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Broadcasting & Cable

The Newsweekly of Television and Radio

SPORTS



NBC's high-stakes Olympic gamble 6

PROGRAMING



ABC's Harbert unveils hotline on violence 16

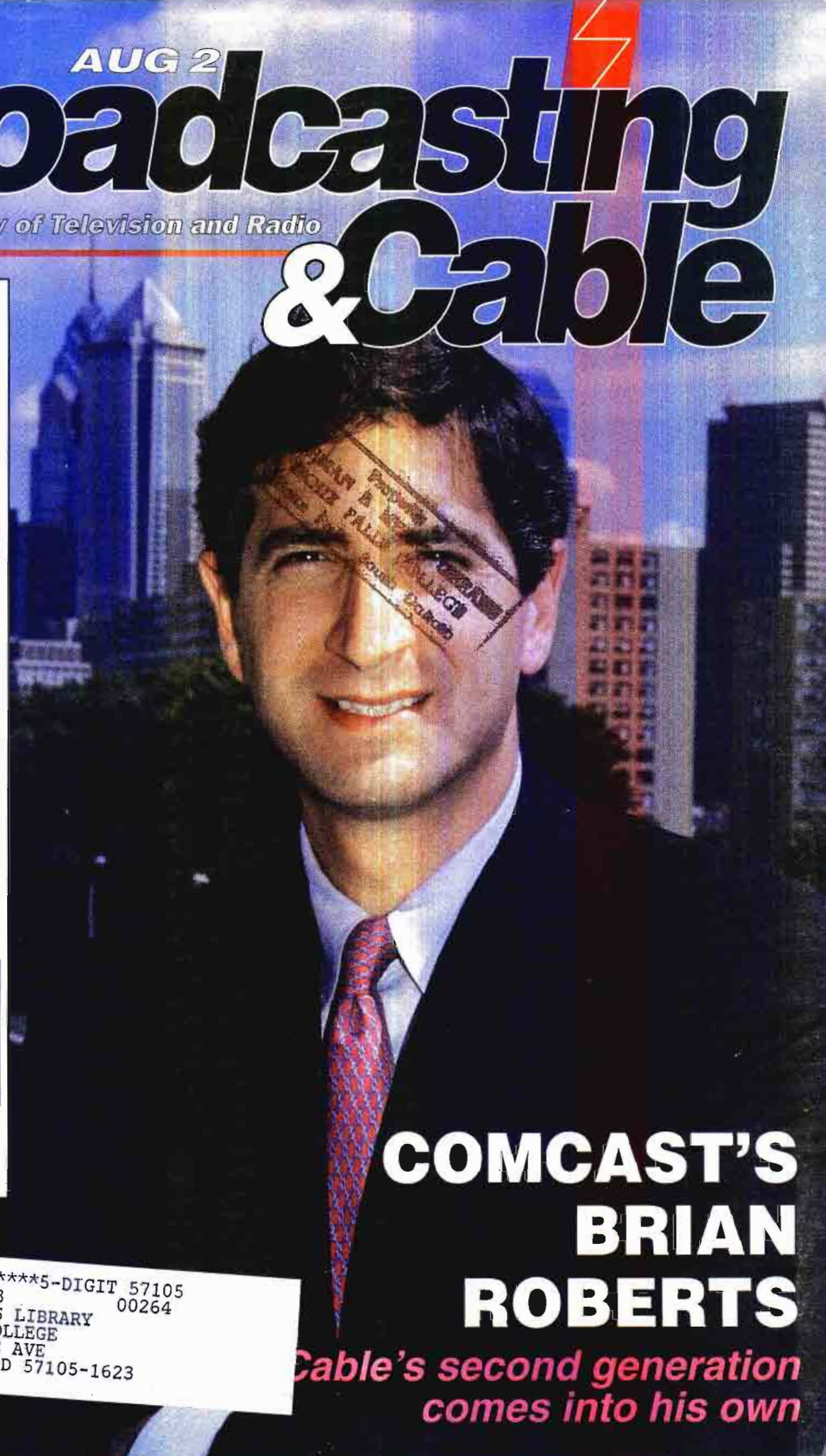
WASHINGTON



Grading kids' TV: D.C., Md. stations eke out D+ 38

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3 OUTSTANDING WRITING TEAMS IN COMEDY SERIES

4 OUTSTANDING MADE FOR TELEVISION MOVIES

3 OUTSTANDING LEAD ACTORS IN MADE FOR TELEVISION MOVIES

OUTSTANDING LEAD ACTRESS IN A MADE FOR TELEVISION MOVIE

4 OUTSTANDING WRITERS IN MADE FOR TELEVISION MOVIES

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Guest Actress

CAROL BURNETT
(THE SPIDER EPISODE)

Writing

GARRY SHANDLING,
DENNIS KLEIN (PILOT)

GARRY SHANDLING,
PAUL SIMMS, PETER TOLAN,
ROSIE SHUSTER
(THE SPIDER EPISODE)

STALIN

OUTSTANDING
MADE FOR TELEVISION MOVIE

Lead Actor

ROBERT DUVALL

Supporting Actor

MAXIMILIAN SCHELL

Supporting Actress

JOAN PLOWRIGHT

Writing

PAUL MONASH

Cinematography

Art Direction

Sound Editing

Sound Mixing

Makeup

BEETHOVEN LIVES UPSTAIRS

OUTSTANDING CHILDREN'S PROGRAM

CITIZEN COHN

OUTSTANDING
MADE FOR TELEVISION MOVIE

Lead Actor

JAMES WOODS

Supporting Actress

LEE GRANT

Writing

DAVID FRANZONI

Directing

FRANK PIERSON

Editing (Single Camera Production)

Art Direction

Sound Mixing

Costume Design

Hairstyling

Makeup

THE POSITIVELY TRUE ADVENTURES OF THE ALLEGED TEXAS CHEERLEADER- MURDERING MOM

OUTSTANDING
MADE FOR TELEVISION MOVIE

Lead Actress

HOLLY HUNTER

Supporting Actor

BEAU BRIDGES

Writing

JANE ANDERSON

Directing

MICHAEL RITCHIE

Sound Editing

Dream On

Outstanding Guest Actor in a
Comedy Series

DAVID CLENNON
(FOR PETER'S SAKE)

Guest Actress

GWEN VERDON
(FOR PETER'S SAKE)

Writing

DAVID CRANE,
MARTA KAUFFMAN
(FOR PETER'S SAKE)

Directing

BETTY THOMAS
(FOR PETER'S SAKE)

ERIC LANEUVILLE

(AND BIMBO WAS HIS NAME-O)

BARBARIANS AT THE GATE

OUTSTANDING
MADE FOR TELEVISION MOVIE

OUTSTANDING

MADE FOR TELEVISION MOVIE

Lead Actor

JAMES GARNER

Supporting Actor

JONATHAN PRYCE

PETER RIEGERT

Writing

LARRY GELBART

Directing

GLENN JORDAN

Editing (Single Camera Production)

Art Direction

Sound Mixing

The Kids In The Hall

Outstanding Writing in a Variety or
Music Program

DAVE FOLEY,

BRUCE McCULLOCH,

KEVIN McDONALD,

MARK MCKINNEY,

SCOTT THOMPSON,

PAUL BELLINI,

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Outstanding Technical
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OUTSTANDING
INDIVIDUAL ACHIEVEMENT—
INFORMATIONAL PROGRAMMING

Directing

BILL COUTURIE

Editing

Fast Track

MUST READING FROM BROADCASTING & CABLE

NBC'S OLYMPIC BID: WHAT PRICE PROFIT?

Despite taking a tremendous financial beating on the 1992 summer Olympics, NBC made the winning bid for the 1996 games. The \$456 million price tag has affiliates wondering how much the coverage may end up costing them. / 6

CapCities/ABC says its next generation of leadership will come from within its own ranks. / 10

WAR OF WORDS ON VIOLENCE

As entertainment industry representatives begin their long-anticipated conference on TV violence, the war of words between Hollywood and Capitol Hill escalates. Each side accuses the other of turning a blind eye to the causes of violence in society. / 12

FCC Chairman James Quello is considering options for a limited freeze on authorizing new FM stations. The freeze could lead to a broad revision of FM allocation rules. / 14

Now that the FCC has approved its request to buy a stake in a major station group, Ronald O. Perelman's Andrews Group may form a "mini-studio" organization, some in Wall Street and Hollywood believe. / 15

SIX MORE SIGN WITH FOX

Six more cable operators have joined TCI in giving Fox a cable channel instead of paying retransmission consent fees. Adding Cox, Viacom, Times Mirror, TeleCable, InterMedia Partners, and Prime Cable will let Fox reach 5 million more homes. / 14

Time Warner predicts that cable rate reregulation, due in October, will cost it nearly \$100 million next year. / 15

ABC HOTLINE PROVIDES VIOLENCE WARNINGS



South American Xuxa is bringing her children's show to North America. / 23

To help viewers identify violent programming in advance, ABC is offering an 800-number that lists each violent show and summarizes its content. Meanwhile, the network trimmed some sexually suggestive material from Steven Bochco's controversial new show "NYPD Blue," but nudity and adult language will remain when the show debuts this fall. / 16

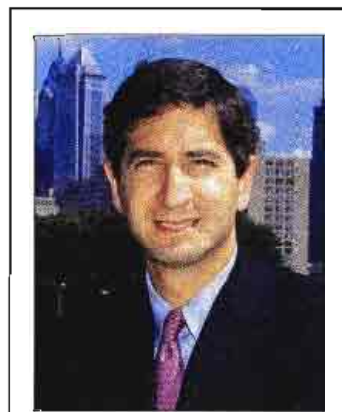
Time Warner and Nynex Corp. will test an interactive video system in 2,500 Manhattan apartments. / 18

WIRELESS CABLE GROWS UP

Recent financial and programming deals suggest that wireless cable is finally carving out a permanent niche. As it moves toward digital compression, wireless hopes to go head-to-head with cable even in competitive markets. / 21



ABC's 'NYPD Blue' has become a rallying point for anti-violence activists, even though the show has yet to be seen by the public. / 12



On the Cover:

In his three years in office, Comcast Corp. President Brian Roberts has made his company a frontrunner in both wired and wireless cable. This week he talks about the promise of technology and the problem of regulation. / 29

Photo: Sal DiMarco/Black Star

"We're no longer in diapers. We're in long pants now."—Comedy Central Sr. V.P. Larry Divney, noting that advertisers are paying serious attention to smaller cable networks this year. / 42

Ad/Marketing.....	42	Fates & Fortunes.....	64	Programing.....	54
Business	29	Fifth Estater	63	Radio	16
Changing Hands	39	For the Record	56	Ratings Week.....	27
Closed Circuit.....	67	In Brief	68	Special Report	26
Datebook.....	53	Masthead	62	Technology	45
Editorials	70	Monday Memo.....	62	Washington	38

AUGUST 2, 1993

After years as a household name in South America, Xuxa will soon be transiating her popular children's program for North American audiences. Production of the syndicated strip is under way at MTM. / 23

British satellite broadcaster BSkyB, hoping to lure viewers away from broadcast outlets with a fall schedule of major American miniseries, has launched a \$22.5 million image campaign for its flagship channel Sky One. / 24

