 30339. EOE.

**Print & on-air designer/Boston:** Emmy and BDA award-winning Fox affiliate looking for a talented and versatile graphic designer with 2-5 years experience in print and/or video design, strong on ideas and design fundamentals. Print (ads, brochures, newsletters, posters, billboards, etc.) will be your main focus, but we want your talents on-air as well. Macintosh experience required. Knowledge of Paintbox preferred. Send resume to: Sandy Kelly, Personnel Director, Fox 25, Box 9125, Dedham, MA 02027-9125. EOE.

**Promotions manager:** Top 50 CBS affiliate in the East seeks a highly creative, organized individual with excellent leadership skills to manage promotion department. Strong on-air and sales promotion a must. Potential growth opportunity with a dynamic company. Send resume to Box B-11. Equal opportunity employer. M/F.

**Program director, WYCC-TV, Chicago, Illinois.** Educational television PBS affiliate. A minimum of 4 years professional staff supervisory experience in television BA or BS in Communications or related field preferable. Knowledgeable of Federal Communications Commission (FCC) rules and regulations including Emergency Broadcast System (EBS) and station ID records. Union management skills preferred. Must be available for on-call. Must be able to coordinate and supervise Master Control, Continuity and Traffic operations. Must be proficient in Microsoft Word 5.5. Send resume to Elyne Chaplik Aleskow, General Manager, WYCC-TV, Harold Washington College, Room 1113, 30 East Lake Street, Chicago, IL 60601. City Colleges of Chicago is an equal opportunity employer.

#### SITUATIONS WANTED TECHNICAL

**Maintenance engineer:** Former Monitor Channel, Sony trained BetacamSP, Harris UHF transmitter experience, will relocate or travel. All areas welcome. 617-522-5033.

**Studio/transmitter maintenance,** 10 years experience, strong design, installation and troubleshooting skills. GVG 300 ops schooled, creative production skills. Seeks new opportunities. Please reply to Box B-17.

#### SITUATIONS WANTED NEWS

**Aggressive reporter** looking for an entry level TV reporter's job. 3½ years radio news experience and TV news internship. Will go anywhere. Tim 216-888-4493.

**News anchor reporter:** Experience includes on-air radio, cable TV anchor/programer, teleconference center manager, off-line editor, newswriter, and photographer. Communications degree. Dedicated, personable. Reply to Lisa, Box B-8.

**Mature, veteran broadcaster,** 15 yrs radio/TV news, production, narration, sales: small to large markets. Seeks TV anchor news or sales. Consider all. Prefer live interview and audition my expense. Ray 214-270-1114.

**Is there a local quality '60 Minutes' or '20/20' program out there? Major market reporter** with network experience wants to put award-winning talents to work for a solid newsmagazine. Replies to Box B-9.

**Experienced anchor/reporter** seeking stable position with serious news operation. 14 years experience, including live shots. Authoritative, pleasing voice; good writing and news judgment. Don't buy a reader—hire a communicator: Brent Boynton, 2211 S. Taylor, Amarillo, TX 79109. 806-379-8540.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Lighting director** looking for new opportunities. Currently employed in major market as lighting director/studio crew person. Excellent camera operator, sound person, and stage manager. I have supervisory, budgetary, computer experience, and excellent references. All market sizes considered. Reply to Box A-26.

#### MISCELLANEOUS

**News directors:** Free help wanted ads. Send copy to News Jobline, PO Box 61, Folsom, PA 19033-0061.

**Comprehensive TV job listing:** 8 weeks/\$32 check/MO to News Jobline, PO Box 61, Folsom, PAS 19033-0061.

**Need a job?** Sign up for THE HOT SHEET—broadcasting's most comprehensive employment-listings publication. Also ask for a complimentary bound copy of our complete "Portfolio of Services". Now in our 9th year! Media Marketing, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**FM station manager & instructor** of Radio-Television-Film. Manage student-operated FM Classical/Jazz/alternative FM. Teach courses in FM Operations, Announcing, Radio Production, Programming, other areas. Requirements: RTVF MA, at least 4 years professional radio experience (including on-air and production) and proven supervisory abilities. Highly desirable: Solid background in Classical music, college teaching experience, proven fund raising ability. Start date: June 21, 1993 firm. Send application to Dr. Roger Cooper, Search Chair, Dept. RTVF, TCU Box 30793, Fort Worth, TX 76129. KTCU-FM/Texas Christian University is an EEO/AA employer.

**Film/television:** Two full-time, tenure track positions. Effective fall, 1993. Salaries commensurate with credentials and experience. Chapman University is a comprehensive university located 30 miles south of Hollywood in Orange County, California. Terminal degree required (M.F.A. or Ph.D.). Record of excellence in teaching, in scholarly/creative activity, a commitment to working with students, and a willingness to teach in University core, interdisciplinary courses required. Position one: Film and television production — strong production background required and strong background in audio preferred; teach undergraduate and graduate production courses. Position two: Broadcast journalism — remote and studio video required and strong background in audio preferred; teach broadcasting courses and supervise the student radio station as well as student-created material for local cable and broadcast news stations. To apply, please specify position and submit: 1) a cover letter discussing scholarly/creative activity and teaching accomplishments, 2) a current resume, 3) prior teaching evaluations, and, 4) 3 letters of recommendation sent directly to the search committee. Address applications to: Professor Bob Bassett, Chair, Film and Television Department, Orange, CA 92666; 714-997-6715; Internet: Bassett@Chapman.edu. Deadline: March 17, 1993. AA/EEO. Minorities and women are encouraged to apply.

**Radio/television:** Bradley University is seeking applicants for an assistant professor of radio/television. Tenure track. Minimum qualifications: ABD in Radio/Television. Preferred qualifications: Ph.D., professional experience and professional development. Responsibilities include teaching courses in Audio and Video Production and related telecommunication courses. Bradley University is an independent, non-sectarian university enrolling 6,200 students in undergraduate and graduate programs. Send letter of application, current vita, transcript and a minimum of three letters of recommendations with phone numbers to Dr. Paul Gullifor, Chair, Radio/Television Search Committee, Bradley University, Peoria, IL 61625. Screening will begin February 15, 1993 and continue until position is filled. EEO/AA employer.

**Middle Tennessee State University:** Assistant/associate professor effective August 1993, to teach course in Radio and Television News. Ph.D. (ABD acceptable) or equivalent national media experience required. Tenure-track (position #144040). Salary commensurate with background and experience. New Mass Communication building, 1300 majors, state-of-the-art electronic media equipment. Facilities under departmental supervision include cable-access channel, NPR fullpower FM station, student radio station. Application review begins February 15, 1993 and continues until position is filled. Applicants should submit letter of intent referencing position number, college transcripts, current CV, three references to: Dr. Albert Moffett, Search Committee, MTSU Box 58, Murfreesboro, TN 37132. MTSU is an equal opportunity affirmative action employer.

### Visiting asst. professor of telecommunication:

Temporary one year position, renewal possible. Teach in one or more of the following areas: Film History (fiction and non fiction), Media Aesthetics, Production, Media Arts Theory and critical studies. Instruct one large lecture course each semester and smaller courses at the undergrad and grad levels. Qualifications: Grad degree in Communications, American Studies, English, Humanities or related areas that focus on media. Ph.D. preferred. ABD, MA or MFA considered. Evidence of effective teaching in large and small classes. Academic background in relevant area. Professional experience, research desirable. Women and minorities encouraged to apply. Send vita, areas of specialization, courses taught, identify references to Dr. Barry Litman, Chair, Dept. of Telecommunication, Michigan State University, 409C Comm. Arts Bldg., E. Lansing, MI 48824-1212 by February 15, 1993. Late submissions considered if suitable candidate pool not identified by deadline. EOE.

### HELP WANTED MANAGEMENT

**Broadcast manager:** Large Washington-based trade association seeking professional with minimum 5 years TV news experience to manage established in-house TV-radio news operation. Strong writing, producing background a must. Salary to mid \$40's. Excellent benefits. Send resumes to: CMA, Attention: Personnel, 2501 M Street, NW, Washington, DC 20037. EOE.

### HELP WANTED NEWS

**Internships:** Spend six months interning with crack professional journalists in Illinois statehouse pressroom in Sangamon State University's one-year MA PAR program. Tuition waivers and \$3,000 stipends during internship. Applications due April 1. Contact: Bill Miller, PAC 429a, SSU, Springfield, IL 62794-9243. 217-786-6535. EOE.

### HELP WANTED MARKETING

**Television Technology Corporation (TTC)** has openings in the marketing department for sales and customer service. Applicants should have hands-on experience in broadcast engineering. Preference will be given to those experienced in the station or broadcast equipment manufacturing environment. Some travel will be required. TTC is based just outside of Denver, CO. The positions available offer competitive compensation packages. TTC is known as the leader in solid-state FM transmitters, low power TV translators, and high-definition ready IOT UHF TV transmitters. Please send a detailed resume with salary history to Personnel Director, TTC, 650 S. Taylor Avenue, Louisville, CO 80027. TTC is an equal opportunity employer.

### FINANCIAL SERVICES

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

### EMPLOYMENT SERVICES

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

### EDUCATIONAL SERVICES

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

### WANTED TO BUY EQUIPMENT

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

### FOR SALE EQUIPMENT

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

**Lease-purchase option.** Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 501-868-5023. Fax: 501-868-5401.

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

**New EMC-2 non linear edit system for sale:** 486 25Mhz, (two) 1-Gig Optical, (one) 2-Gig Hard, 19" VGA, NTSC/S-VHS output, VLAN TX/RX pair, latest software. Contact: Mark Rhodes (r 413-637-0500.

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

**New Channel 47 UHF antenna:** Bogner Model B16U(B) -1.5" beam tilt. Still in crate. \$18,000.00. Contact Doug Bush 916-243-7777.

**Giant boom box on wheels:** 20' trailer. Highly visible. Four speakers, plays music from stereo receiver. \$15,000 or best offer. WLAV 616-456-5461.

**Abekas A-53D 3D special effects generator** with warp effects option installed. Page turns, twists, bends, etc. Cost 60,000+ sell \$35,000 or best offer. Mint condition. 516-673-0777.


**For sale:** Ampex 196— 1 inch video tape sold by the case. Minimum 5 case purchase. \$250.00 case of five plus shipping. Tape is new and in unopened cases. Call Jerry Garvin, Chief Engineer, WHNS-TV. 803-288-2100.

### MISCELLANEOUS

**Stations, promote yourselves** with novelty items. Badges, keychains and more available. Scott Clem, PO Box 14, Thompsonville, IL 62890. 618-627-2694.

### RADIO

#### PROGRAMING SERVICES



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### TELEVISION SITUATIONS WANTED NEWS

**Veteran male broadcaster, 15+ yrs. radio/television news and production.** Motivating, credible image and sales presence on-air and street. Caucasian heritage. Experienced from small to top 15, four yrs. media sales and one yr. sales mgt. Seek TV news or sports anchor and/or TV sales. Consider all. Prefer live interview/audition my expense. References. Ray 214-270-1114.

### WHO SAYS YOU CAN'T GO HOME?!

Tokyo-based reporter, seen and heard throughout the U.S. on national cable network and major market radio, is returning stateside in March. Seeking on-air and/or news management position in small, stable, family oriented community.

Reply to Box A-42.

### HELP WANTED NEWS

## Tell Me A Story!

Does your copy jump off the prompter? Do your stories tell me more than just the who, what, when and where? Is your writing more dynamic than anything else in your market? Do you make me feel the story — not just hear it? Does the quality of your work hold up under deadline pressure?

If so, apply for a **NEWSWRITER** position in the hottest newsroom in the business.

Walt Disney's **KCAL-TV/Los Angeles** is the home of America's only nightly three-hour prime time newscast and the most honored TV news organization in Southern California.

We're also going to want to hear about your experience as a top 30 market producer (or your 3-5 years as a major market news writer), your understanding of state-of-the-art graphic techniques and your ability to weave copy, videotape and graphics into a seamless story. **BASYS** literacy is helpful.

Are you ready for 1A?