FRIES WARNS RADIO AGAINST COMPLACENCY

With the revenue climate showing signs of improvement, stations are reverting to traditional cost-per-point sales methods that will fail in the long run, says Gary Fries, president of the Radio Advertising Bureau. Solid revenue growth, he says, depends on building marketing partnerships with advertisers. / 27



Radio may be in for more lean times, warns RAB President Gary Fries. / 27

Atlanta's latest Arbitron ratings, discredited by the Electronic Media Ratings Council because of a diary promotion undertaken by area stations, showed modest improvements in listener response. Rankings remained mostly unchanged. / 27

MURDOCH GRABS A RISING STAR

Media entrepreneur Rupert Murdoch may have gained a head start over his competitors in the potentially lucrative Asian market with the purchase of 63.6% of Asian satellite network Star TV. Murdoch can claim access to three-quarters of the world's population. / 34

BARELY MAKING THE GRADE

A Maryland-based watchdog group gave TV stations there and in Washington a D+ for their programming for children. The stations demand a retest, saying their progress toward complying with the 1990 Children's Television Act will be evident this fall. / 38

Songwriters are worried that a performance rights bill in Congress will give record companies too much power over artists' creative efforts. / 39

The old fairness doctrine for broadcasters is on the comeback trail: key House Energy and Commerce Committee members say they plan to introduce a bill before Congress leaves Washington for its annual August recess this week. / 39

BULLS AND BEARS RATE CABLE UPFRONT

Cable sales executives say early indications are that cable ad sales will be strong during the annual upfront buying period, but some agencies warn that the market may end up as flat as the broadcasting upfront market earlier this year. / 42

Children's Broadcasting Corp., through its Radio AAHS service, is making a major play for the attention of America's children—and the advertisers who covet them. / 43

TCI TAPS LORAL FOR SATELLITES

TCI's direct broadcast satellite arm will buy two satellites, worth \$400 million, from Lorall, but so far won't say what it will do with them. The company could use the satellites either for high-power DBS or more conventional medium-power telecommunications. Other DBS companies are watching closely. / 45



Radio AAHS is hoping to reach America's children. / 43

Top of the Week

NBC affils to help carry Olympic torch

Network predicts profit from its \$456 million purchase of '96 summer Olympics, but there are a lot of unknowns, including affiliate and cable deals

By Steve McClellan

NBC officials say the company will profit from its \$456 million investment in the Atlanta Olympics, but it will need help from affiliates to make the numbers work.

Other factors include what kind of cable deal comes together, how well the owned stations sell the games and the health of the advertising marketplace between now and July 20, 1996, opening day of the summer Olympics.

On the cable front, NBC expects to resume talks with Turner, HBO, USA and ESPN after Labor Day.

NBC has its work cut out for it. The games are expected to cost at least \$560 million, which means that—cable deal aside—the network must have gross sales of \$645 million to hit that mark (assuming a 15% agency commission). NBC has agreed to split revenues equally with the Olympics once it reaches \$615 million in gross network ad sales. NBC Sports President Dick Ebersol said there was a 50-50 chance of reaching that figure. In effect, \$675 million gross network sales is break-even.

In 1992, NBC's losses (around \$100 million) from the Barcelona games would have been worse but for the \$30 million or so in Olympic daytime and late-night inventory secured from the affiliates.

Ebersol predicts a minimum profit of \$10 million from televising the Atlanta games. He says the figure will be higher if, as expected, the overall television advertising marketplace improves between now and when the net-

work begins to sell the games.

Affiliate advisory board members have talked with Ebersol and other NBC executives about possible financial "contributions" the affiliate body may make toward the '96 summer games. No agreement has been reached, according to affiliate board chairman Jim Waterbury, who runs KWVL-TV Waterloo, Iowa.

Waterbury declined to discuss how the affiliates might contribute to NBC's Olympic effort. The only thing ruled out, he says, is direct cash payment to the network. An inventory contribution, as during Barcelona, is clearly an option.

There was also speculation last week that NBC might tie the issue to a discussion on new reductions in network compensation. NBC officials did



not respond to requests for an interview on that speculation. Last fall, the network and the affiliates agreed to a new compensation plan that earmarks

Continues on page 15

Summer Olympics Three R's

Year	Network	Locale	Rights (millions)	Revenue (millions)	Ratings
1996	NBC	Atlanta	\$456	—	— / —
1992	NBC	Barcelona	\$401	\$420	17.1/33
1988	NBC	Seoul	\$300	\$320	16.6/32
1984	ABC	Los Angeles	\$225	\$370	23.5/46
1980	NBC	Moscow	\$85	n/a	n/a
1976	ABC	Montreal	\$25	\$40	24.1/47

Sources: Nielsen ratings, Broadcasting & Cable research. Notes: Revenue cited is estimated network net advertising sales; rating and share cited are for prime time average; NBC did not air Moscow games due to U.S. Olympic boycott that year.

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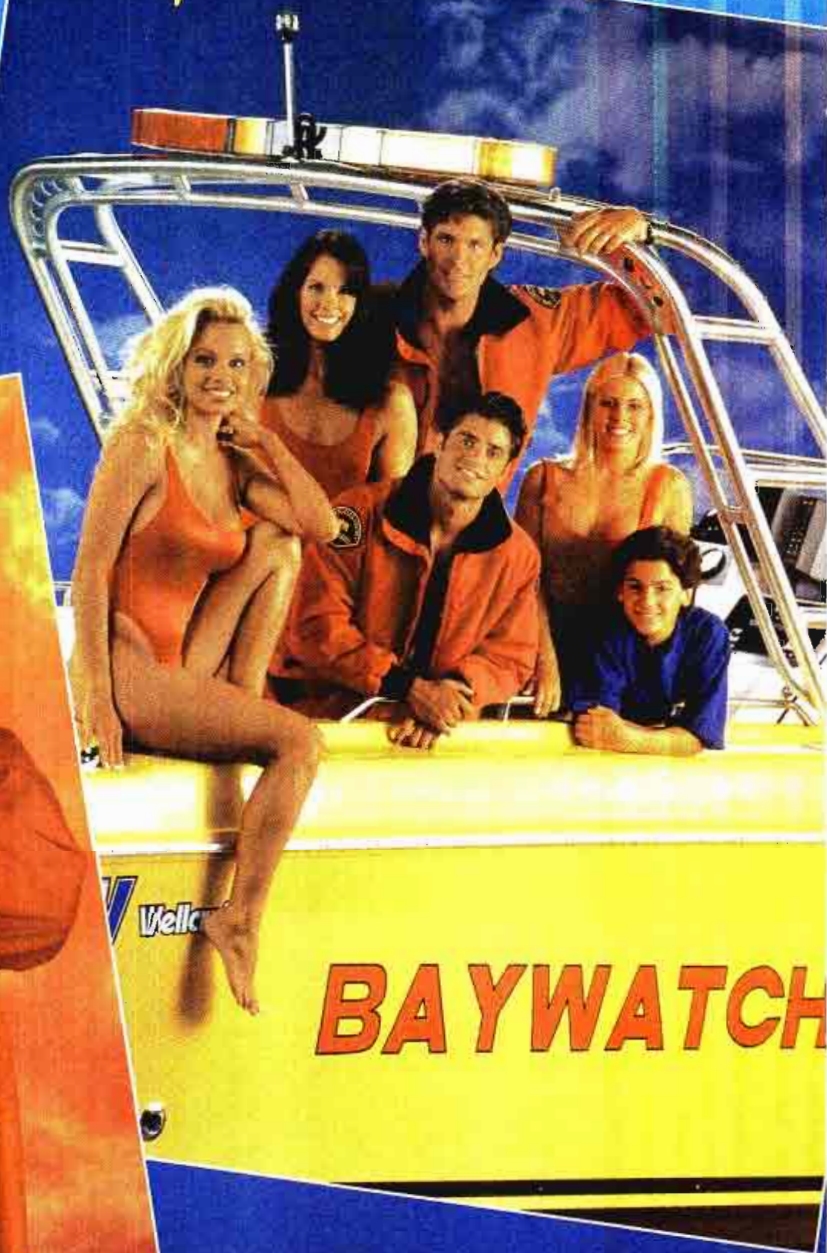
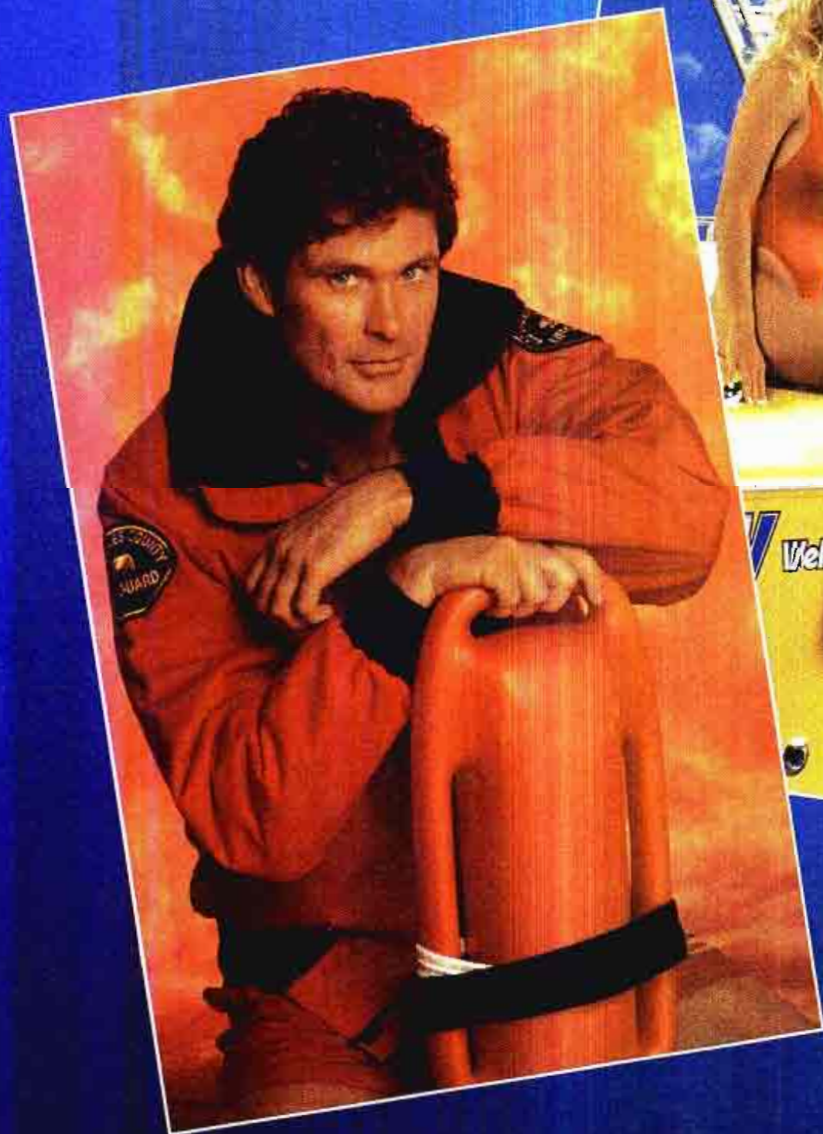


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- Action Without Violence
- Appeals To The Entire Family

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Source: Original episodes vs. repeat episodes GMA HH RTG Sept. Thru 2nd Qtr. '92-'93

National Ratings Growth



NTI GMA HH RTG Sept. Thru 2nd Qtr. '91-'92 vs. '92-'93

Baywatch Has A Balanced Audience Composition Which Ideally Matches The Available Early Fringe Audience.

Audience Composition

	Women 18-49	Men 18-49	Teens	Kids
BAYWATCH	26	23	12	15
MF 4-8P	23	17	7	15

Source: Feb. '93 NTI NAD; Feb. '93 NSS NAD

BAYWATCH: THE STRIP



ALL AMERICAN
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ALL AMERICAN COMMUNICATIONS, INC.

Capcities/ABC promotes Iger, two others

Corporate restructuring hints at successor to soon-to-retire President/CEO Burke

By Peter Viles

Last week, Capcities/ABC may have announced the company's next CEO, but most people weren't sure.

At the very least, by promoting two baby-boom-era executives to top positions, the company hinted strongly that its next generation of corporate leadership will come from within the company.

At week's end, observers agreed that Robert Iger, president of the ABC Television Network Group, appeared to have the inside track to succeed Daniel Burke as president/chief executive officer. But almost nobody inside or outside the company said Iger's next promotion is a done deal.

Burke has made clear his intention to retire when he turns 65 in February. The leading candidates to succeed him are the three executives promoted last week: Iger, who is 42, Stephen A. Weiswasser, 52, and David Westin, 41, a relative newcomer to the company whose star has risen quickly. Some handicappers still have not ruled out as a possible successor one of several other executives: Phillip Meek, Michael Mallardi or Ron Doerfler.

In announcing the promotions last Monday (July 26), Capcities/ABC took pains to downplay speculation that Iger is the clear successor. One person pointed out that if Burke wanted to anoint Iger, he could also have named him chief operating officer, a position vacant for three years.

Analysts also pointed out that it is possible an outsider will get the job, particularly if Capcities/ABC completes a large merger or acquisition with another entertainment concern. In such a case, the top executive at the other company might take over.

But board member Leonard Golden-son, ABC founder and now chairman of the executive committee, expects the next leadership to come from inside the company. Asked whether it will be Iger, Golden-son said: "That certainly seems to be the trend."

Regardless of who succeeds Burke, observers said, CapCities/ABC Chairman Thomas S. Murphy will remain a dominant presence, overseeing the



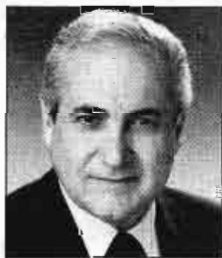
Robert A. Iger—Executive VP, Capcities/ABC, and president, ABC Television Network Group. At 42, seen as the leading candidate to succeed Dan Burke as president/CEO. Nineteen-year ABC veteran, has extensive experience in programing, network matters. Well-rounded, credited for network's recent successes, respected for willingness to take creative risks with programing.



Stephen A. Weiswasser—Senior VP, Capcities/ABC, and president, Capcities/ABC Multimedia Group. Seen as solid contender for top job. At 52, oldest member of new leadership trio that includes Iger and Westin. Extensive network experience. Now responsible for coordinating and expanding efforts in interactive, PPV, HDTV, digital TV. Also responsible for legal and governmental affairs.



David Westin—Senior VP, Capcities/ABC, and president, production, ABC Television Network Group. Age 41. Starts too far back of pack to make serious run. Moving from head of legal and governmental affairs to head of production, key area of expansion. At Capcities/ABC less than three years, but has impressed with sharp mind, good people skills. Lacks network experience.



Michael P. Mallardi—Senior VP, Capcities/ABC, and president, Capcities/ABC Broadcast Group. Age (59) lengthens odds of succeeding Burke. But heads company's biggest profit center: its stations. Viewed as strong operational executive. Joined ABC in 1956; current tenure dates to 1971.



Ronald J. Doerfler—Senior VP/CFO, Capcities/ABC. Age 52. Has been involved in all the company's dealmaking, including 1986 Capcities-ABC merger. Regarded as extremely bright, but lacks "line" operating experience. Perceived as insider. Odds of reaching top slim.



Phillip J. Meek—Senior VP, Capcities/ABC, and president, Capcities/ABC Publishing Group. Age 55. Least known in broadcast circles. Rarely mentioned as Burke successor. Capcities executive since 1975, oversees publishing of eight dailies and dozens of magazines, with revenues exceeding \$1 billion per year.

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company's biggest strategic decisions. "As long as Murphy's there, things aren't going to change very much," said one ABC executive.

What is clear from the announcements last week is Capcities/ABC's commitment to expanding its efforts in programming production and in new and emerging media technologies.

"Along with cable and our international investments, these changes underscore the importance of in-house production and new media as targeted areas of growth for this company," Burke said. "We are determined to be an important supplier to today's diverse marketplace and to the emerging technologies here and abroad."

The changes, in brief:

■ Weiswasser was put in charge of a new division, Capcities/ABC Multimedia Group, with responsibilities for guiding the company through a rapidly changing technological landscape. The new division is to develop business opportunities in interactive TV, PPV, video-on-demand, computer technology, HDTV and digital TV.

■ Westin, whose brief Capcities/ABC resume contains no production experience, was put in charge of a new unit that will consolidate all in-house production. He will also oversee domestic syndication activities. These areas are likely to become increasingly important to ABC if the networks get some relief from regulatory limits on production and syndication.

Iger, meanwhile, will continue as president of the television network, with Westin reporting to him. Both Iger and Weiswasser report to Burke.

"All three of these are logical candidates, all well-regarded by the financial community," said John Reidy, a media analyst at Smith Barney Shearson. "It becomes a question of who's best equipped to steer the ship in an uncertain television future. And that's not something anybody outside the company can judge with confidence."

Analysts further observed that Capcities/ABC is a relatively decentralized company and that its various operations executives are given wide latitude in running their divisions.

"While the appointment of a new president and chief executive is clearly important, the impact is somewhat mitigated because you've got strong operating people," said media analyst Peter Appert of C.J. Lawrence. "The continuity, I suspect, is going to be pretty good in that respect." ■



Washington is pulling no punches in its effort to stem TV violence. Above: 'Kung Fu: The Legend Continues' (Warner Bros.)

Violence debate heats up, shifts from D.C. to L.A.

On eve of conference, cable networks approve warnings, Markey blasts no-show advertisers...and more

Violence on television captured the spotlight last week on the eve of the violence summit in Los Angeles.

Among the latest developments:

■ The major cable networks agreed to carry violence warnings on their programming.

■ Congressman Ed Markey held a hearing on advertisers and violence and almost nobody came.

■ ABC unveiled an 800-number viewers could call to identify programs carrying a violence warning, but said Steven Bochco's *NYPD Blue* would not carry a violence warning (see story, page 16).

■ The University of Pennsylvania's Annenberg School released a study showing a slight decline in prime time violence for the 1992-93 season.

■ Motion Picture Association of America's Jack Valenti advised critics of TV violence to look elsewhere for scapegoats.

The 15 cable networks agreeing to run violence warning labels: HBO, Showtime, Lifetime, MTV, USA Networks, Disney Channel, Arts & Entertainment, Family Channel, Comedy Central, Nickelodeon, Nick at Nite,

Discovery Channel, Learning Channel, TNT and the rest of Turner Entertainment Networks.

But cable executives said their pledge will have little practical effect, as most networks have long attached content advisory to potentially offensive programming. "We've always had disclaimers where we've felt it appropriate," said a spokesman at Arts & Entertainment.

In Washington, House Telecommunications Subcommittee Chairman Markey blasted the nation's top advertisers for declining his invitation to testify at his hearing last week on the role of advertisers in TV violence. Only AT&T showed up.

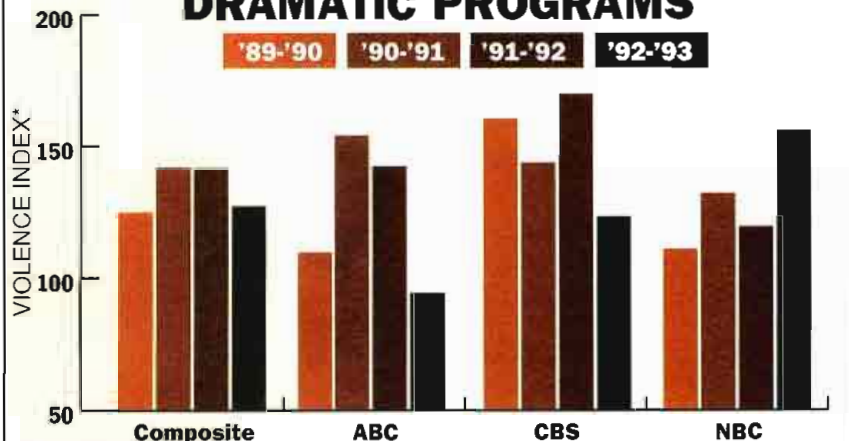
"It's plain that America's largest corporations are attempting to wash their hands of any responsibility for the violence on the screen," Markey said.

At the hearing, AT&T took some hits for sponsoring *Murder in the Heartland*, *Total Recall* and *Another 48 Hours*. But AT&T's Richard Martin said the company generally avoids programs that "contain vulgar language, excessive violence, sexual conduct judged too explicit for family



Mississippi-based TV activist Donald Wildmon took out a full-page ad in the New York Times asking advertisers and viewers to protest Steven Bochco's upcoming NYPD Blue. An ABC spokesman said the show has secured advertisers "in a broad range of categories." One agency buyer suggested the show is not for advertisers who are "at all content-sensitive," but added that he had bought time on the program for a major movie studio. "It's a great show," he said. "It will get a big rating and it's priced to move."

VIOLENCE ON PRIME TIME DRAMATIC PROGRAMS



Source: University of Pennsylvania's Annenberg School of Communications.

* The Violence Index factors % of programs with violence, violent scenes per hour, duration of violence and % of major characters involved in killing & violence. Index for all three networks averaged 153.7 from 1973 to 1993.

viewing or inflammatory or demeaning portrayals of anyone's religion, ethnicity or gender."

Markey also promised quick subcommittee action on his "V block" bill, which would require TV sets to contain a computer chip enabling parents to block violent programs.

Markey said the hearing no-shows were General Motors, Procter & Gamble, Philip Morris, Johnson & Johnson, Sears, McDonalds, Pepsi, Hasbro, Levi's and Kellogg's. Markey's response:

At least two of the missing advertisers—Pepsi and one declining to be identified—said they did not receive notice in time to attend. Others contacted did not return calls.

Betsy Frank of Saatchi & Saatchi,

who testified at the hearing, said her clients adhere to strict guidelines when selecting programs. But even if some refuse to sponsor violent shows, she told subcommittee members, others will and will keep them on the air.