Resume, references and writing samples to:

**Human Resources  
KCAL-TV  
5515 Melrose Ave.  
Los Angeles, CA 90030**

No phone calls, please.  
Equal Opportunity Employer.



### EARLY DEADLINE NOTICE

Due to the observation of  
President's Day the deadline for  
the Feb. 22, 1993 issue will be  
Noon, Friday, Feb. 12, 1993.



**HELP WANTED PROGRAMING  
PROMOTION & OTHERS**



The Travel Channel, now a part of Landmark Communications, Inc., is a growing dynamic cable television programmer.

Now seeking...

**Manager of Program Planning and Scheduling**

In this highly visible position, you will be responsible for program scheduling and planning, working closely with the programming, production, promotion and research departments. Maintain and track program research for current on-air programming as well as for future program acquisitions. A minimum of five years similar experience along with a strong background in research and a dynamic approach to programming strategy are required.

Position will be located in Atlanta, Georgia. Send resume and salary history in confidence to:

The Travel Channel  
2690 Cumberland Parkway  
Suite 500  
Atlanta, GA 30339  
Attn: Employment Office  
or fax to (404) 801-2130  
An Equal Opportunity Employer  
M/F/H/V

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S.W. Fla. (5627)

**EMPLOYMENT SERVICES CONTINUED**

**1-900-40-RTNDA** Radio and Television News Jobs  
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75 cents a minute. Job openings listed free.  
Call 202-659-6510 (Fax 202-223-4007).

Radio-Television News Directors Association  
1000 Connecticut Ave., N.W., Suite 615  
Washington, D.C. 20036

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California Broadcasters Association

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Our recycled evaluated video tapes are guaranteed as good as new for less than 1/2 the price. Order: **CARPEL**  
(800)238-4300

**READY FOR JULY 1, 1993?**  
That's the deadline for all aural STL's to be FCC approved. If your STL doesn't have an FCC ID # call MARTI at 817-645-9163, we can help.

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**K123 FINANCIAL SOFTWARE**  
Ideal for station business plans, acquisitions or budget analysis. Simple and completely menu-driven. Runs on Lotus-123/Symphony. We also write specialized programs for your particular needs. Call (310) 426-2944. **K123 ONLY \$69.95.**

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Send Video/Audio tape any format. We'll send a thorough critique, plus a quality update of your written resume. Send \$55.00 to:  
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6271 Hopi Circle  
San Jose, CA 95123 (408)224-2008

**HELP WANTED MANAGEMENT**

**EXECUTIVE DIRECTOR  
STATE OF WISCONSIN EDUCATIONAL  
COMMUNICATIONS BOARD**



The State of Wisconsin Educational Communications Board (ECB) invites applications and nominations for the position of Executive Director of the ECB. The position functions as the CEO for the agency directing a staff of 91 full-time employees and managing an annual budget of approximately \$13 million. The Executive Director is charged with planning, developing, constructing, and operating state-wide public radio, public television, and educational telecommunications systems. The Executive Director provides informed experienced leadership and services to post secondary and elementary-secondary educational institutions in the selection and implementation of educational delivery strategies, including distance education, throughout the state and across educational institutional lines. The Executive Director represents the Board before the executive and legislative branches of state government, federal agencies, educational institutions, industry and labor, and the general public.

**QUALIFICATIONS:** The successful candidate will have substantial administrative experience in education or a related telecommunications business or industry, and a minimum of a Bachelor's degree in Communications, Public Administration, Educational Administration, or an appropriate academic discipline. An advanced degree is preferred but not required.

**SALARY:** Salary commensurate with qualifications and experiences with a maximum of \$83,067. The State of Wisconsin provides an excellent benefits program.

**APPLICATION SHOULD INCLUDE:** (1) a narrative letter indicating how the applicant's training and qualifications relate specifically to the listed job responsibilities and qualifications; (2) a detailed professional resume; and, (3) the names, current addresses, and telephone numbers of at least five references who can attest to the applicant's professional qualifications. Nominations and applications should be sent to:

**Executive Director Search Committee**  
Wisconsin Educational Communications Board  
Post Office Box 5387  
Madison, Wisconsin 53705

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

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

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

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# DateBook

## FEBRUARY

**Feb. 2—Alaska Public Radio Network** board of directors meeting. APRN, Anchorage, Alaska. Information: Karen Cox, (907) 263-7402.

**Feb. 2—**"Children Without Guns: Top Quality Children's Television from Around the World," one-day workshop sponsored by **Goethe House** and the **Prix Jeunesse Foundation**. Goethe House, New York. Information: (212) 439-8700.

**Feb. 6-11—**31st music personnel conference sponsored by **Association of Music Personnel in Public Radio**. Hotel Royal Plaza, Walt Disney World Village, Orlando, Fla. Information: David Carwile, (614) 292-9678.

**Feb. 7-9—**First annual **Midwest Broadcasters** conference and broadcast electronics trade show. Minneapolis Hilton and Towers, Minneapolis. Information: Tascha Renken, (612) 926-8123.

**Feb. 8—**"Promotion Lotion—Promoting Radio Stations in the '90s," seminar sponsored by **International Radio and Television Society**. Time Life Auditorium, New York. Information: (212) 867-6650.

**Feb. 8-9—Arkansas Broadcasters Association** meeting and legislative luncheon. Capital Ho-

tel, Little Rock, Ark. Information: (501) 227-7564.

**Feb. 11-13—American Women in Radio and Television** board of directors and foundation board meetings. Hilton Hotel at Walt Disney World Village, Orlando, Fla. Information: Donna Cantor, (202) 429-5102.

**Feb. 17-21—**"Close Encounters of a Different Kind: New Strategies for a New Age," 21st annual faculty/industry seminar sponsored by **International Radio and Television Society**. New York Marriott East Side, New York. Information: Maria De Leon, (212) 867-6650.

**Feb. 19—**"Television: A View From the Top—The New Realities," seminar sponsored by **International Radio and Television Society** and **Broadcasting magazine**. Waldorf-Astoria, New York. Information: Maria De Leon, (212) 867-6650.

**Feb. 19-21—**"Domestic Environmental Issues of the Next Four Years," seminar sponsored by **Foundation for American Communcations, W.K. Kellogg Foundation, Society of Professional Journalists and California Society of Newspaper Editors**. Pacific Grove, Calif. Information: Chris Gardner, (213) 851-7372.

**Feb. 22-26—**"Advancing the Field of Media Studies," research and technology studies seminar sponsored by **The Freedom Forum Media Studies Center**. Columbia University, New York.

Information: Shirley Gazsi, (212) 678-6600.

**Feb. 22-24—**Great Lakes broadcasting conference and expo sponsored by **Michigan Association of Broadcasters, Society of Broadcast Engineers, chapter 91 and Michigan Public Broadcasting**. Lansing Center and Radisson Hotel, Lansing, Mich. Information: (517) 484-7444.

## MARCH

**March 9—American Advertising Federation** government affairs conference. Willard Hotel, Washington, D.C. Information: (202) 898-0089.

**March 11—National Association of Black Owned Broadcasters** annual awards dinner. Scheduled honorees: Bill Cosby, entertainer; Aretha Franklin, singer; Ron Brown, Secretary of Commerce, and Spike Lee, filmmaker. Sheraton Washington, Washington, D.C. Information: (202) 463-8970.

**March 18—**18th annual Commendation Awards ceremony sponsored by **American Women in Radio and Television**. Waldorf-Astoria, New York. Information: (202) 429-5102.

**March 23—**"The Business of Entertainment: The Big Picture," third annual conference sponsored by **Wertheim Schroder and Variety**. The Pierre Hotel, New York. Information: (212) 492-6532.

## MAJOR MEETINGS

**Feb. 7-11—National Association of Broadcasters** legislative forum. Ritz Carlton, Naples, Fla. Information: (202) 429-5300.

**Feb. 5-6—Society of Motion Picture and Television Engineers** 27th annual Advanced Television and Electronic Imaging conference. Sheraton Hotel and Towers, New York. Information: (914) 761-1100.

**Feb. 5-12—33rd Monte Carlo Television Festival**. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44.

**Feb. 13-16—**50th annual **National Religious Broadcasters** convention. Los Angeles. Information: (703) 330-7000.

**Feb. 24-26—Texas Cable Show** sponsored by **Texas Cable TV Association**. San Antonio Convention Center, San Antonio. Information: (512) 474-2082.

**Feb. 24-26—Satellite XII**, annual conference and exhibition, sponsored by Phillips Business Information Inc. Sheraton Washington. Information: 800-777-5006.

**March 3-6—**24th Country Radio seminar sponsored by **Country Radio Broadcasters**. Opryland Hotel, Nashville. Information: (615) 327-4487.

**April 16-21—MIP-TV**, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

**April 16-19—Broadcast Education Association** 38th annual convention. Las Vegas. Information: Louisa Nielsen, (202) 429-5354.

**April 18-20—Cabletelevision Advertising Bureau** 12th annual conference. New York Marriott Marquis, New York. Information: (212) 751-7770.

**April 18-20—Television Bureau of Advertising** annual marketing conference. Las Vegas Convention Center, Las Vegas. Information: Lynn McIntyre, (212) 486-1111.

**April 19-22—National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300. Future convention: March 21-24, 1994, Las Vegas.

**April 21-24—American Association of Advertising Agencies** annual convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (212) 682-2500.

**May 5-9—Public Radio** annual conference. Washington. Information: (202) 822-2000.

**May 16-19—NBC** affiliates meeting. Walt Disney World, Orlando, Fla. Information: (212) 664-2928.

**May 16-19—Broadcast Cable Financial Management Association** 33rd annual convention. Buena Vista Palace, Lake Buena Vista, Fla. Information: (708) 296-0200.

**May 19-23—American Women in Radio and Television** annual convention. Orlando, Fla. Information: (202) 429-5102.

**May 25-27—CBS** affiliates meeting. Waldorf Astoria Hotel, New York. Information: (212) 975-4321.

**June 6-9—National Cable Television Association** annual convention. San Francisco. Information: (202) 775-3669.

**June 9-10—ABC** affiliates meeting. Century Plaza Hotel, Los Angeles. Information: (212) 456-7777.

**Feb. 4-7—Radio Advertising Bureau** managing sales conference. Loews Anatole Hotel, Dallas. Information: Gail Steffens, (800) 722-7355.

**June 10-15—18th Montreux International Television Symposium and Technical Exhibition**. Montreux Palace, Montreux, Switzerland.

**June 13-16—Broadcast Promotion and Marketing Executives & Broadcast Designers Association** annual conference and expo. Walt Disney World Dolphin and Swan Hotels, Orlando, Fla. Information: (213) 465-3777.

**June 22-25—National Association of Broadcasters** board of directors meeting. Washington.

**July 15-17—Satellite Broadcasting and Communications Association** summer trade show. Opryland Hotel, Nashville. Information: (703) 549-6990.

**July 18-21—Cable Television Administration and Marketing Society** annual convention. Atlanta. Information: (703) 549-4200.

**Aug. 25-27—Eastern Cable Show** sponsored by **Southern Cable Television Association**. Atlanta. Information: (404) 255-1608.

**Sept. 8-11—Radio '93** convention sponsored by **National Association of Broadcasters**. Dallas.

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Telephone number	Personnel	Network, audio news service, representative, and programming	Licensee name	

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## BELL OPPOSITION

Continued from page 36

the need of either the telco or its video customers from having to obtain a municipal cable franchise or submit to cable regulation. The rules also permit telcos to have limited dealings with their customers, although the telcos remain barred from actually offering programming over their own networks by a telco-cable crossownership provision of the Cable Act of 1984.

And the rules require video dialtone providers such as Bell Atlantic to offer video transport to all programmers on a common carrier—that is, first come, first served—basis.

According to Adelphia, Bell Atlantic fails to meet its common carrier obligation.

Sixty of the networks' 64 video channels will be devoted to FutureVision, Adelphia says. "All other cus-

tomers-programers will be relegated to four channels initially and such future capacity as [Bell Atlantic] may some day install," it said.

Adelphia also argues that Bell Atlantic fails to show the financial viability of the project, as it must to win FCC approval. Bell Atlantic assumes that FutureVision will capture "very quickly" a share of the cable market, despite its lack of experience and programming, Adelphia said. The telco offers no "evidence to demonstrate that FutureVision can even fill its 60 channels, let alone attract customers."

Adelphia says Bell Atlantic has underestimated the costs and overestimated the revenues of its video dialtone system. It would cost \$1,500 per household to build the system Bell Atlantic proposes, Adelphia says, three times what Bell Atlantic claims it would.

On the revenue side, Adelphia says, Bell Atlantic claims it will garner \$30

per home per month for video services and another \$30 for non-entertainment information services. Both of those figures are "unrealistically high," Adelphia says.

NCTA and NAB make many of the same arguments. Bell Atlantic and FutureVision "propose to operate without a franchise, the proposed service does not qualify as video dialtone, factual representations are not supported, major cost factors are omitted, video dialtone services will be subsidized by telephone operations and the proposed cost allocation and jurisdictional separations procedures are contrary to statutory requirements and commission policies," NCTA says.

Adds NAB: "The video dialtone decision envisions a common carrier video dialtone platform, open to all programmers on a nondiscriminatory basis, not just a cable lease-back which allows cable operators to avoid local franchising requirements." ■

## BROADCASTERS OPPOSE WIDENING INDECENCY NET

*Tell FCC that including abortion images would open up news and other programming to indecency liability; argue for leaving editorial control to broadcasters*

By Harry A. Jessell

**T**he same coalition of broadcasters and public interest groups that has been fighting the FCC crackdown on broadcast indecency for the past five years asked the agency not to expand its definition of indecency to include graphic anti-abortion ads forced on broadcasters by political candidates.

"Any definition of indecency that would be broad enough to encompass all of these advertisements could also threaten to encompass news, informational and series dramatic programming on a variety of topics," the coalition said in a proceeding in which the FCC is groping for an answer on how broadcasters should deal with the ads.

The FCC should allow broadcasters to make their own "reasonable good-faith judgments as to whether material is or is not indecent or otherwise appropriate for their audiences," said the group, which includes among others the National Association of Broadcasters, the Association of Independent Television Stations, Fox Television, CapitalCities/ABC, NBC,

the Public Broadcasting Service and the Radio Television News Directors Association.

But one of the anti-abortion candidates argued that only the FCC can decide what is indecent. "Broadcasters should not be arbiters of political speech even when limited to the context of indecent speech," said Daniel Becker, a House candidate who tried to buy an hour on WAGA-TV Atlanta. "It would be too easy for a broadcaster to censor an unpopular political message under the guise that the message is indecent," he said.

Becker and a number of other anti-abortion candidates last fall sought time on TV stations for campaign spots showing dead, sometimes bloody fetuses. TV stations are obliged to air political spots under the political broadcasting law guaranteeing candidates "reasonable access."

But feeling the ads may violate the anti-indecency statute or would simply offend viewers, many stations balked at airing them or tried to schedule them for the late-night "safe harbor" when indecent programming is permitted.

The FCC ruled last fall that stations

may shunt or channel such ads into the safe harbor. But recognizing the conflict with the "reasonable access" obligation, the FCC decided to take a fresh look through a proceeding.

Turner Broadcasting System, licensee of superstation WTBS(TV) Atlanta, seconded the coalition's arguments, saying the FCC had it right last fall when it said stations may channel ads it determines "in good faith" to be indecent. Such discretion is necessary, especially in light of the FCC's unwillingness to rule on the indecency of an ad prior to broadcast, it said.

The FCC, in its proceeding, also asked for comment on how much discretion stations should have over running political ads that, "while not indecent, may be otherwise harmful to children."

The Planned Parenthood Federation of America argued for giving broadcasters considerable discretion beyond indecency. Stations should be allowed to "refuse to air advertisements which provide private information concerning persons unrelated to a political campaign who perform family planning of abortion services," it said. ■



# For the Record

As compiled by BROADCASTING from January 18 through January 22 and based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

### Applications

■ **KYAK(AM)-KGOT(FM) Anchorage, AK** (AM: BAL921229EC; 650 khz; 50 kw-U; FM: BALH921229ED; 101.3 mhz; 26 kw; ant. -66 ft.)—Seeks assignment of license from Louis C. DeArmas, receiver for KGOT Corp., to Community Pacific Broadcasting Company Ltd. for \$700,000 (see "Changing Hands," p. 40). Filed Dec. 29, 1992.

■ **WGTX(AM)-WLGH(FM) DeFuniak Springs, FL** (AM: BAL921231GO; 1280 khz; 5 kw-D; FM: BAPLH921231GP; 103.1 mhz; 2.6 kw; ant. 350 ft.)—Seeks assignment of license from Stoner Broadcasting Partnership to Sonic Enterprises Inc. for \$450,000 (see "Changing Hands," p. 40). Filed Dec. 31, 1992.

■ **WAJL(AM) Pine Castle-Sky Lake, FL** (BAL921229EE; 1190 khz; 5 kw-D)—Seeks assignment of license from Alleluia Ministries Inc. to Daystar Ministries Inc. for \$350,000 (see "Changing Hands," p. 40). Filed Dec. 29, 1992.

■ **WMMC(FM) Marshall, IL** (BALH921231HJ; 105.9 mhz; 2.8 kw; ant. 338 ft.)—Seeks assignment of license from Donald Hoagland, trustee for J & J Media Inc., to Illini Broadcasting Inc. for \$3,100. Station is being sold out of bankruptcy; it was acquired from proposed assignee in 1991 for \$125,000 ("For the Record," Mar. 11, 1991). J & J Media principals John and Joyce McDaniel, husband and wife, also own licensee of WKZI(AM) Casey, IL. Buyer is headed by Edwin T. Baldrige, and is licensee of WITT(FM) Tuscola, IL. Baldrige also has interests in licensee of KWLA(AM)-KWLV(FM) Many, LA. Filed Dec. 31, 1992.

■ **WTLC-AM-FM Indianapolis** (AM: BTC921222GW; 1310 khz; 5 kw-D, 1 kw-N; FM: BTCH921222GX; 105.7 mhz; 50 kw; ant. 445 ft.; see WWDB(FM) Philadelphia, below).

■ **WKZC(FM) Scottville, MI** (BALH921223GL; 95.9 mhz; 3 kw; ant. 300 ft.)—Seeks assignment of license from West Shore Broadcasting Inc. to Chickering Associates Inc. for \$190,000. Seller is head-

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.

ed by Kathryn M. Ziehm, and has no other broadcast interests. Buyer is headed by John E. Chickering, and is licensee of WKLA-AM-FM Ludington, MI. Filed Dec. 23, 1992.

■ **KMCX(FM) Ogallala, NE** (BTCH930105HN; 106.5 mhz; 100 kw; ant. 300 ft.)—Seeks transfer of control from Midwest Broadcasting Co. Inc. to Ray H. Lockhart for \$184,100. Seller is headed by Donald J. and Darleen K. Keck, husband and wife, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 5.

■ **KZAK(FM) Incline Village, NV** (BTCH930104HA; 100.1 mhz; 760 w; ant. 2,955 ft.)—Seeks transfer of control of New World Enterprises Inc. to United Venture Capital Corp. for \$75,000. Sellers David T. and J. Duane Hoover, brothers, are selling combined 37% of licensee. They each also own 31% of KDHI(AM)-KQYN(FM) Twenty Nine Palms, CA. Buyer is headed by David T. Newman, and is also purchasing KPLY(AM)-KKMR(FM) Sparks, NV (see below and "Changing Hands," p. 40). Filed Jan. 4.

■ **KNEV(FM) Reno** (BALH921231HE; 95.5 mhz; 60 kw; ant. 2,270 ft.)—Seeks assignment of license from KNEV Broadcasting Co. Inc. to Citadel Communications Corp. for \$500,000 (see "Changing Hands," p. 40). Filed Dec. 31, 1992.

■ **KPLY(AM)-KKMR(FM) Sparks, NV** (AM: BAL930107EC; 1270 khz; 5 kw-U; FM: BALH930107ED; 100.9 mhz; 2.9 kw; ant. 203 ft.)—Seeks assignment of license from Jonsson Com-

munications Corp. to New World Enterprises Inc. for \$750,000 (see "Changing Hands," p. 40). Filed Jan. 7.

■ **WWDB(FM) Philadelphia** (BTCH921222GY; 96.5 mhz; 17 kw; ant. 866 ft.)—Seeks transfer of control of Panache Broadcasting Ltd., headed by Charles Schwartz, to AltaPanache Ltd. Principals are exchanging voting common and preferred stock; actual control of station will remain unchanged. Assignment includes WTLC-AM-FM Indianapolis (see above). Timothy L. Dibble, sole stockholder of AltaPanache Holdings Corp., has interests in licensee of WGMB(TV) Baton Rouge, LA. Filed Dec. 22, 1992.

■ **WIMZ-AM-FM Knoxville, TN** (AM: BAL930104GQ; 1240 khz; 1 kw-U; FM: BALH930104GR; 103.5 mhz; 100 kw; ant. 1,723 ft.)—Seeks assignment of license from Stoner Broadcasting System Inc. to South Central Communications Corp. for \$3.5 million ("Changing Hands," Jan. 11). Filed Jan. 4.

■ **WEYE(FM) Surgoinsville, TN** (BTCH921229GZ; 104.3 mhz; 6 kw; ant. 300 ft.)—Seeks transfer of control of WOTH Radio Inc. for no cash consideration. C. Phillip Beal is transferring his 95% interest in licensee to his wife Debbie M. Beal. Principals have no other broadcast interests. Filed Dec. 29, 1992.

■ **WYGO(FM) Madisonville, TN** (BTCH930106HO; 99.5 mhz; 2.51 kw; ant. 515 ft.)—Seeks transfer of control of Major Broadcasting Corp. Gordon M. and Jane Dialtha Anderson, husband and wife, are transferring 60% of licensee to Randall W. Sliger, and will retain combined 40% interest in licensee; they have no other broadcast interests. Sliger is sales manager at WLAR(AM)-WJSQ(FM) Athens, TN. Filed Jan. 6.

■ **KSRR-FM San Antonio, TX** (BALH921231HI; 92.9 mhz; 100 kw; ant. 1,016 ft.)—Seeks assignment of license from Genesis Broadcasting Inc. to Tichenor Media System Inc. for \$3.8 million ("Changing Hands," Jan. 11). Filed Dec. 31.

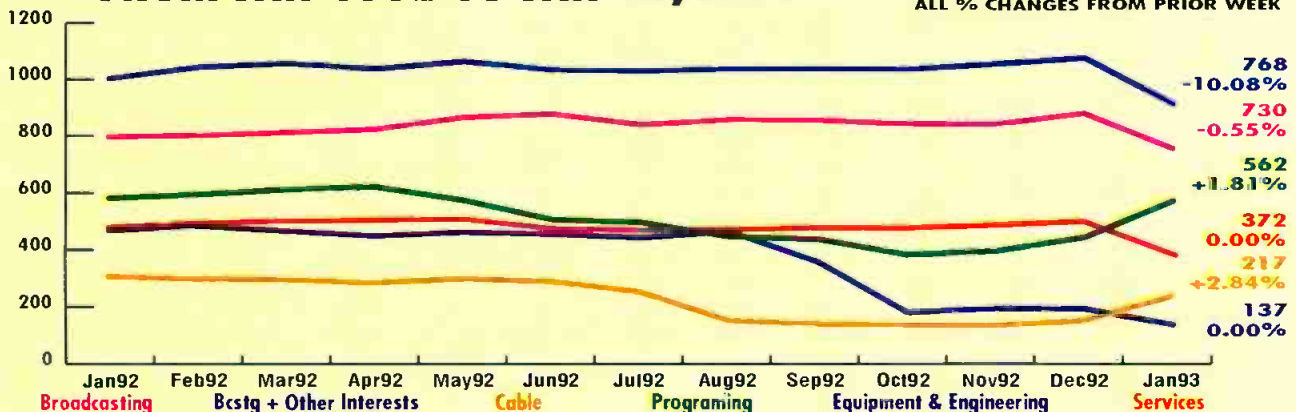
■ **WKKW-FM Clarksburg, WV** (BALH921221HH; 106.5 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from Morton J. Victorson, bankruptcy trustee for estate of Thomas Communications, to West Virginia Radio Corp. of Clarksburg for \$1.2 million (see "Changing Hands," p. 40). Filed Dec. 21, 1992.