The latest study by the University of Pennsylvania's Annenberg School for Communication, shows a slight decline in violence on the big three's prime time programming for the 1992-93 season. Gerbner's Violence Index for ABC and CBS in 1992-93 went down, while NBC's went up.

NBC's Washington Vice President Jim Rowe said the network is "flabbergasted that Gerbner concluded violence went up on NBC during a year when we had more comedy and took cartoons off." Rowe said: "It's im-

possible to counter Gerbner when he refuses to release his data."

Meanwhile in Los Angeles, Jack Valenti was priming the pump for the violence conference.

Valenti told a luncheon crowd that the country is "kidding itself" if it thinks TV violence is the "prime reason the society has gone slightly mad."

"Cure TV, say critics, and the surly streets become tranquil. But wait a minute—the TV shows Americans watch are the same TV shows viewed by Canadians, Japanese and the British. Yet, homicide rates in the U.S. are three and a quarter times higher than those in both Canada and Britain and nine times higher than Japan. Why? Is something else out there?" he asked.

There is no easy fix for violence, Valenti warned, and called for tougher gun control laws, more focus on poverty, better schools and greater emphasis on parental responsibility rather than a focus solely on television as the problem. "Parents have the responsibility for setting standards of conduct for what their children read and watch," he said. That is a parental duty, a family area into which governments, agencies or self-appointed groups should never, ever intrude," he said.

But that said, Valenti added that broadcasters and program producers must be sensitive to the perceived anxieties of the society.

"Both the broadcasting industry and the creative community have pledged to try to reduce excessive violence on the screen. We will do this because we think we ought to."

The Los Angeles summit is expected to draw 500 members of the broadcasting, cable, production and distribution communities, as well as politicians and academics.

Although its principal aim is finding ways of mitigating TV violence, many believe Hollywood will use the conference to counterattack the claims of watchdog groups and critics in Congress.

Senator Paul Simon (D-Ill.) is to give the luncheon address. He is author of the law giving competing TV companies an antitrust exemption to discuss TV violence remedies. ■

Contributors to this story: Kim McAvoy, Joe Flint, Jim Cooper and John Eggerton.

Fox channel adds six MSO's

Addition of 5 million subs brings pledged carriage to 25% of cable homes; programing details promised soon

By Joe Flint

Six more cable operators last week signed on for the Fox cable channel, guaranteeing carriage in an additional 5 million homes.

Counting the original deal with Tele-Communications Inc., the yet-to-be-named Fox service has commitments for 15 million subscribers, or close to 25% of all cable homes.

Cox Communications, Viacom Cable, Times Mirror Cable, TeleCable Corp., InterMedia Partners and Prime Cable signed deals similar to the one with TCI, according to Fox executives. With the exception of Prime Cable, all the operators also own television stations. (Times Mirror is in the process of selling its four stations.)

As in the TCI deal, operators will pay Fox 25 cents per subscriber for the channel. Of that, Fox is offering its broadcast affiliates a choice of 5 cents and a piece of the channel or a straight 7½-cent payout.

As part of the deal, Fox and its affiliates are granting the operators retransmission consent—that is, the right to carry their local broadcast signals.

Unlike other cable programers, Fox is not offering its service free during the first year or two of its rollout. Fox Basic Cable Chairman and Chief Executive Officer Anne Sweeney said there will be no delay between when the channel launches and when operators start making payments.

Sweeney is pushing for a first-quarter 1994 launch, but the contracts give Fox until December to get the network up and running.

Fox is expected to give a comprehensive report to operators and broadcast affiliates within the next few weeks regarding programing for the channel. The company has told operators the channel will go after the 18-49 demographic and spend upwards of \$100 million on programing, which will include at least 50% original shows. Fox is confident the network will deliver a 2 rating, in which case rates will go up.

The latest deal for carriage "shows the plan is real and has legs," says

Preston Padden, senior vice president, Fox Affiliates.

Padden emphasized Fox's success with these operators is due to the fact that the network has always had strong cable ties. "This is not a cable-friendly strategy we invented yesterday. The Fox affiliates never endorsed S. 12," he said, referring to the Senate version of the 1992 Cable Act.

Other major operators have ex-

Fox Cable's MSO lineup and subscriber totals

TCI	9.5 million
Cox	1.7 million
Times Mirror	1.3 million
Viacom	1.1 million
TeleCable Corp.	664,000
Prime Cable	525,000
InterMedia Partners	290,000

pressed reluctance about the new Fox network and its ties to retransmission consent. How much of this stance is a negotiating ploy and how much represents legitimate doubts will become clear over the next month. ■

FCC chairman ponders freeze on FM stations

'I don't see where the public interest would be served by allowing other people to go bankrupt,' says Quello

By Sean Scully

FCC Chairman Jim Quello is considering a limited freeze on new FM stations. "I think in the name of diversity and competition, we've licensed too many radio stations," Quello says. "I never thought I'd live to see the day when 60% of radio stations are losing money."

It's not clear how the other two FCC commissioners view a possible freeze. On Friday, Commissioner Andrew Barrett said Quello had never mentioned it and he seemed surprised the commission's Mass Media Bureau had prepared a report for Quello outlining ways to implement a freeze. "I don't support anything until I see it in writing," he said.

Likewise, Commissioner Ervin Duggan has heard nothing from Quello about the issue, said Duggan's aide, John Hollar. Since Quello raised the possibility at the National Association of Broadcasters convention in April, there has been no talk of a freeze among the commissioners.

At NAB, Quello said he would act quickly to slow down the proliferation of FM stations. He raised the issue again in a speech to the New York State Broadcasters Association last

Monday, saying he wanted to see action within a month. "I don't see where the public interest would be served by allowing other people to go bankrupt," he said Friday.

Quello refuses to say what form such a freeze might take. Mass Media Bureau Chief Roy Stewart says he outlined some options to Quello on Friday, possibly leading to a broad FM improvement docket, similar to the AM improvement dockets recently undertaken by the commission.

"It doesn't mean there won't be any more [new stations]... Just imposing a freeze on all FM allocations, it seems to me, isn't the answer," he explains. "There may very well be communities that need another FM channel, or a first FM channel."

Stewart refuses to discuss the specifics of his recommendations, but he says a 1992 petition by the NAB might offer a model for the commission. NAB suggested the commission study the economic viability of a new station before granting a license and asked the FCC to eliminate all unused FM channels. It also asked the commission to switch the emphasis from creating new stations to improving existing ones. ■

New 'mini-studio' rumored

By Mike Freeman

Will The Andrews Group soon be more than the sum of its parts?

Now that the group, headed by investor Ronald O. Perelman through his MacAndrews & Forbes holding company, apparently has FCC approval to acquire a 52% interest in Gillett Communications' six major-market TV stations, sources on Wall Street and in Hollywood are speculating that Perelman wants to combine those holdings and his current production interests into either a "mini-studio" or a vertically integrated pipeline for programming and distribution.

Those production interests include minority or controlling stakes in Genesis Entertainment, Marvel Entertainment Group and New World International.

According to senior executive sources at one of The Andrews Group's recent acquisitions, Perelman has yet to seek final approval from the various companies, but it is believed that Perelman will add live-action projects to Marvel Productions' animation offerings.

"I get the feeling it is [Perelman's] goal to create a full-service studio structure, but I am not sure how close he is to doing that," said one senior executive, who requested anonymity. "While Perelman owns controlling interests in New World International and Marvel Productions, he has a non-voting half interest in Genesis." The source added that no meeting to discuss a merger has been called.

Neither Perelman, Andrews Group President/CEO Bill Bevens, Marvel Productions President Rick Ungar nor a spokesman for the parent holding company was reachable for comment.

After reportedly paying \$20 million for a 50% interest in Genesis Entertainment last spring (BROADCASTING & CABLE, May 24), Perelman persuaded Genesis to handle syndication of Marvel's weekly *Biker Mice from Mars* cartoon, which is sold in over 80% of the U.S. for fall 1993. ■

Time Warner's \$100 million lament

For Time Warner, \$90 million-\$100 million is what might have been. That's the amount the company predicts it will lose in the 12 months beginning this October as a result of FCC controls on basic service rates, equipment charges or any other regulated services.

At 4% of the division's roughly \$2.3 billion annual revenue, the lost revenue would be at the low end of percentage reductions already announced by other MSO's (BROADCASTING & CABLE, July 26). It is also less than 1% of the company's overall revenue.

What about the effect on cable division cash flow? A spokesman would say only that it would be reduced by a number representing the "bulk" of the revenue reduction. In 1992 the division had cash flow of \$977 million, which analysts expect to increase to roughly \$1.1 billion for 1993.

The lost revenue does not take into account revenue growth from such services as pay TV or advertising, or from subscriber growth. A recent report from securities analyst Lisbeth Barron of S.G. Warburg said that second-quarter pay-per-view and advertising revenue were up 20% over the year-ago period.

Thus, the cable division's revenue and cash flow are expected to increase, despite the regulation.

Changes in the way cable networks are packaged are expected to be part of Time Warner's response to regulation. "We are going to make a major effort to price and package premium services in a way that will increase our revenue...We expect to sell more premium services," said a spokesman.

Time Warner did say the average subscriber should see a "substantial" decrease in the basic service charge. Asked whether such repackaging of services would change what are currently considered basic or expanded basic services, the spokesman responded: "The packages will vary greatly from division to division."

There were no indications that the cable division's capital spending plans would be affected by the revenue reduction. James Dolittle, president and chief operating officer of Time Warner Cable, said the company "remains firmly committed to our \$5 billion plan to upgrade virtually all of our cable operations to full-service networks by 1988." Half of that sum has already been committed by US West.

Tommy Harris, TW chief financial officer, said the number-two ranked MSO will use cost-of-service challenges "very sparingly." —GF

NBC Olympics

Continued from page 6

many more dollars to promoting NBC's lineup. The 1993 affiliate compensation pool totals slightly more than \$113 million.

Network sources say NBC wants an agreement in place with affiliates before it puts together a cable component for the games. Ebersol says he wants a cable partner for the games and that it is "unlikely" the network will proceed without one. But he insists that NBC's ability to profit from the games is not contingent on a cable tie-in.

NBC will carry 168 hours of Atlanta coverage, compared with 161 hours in Barcelona. The games start a day earlier, on Friday night, and will run 17 days, instead of the usual 16. The

network's winning bid was \$6 million higher than ABC's final offer of \$450 million, while CBS came in at around \$420 million.

NBC has created ground rules for interested cable parties. The network expects to be paid a "substantial" rights fee, says Ebersol. The network will not pay a cable service for carriage, a proposal raised by Turner in early talks. Also, NBC will be the exclusive national sales agent for the games, although a cable partner may receive a percentage of the take. Local sales are to remain the exclusive domain of the NBC affiliates, with no local avails for cable systems.

One cable element Ebersol does rule out is pay per view. Last year, the Barcelona Triplecast was the biggest contributor to the network's \$100 million loss on the games. ■

Programming

ABC to viewers: dial M for murder

Network installs hotline; Bochco cuts 15 seconds from 'NYPD Blue' pilot



Entertainment President Ted Harbert faces the critics at the press tour in Los Angeles.

By Steve Coe

Starting Aug. 1, ABC viewers can dial 1-800-213-6ABC to find out which programs will carry violence warnings.