■ **WRMM-AM-FM Rochester, NY** (AM: BAL930104HF; 990 khz; 5 kw-D, 2.5 kw-N; FM:

## STOCK MARKET PERFORMANCE AVERAGES FROM JAN 1992 TO JAN 26, 1993

NASDAQ: 707.15 (+1.48%)  
S&P Ind.: 510.26 (+1.50%)

ALL % CHANGES FROM PRIOR WEEK



BALH930104HG; 101.3 mhz; 27 kw; ant. 640 ft.)—Seeks assignment of license from Atlantic Radio of New York Ltd. to Stoner Broadcasting System Inc. for \$4 million (see "Changing Hands," p. 40). Filed Jan. 4.

■ **KATZ-AM-FM St. Louis** (AM: BAL921211EE; 1600 khz; 5 kw-U; FM: BALH921211EF; 100.3 mhz; 50 kw; ant. 495 ft.)—Seeks assignment of license from Inter Urban Broadcasting of St. Louis Inc., debtor-in-possession, to Noble Broadcast of St. Louis Inc. for \$2.75 million ("Changing Hands," Jan. 11). Filed Dec. 11, 1992.

■ **WCAW(AM)-WVAF(FM) Charleston, WV** (AM: BAL921230EA; 680 khz; 50 kw-D, 250 w-N; FM: BALH921230EA; 99.9 mhz; 50 kw; ant. 490 ft.)—Seeks assignment of license from Franklin Communications Partners Ltd. to West Virginia Radio Corp. of Charleston for \$1.1 million ("Changing Hands," Jan. 11). Filed Dec. 30, 1992.

#### Actions

■ **KATO(AM)-KXKQ(FM) Safford, AZ** (AM: BAL921006ED; 1230 khz; 1 kw-U; FM: BALH921006EE; 94.1 mhz; 100 kw; ant. -320 ft.)—Granted assignment of license from P&M Broadcasting Inc. to McMurray Communications Inc. for \$10,000 ("For the Record," Nov. 9, 1992). Action Dec. 17, 1992.

■ **QQLH(FM) Riverside, CA** (BALH921022GH; 92.7 mhz; 3 kw; ant. 298 ft.)—Granted assignment of license from Riverside County Broadcasters to Amatore Group Ltd. for \$3.25 million. Seller is headed by Ray Lapica, and has no other broadcast interests. Buyer is headed by Joseph C. Amatore, and has no other broadcast interests. Action Jan. 6.

■ **KHPY(AM) Moreno Valley, CA** (BTC921109EA; 1530 khz; 10 kw)—Granted transfer of control of KHPY Hispanic Radio Inc. for \$60,000 ("For the Record," Nov. 30, 1992). Action Jan. 8.

■ **KTHO(AM) South Lake Tahoe, CA** (BAL921127EB; 590 khz; 2.5 kw-D, 500 w-N)—Granted assignment of license from Emerald Broadcasting Co. to Grayghost Communications Inc. for \$450,000 ("Changing Hands," Dec. 21, 1992). Action Jan. 11.

■ **KDVR(TV) Denver** (BALCT920921KG; ch. 31; 5,000 kw-V, 500 kw-A; ant. 1,038 ft.; see WATL[TV]

Atlanta, below).

■ **WTIC-TV Hartford, CT** (BALCT920917KH; ch. 61; 5,000 kw-V; 1,000 kw-A; ant. 1,692 ft.; see WATL[TV] Atlanta, below.

■ **WATL(TV) Atlanta** (BALCT920917KF; ch. 36; 2,682 kw-V; 402 kw-A; ant. 1,170 ft.)—Granted assignment of license from Chase Communications to Renaissance Communications. Consideration includes base price of \$126.6 million, \$25.4 million noncompete agreement and 131,100 shares of Renaissance preferred stock. Assignment includes WTIC-TV Hartford, CT, KDVR(TV) Denver and WXIN(TV) Indianapolis (see individual stations and "Changing Hands," Sept. 14, 1992). Action Jan. 11.

■ **KPUA(AM)-KWXX-FM Hilo, HI** (AM: BTC921117EB; 670 khz; 10 kw-U; FM: BTCH921117EC; 94.7 mhz; 100 kw; ant. -330 ft.)—Granted transfer of control from New West Broadcasting Corp. to New Holdings Inc. Principals of transferor John F. Leonard and Demosthenes J. Kaufman are selling combined 80% of licensee to transferee, to be headed by Leonard, for \$18,400 ("For the Record," Dec. 7, 1992). Action Jan. 12.

■ **KHEZ(FM) Caldwell, ID** (BTCH920925HT; 103.3 mhz; 54 kw; ant. 2,525 ft.)—Granted transfer of control of Citadel Communications Corp. for no cash consideration; 85% shareholder Lawrence R. Wilson will relinquish control by conversion of non-voting stock to voting common stock, reducing his interests to 33.3%. After transfer, no single shareholder or group will control 51% or more of voting stock. Transfer includes all stations under licensee Citadel Communications, which is purchasing KNEV(FM) Reno (see "Applications," above, and "For the Record," Nov. 2, 1992). Action Jan. 8.

■ **WHZT(FM) Mahomet, IL** (BALH921113GQ; 105.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Champaign County Community Broadcasting Inc. to Dale Palovich for \$225,000 ("For the Record," Dec. 7, 1992). Action Dec. 30, 1992.

■ **WXIN(TV) Indianapolis** (BALCT920917KI; ch. 59; 2,090 kw-V; 209 kw-A; ant. 990 ft.; see WATL[TV] Atlanta, above.

■ **WKRP(AM)-WINN(FM) North Vernon, IN** (AM: BAL921103HU; 1460 khz; 1 kw-D, 92 w-N; FM: BALH921103HT; 106.1 mhz; 50 kw; ant. 486 ft.)—

Granted assignment of license from Southeast Indiana Radio Inc. to ARS Broadcasting Corp. for \$909,291 (see "Changing Hands," Dec. 7, 1992). Action Jan. 6.

■ **WIOK(FM) Falmouth, KY** (BALH920211GG; 95.3 mhz; 610 w; ant. 695 ft.)—Granted assignment of license from Amber Broadcasting Corp. to Ragle Broadcasting Inc. for \$100,000 plus assumption of liabilities ("For the Record," March 2, 1992). Action Jan. 11.

■ **WNBV-AM-FM Newberry, MI** (AM: BAL921117HU; 1450 khz; 1 kw-U; FM: BALH921117HV; 93.5 mhz; 3 kw; ant. 298 ft.)—Granted assignment of license from Jack St. Andre, deceased, to Peggy L. St. Andre, for no cash consideration as part of estate transfer ("For the Record," Dec. 14, 1992). Action Jan. 7.

■ **KGLE(AM) Glendive, MT** (BAL921202EA; 590 khz; 1 kw-D)—Granted assignment of license from Christian Enterprises Inc. to Friends of Christian Radio Inc. for \$90,000 ("For the Record," Dec. 21, 1992). Action Jan. 12.

■ **WISL(AM) Shamokin, PA** (BAL921130EE; 1480 khz; 1 kw-D, 250 w-N)—Granted assignment of license from Laurel Broadcasting Co. Inc. to Northeast Broadcasting of Northumberland Inc. for \$300,000 (see "Changing Hands," Dec. 21, 1992). Action Jan. 12.

■ **KXYL-AM-FM Brownwood, TX** (AM: BAL921124EA; 1240 khz; 1 kw-U; FM: BALH921124EB; 104.1 mhz; 74 kw; ant. 400 ft.)—Granted assignment of license from SEC-CESS Media Inc. to Central Texas Communications Inc. for \$30,000 promissory note ("For the Record," Dec. 21, 1992). Action Jan. 7.

■ **WADC(AM) Parkersburg, WV** (BAL921113EA; 1050 khz; 5 kw-D)—Granted assignment of license from Dailey Corp. to Mediacom Inc. for \$300,000 ("Changing Hands," Dec. 7, 1992). Action Dec. 28, 1992.

■ **WXMG(FM) Spooner, WI** (BAPH920331HD; 106.3 mhz; 3 kw; ant. 328 ft.)—Dismissed app. of assignment of CP from Su Jacobs-Clausen to Steven C. Lutz for \$5,500 ("For the Record," April 27, 1992). Action Dec. 18, 1992.

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## NEW STATIONS

### Applications

■ **\*Potsdam, NY (BPED921231MA)**—State University of New York seeks 90.3 mhz; .1 kw; ant. -5 m. Address: SUNY Plaza, Albany, NY 12246. Applicant is headed by D. Bruce Johnstone, and is licensee of 15 noncommercial FM's in New York. Filed Dec. 31, 1992.

### Actions

■ **Middletown, CA (BPH920122MA)**—Granted app. of Wine Country Radio for 98.7 mhz; 3 kw; ant. 65 m. Address: 1812 Trinity #220, Walnut Creek, CA 94546. Applicant is headed by Robert L. Cross, and has no other broadcast interests. Action Dec. 22, 1992.

■ **Middletown, CA (BPH920127MB)**—Returned app. of Richard T. and Della R. Moring for 98.7 mhz; .063 kw; ant. 904 m. Address: P.O. Box 251 Lower Lake, CA 95457. Applicant has no other broadcast interests. Action Dec. 22, 1992.

■ **\*Decatur, IL (BPED911206MA)**—Dismissed app. of Cornerstone Community Radio Inc. for 88.1 mhz; 1.5 kw; ant. 88 m. Address: 2596 State Rd. 44, New Smyrna Beach, FL 32168. Applicant is headed by Richard Van Zandt, Cornerstone Community Radio Inc. is licensee of WJLU(FM) New Smyrna Beach, FL. Van Zandt is licensee of WLUJ(FM) Petersburg, IL. Action Jan. 4, 1992.

■ **Staples, MN (BPH920611MI)**—Granted app. of NorMin Broadcasting Co. for 94.7 mhz; 6 kw; ant. 38 m. Address: P.O. Box 49, Park Rapids, MN

56470. Applicant is headed by general partners David J. De La Hunt and Larry Best; Best is licensee of KNSP(AM) Staples, MN. Action Jan. 4.

■ **Gorham, NH (BPH901219MA)**—Granted app. of Gladys E. Powell for 107.1 mhz; 6 kw; ant. 48 m. Address: P.O. Box 326, Pinkham Notch Rd., Jackson, NH 03846. Applicant has no other broadcast interests. Action Jan. 5.

■ **Gorham, NH (BPH901220MM)**—Dismissed app. of Gail B. Wholey for 107.1 mhz; 1.67 kw; ant. 193 m. Address: 2016 Pieris Court, Vienna, VA 22182. Applicant has no other broadcast interests. Action Jan. 5.

■ **\*Keene, NH (BPED920508ME)**—Granted app. of New Hampshire Public Radio Inc. for 90.7 mhz; 1.5 kw; ant. 286 m. Address: 207 North Main St., Concord, NH 03301. Applicant is headed by chairman Margaret O. Cain, and is licensee of noncommercial educational WEVO(FM) Concord, NH. Action Dec. 21, 1992.

■ **Eunice, NM (BPH920611MC)**—Granted app. of Mark C. Nolte for 100.9 mhz; 3 kw; ant. 90 m. Address: 2015 Peyton, Las Vegas, NV 89104. Applicant has no other broadcast interests. Action Dec. 29, 1992.

■ **Galeton, PA (BPH920713MA)**—Returned app. of Robert M. Stevens for 100.7 mhz; 14.5 kw; ant. 131 m. Address: 1005 Treasure Lake, Dubois, PA 15801. Applicant and wife Ashley Stevens own 100% of licensee of WKYN(FM) St. Mary's, PA. Action Dec. 31, 1992.