Ted Harbert, president, ABC Entertainment, unveiled the ABC Advisory Hotline during the Television Critics Association press tour last week. The number taps into a recorded message, updated twice weekly, featuring the show's title, air date and a summary of the content.

To alert viewers to the service, the network will air announcements in prime time starting Aug. 1. In a week when no program airs an advisory, the service will provide information about programs targeted to children.

In other news, *NYPD Blue* executive producer Steven Bochco has trimmed 15 seconds from a love scene in the show's pilot, at the request of Dan Burke, president and CEO, Capital Cities Inc., and Bob Iger, executive vice president, ABC Network. "They both guaranteed me this show would go on the air as delivered if that's what I ultimately asked them to

do," Bochco said.

Bochco said the cut did not eliminate any nudity in the scene and he stressed that he did not cut any of the adult language or other footage.

At the ABC affiliates meeting last month, about one-third indicated they probably would not run the show as is. Last week, however, Harbert said he was unaware of any affiliate who "has said they will not clear the show." He noted that no affiliates had seen the

revised version and insisted none would make a decision until doing so. "In the end," he said, "it will be a very small number of affiliates, if any, that do not clear the show."

Harbert acknowledged that the show is "an experiment...a risk, and if for some reason it doesn't work, we may not do it again." He also said he doesn't see any double standard by giving Bochco creative freedom while holding other producers to existing standards.

He also doesn't foresee a wave of producers rushing to make similarly controversial shows. "Even with Steven's failures there's been some excellent work there. It is because he delivers high-quality shows that we are willing to experiment with this risk. This is not going to be the green light for all other producers to come in and say, 'Steven's doing it, I get to.'"

Harbert also said the *NYPD Blue* pilot will not carry a violence advisory or a V-sign that would designate it as a violent program. However, the show will carry an advisory warning of adult language and partial nudity. He said the exact language of the warning will be: "This police drama contains adult language and scenes with partial nudity. Viewer discretion is advised." ■

Donahue re-ups for another year

Phil Donahue has agreed to a one-year contract extension that will mark his 26th season in broadcast syndication. Under the terms of his contract with Multimedia Entertainment, he will host *Donahue* through Aug. 31, 1995, the end of the 1994-95 season.

The short-term renewal fueled speculation that Donahue may be considering options such as politics, semi-retirement or other broadcast opportunities. The shorter contract, according to a Hollywood production source, also might be a "negotiating ploy" to get Multimedia to increase the reported \$20 million figure (salary, stock options and other perks) of his last 18-month contract.

Bob Turner, president, Multimedia Entertainment, declined comment on compensation terms but acknowledged that the talk show veteran is "looking at his options season-to-season."

—MF

Tartikoff producing comedy show for PBS

Other projects include 'Future Quest' science show, health and medical series

By Steve Coe

Brandon Tartikoff is returning to network television, but this time he'll be producing and writing a series for PBS.

Jennifer Lawson, executive vice president, national programming and promotion services, PBS, announced the project at a Wednesday press conference during the Television Critics Association press tour.

Lawson also said PBS has ordered, for fall 1994, 22 episodes of *Future Quest*, a weekly half-hour series blending science and popular culture. "We think this show is proof that education and entertainment can exist together," she said.

The Tartikoff project, titled *Under New Management*, will take a humorous look at topical issues. Set in a restaurant/bar in New Orleans and employing local talent, the show will be

taped and broadcast the same day to enhance its timeliness. Tartikoff, now working in New Orleans on a children's show, will co-write 13 scripts with Stephen Tyler. The show is produced in collaboration with public television station WYES-TV New Orleans and Tyler.

Lawson says talks with Tartikoff began more than a year ago. "We told him we had an interest in doing more original comedy and drama shows. He suggested we could create low-budget programs," she said.

Don Marbury, director, Television Program Fund, Corporation for Public Broadcasting, announced grants of nearly \$3.5 million for the development and production of new programs. Three of the new programs selected for funding stem from CPB's Health Initiative, which looks for innovative and informative programming

about health and medical issues. Programs will include:

■ *The People's Plague: Tuberculosis in America*, a two-to-three-part series.

■ *Who Plays God? Medicine, Money and Ethics in American Health Care*, a three-to-four-part project looking at the ethics behind modern medicine.

■ *Health in America: Search for a Cure*, a series of three documentaries on the economic and social aspects of health-care reform.

In other PBS announcements, Lawson said Ken Burns's documentary on the history of baseball will be ready to air in the fall of 1994. No specific length has been assigned. Also, Mathline, the network's cable service designed to increase mathematics proficiency, will be tested on a limited basis sometime next year. ■

TPN will close curtain on movies, minis

By Mike Freeman

The Tribune Premiere Network (TPN) is getting out of the made-for-syndication movie and miniseries business at the end of next season, an apparent casualty of studio domination of prime time real estate on independents.

The success of Warner Bros., Paramount, MCA and others with long-form action-adventure programming has taken its toll on small and medium-sized program suppliers.

Over the last half-dozen years, Tribune Entertainment Co. has provided one of the few long-form programming alternatives to independent stations.

Even with its seven owned independent stations serving as launch platforms, and co-production partners to share costs, Tribune's return was not enough to justify continued production.

According to George Paris, Tribune Entertainment's vice president of programming, TPN will close out its commitment to stations with the produc-



Tribune's decision will make room for long-form projects such as MCA's *Tek Wars* movies, based on novels by William Shatner (above).

ACI action plans on hold

The fallout in the first-run movie market (see story, this page) has apparently extended to another independent player, ACI (Allied Communications Inc.), even before it could get its action-adventure slate into production for next season. Although the telefilm consortium company, which represents eight long-form production companies, had announced it would produce four made-for-syndication telefilms (under the ACI Filmleader Premiere banner), an ACI spokeswoman said those plans are now on hold but could be revived at a later time. Sales are still ongoing for ACI's Filmleader I package of 18 off-network titles.

tion and distribution of the four-hour miniseries sequel *Vendetta II* and two-hour telefilm *The Vernon Johns Story* next season. However, Paris noted that if a long-form development project "stands out," TPN may reappear on an "irregular" basis.

With production costs typically ranging from \$3 million-\$3.5 million per title, Paris says the "economics were too tough" and the content requirements of overseas partners "too cumbersome."

MCA, on the other hand, is preparing to spend in that range for four new telefilms next season for its Universal Action Network (UAN). It has signed big-name theatrical directors—including John Landis, Hal Needham, Rob Cohen, Sam Raimi and George Gallo—to produce them. MCA TV is banking heavily on cornering the inde-

pendent stations' demand for long-form action-adventure fare.

MCA TV President Shelly Schwab says UAN has already been sold in more than 100 markets representing 80% of the U.S., and includes major independent deals with Tribune, Gaylord, Renaissance, Chase and River City station groups.

One of the key elements in going forward with the venture, says Schwab, was the stations' willingness to commit double-run exposures—an initial airing in prime time on weekdays, a second in weekend access or prime time—so MCA could sell the national barter advertising inventory for a reported 10-12 cume rating guarantee.

"No one else is making action-adventure features—not the networks, not the cable networks and not the

syndicators," says Schwab, who noted that Atlantis Films has begun production for MCA on the first of four planned science-fiction telefilms based on William Shatner's *Tek War* novels.

"Obviously, we see a long-term profit potential in the domestic marketplace," which, he adds, could include possible home video and cable windows. "The one programming form that plays best internationally is the action-adventure genre, so we have several strong revenue streams going into this."

Warner Bros. Domestic Television Distribution's ad hoc Prime Time Entertainment Network, which expands to three hour-long series (airing on two separate evenings) next season, will air two films—*Island City* and *Trigger Man*—that, if successful, could reappear as series for a third evening for the 1994-95 season.

With 13 hour-long drama series set to launch next season, and Fox affiliates clearing out local scheduling for seven evenings of network programming from Fox Broadcasting Co., WBTD President Dick Robertson acknowledges that the "current economic conditions are not favorable for the smaller guys," meaning the independent suppliers. "Time periods have really tightened up, and sadly enough, it is going to be the smaller guys who will feel it the worst." ■

Time Warner, Nynex team for video test

Deal gets cable giant into apartment buildings it says were off-limits

By Joe Flint

Time Warner Cable and Nynex Corp.'s New York Telephone will team to test what could be the nation's first fully operational video dialtone system.

Under the agreement, Time Warner, which has previously avoided the video dialtone business, will offer its cable channels and programming services to New York Telephone. The company will, in turn, carry the signals on fiber optic cables to about 2,500 apartments in three Manhattan buildings.

Programmers will be able to store programming on New York Telephone's system, giving subscribers the chance to view movies on (or near) demand.

"This is a win-win for Time Warner. By applying for this we get to get into buildings we have wanted to enter for six years. We also contend that video dialtone has limitations, and now we can prove that."

Time Warner executive

Nynex also promises interactive elements, including shopping.

The yearlong video dialtone trial is set to start in October.

Time Warner's motivation does not necessarily involve advancing new technology or finding new distribution

methods for its programming services. In fact, Time Warner has called Nynex's system "inferior" technology. But by signing on with Nynex, which already has a video dialtone partnership with wireless cable operator Liberty Cable, Time Warner will be able

to offer its programing services to two apartment buildings previously served exclusively by Liberty.

Time Warner has claimed that Liberty parent company Milstein Properties, which owns the buildings in question, has illegally blocked Time Warner from offering its cable services there. By partnering with Nynex, Time Warner officially ends its year-old fight to prevent Liberty from working with Nynex.

"This is a win-win for Time Warner. By applying for this we get to get into buildings we have wanted to enter for six years. We also contend that video dialtone has limitations, and now we can prove that," says one Time Warner executive.

Liberty President Peter Price says Time Warner's decision is a sign that the cable giant "wants to see how far advanced we are....Nynex approached Time Warner about participating in this a year ago, and they said no. Then Time Warner spent a year decrying this trial with Nynex as inappropriate, illegal and immoral," he says, "and now they're saying maybe it is something they should have a look at."

As for Time Warner's claim that Liberty has refused to let them into two of the three buildings where the test will occur, Price counters: "We have invited them into the buildings every day of the week. In 82 buildings [where Time Warner and Liberty compete] subscribers choose us. We have a proposal to let them in the two buildings, and they don't want to sign it."

For Nynex, Time Warner's climbing aboard means they get to burn the candle at both ends.

"Nynex is happy to accommodate any provider. We are kind of a neutral, willing vendor or partner," says New York Telephone spokesperson Paul Davidson.

Morrow named to new post

Also at Time Warner, Time Warner Cable has named Thomas Morrow, vice president, US West Cable Communications, president of newly formed Time Warner Communications, which will oversee the company's entry into the alternative access telephone business. Earlier this year, US West bought a 26% stake in Time Warner's entertainment division for \$2.5 billion, and the two companies are working on building a full-service network in Orlando, Fla., that would include video on demand and telephony.

BVT picks 'Crusaders'

By Mike Freeman

Buena Vista Television has named the starting lineup for its syndicated consumer/social advocacy weekly, *The Crusaders*, which premieres Sept. 10.