■ **\*Brookings, SD (BPED920323MB)**—Granted app. of South Dakota State University for 90.7 mhz. Address: Administration 318, Box 2201, Brookings,

SD 57007. Applicant is headed by Robert T. Wagner, and has no other broadcast interests. Action Dec. 29, 1992.

■ **\*Murfreesboro, TN (BPED920914MA)**—Returned app. of Middle Tennessee State University for 91.5 mhz; .2 kw; ant. 42 m. Address: P.O. Box 3, Murfreesboro, TN 37132. Applicant is headed by chairman Elliot A. Poole, and has no other broadcast interests. Action Dec. 31, 1992.

## FACILITIES CHANGES

### Applications

#### AM's

■ **Terre Haute, IN WBOW(AM) 1230 khz**—Sept. 23, 1992, application of Contemporary Media Inc. for MP (BP870331BX) to correct coordinates to 39 29 21 - 87 25 11.

■ **Storm Lake, IA KAYL(AM) 990 khz**—Sept. 22, 1992, application of Northwest Iowa Broadcasting Corp. for CP to correct coordinates: 42 38 05 - 95 10 10.

■ **Reno KCBN(AM) 1230 khz**—Sept. 15, 1992, application of A & A Broadcasting Corp. for CP to reduce power to 820 watts; make changes in antenna system and change TL to Kimlick Lane, 2.5 km east of McCarren Blvd.: 39 30 41 - 119 42 51.

#### FM's

■ **Monte Rio, CA KMGG(FM) 97.7 mhz**—Sept. 3, 1992, application of Southcom Inc. for mod. of CP (BPH-910930IF) to make changes; change ERP 1.75 kw H&V; ant. 366 m.; TL: atop Mt. Jackson, 9.3 km NE of Monte Rio at 26 degrees true.

■ **Gunnison, CO KKYY(FM) 98.3 mhz**—Sept. 10, 1992, application of Gardiner Broadcast Partners Ltd. for CP to make changes; change ERP: 15 kw H&V; TL: Tenderfoot Mountain, 3 km SE of Gunnison; class C3 (per MM docket #89-205).

■ **Bonifay, FL WTBB(FM) 97.7 mhz**—Sept. 9, 1992, application of Mary Lake Communications Inc. for mod. of CP (BPH-891010IM as mod.) to make changes; change ant.: 253 m.

■ **Niceville, FL WNCV(FM) 100.3 mhz**—Sept. 3, 1992, application of Century 100 Broadcasting Inc. for mod. of CP (BPH-880323MG) for changes; ant.: 90 m. H&V, TL: Eglin Air Force Base; SW quarter of section 33, R. 23W, T.1S, Okaloosa Co., FL.

■ **Safety Harbor, FL WYUU(FM) 92.5 mhz**—Sept. 9, 1992, application of Entertainment Communications Inc. for CP to make changes: ERP: 6 kw (H&V); ant.: 138 m.; TL: 10608 Gandy Blvd., St. Petersburg, FL.

■ **Carlinville, IL WCNL(FM) 95.9 mhz**—Sept. 2, 1992, application of Carlinville Broadcasting Corp. for CP to make changes: ant.: 99 m.; TL: east half of NE quarter of section 7, T.9N, R.7W, Brushy Mound Township, Macoupin County, IL.

■ **Huntingburg, IN WBDC(FM) 100.9 mhz**—Sept. 14, 1992, application of Dubois County Broadcasting Inc. for CP to make changes; change ERP: 9.4 kw (H&V); ant.: 161 m.; TL: 2 mi. east of St. Henry, IN, in Dubois County, .4 mi. west of intersection of 80 East Road and Mariah Hill Rd. in strip mine area; change to class B1 (per MM docket # 88-315).

■ **Portland, IN WPGW-FM 100.9 mhz**—Sept. 4, 1992, application of WPGW Inc. for CP to correct coordinates.

■ **Scottsburg, IN WMPK(FM) 100.9 mhz**—Sept. 14, 1992, application of D.R. Rice Broadcasting Inc. for CP to make changes; change frequency: 105.3 mhz (per MM docket #88-315); ERP: 6 kw (H&V); ant.: 100 m.; TL: 1.5 mi. west of Blocher, IN, in Scott County; at intersection of 500 East Road and Blocher Road.

■ **Terre Haute, IN WLEZ(FM) 102.7 mhz**—Sept. 8, 1992, application of Bomar Broadcasting Co. - Terre Haute Inc. for CP to make changes: ERP: 28 kw (H&V); ant.: 201 m.; TL: 3 km SE of intersection of county roads 295 and 13 W, near Prairieton, IN.

■ **Hardinsburg, KY WHIC-FM 94.3 mhz**—Sept. 15,

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

Service	ON AIR	CP's <sup>1</sup>	TOTAL*
Commercial AM	4,961	183	5,144
Commercial FM	4,785	916	5,701
Educational FM	1,588	304	1,892
<b>Total Radio</b>	<b>11,334</b>	<b>1,403</b>	<b>12,737</b>
Commercial VHF TV	558	13	571
Commercial UHF TV	589	153	742
Educational VHF TV	124	5	129
Educational UHF TV	238	9	247
<b>Total TV</b>	<b>1,509</b>	<b>180</b>	<b>1,689</b>
VHF LPTV	466	140	606
UHF LPTV	844	1,004	1,848
<b>Total LPTV</b>	<b>1,310</b>	<b>1,144</b>	<b>2,454</b>
FM translators	1,954	393	2,347
VHF translators	2,529	87	2,616
UHF translators	2,431	417	2,848

### CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

\* Includes off-air licenses.

† Construction permit.

† Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting's own research.



1992, application of H.I.C. Broadcasting Inc. for CP to make changes; change ERP: 30 kw (H&V); ant.: 160 m.; TL: .2 km southwest of intersection of Route 60 and Sam Dowell Road on southeast border of Irvington, KY, in Breckinridge County; change to class C2 (per MM docket #88-315).

■ **Lake Charles, LA KHLA(FM)** 99.5 mhz—Sept. 3, 1992, application of Holder Communications Corp. of Louisiana for mod. of CP (BPH-8702121C) for changes; ant.: 100 kw H&V, TL: existing KLTL-TV tower, approx. 27 km NE of Lake Charles, in Jefferson Davis Parish, LA.

■ **Holliston, MA WHHB(FM)** 99.9 mhz—Sept. 14, 1992, application of Holliston High School for mod. of CP (BPED-880405MC) to make changes; change ERP: .017 kw (H&V); ant.: 62 m.; TL: Mel-len Street at Cellular One telephone tower, Hollis-ton.

■ **Cloquet, MN WKLK-FM** 96.5 mhz—Sept. 4, 1992, application of Q8 Broadcasting Ltd. for CP to make changes; change ERP: 25 kw (H&V); change to class C3.

■ **Greenwood, MS WGNL(FM)** 104.3 mhz—Sept. 8, 1992, application of Team Broadcasting Compa-ny Inc. for mod. of CP (BPH-9012101E) to make changes; change ERP: 19.5 kw (H&V); ant.: 100 m.; TL: approx. 100 m (328 ft.) NW of intersection of lone and Highland Ave., Greenwood.

■ **Berlin, NJ WNJS-FM** 88.1 mhz—Sept. 10, 1992, application of New Jersey Public Broadcasting Au-thority for CP to make changes: change ant.: 238 m.

■ **Armijo, NM KUCU(FM)** 107.1 mhz—Sept. 8, 1992, application of KCST Inc. for CP to make changes: ERP: 60 kw (H&V); ant.: 721 m.; TL: on Capilla Peak, Torrance County, approx. 50 km SE of Albuquerque, NM; upgrade from C2 to C (per MM docket #91-233).

■ **Ellenville, NY WWWK(FM)** 99.3 mhz—Sept. 17, 1992, application of Straus Communications in New York for CP to make changes; change ERP: .116 kw (H&V); ant.: 497 m.; change radiation centerline above mean sea level.

■ **Fayetteville, NC WFSS(FM)** 91.9 mhz—Sept. 21, 1992, application of Fayetteville State University for mod. of CP (BPED-860811MF as mod.) to make changes; modify directional antenna pattern.

■ **Marlow, OK KFXX(FM)** 92.1 mhz—Sept. 14, 1992, application of Austin Broadcast Services Inc. for CP to make changes; change ant.: 219 kw (H&V); TL: 12.6 km ESE of intersection between Route 65 and Route 17, Comanche County, OK; change to class C1 (per MM docket #89-52).

■ **Harbeck-Fruitdale, OR KLDR(FM)** 98.3 mhz—Sept. 9, 1992, application of Grants Pass Broad-casting Corp. for CP to make changes; change ERP: 1.85 kw (H&V); ant.: 638 m.; change to class C2 (Per MM docket #91-340).

■ **Nanticoke, PA WYOS(FM)** 92.1 mhz—Sept. 10, 1992, application of Frank & Maley Inc. for CP to make changes: ERP: 420 kw (H&V); ant.: 312 m.; TL: 1.6 km N of Mountaintop, PA, Penobscot Moun-tain, Hanover Township, Luzerne County.

■ **Ablene, TX KHXS(FM)** 106.3 mhz—Sept. 8, 1992, application of Sure Broadcasting Inc. for CP to change class to C2 and TL: 3 mi. SSE of Potosi, TX.

■ **Borger, TX KQFX(FM)** 104.3 mhz—Aug. 28, 1992, application of South Central Broadcasting Inc. for CP to change ant.: 175.4 m.

■ **St. Albans, VT WLFE(FM)** 102.3 mhz—Sept. 2, 1992, application of Kimel Broadcast Group Inc. for CP to change ERP: 1 kw H&V.

■ **Lynchburg, VA WLYK(FM)** 100.1 mhz—Sept. 8, 1992, application of CEBE Investments Inc. for mod. of CP (BPH-9109261L) to make changes: TL: 1.46 km NE of intersection of Hwy 677 with Hwy 622, Madison District, Amherst County, VA.

#### Actions

#### AM's

■ **Redding, CA KVI(AM)** 540 khz—Granted app.

of Pacific Cascade Communications Corp. (BP-920521AB) for CP to change TL approx. 7 km E of intersection of Hwys 5 and 299, bounded by Sonora Trail, Crabtree Lane and Nevada Trail, Redding, CA, and make changes in antenna system: 40 37 25 - 122 16 49. Action Sept. 15, 1992.

■ **Riverbank, CA KPLA(AM)** 770 khz—Returned app. of KPLA California Ltd. Partnership (BMP-870331AM) for mod. of CP (BP-810806AN) to in-crease night power to 50 kw. Action Sept. 15, 1992.

■ **Arlington, VA WABS(AM)** 780 khz—Granted app. of Radio 780 Inc. (BP-920403AB) for CP to make changes in antenna system (increase height). Action Sept. 14, 1992.

#### FM's

■ **San Rafael, CA KTID-FM** 100.9 mhz—Granted app. of Marin Broadcasting Company Inc. (BMPH-9110021E) for mod. of CP (BPH-9007261C) to make changes; ERP: .45 kw H&V, ant.: 247 m. Action Sept. 16, 1992.

■ **Walsenburg, CO KSPK(FM)** 102.3 mhz—Dis-mitted app. of Mainstreet Broadcasting Co. of Colo-rado Inc. (BMLH-901217KA) for mod. of license (BLH-850325KS) to increase ERP: 4.5 kw H&V (per MM docket #88-375). Action Sept. 14, 1992.

■ **Labelle, FL WKZY(FM)** 92.1 mhz—Granted app. of Omega Broadcasting Corp. (BMLH-901228KA) for mod. of license (BLH-781206AJ) to change fre-quency to 223A (per to MM docket #88-608). Ac-tion Sept. 16, 1992.

■ **Milan, GA WMCG(FM)** 104.9 mhz—Granted app. of Tel-Dodge Broadcasting Co. (BPH-9202061G) for CP to make changes; ERP: 38.5 kw H&V, ant.: 167 m., TL: proposed site is in rural Dodge County, GA, 1.6 km SE of GA 87 at point 12 km south of East-man, and to change class: C2 (per docket #89-418). Action Sept. 16, 1992.