Reporter/hosts Mark Hyman, WSB-TV Atlanta; William La Jeunesse, KNSD-TV San Diego; Howard Thompson, WNBC-TV New York, and Carla Wohl, WTNH-TV Hartford, Conn., will anchor a 16-member on-air investigative team headed by executive producer John Butte.

Named senior producers are former *60 Minutes* producer Greg Cooke and independent producer Edward J. Asiano.

David Lowe, who has worked 17 years in various capacities with CBS News, was named coordinating producer, and Grace Diekhous, a 20-year veteran of *60 Minutes*, will serve as a consultant.

The other members of *The Crusaders* reporting team are Katrina Daniel, WTVJ-TV Miami; Silvia Gambardella, WCCO-TV Minneapolis; Sandra Gin, KCOP-TV Los Angeles, and Diana Nyad, ABC Sports. Also, Randy Paige, WMAR-TV Baltimore; Brook Skulski, NBC News and CNN, and



Newly named 'Crusaders' reporter/hosts (l-r): Mark Hyman, Howard Thompson, William La Jeunesse and Carla Wohl

Ted Wayman, WBZ-TV Boston.

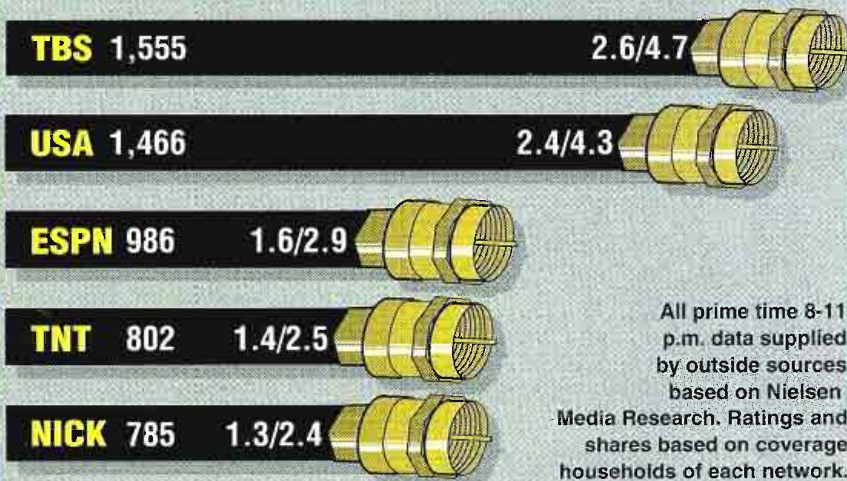
Buena Vista has sold the weekly series in 145 markets representing 90% of the U.S., including the NBC-owned stations.

Broadcasting & Cable

Jul 19-25

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE



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

Wireless cable looks to expand its niche

New financing, new technology and access to cable programming have helped put spring in industry's step, but battle remains uphill against entrenched competition

By Rich Brown

It's too early to say wireless cable has arrived, but it's clearly on the move.

The broadcasting of cable programming over microwave channels appears finally to be carving out a permanent and profitable niche for itself in the television marketplace.

The evidence:

■ **New sources of financing.** Some wireless cable companies have gone public as a way of trying to overcome the industry's long-standing problems in finding capital.

Philadelphia wireless operator ACS Enterprises made an \$11.3 million secondary stock offering in December; Houston-based People's Choice TV Corp. just made a \$26 million initial offering, and Chicago-based Preferred Communications is preparing a \$15 million IPO of its own.

■ **The coming of digital compression.** Several wireless companies are collectively investing \$1 million in the start-up of Wireless Cable Laboratories, a Philadelphia-based operation that is developing compression technology. Industry players say the move to digital compression by late 1994 will enable wireless cable systems eventually to expand channel capacity from 33 to 300 channels.

■ **Complete program lineups.** The program-access provision of the 1992 Cable Act allows wireless operators to offer subscribers all the popular cable services.



Cross Country's fleet of trucks stand ready to serve its 40,000-and-counting wireless cable subscribers in Riverside, Calif. The system is the nation's largest.

Some 140 wireless cable systems now serve 400,000 homes, according to the Wireless Cable Association, which is holding its annual convention in Orlando, Fla., this week. However, Bruce Dickinson, an investment broker with Daniels & Associates, says that the number is closer to 100. Of those, about 75 are rural systems serving farms, ranches, housing units and other areas not passed by coaxial cable. The average system has 1,300-1,400 subscribers, he says.

Finding capital continues to be difficult for most wireless cable operators. At least part of the problem is that many banks have invested in co-

axial cable system that might see wireless cable as a threat to their business. Most of the capital so far in the wireless cable business has been in the form of equity from entrepreneurs around the country, says Dickinson.

Some debt capital is available, but it is limited, he says. Only about one-fifth of the wireless cable systems in the country have been able to arrange some kind of bank loan, he says.

A growing number of financial institutions are showing interest in the technology but are nevertheless approaching the business cautiously. Fleet National Bank, which closed a wireless cable investment with one of its clients about seven months ago, is not rushing to sign additional deals, according to James Miller, vice president. The Fleet deal involved a \$30 million investment into some Texas systems by Galaxy Cablevision and Charterhouse Group International.

"We want to follow that deal before we load up on other deals," says Miller. "We still want to see that the business is what we think it is, since it is a relatively new business."

Miller says the wireless cable business is attractive to him because there is already a proven market for coaxial cable and there appears to be a niche for wireless to serve those areas not

Top U.S. wireless cable operators

Company	Areas served	Subscribers
Cross Country Wireless Cable	Riverside/San Bernardino, CA	40,000
American Telecasting Inc.	Orlando and Fort Myers, FL; Colorado Springs; Billings, MT; Toledo	40,000
Microband Wireless Cable	New York City	35,000
ACS Enterprises	Philadelphia	20,000
Pacific West Cable TV	Sacramento	15,000
360 Corp.	Corpus Christi	15,000
People's Choice TV	Tucson	13,000
Charter Wireless Cable	Austin	13,000

Information from Wireless Cable Association. Subscriber counts based on estimates.

served by coaxial cable. Wireless is also attractive because upfront expenses are small, he says.

But Miller questions the wireless cable industry's ability to compete head-to-head with coaxial cable systems. "There is an element of risk there that, as a senior lender, we would look long and hard at before investing," he says. "My gut tells me that the dynamics don't work for the new entrant."

Conventional systems usually have the financial muscle to underprice the wireless upstarts, if necessary, Miller says.

Regardless, WCA President Bob Schmidt says wireless systems have the potential of grabbing as much as a 25% share of competitive markets.

Guaranteed access to cable programming has given the industry a boost, wireless operators say. Prior to passage of the program access law, they say, some services played hard to get. Indeed, Turner's TNT refused to deal with anybody but conventional operators.

"It is helping the industry primarily because it convinces the lending community that we can get the programming and hold on to it," says J. Patrick Dugan, president and CEO of Microband Wireless Cable of New York.

Cross Country Cable's wireless system in Riverside, Calif., is the nation's largest, serving nearly 40,000 homes. Cross Country's chairman and CEO, George Ring (see "Fifth Estater," page 63), says he will not need digital compression technology and channel expansion to reach his goal of 100,000 subscribers in Riverside, but says compression will be important in larger markets.

"If you want to go into major markets in Boston, New York and Los Angeles, compression is absolutely essential," says Ring. "In those major markets there are only 33 channels, and those channels are already being used. How can an industry grow if there is no capacity?"

Cross Country is one of the five wireless companies investing in the Wireless Cable Labs. Other wireless investors include People's Choice Television, ATI, Coastal Wireless Cable and ACS Enterprises. Electronics companies participating in the lab include Zenith Electronics Corp., Philips Electronics, CMIS Ltd. and NTN Communications.

At least on the surface, wireless ca-

WCA pursues digital dreams and technological realities

Wireless cable executives dream of the day when digital compression will enable them to expand from 33 to 300 channels. This week, they'll get a glimpse of the technology that can make that dream come true.

Digital demonstrations are likely to be among the highlights at the sixth annual Wireless Cable Association convention at the Marriott's Orlando World Center (July 31-Aug. 3). The convention—titled "Tomorrow's Technology...Today!"—will include panel discussions on digital compression and an exhibit hall showcasing new products from more than 75 exhibitors. Demonstrations will include the wireless cable system of the near future and a digital interactive hookup between two grade-school classrooms using wireless cable.

Organizers for the WCA convention expect attendance to be about 35% higher than last year's 1,200. Helping to boost that number will be more international participants than ever before, according to WCA President Robert L. Schmidt. The wireless cable business overseas now numbers about 1.5 billion subscribers in 40 countries, he says, with new systems under construction in Asia, Africa, Europe and Latin America.

Also contributing to a boost in attendance is a growing number of attendees from the traditional wired cable business, says Schmidt. Among those preregistered for the show are executives from Austin-based Supreme Cable and Multimedia of Oklahoma City and Wichita, he says.

—RB

ble system operators do not appear to be alarmed by the additional competition due to appear early next year in the form of satellite broadcasting. Hughes Communications' DirecTV and Hubbard Broadcasting's United

"Everybody is arrogant and everybody thinks they've got the better mousetrap, and they're all going to go along until they stub their toe and the red ink is the size of the Pacific Ocean."

Cross Country's George Ring

States Satellite Broadcasting plan to beam via satellite scores of pay TV services to homes equipped with 18-inch dish antennas.

Cross Country's Ring says it will be difficult for DBS to compete because its overhead costs are much higher

than those of wireless cable. He says he also anticipates problems in installing and servicing DBS home equipment.

"If I were God, I would say to the DBS companies to do a joint venture with the cable guy or the wireless guy because you've got somebody right there," says Ring. "But everybody is arrogant and everybody thinks they've got the better mousetrap, and they're all going to go along until they stub their toe and the red ink is the size of the Pacific Ocean."

Daniels & Associates' Dickinson says wireless cable will continue to have advantages over DBS because it has lower equipment costs and is able to offer local programming as well as local sales and service.

But Dickinson also says that coaxial cable will continue to have certain advantages over wireless cable.

"There is tremendous inertia in people's buying habits," says Dickinson. In most cases, wireless cable systems have smaller marketing budgets than the competition, he says. And wireless systems also continue to have to contend with factors such as terrain and foliage that limit the homes they can reach, he says.

"There are a lot of variables here," says Dickinson. ■

Bravo beefs up schedule; going 24 hours next year

By Christopher Stern

After 13 years as a part-time network, Bravo will go full time beginning early next year.

General Manager Kathleen Dore says the decision to expand to 24 hours from the cultural entertainment channel's current 10 hours on weeknights and 13 hours on weekend nights comes as cable operators are expressing greater interest in networks with brand recognition.

Dore says she expects that 75% of Bravo's affiliates will carry it as a 24-hour channel. The network is currently available in 11.5 million homes.

Bravo will skew its new daytime programming toward women, and it plans to add an educational block aimed at students in high school classrooms, according to Dore. The network does not carry commercials, but some programs have corporate sponsors.

Dore says Bravo will aim for a programming mix of films, music and Broadway theatrical programming in addition to series.