■ **Payette, ID KQXR(FM)** 100.1 mhz—Granted app. of Miller-Kohl Broadcasting Inc. (BPH-9208241D) for CP to make changes; change ERP: 98.43 kw (H&V); ant.: 216 m. (H&V); TL: 5.1 km SW of central Emmett, ID, at 194' true; change to class C1 (per MM docket #82-665). Action Sept. 16, 1992.

■ **Jackson, KY WJNS-FM** 97.7 mhz—Granted app. of Intermountain Broadcasting Co. Inc. (BPH-9205011C) for CP to change ERP: .895 kw (H&V), ant. TO 252 m. Action Sept. 14, 1992.

■ **Houghton, LA KZWB(FM)** 103.7 mhz—Granted app. of Cary D. Camp (BMPH-9205291C) for mod. of CP (BPH-871022MO) to make changes; change ERP: 6 kw (H&V) TL: 1.4 km east of Eastwood, .25 km south of Hwy 80, Bossier Parish, LA. Action Sept. 3, 1992.

■ **Dowagiac, MI WDOW-FM** 92.1 mhz—Granted app. of Dowagiac Broadcasting Company Inc. (BMLH-911112KA) for mod. of license to increase to 3.3 kw (H&V) (per MM docket #88-375). Action Sept. 16, 1992.

■ **Faribault, MN KQCL(FM)** 95.9 mhz—Forfeited and canceled app. of Radio Ingstad Minnesota Inc. (BPH-8808111B) for CP to make changes; TL: 2 mi. south of south city limits of Faribault, MN. .37 km E of Rice Co., Highway 3, SE quarter sec. 18, T109 N R20 W; change ant.: 173 m.; change ERP: .81 kw (H&V). Action Sept. 10, 1992.

■ **Jackson, MN KRAQ(FM)** 105.7 mhz—Granted app. of Jackson Broadcasting Co. (BMPH-9008231C) for mod. of CP (BPH-880601MY) for changes: ERP: 6 kw H&V; ant.: 100 m.; TL: County Hwy 14, .85 km east of Jackson, Jackson County, MN: 43 36 54 - 94 57 48; amended 7-29-92 to change channel to 289C3 (per MM docket #90-532), and ERP: 25 kw. Action Sept. 16, 1992.

■ **Branson, MO KRZK(FM)** 106.3 mhz—Granted app. of Turtle Broadcasting Co. of Branson (BMPH-9205141D) for mod. of CP (BPH-9012241J) as mod.) to make changes: ERP: 5.7 kw (H&V), ant.: 205 m. Action Sept. 3, 1992.

■ **Las Cruces, NM KRWG(FM)** 90.7 mhz—Granted app. of Regents of NM State Univ. (BMLED-920224KB) for mod. of license to change antenna power gain. Action Sept. 15, 1992.

■ **Burgaw, NC WVBS-FM** 99.9 mhz—Forfeited and canceled app. of Jones Eastern of Wilmington Inc. (BPH-870302NY) for CP to change ant.: 300 m. Action Sept. 10, 1992.

■ **Davidson, NC WDAV(FM)** 89.9 mhz—Granted app. of Trustees of Davidson College (BMPED-9108141I) for mod. of CP (BPED-8911071A) to change ant. 246 m. Action Sept. 15, 1992.

■ **Shallotte, NC WDZD(FM)** 93.5 mhz—Granted app. of Jennings Communications Corp. (BPH-9205151A) for CP to make changes; change: ERP: 25 kw (H&V); ant.: 100 m.; TL: New Britain Road, 1.8 km west of intersection with state road 1345, Brunswick County, Shallotte; frequency: 103.7 mhz.; change class to C3 (per MM docket #89-326) Action Sept. 15, 1992.

■ **Wahpeton, ND KGWB(FM)** 106.9 mhz—Granted app. of Guderian Broadcasting Inc. (BPH-9204081H) for mod. of CP (BPH-8908281E) to make changes: ant.: 92 m. TL: 2.5 mi. SE of intersection of state highways 9 and 210, Wilkin County, MN, 2.6 mi. east of Breckenridge, MN. Action Sept. 17, 1992.

■ **Cincinnati, OH WUBE-FM** 105.1 mhz—Forfeited and canceled app. of National Radio Partners Ltd. (BPH-840228AO) for CP to make changes; change ERP: 13.8 kw (H&V); 39 07 31 - 84 29 57. Action Sept. 10, 1992.

■ **Delaware, OH WSLN(FM)** 98.7 mhz—Forfeited and canceled app. of Ohio Wesleyan University (BPED-820601AK) for CP to specify operation on secondary basis on channel 254 pursuant to section 73.512(B) of commission's rules. Action Sept. 10, 1992.

■ **Altoona, PA WPRR(FM)** 100.1 mhz—Forfeited and canceled app. of Music Broadcasting Inc. (BPH-8905091A) for CP to make changes; change ant. 95 m.; TL: top of Red Hill, .25 mi NE of Rte. 36, Logan Township, PA. Action Sept. 4, 1992.

■ **Carolina, PR WVOZ-FM** 107.9 mhz—Forfeited and canceled app. of International Broadcasting Corp. (BPH-8004091A) for CP to increase ant.: 1,087 ft.; change TL to 2.5 mi. NE of Gurabo, near Gursbo, PR, and make changes in antenna system: 18 16 55 - 65 56 51. Action Sept. 10, 1992.

■ **Carolina, PR WVOZ-FM** 107.9 mhz—Forfeited and canceled app. of International Broadcasting Corp. (BPH-8809271D) for CP to make changes; ant.: 499 m.; change TL: Cubuy Ward, municipality of Loiza, PR; 1.1 mi. NE of road and 186 km (18 16 43 - 65 51 21). Action Sept. 10, 1992.

■ **Goose Creek, SC WUJM-FM** 94.3 mhz—Forfeit-ed and canceled app. of Jones Eastern of Charles-ton Inc. (BPH-850712JF) for CP to make changes; change TL to 5 mi. east of city on Big Island, Goose Creek, SC; change ant.: 490 ft. (149.4 m.) 32 59 10 - 79 55 38. Action Sept. 10, 1992.

■ **Fayetteville, TN WYTM-FM** 105.5 mhz—Granted app. of Time Broadcasters Inc. (BPH-9110091B) for CP to make changes; change ERP: 2.25 kw (H&V); ant.: 151 m. Action Sept. 15, 1992.

■ **Lenoir City, TN WLIL-FM** 93.5 mhz—Granted app. of WLIL Inc. (BMLH-900109KG) for mod. of license to increase ERP: 4.8 kw H&V (per docket #88-375); amended to 6 kw ERP. Action Sept. 15, 1992.

■ **Electra, TX KWTA(FM)** 95.1 mhz—Granted app. of Albert L. Crain (BMPH-9205111E) for mod. of CP to make changes; change: ERP: 50 kw (H&V); ant.: 121 m.; TL: approximately .15 km north and .3 km east of TX Route 25 near 90-degree bend in high-way, Wichita Co., TX, 8 km from Electra, TX, at 350 T; change frequency to 94.9 mhz; change class to C2 (per MM docket #89-567) Action Sept. 3, 1992.

■ **Gilmer, TX KLSQ(FM)** 95.3 mhz—Granted app. of Curtis Broadcasting Stations Inc. (BPH-9205211E) for CP to make changes; ERP: 8 kw H&V, ant.: 174 m. and class: C3. Action Sept. 14, 1992.

■ **Yakima, WA KRSE(FM)** 105.7 mhz—Granted app. of Yakima Broadcasting Company (BMPH-9205141E) for mod. to make changes: ant.: 178 m.; modifying (BPH-871221MC). Action Sept. 14, 1992.

# Fates Fortunes

## TELEVISION

**Philippe Dauman**, partner, Shearman & Sterling, New York, joins Viacom International there as senior VP/general counsel.

**Joseph DiSalvo**, VP, sales, northeast, Viacom Enterprises, New York, named general sales manager.

Appointments at Witt-Thomas/Witt-Thomas Harris Productions, Los Angeles: **Gary Levine**, VP, dra-

tee.

Appointments at Group W Productions' *Vicki!*, Los Angeles: **Joyce Coleman**, talent executive, named senior talent executive; **Vince Calandra**, talent executive, *American Teachers Award*, Disney Channel, Burbank, Calif., joins as talent executive.

**H. Max Lummis**, VP/CFO, Koplal Communications, St. Louis, named COO, Koplal Enterprises, there.

financial reporting/analysis, Capital Cities/ABC Inc., New York, named VP, finance operations, Capital Cities/ABC Video Publishing, there.

**Paul Dughi**, news director, KHQ-TV Spokane, Wash., joins WBNS-TV Columbus, Ohio, as director, news operations.

Appointments at WDIV-TV Detroit: **Amy Grambeau**, local sales team manager, named national sales manager; **David Murray**, account ex-



**Philippe Dauman**  
Viacom Int'l



**Gary Levine**  
Witt-Thomas Harris



**Lori Openden**  
NBC Entertainment



**H. Max Lummis**  
Koplal Enterprises



**Elena Soto**  
Katz Hispanic Media

matic series development, ABC, there, joins as president; **Susan Palladino**, VP, production, named executive VP; **David Himelfarb**, VP, development, named senior VP; **Peter Aronson**, director, development, named VP.

**Lori Openden**, VP, talent, casting, NBC Entertainment, Burbank, Calif., named senior VP.

**Diane Julin Chavez**, director, business affairs, Paramount Domestic Television, Los Angeles, joins Twentieth Television, domestic television division, Beverly Hills, Calif., as director, business, legal affairs.

New members, Fox Affiliate Board of Governors, elected during winter affiliates meeting, San Francisco:

**Gregg Filandrinos**, VP/GM, KNDL-TV St. Louis, elected chairman;

**Mike Conway**, VP/GM, WTXF-TV Philadelphia, and **Joe Young**, VP/GM, WXIN-TV Indianapolis, elected to the board; **Donita Todd**, VP/GM, WNRW-TV Winston-Salem, N.C., elected chairman, Fox Children's Network's Oversight Commit-

**Jan Allen**, news director, KXTV-TV Sacramento, Calif., joins KATU-TV Portland, Ore., as director, news and creative services.

Appointments at KCBS-TV Los Angeles: **David Horowitz**, contributor, CNBC's *Steals and Deals*, joins as consumer reporter; **Saida Pagan**, reporter/anchor, KTTV-TV Los Angeles, and **Marianne Kushi**, reporter, KERO-TV Bakersfield, Calif., join as general assignment reporters.

**Mike Burgess**, VP/GM, KSAX-TV Alexandria, Minn., joins KOBF-TV Farmington, N.M., and KOBR-TV Roswell, N.M., as assistant GM.

**David Smith**, news director, WATE-TV Knoxville, Tenn., joins WTVW-TV Evansville, Ind., in same capacity.

**Gloria Lee**, freelance promotion producer, Warner Bros.' *Jane Whitney*, Boston, joins KTVX-TV Salt Lake City as creative services director.

**Robert Ackley**, director, corporate

executive, Capital Cities Broadcasting, New York, joins as national sales manager.

**Kenneth Beedle**, former VP/GM, WTAT-TV Charleston, S.C., joins WFLX-TV West Palm Beach, Fla., as station manager.

**Stacey Marks-Bronner**, VP, advertising, promotion, press, CBS Television Stations, Chicago, joins WFLD-TV there as VP/GM.

**Susan Perelson**, group manager, Petry Television, New York, named VP.

## RADIO

**Elena Soto**, former VP, Katz Hispanic Marketing, New York, named president of newly formed Katz Hispanic Media there.

**Eric Weiss**, VP, business, legal affairs, Westwood One Companies, Los Angeles, named senior VP, business, legal affairs.

**Samuel (Skip) Weller**, director, sales, KEZW(AM)-KOSI-FM Denver,



named VP/GM. **David Juris**, local sales manager, KOSI-FM, named general sales manager. KEZW-KOSI-FM.

**John Hufnagel**, local sales manager. KTXQ Dallas, joins KLTR-FM Houston as general sales manager.

**Michael Neff**, former program director, WTEM(AM) Washington, joins WARM(AM) Wilkes Barre-Scranton, Pa., in same capacity.