Bravo recently acquired *Max Headroom* for its *TV Too Good for TV*, a show the network calls a showcase for "cult" TV series. It premiered this summer with *Twin Peaks*.

While Bravo continues to expand its off-network programming, Dore says it will not become another rerun network.

Bravo is offered on some systems as a premium service, but the 24-hour expansion will be marketed as a flexible basic channel. "We still believe there is such a thing as a basic network," Dore says. ■

INTERNATIONAL WIRE

Portman acquires Zenith Productions

UK independent production company Portman Entertainment has completed its acquisition of Zenith Productions, which had been held by Carlton Communications and Paramount. As holder of the London weekday broadcast franchise, Carlton was obliged to give up its majority shareholding in Zenith, since ITV broadcasters are restricted from holding more than 15% of independent production companies. The deal was reportedly worth \$3 million.

Austria to privatize radio

The Austrian parliament recently voted to move forward with the privatization of the country's radio stations. The commercialization of television is expected to follow, bringing competition to the state-run public broadcast network, ORF.

Astra plans sixth bird

Astra satellite owner Societe Europeenne des Satellites has announced plans for the launch of its sixth satellite, Astra 1F, in 1996. The 40-transponder satellite will be the Astra systems' second "dedicated digital" bird; it will provide enhanced coverage in northern, southern and eastern Europe. SES will use digital compression technology for pay per view.

UK cable finances

In the most recent boost for the UK cable industry, TeleWest, the partnership between TCI and US West, has reportedly secured major new financing to continue building its southern England cable networks. The UK's largest MSO, TeleWest has raised £190 million (\$285 million) through a fully underwritten loan facility raised by the Toronto-Dominion Bank, in association with the Bank of Boston, Barclays, the Bank of Nova Scotia and others. TeleWest's combined cable and telephony services currently have access to roughly 3 million homes. Cable penetration of homes passed in the UK stands at 21% with 465,000 subscribers.

UK channel 5 back on

The UK's Independent Television Commission (ITC) will invite new proposals for a fifth terrestrial commercial channel. ITC outlined three options for the Channel 5 license, which was aborted in December 1992 when the sole applicant, Channel Five Holdings (backed by Thames Television and Time Warner), was rejected as being financially unfeasible.

Canal + revenues up

French pay TV group Canal + continues its profitable ways, reporting first-half 1993 revenue gains of 9.5% over the same period

last year to 4.25 billion francs (\$720 million). In France, individual subscribers stand at 3.6 million, while advertising and sponsorship income went up nearly 33% over the same period last year.

Mexican government completes TV sale

The public sale of Mexico's two state TV networks, a movie theater chain and several other media-related companies netted 2 billion pesos (\$641 million). Radio televisora del Centro, a new entertainment division of electrical goods company Grupo Elektra, outbid Cosmovision to take control of the networks. The group now must contend with Televisa, the dominant market player in cable and broadcast TV in Mexico, with holdings in the U.S. (Univision) and Peru (Radio Difusion de Peruana) as well as a partnership with TCI. The privately held group will likely seek international partners to compete with the growing power and influence of Televisa and Multivision in Mexico and throughout Latin America. Radiotelevisora del Centro plans to make a public stock offering on the New York exchange within the year, offering as much as 49% of the newly privatized group's equity. Grupo Elektra also will make a public offering, using the proceeds to pay off the acquisition of the new media assets.

Xuxa works on U.S. makeover

MTM begins production; South American star is studying English

By Mike Freeman

Mention Xuxa (pronounced "shoosha") to a South American child and the eyes will likely widen in recognition. MTM hopes to open some eyes in this country, too.

Production has begun in Los Angeles on the new syndicated strip *Xuxa*, in which Maria da Graca "Xuxa" Meneghel will try to translate her distinctive brand of music and carnival-style games into an English-language format.

MTM is apparently sparing little expense to achieve that goal. Sources estimate that the weekly production will cost \$150,000-\$200,000. The reported \$2 million-plus set has an international/fantasy theme, with landmarks (Statue of Liberty, Eiffel Tower, etc.) from each of the seven continents spread across the approximately 100-foot soundstage at CBS Television City.

The sprawling set, which includes a smoke-breathing dragon and a life-size mock-up of a sailing ship, was also needed to host the 150-200 children recruited from Los Angeles-area ele-



Xuxa comes to (North) America



Broadcasting
& Cable

Top Cable Programs

July 19-25

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

	HHs. (000)	Rtg.	Program	Time (ET)	Network
1.	2,265	3.8	Jaws 3 (movie)	Sun. 2-4p	USA
2.	2,142	3.6	Baseball (Atlanta-Pittsburgh)	Thu. 7:30-11p	TBS
3.	2,015	3.4	Saved by the Bell	Thu. 5:30-6p	TBS
4.	1,962	3.2	Baseball (Toronto-Texas)	Sun. 8-11:33p	ESPN
5.	1,919	3.2	Saved by the Bell	Tue. 5:30-6p	TBS
6.	1,844	3.1	Baseball (Atlanta-Pittsburgh)	Sat. 7-10:43p	TBS
7.	1,829	3.0	Field of Dreams (movie)	Sat. 3-5p	USA
8.	1,827	3.0	Jaws 2 (movie)	Fri. 9-11:30p	USA
9.	1,818	3.0	Caught in the Act (movie)	Thu. 9-11p	USA
10.	1,807	3.0	Murder, She Wrote	Thu. 8-9p	USA
11.	1,797	3.0	Murder, She Wrote	Tue. 8-9p	USA
12.	1,789	2.9	Larry King	Tue. 9-10p	CNN
13.	1,759	2.9	Murder, She Wrote	Mon. 8-9p	USA
14.	1,716	2.9	WWF Monday Night Raw	Mon. 9-10p	USA
15.	1,707	2.8	Baseball (St. Louis-Atlanta)	Tue. 9:30p-12:30a	TBS
16.	1,691	2.8	Baseball (St. Louis-Atlanta)	Mon. 7:30-10:30p	TBS
17.	1,643	2.7	Murder, She Wrote	Wed. 8-9p	USA
18.	1,628	2.7	Silk Stalkings	Sat. 10-11p	USA
19.	1,623	2.8	Ren & Stimpy	Sun. 11-11:30a	NICK
20.	1,616	2.7	Saved by the Bell	Mon. 5:30-6p	TBS
21.	1,597	2.7	Saved by the Bell	Tue. 5-5:30p	TBS
22.	1,594	2.8	Spenser: Ceremony (movie)	Thu. 9-11p	LIFE
23.	1,593	2.6	Silk Stalkings	Mon. 10-11p	USA
24.	1,581	2.6	Saved by the Bell	Wed. 5:30-6p	TBS
25.	1,577	2.6	Perry Mason: Case of Avenging Ace	Sun. 7-9p	TBS
26.	1,523	2.6	Rugrats	Sun. 10:30-11a	NICK
27.	1,511	2.5	Saved by the Bell	Fri. 5:30-6p	TBS
28.	1,493	2.5	Saved by the Bell	Mon. 5-5:30p	TBS
29.	1,488	2.5	Baseball (Atlanta-Pittsburgh)	Sun. 1:30-4:30p	TBS
30.	1,486	2.5	Men at Work (movie)	Sat. 12n-2p	TBS
31.	1,437	2.4	Saved by the Bell	Thu. 5-5:30p	TBS
32.	1,435	2.4	Baseball (Atlanta-Pittsburgh)	Fri. 7:30-10:15p	TBS
33.	1,416	2.4	Ren & Stimpy	Sat. 9-9:30p	NICK
34.	1,412	2.3	Jaws 3 (movie)	Sat. 8-10p	USA
35.	1,406	2.3	Cheyenne Autumn (movie)	Sun. 10:30a-1:30p	TBS
35.	1,406	2.3	MacGyver	Sun. 1-2p	USA
37.	1,395	2.3	Murder, She Wrote	Fri. 8-9p	USA
38.	1,393	2.3	Baseball	Wed. 8:30-11:48p	ESPN
39.	1,354	2.2	MLB Tonight	Sun. 7-8p	ESPN
40.	1,346	2.2	WWF All-American Wrestling	Sun. 12n-1p	USA

mentary and preschools as extras on the six-week production.

MTM is going to the additional expense of conducting focus group testing on some of the early "dailies" from the show.

Although Xuxa is a household name in the 15 countries now airing her show, the former Ford Agency model understands the challenge she faces.

Two months ago, she began a crash course to learn English through the Berlitz School. During a break in production, Xuxa talked with BROADCASTING & CABLE, expressing an earnest desire to master the language of kids here.

"I do know that I have problems with the language, and this is the biggest challenge of my life," says Xuxa, who speaks Spanish and Portuguese. "It is my problem, but if I go through this, I know I will become the kids' friend. You know, the language of children translates to everything—the hands, the eyes, facial expressions—so I know that I can reach them in other ways. It doesn't really matter where children are from; they all know if you're honest in your intentions and emotions, they will return friendship and love."

MTM Television network production president Bill Allen, vice president of development Bob George and executive producers Tom Lynch and Marlene Mattos have kept the music and games that have been the ingredients of Xuxa's success internationally, but there is also obvious attention to prosocial themes.

During a production run-through, Xuxa showed a good command of English, with songs such as "Learn How to Fly" (promoting the fundamentals of reading) and "Say Things People Would Like to Hear" (about the importance of being earnest).

To add to the educational content, as well as to alleviate some of the pressure on Xuxa to master English immediately, George says that remote packages from Disney World's Epcot Center and NASA's Space Museum will be part of the mix.

"Either through Xuxa's songs, word and alphabet games [or] the educational field pieces, it was always our intention to incorporate educational, social and environmental messages into each episode," says George, who, along with Lynch, will oversee the production of the initial 65 half-hour episodes.

Celebrity guests will also be part of the mix. ■

BSkyB polishes its playlist

UK satellite broadcaster unveils fall lineup

By Meredith Amdur

Having corralled the kids with *Beverly Hills, 90210* and *The Simpsons*, British satellite channel Sky One is hoping *Queen* and *Scarlett* can pull in their parents.

As the flagship entertainment channel in Rupert Murdoch's BSKyB package of satellite programming, Sky One has unveiled a "fall program launch"—its first—that is heavy on new program acquisitions, many of them aimed at adult audiences. The schedule is accompanied by a £15 million (\$22.5 million) image campaign designed to lure new subscribers on board when the service encrypts its signal in September.

The most likely targets of Sky One's aggressive program play, made against a background of slow growth in satellite dish sales and cable TV connections, are viewers of the BBC, ITV and Channel 4.

The fall lineup keeps many of the top-rated U.S. shows on the schedule but eschews such "downmarket" efforts as *Studs*. Among the new entries:

■ A full slate of miniseries, including *Queen*, *Scarlett*, *JFK: Reckless Youth*, *Return to Lonesome Dove*, *The Adventures of Ned Blessing*, *Bloodlines: Murder in the Family* and Sidney Sheldon's *Sands of Time*.

■ A weekend lineup highlighted by *Matlock*, *Star Trek* spin-off *Deep Space Nine*, Australian soap *Paradise Beach*, the live-action *Mighty Morphin Power Rangers* and *X-Men*.