Appointments at WCBS(AM) New York: **Christopher Donohue**, senior account executive, named local sales manager; **Jonathan Green**, account executive, WXTK-FM Cape Cod, Mass., joins in same capacity; **Judy Turner**, senior account executive, WLTW-FM New York, joins as

count executive, WTMX-FM Chicago, joins Dupretti & Associates there as account executive.

**Glenda Villanueva**, account executive, Caballero/MG Spanish Media, New York, named director, sales.

Appointments at WHIO(AM)-WHKO-FM Dayton, Ohio: **Sally Sanson**, intern, named director, retail sales; **Frederick Lyttle**, producer, WROU-FM Dayton, joins as evening producer; **Tom Bosco**, news anchor, WKRC(AM) Cincinnati, joins as anchor, afternoons; **Kent Voss**, morning talk show host, KKHU-FM Houston, joins WHIO(AM) in same capacity; **Patricia Carter**, account executive, WROU-FM Dayton, and **Sheryl Zim-**

York, joins American Movie Classics, Woodbury, N.Y., as director, public relations, publicity.

**Sabrina Levitt**, publicist/account executive, Rogers & Cowan, Los Angeles, joins Showtime Networks Inc. there as senior publicist, consumer public relations.

**Linda Corradina**, VP, news/specials, MTV: Music Television, Los Angeles, named senior VP.

**Nick Rhodes**, research director, Prime Ticket, Los Angeles, named VP, business development.

**Beth St. Paul**, account executive, affiliate relations, CNBC, Fort Lee, N.J., named regional manager, af-



**Eric Weiss** —  
Westwood One



**David Juris** —  
KEWZ(AM)-KOSI-FM



**Glenda Villanueva** —  
Caballero/MG



**Linda Corradina** —  
MTV



**Nick Rhodes** —  
Prime Ticket

account executive.

**Tom Lee**, assistant program director, KMBZ(AM) Kansas City, Kan., joins KJR(AM) Seattle as program director.

**Sue Dyer**, general sales manager, KJR(AM)-KLTX-FM Seattle, named KLTX-FM station manager.

**Katrina Liendecker**, research manager, Schubert Radio Sales, Los Angeles, named research director, The Interep Radio Store, there. **Kristen Walsh**, research analyst, CBS Radio Representatives, New York, joins The Interep Radio Store there in same capacity. **Debbie Ambrose**, network assistant, The Interep Radio Store, network division, Detroit, named network coordinator.

**Cathy Langley**, office manager, Dupretti & Associates, New York, named sales associate.

**David Criscitelli**, sales assistant, Group W Radio Sales, New York, named account executive. Group W Radio Sales, Boston.

**Christie Shaughnessy**, local ac-

**merman**, account executive, WAZU-FM Dayton, join in same capacities; **Teri Wilson**, former senior product development specialist, Carlson Marketing Group/E.F. MacDonald Motivation, Dayton, joins as account executive.

## CABLE

**Jayne Wallace**, senior VP/head, Bender, Goldman & Helper, New

filiate relations, southeast region.

**Craig Brewick**, news director, WTVQ-TV Lexington, Ky., joins The Weather Channel, Atlanta, as manager, on-camera meteorology department.

**Jennifer Powell**, human resources manager, WJZ-TV Baltimore, joins Landmark Communications, Atlanta, as continuous improvement coordinator.

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**Larry Smith**, VP, national accounts, CNBC, Fort Lee, N.J., joins Request Television, New York, as VP, sales, affiliate relations.

Appointments at The Travel Channel, Atlanta: **Carlton Lockard**, direct sales supervisor, Warner Cable TV, Queens, N.Y., joins as account executive; **Robert Wheeler**, account executive Turner Cable Network Sales, Atlanta, joins in same capacity; **Kimberly Franke**, central region director, Discovery Networks, Bethesda, Md., joins as divisional director, central region; **Anne Franks**, sales representative/mortgage originator, Home Savings of America, Atlanta, joins as account executive; **Jim Lynagh**, independent writer, producer, editor, Atlanta, joins as manager, on-air promotion; **Caroline McKeon**, independent consultant, Orlando, Fla., joins as manager, acquisitions.

**Dan Lovinger**, account executive, Turner Program Syndication, New York, named New York sales manager.

Appointments at Turner Children's Entertainment division, New York: **Margaret Mollo**, VP/sales, TBS Syndication, there, named VP/sales, children's entertainment division; **Lisa Doctor**, account executive, Turner Broadcasting Sales Inc., New York, named account executive, children's entertainment division.

Appointments at ENCORE, Denver: **Mark Bauman**, director, finance/administration, named VP/CFO; **Gregory Mills**, sales analyst/manager, sales strategy, named director, strategic planning; **Rhonda Parker**, regional director, Showtime Networks, Atlanta, joins as regional VP, southeast region, there.

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## WASHINGTON

**Joseph Bruns**, chief of staff, Voice of America, named acting deputy associate director, United States Information Agency's bureau of broadcasting.

**Martin Machowsky**, independent consultant, National Association of Broadcasters, joins Issue Dynamics Inc. as senior consultant.

**Dr. Peter Dirr**, deputy director, Annenberg Project of the Corporation

for Public Broadcasting, joins Catholic Telecommunications Network of America, Inc., as president/COO.

**Terry Bruce**, former U.S. representative (D-Ill.), joins Ameritech, Chicago, as VP, federal relations.

**Corrine Beller**, director, marketing, Comcast Cablevision, Philadelphia, joins Cabletelevision Administration and Marketing Society, Inc., as VP, marketing.

**Carl Spielvogel**, chairman/CEO, Backer Spielvogel Bates Worldwide Inc., elected to the board of directors, The International Media Fund.

Appointments at National Association of Broadcasters: **Kenneth Alm-gren**, senior VP/CFO, named executive VP/CFO; **Mary Dickson**, VP/comptroller, named senior VP/controller.

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## TECHNOLOGY

**Donald Harris**, president, cellular communications, Comcast Corporation, Philadelphia, named senior VP.

Appointments at Scientific-Atlanta, Norcross, Ga.: **James Hart**, VP/group executive, Broadband Communications Group, named VP, technology, Broadband Communications Group; **Robert McIntrye**, president, Headend Systems Division, named president, Transmission Systems.

**William Graham**, board member and former technical adviser, C-Cor Electronics, State College, Pa., named president/COO.

**John Harris**, group executive in charge, Communications Industry Group, EDS, Dallas, named corporate officer/VP.

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## DEATHS

**Stanley Katz**, 70, retired vice chairman of Foote Cone & Belding, New York, died Jan. 19 of heart failure in Llewellyn, West Orange, N.J. Katz was part of a group of ad agency founders that included David Ogilvy and Bill Bernbach. Katz and Lester Leber started the Leber Katz Partners in 1954. In 1986 the agency merged with Foote Cone & Belding Communications Inc. and became FCB/LKP. Katz became vice

chairman of Foote Cone & Belding, chairman of the board's executive committee and chairman of FCB/East. He retired in 1991 but remained a consultant. Later that year, Katz, in partnership with IBM, founded Red Shark Technology to develop multimedia marketing software. Survivors include his wife, Vivienne, and three sons.

**Oliver Hailey**, 60, playwright and television scriptwriter whose credits include *McMillan and Wife* and *The Cosby Show*, died Jan. 23 of liver cancer at his home in Studio City, Calif. His series *Love Sidney*, which aired on NBC, brought him an Emmy nomination and a Writers Guild award. Other television credits include *Mary Hartman, Mary Hartman* and *Family*. Survivors include his wife, Elizabeth, and two daughters.

**Philip McHugh**, 75, former chairman of the board of McHugh & Hoffman Inc., McLean, Va., died Jan. 13 of cancer at his stepdaughter's home in Villanova, Pa. McHugh's radio, television and advertising career began in 1936. He joined CBS Radio Network in 1938 under Dr. Frank Stanton and after a four-year stint in the Navy during World War II, he rejoined CBS in 1946 as radio network news director. He left CBS in 1948 to enter the radio program packaging business and a year later joined the Tracy-Locke Advertising Agency in Dallas as a media director. McHugh served as VP/radio-television director for Campbell-Ewald Co., Detroit, from 1954 to 1962. He resigned from Campbell-Ewald in 1962 and formed McHugh & Hoffman Inc. consulting firm with Peter S. Hoffman. Originally based in Birmingham, Mich., the company moved to the Washington, D.C., area in 1972 and is located in McLean, Va. McHugh retired in 1980. Survivors include his daughter, Cindy, and two stepchildren.

**Bob Irwin**, 58, sportscaster, died Jan. 11 after a long illness at Bay Medical Center, Bay City, Mich. Irwin worked briefly at WLEW(AM) Bad Axe, Mich., then in 1956 joined WBCM(AM) Saginaw-Bay City Mich., where until 1986 he was sports director and did play-by-play for local and college athletics. Survivors include his wife, Sallie, one brother and one sister.



# Fifth Estater

## EDWARD DANIEL HOROWITZ

In 1938, a friend and "angel" gave chemist Siegfried Horowitz one hour's warning that Adolf Hitler's gestapo would pay a call on his Austrian textile factory. Before that hour expired, Horowitz put into motion a readied escape plan that led him to New York City and new life.

The event seems to prefigure the career of Siegfried's son, Ed Horowitz, something of an angel for the cable television industry these past 25 years. If he hasn't saved lives, he has probably saved great sums of money, consumer frustration and wasted time, helping guide Home Box Office, Viacom International and their affiliates toward continued growth and new wealth.

Much as his father's love of science has shaped his thinking since early childhood, it is with one foot in the lab and another in the marketplace that he most happily pictures himself.

"Some engineers love to sit at the drafting table and design the next large-scale integrated chip," he says. "My strength is recognizing what that LSI is capable of doing and creating new systems that add value from end to end."

That line connecting lab and market was drawn early. He began selling cable door-to-door in 1967 while studying electrical engineering at City College in New York. Working both sales and engineering for Teleprompter Manhattan, he gained expertise installing the earliest amplitude modulated microwave link in New York's hostile environment.

By 1972 he had co-founded Suburban Cablevision, "engineering a 270,000-home cable system from scratch." When it sold in 1974, he joined HBO—then boasting all of 56,000 subscribers, primarily via microwave—as "affiliate engineer," the network man in the trenches.

Over the next 14 years, while helping affiliates double their revenues from 25% of their subscribers, simply by carrying the world's first satellite-delivered pay-TV service, he moved through executive regional sales positions into a senior vice presidency at



the top, where, again, he oversaw not only network operations but new business development as well.

These days, that means leading Viacom Networks to create a real-world laboratory in Castro Valley, Calif., both for testing new technology and for marketing new services.

On his watch, Viacom has launched all-digital multiplexed satellite feeds of its cable services, including Showtime and The Movie Channel, well in advance of the coming digital age. Many point to Ed, chairman of Cable Television Labs video compression subcommittee, as a main driver of the industry's efforts to define the parameters of that coming age.

As a result, the nation's top cable operators have begun a massive upgrade of their receiving equipment this year, paving the way for an explosion of digital interactive and multimedia services for the 21st century.

Sometimes his vision has outrun the

industry. In 1985, he masterminded an HBO and RCA Americom agreement to launch Crimson Satellite Associates, delivering Ku-band signals to small, affordable antennas for affiliates and for a burgeoning home satellite market. Crimson never flew. Yet it appears the industry has come around, and satellite services to very small dishes will arrive within the year—some think with a vengeance on cable.

"I think I've always added non-programing, non-marketing, practical input to programing and marketing ventures. I love to find out what it takes to make a successful consumer product," Horowitz says, suggesting a sort of motto: "Capitalize on what you have, spending on intelligent, as opposed to brute-force, engineering, and only where the customer is paying for it."

Frank Biondi Jr., president and CEO,

Viacom International Inc., describes Horowitz this way: "Ed is a technological visionary, always looking not one but several steps ahead. He brings to both our broadcasting division and our technology function a keen ability to assess and address the strategic issues."

As head of both technology and Viacom's Broadcast Division, Horowitz is far from sanguine about the former's future. "The challenge appears to be that the broadcast industry has its head in the sand; it's in a defensive mode and is seeking to codify the

defense through government regulation," he says. Rather than pushing for must-carry privilege, he claims, Viacom stations focus on "their merits, on better programing and service. Our job is to remain valuable to customers." ■

Chairman and CEO, Viacom Broadcast, and senior VP, Viacom International, New York; b. Nov. 16, 1947, New York; BS, physics and electrical engineering, City College, N.Y., 1970; MBS, Columbia University, N.Y., 1979; engineer and sales, Teleprompter Manhattan, 1967-71; co-founder, engineer, Suburban Cablevision, Essex Co., N.J., 1972-74; manager, affiliate relations, Home Box Office Inc., New York, 1974-76; director, affiliate sales, northeast region, 1976-78; VP, affiliates sales, central region, 1980; senior VP, network operations and new business development, New York, 1980-84; senior VP, technology, and member, executive committee, 1984-89; senior VP, Viacom International, New York, 1989-92; present position since 1992; m. Susan Winkler, June 7, 1970; children: David, 13; Michael, 9.

# In Brief

The latest in a series of first-run hour success stories was recorded last week by Warner Bros. **Kung Fu: The Legend Continues**, part of its two-hour Prime Time Entertainment Network. The series debuted with a two-hour premiere last Wednesday (Jan. 27) that averaged a 9.9/14 overnight number in Nielsen meter markets (NSI, weighted by market size), doubling the time period average over February and November 1992. The biggest boost came in New York on WWOR-TV, where the show registered a 325% increase over the February 1992 NSI time period average. In fact, the show recorded triple-digit time period increases over February '92 in eight of the top 10 markets.

**The Nebraska Television Network**, comprising KHGI(TV) Kearney, KSNB(TV) Superior, KWNB(TV) Hays Center and five translators, all ABC affiliates, was sold by Girard Communications to Fant Broadcasting for **\$2.05 million cash**. Seller is headed by Joseph Girard, the court-appointed receiver for the stations. Buyer is headed by Anthony J. Fant and also owns Fox affiliate WNAL(TV) Birmingham, Ala. Broker: The Connelly Co.



King World helped Elton John kick off fundraising efforts for the singer's Elton John AIDS Foundation at NATPE last week when the King brothers presented John with a check for \$250,000 prior to his Tuesday concert. Shown above are (l-r): Oprah Winfrey, John, Michael and Roger King.

**Democrats on the Senate Commerce Committee yesterday assigned two new members to the eight-member Communications**

**Subcommittee** delegation—Charles Robb (Va.) and John D. Rockefeller IV (W.Va.)—to fill positions left by Vice President Al Gore

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 17. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune .....15.4/221/98
2. Star Trek: Deep Space Nine 13.4/227/99
3. Jeopardy! .....13.3/211/98
4. Oprah Winfrey Show .....11.9/231/97
5. Star Trek.....11.6/244/99
6. Wheel Of Fortune-wknd.....10.2/186/85
7. Entertainment Tonight .....9.6/179/95
7. Untouchables-Premiere .....9.6/193/96
9. Married...With Children .....8.6/193/97
10. Inside Edition.....7.9/168/92
11. Current Affair .....7.7/180/95
12. Roseanne .....7.5/133/85
13. Designing Women.....6.7/204/99
14. Donahue .....6.3/217/98
14. Hard Copy .....6.3/152/93

## FCC'S INDECENCY RULES TAKEN TO COURT

First Amendment attorney Timothy Dyk of Wilmer, Cutler & Pickering, was in U.S. Appeals Court in Washington last Wednesday (Jan. 27) on behalf of radio and TV networks, NAB and several other organizations to challenge the FCC's new indecency regulations, released on Jan. 22. As Congress directed in the Public Telecommunications Act passed last year, the FCC adopted a rule restricting indecent broadcast programming to a safe harbor of midnight-6 a.m. on all commercial stations and most noncommercial stations.

An earlier congressionally mandated 24-hour indecency ban was rejected by the Supreme Court last year. The new rules "are arbitrary and capricious and otherwise not in accordance with the law" and similarly deserving of reversal, Dyk's filing says.

Dyk also filed for an emergency stay of the indecency rules. Briefs on the stay motion are due Feb. 8, with oral arguments expected soon afterward. The plaintiffs asked for a decision on the stay by Feb. 24.



and Treasury Secretary Lloyd Bentsen. Daniel Inouye (Hawaii) returns as subcommittee chairman. The six-man Republican subcommittee delegation, led by Ranking Minority member Bob Packwood (Ore.), is identical to last year's group.

**Westwood One** announced last week that it has signed **countdown king Casey Kasem** to a new contract that lasts through the 1990s. Terms were not released.

In what Mutual Broadcasting is billing as the largest launch of a new program in the history of radio, **The Larry King Show** moves to **afternoon drive** on 342 stations today (Feb. 1).

**The Advanced Television Research Consortium**, proponents of the Advanced Digital HDTV transmission under consideration by the FCC, **demonstrated a prototype AD-HDTV consumer VCR** last week in New York. Along with the unit's capability to record digitally compressed high-definition images and play back various new special effects, it will record non-video digital "packetized" data, a key element of AD-HDTV transmission proposal.

**Edward P. Morgan**, 82, radio and TV journalist, died Jan. 27 of cancer at his home in the Washington suburb of McLean, Va. A newspaper journalist who joined CBS in 1952, he was named director of radio and TV news in 1954. The next year he joined ABC News and his evening radio news and commentary pro-



gram, **Edward P. Morgan and the News**, which ran for 12 years, won him a Peabody award in 1956. In 1967 he took a leave of absence from ABC to be chief correspondent for the Public Broadcasting Laboratory, the predecessor of PBS. He retired in 1975. Survivors include a daughter and two stepdaughters.



*Sara Levinson, MTV executive VP and chairperson of the judges for the New York Festivals Television Programming and Promotion Awards, and actor Mason Adams (r) present the Grand Award for best news program to Rick Kupchella of KARE-TV Minneapolis. The station also won three gold medals, for best news program, and two for best human interest story.*

## CLOSING NOTES FROM NATPE

### Good sales, record attendance, badge flap

**A**t the end of last week's 1993 NATPE International/INTV Program Conference in San Francisco, which by almost universal consensus was considered to have the strongest on-site sales activities in the last five years, the closing distributors' meeting seemed harmonious compared with years past.

One element of disagreement, however, was the mass disapproval over NATPE's selling advertising sponsorships for the exhibitor and registrant badges to Saban Entertainment and Genesis Entertainment (see "Bi-Coastal," page 20).

According to several distributors, there was a strong outcry against allowing company logos to be embroidered on neck leashes and the reverse side of the badges because of their visibility in competing syndicators' booths. Those sources said incoming NATPE President Bruce Johansen, who comes from Multimedia Entertainment, "sympathized" with the gripes and promised that badge sponsorships are a thing of the past. One distributor joked, "If that's the only gripe we have, then it was one hell of a conference."

In other news, NATPE, taking into regard past complaints about the expense of moving the convention to Miami in 1994, then to Las Vegas in 1995 and 1996, confirmed that it had booked the New Orleans Convention Center for 1997 through 2000.

For the record: Nearing the convention's close last Thursday, a record 10,494 people had registered for the 30th annual conference, up about 20% from last year's 8,674 registrants in New Orleans. International TV registration was also up, with more than 1,500 registrants, compared with 1,415 last year.

—MF

# Editorials

## UPBEAT

**T**he syndication business appears to have found its heart in San Francisco. After several years when many station pulses were faint and money was tight, the mood at last week's NATPE convention was one of optimism. According to a poll conducted by Blair, 70% of the general managers responding planned to spend more on syndicated programming in 1993. And there is more to spend it on. This year's show had more programs unveiled and/or launched than any show since the go-go days of the mid '80s. Attendance topped the 10,000 mark, up almost 20% from last year (although some of that was undoubtedly due to the merger with INTV).

One reason for syndicator smiles could be the proliferation of customers. In addition to increased station interest in quality first-run product, cable is stepping up to the table with ever larger eyes and wallets, while the networks—particularly NBC—are emerging as clients for daytime fare. If programming is what ultimately determines the fate of the delivery services of the multimedia future, the program producers and distributors are clearly in the catbird seat.

## OFF BASE

**W**hile our respect for John Chancellor knows no bounds, we don't always agree. Either he went too far or we fell too short last week on the subject of politicians using radio and TV call-in shows as instruments to reach the people.

Chancellor is against it. Conceding that he might sound "undemocratic" and "elitist," the veteran newsman railed against the practice that gave Larry King more scoops than NBC during the 1992 campaign. "You need a better way of running the country...than just turning it over to the people," Chancellor said. "Ordinary folks are not trained to conduct a serious interview with candidates."

Poppycock. By far the best of the debates last fall was that in Richmond, featuring just plain citizens questioning the candidates. By contrast, those featuring professional journalists tended to be postured, tortured and flat. And while there's no doubt that some journalists are indeed skilled at eliciting information, it's equally certain that they have no corner on that market.

What this country needs is more communication between its leaders and its people, not less. Radio and television talk shows were honored to be the forum of choice in this past political campaign; for the good of the media and the country, we hope the infatuation lasts. It ill

behooves those who depend on freedom of the press to suggest imposing limits on freedom of speech.

After all, the First Amendment belongs to the people, too.

## POWERFUL PARTNERSHIP

**B**roadcasters have been under the gun lately for not jumping through children's programming hoops as animatedly as Congress would like. Now the non-profit National Captioning Institute has come up with a way to turn the programming that already entertains into a ubiquitous teaching tool.

According to NCI, which does the majority of TV captioning, studies by Harvard University and others have concluded that children viewing closed-captioned programming (teachers turn the sound down so that students must read the captions) have "shown improvement in their vocabulary, reading speed, word association and spelling, as well as reading comprehension." In addition, there are 27 million functionally illiterate adults, another 20 million people learning English as a second language and some 23 million deaf and hard of hearing. Combined with the 30 million elementary school students who need to learn to read, or to improve their reading, that's 100 million people to whom television programmers are providing a public service through closed captioning.

Another NCI study showed 95% of TV stations were interested in doing more captioning. Combine that with the law of the land, which holds that by the end of 1993, all TV sets above 13 inches sold in this country must be capable of displaying closed captioning, and you have a recipe for a successful educational partnership.



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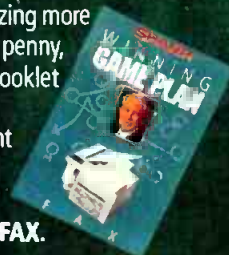
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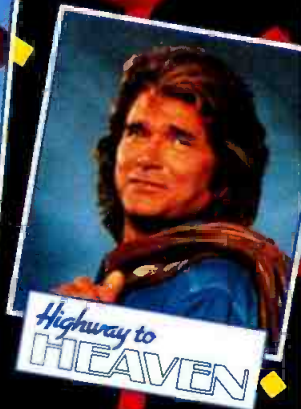
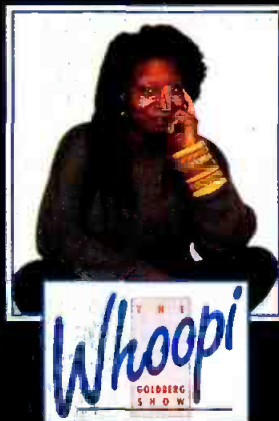
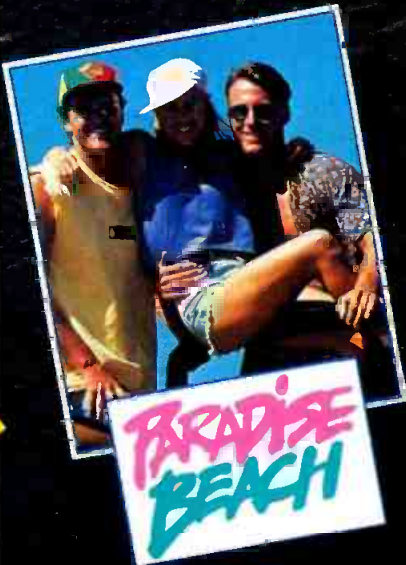
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