The most likely targets of Sky One's aggressive program play, made

against a background of slow growth in satellite dish sales and cable TV connections, are viewers of the BBC, ITV and Channel 4. Its success with the youth demographic is already evident: 55% of Sky One viewers are, in fact, between the ages of 24 and 55, compared with 42% of ITV viewers; 31% of Sky's audience is between the ages of 4 and 24, compared with 20% for ITV.

The shift from *Studs* to open-air performances by Luciano Pavarotti is a considerable one, and due largely to the efforts of program director David Elstein, formerly of Thames Television. Out for the quality drama, Elstein runs a program-acquisitions budget that has grown by £42 million over 1992 and is expected to continue to outbid its terrestrial rivals for premium imported programming. Of Sky One's total programming budget of roughly £18 million, 20% will be devoted to original productions.

In the last year, BSKyB spent £200 million on programming, and, according to Richard Brooke, its chief financial officer, that amount should grow by roughly 20% in 1994. In addition to big-budget (largely American) acquired shows, Sky One is gradually focusing attention on its own production. Now trading at an operating profit of roughly £1.7 million per week, Brooke says Sky One's budget will increase each year for the foreseeable future.

"We have greater resources and put that money into programming, which in turn brings in viewers—it's a virtuous cycle," he says.

But Sky One's efforts could play against the ambitions of some of its new American partners and make programming life more difficult for planned services. Imported services such as the Family Channel and an eventual offering from Spelling Satellite Networks will meet stiffer-than-expected competition. And children's viewing will be even further skewed come fall, thanks to a choice of at least three niche services in addition to Sky One and terrestrial channels.

Nevertheless, the expanded channel lineup and high-profile shows should win more viewers to the UK's grow-

SYNDICATION UPDATE

ing multichannel market. Niche newcomers such as Nickelodeon, Family, Nick at Nite and Discovery Europe, which have signed on to Sky's encrypted tier on Astra, are expected to lend brand power to Sky's marketing scheme and help wean viewers from their four-channel terrestrial habit.

But attracting viewers and advertisers from ITV is still an uphill struggle; some UK advertising executives do not expect audience shares to stray too far from their current positions for at least five years.

Nevertheless, Zenith Media forecasts that, by the end of the decade, 56% of UK homes will have access to satellite channels, which are projected to attain a 25% share of all TV viewing. Sky One itself anticipates at least a 15% viewing share by 2001. In 1992, cable and satellite channels captured a 4.1% share of TV viewing, with only 13% of homes able to view. Subscription fees now account for approximately 85% of total satellite revenues, but Sky expects its ad share to rise along with program quality and viewers. ■

Buena Vista, that's where

DIC Animation City has licensed the international distribution rights to *Where in the World Is Carmen Sandiego?* to Buena Vista. The series is slated to air domestically on The Fox Children's Network Saturday morning lineup this winter. DIC is producing 13 episodes of the series.

In the Loop

Tribune's WGN-TV will be scheduling two new syndicated series, *Real Stories of the Highway Patrol* (see above) and *Wavelength* at 6:30-7 p.m. and 4:30-5 p.m., respectively. *Real Stories*, which has been undergoing a slow rollout by distributor Genesis Entertainment, will be replacing Buena Vista's *Golden Girls* in prime access, starting today (Aug. 2). *Wavelength*, a teen-targeted magazine from Rysher TPE, replaces *Charles in Charge* in early fringe.

Success 'Stories'

Genesis Entertainment's *Real Stories of the Highway Patrol* helped KCBS-TV Los Angeles pull off a major coup in prime access with a 9.9 rating/18 share (ARB, July 27) winning the 7-7:30 p.m. time period last Tuesday over KABC-TV's access stalwart *Jeopardy!* (9.7/18). It marks the first time *Real Stories* has won its time period since its May launch.

Flooded with news

CNN Newsource, a syndication newsfeed service distributed by Turner Program Services to more than 300 client stations, reports that it has produced over 500 customized field report packages from the ongoing flooding of the Mississippi River in several midwestern states. In addition, CNN Newsource claims to have provided over 680 customized tags and more than 140 generic tags since the flooding began June 30.

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Because you'll continue to get what you're actually asking for.

And not an inferior copy.

Xerox
The Document Company

	abc ABC	CBS	NBC	FOX
MONDAY	10.7/19	8.4/14	8.5/15	10.7/18
8:00	33. Day One 8.8/16	37. Evening Shade 8.4/15	26. Fresh Prince 9.6/18	18. Fox Night at the Movies—Die Hard 10.7/18
8:30		42. Harlan/Merleen 8.1/14	29. Fresh Prince 9.5/17	
9:00		36. Murphy Brown 8.6/14	37. Blossom 8.4/14	
9:30	10. The Thorn Birds, Part 2 11.7/20	51. Love & War 7.6/12	44. Blossom 8.0/13	
10:00		35. Northern Exposure 8.7/15	46. Mad About You 7.7/13	
10:30			44. Mad About You 8.0/14	
TUESDAY	12.0/21	9.9/18	8.3/15	3.6/6
8:00	21. Full House 10.3/20	16. Rescue: 911 10.8/21	67. NBC Movie of the Week—One Special Victory 6.6/12	88. Beverly Hills 90210 3.7/7
8:30	26. Hangin' w/Mr. C 9.6/18			92. Key West 3.4/6
9:00	1. Roseanne 15.3/27	29. CBS Tuesday Movie—Bump in the Night 9.5/16	9. Dateline NBC 11.8/20	
9:30	5. Coach 13.7/23			
10:00	11. The Thorn Birds, Part 3 11.6/20			
10:30				
WEDNESDAY	10.5/19	8.4/15	9.4/18	4.3/8
8:00	62. Wonder Years 7.0/14	71. Family Dog 6.0/12	20. Unsolved Mysteries 10.5/21	84. Beverly Hills 90210 4.6/9
8:30	64. Doogie Howser 6.9/13	69. Family Dog 6.4/12	25. 1st Person w/Maria Shriver 9.9/18	87. Melrose Place 3.9/7
9:00	2. Home Improvmt 15.2/28	51. In the Heat of the Night 7.6/14	46. Law and Order 7.7/14	
9:30	19. Delta 10.6/19	13. 48 Hours 11.4/20		
10:00	12. The Thorn Birds, Part 4 11.5/21			
10:30				
THURSDAY	12.1/22	8.7/16	8.2/15	6.4/11
8:00		33. Top Cops 8.8/17	59. Cheers 7.3/14	46. The Simpsons 7.7/15
8:30	15. The Thorn Birds, Part 5 11.2/20	26. Eye to Eye with Connie Chung 9.6/17	51. Wings 7.6/14	60. Martin 7.2/13
9:00		51. Picket Fences 7.6/14	29. Cheers 9.5/17	74. ILC: 1st Season 5.8/10
9:30			16. Seinfeld 10.8/18	82. Down the Shore 4.8/8
10:00	4. Primetime Live 14.0/25		62. The Comedy Store 20th Anniversary 7.0/13	
10:30				
FRIDAY	10.6/22	5.9/12	5.7/12	5.2/11
8:00	22. Family Matters 10.1/23	77. Golden Palace 5.2/12	80. Mancuso, FBI 5.0/11	76. America's Most Wanted 5.7/13
8:30	22. Step By Step 10.1/22	85. Brooklyn Bridge 4.3/10	71. NBC Movie of the Week—A Woman Named Jackie, Part 3 6.0/12	80. Sightings 5.0/11
9:00	37. Dinosaurs 8.4/18	46. Street Stories 7.7/16		85. Code 3 4.3/9
9:30	42. Perfect Strangers 8.1/17	77. Johnny Bago 5.2/10		
10:00	6. 20/20 13.4/27			
10:30				
SATURDAY	7.4/16	7.7/16	7.0/15	6.0/13
8:00	91 Young Indiana Jones Chronicles 3.5/8	41. Dr. Quinn, Medicine Woman 8.2/18	68. Super Bloopers 6.5/15	66. Cops 6.8/16
8:30		57. CBS Saturday Movie—The President's Child 7.4/15	56. Empty Nest 7.5/16	46. Cops 7.7/17
9:00			51. Nurses 7.6/15	82. Front Page 4.8/10
9:30	32. The Thorn Birds, Part 6 9.4/19		64. Bob Hope - Young Comedians 6.9/14	
10:00				
10:30				
SUNDAY	8.9/17	12.8/24	6.9/13	4.6/9
7:00	88. Life Goes On 3.7/8	3. 60 Minutes 14.9/32	69. NBC Sunday Night Movie—Ghost Dad 6.4/13	90. Parker Lewis 3.6/8
7:30		7. Murder She Wrote 12.5/24		92. Danger Theater 3.4/7
8:00	37. Am Fun Hm Vid 8.4/17	8. CBS Sunday Movie—In the Company of Darkness 11.9/21	57. NBC Sunday Night Movie—Darkman 7.4/13	79. In Living Color 5.1/10
8:30	22. Am Fun Hm Vid 10.1/19			73. Martin 5.9/11
9:00	14. ABC Sunday Night Movie—Small Sacrifices, Part 1 11.3/20			61. Married w/Childn 7.1/13
9:30				74. Herman's Head 5.8/10
10:00				94. Tribeca 3.0/5
10:30				
WEEK'S AVGS	10.3/19	9.0/17	7.7/15	5.8/11
SSN. TO DATE	11.6/20	12.3/21	10.7/18	7.2/12

RANKING/SHOW (PROGRAM RATING/SHARE)

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Radio

Fries: stations haven't learned much

RAB president tells New York broadcasters to address marketing needs of advertisers

By Peter Viles

First came the good news: speaking to New York State broadcasters last week, Radio Advertising Bureau President Gary Fries noted that radio station revenues rose again in June, posting double-digit percentage increases over 1992 levels.

Then came the not-so-good news: Fries delivered a sharply worded speech warning broadcasters that radio could very well slip into another revenue slump. In fact, he said, there are already signs that stations did not learn much from the recent lean years.

"Radio broadcasters are falling back into the same patterns they fell into before," Fries told the New York State Broadcasters Association last week in Saratoga. "They're all looking at the short-term future.... If you go back to the same methods we came from, you're going to fail."

While Fries painted a mostly optimistic portrait of the industry, he warned that stations must continue the difficult work of building lasting marketing partnerships with advertisers rather than relying on traditional methods of transactional, cost-per-point selling.

Major advertisers continually complain to him, he said, that radio stations do not understand, or even care about, the marketing needs of advertisers. "Advertisers are looking for integrated marketing campaigns," he said. "We're out there selling them spots, and they're thinking, 'How can we get results? How can we get a bigger market share?'"

To illustrate his worries, Fries spoke of the lackluster response from major radio stations when the RAB, working with a national advertiser, asked the stations to put together pre-

sentations showing their efforts at promoting the advertiser's products. Even though each station was a major beneficiary of the company's advertising, the response was underwhelming, Fries said. Some stations didn't even respond, and others submitted unprofessional presentations.

"This is an indictment against our industry," he warned. "And it's a major problem."

Fries did point to some recent successes, particularly with Cadillac, which he said has decided to double its use of radio, largely by targeting upper-income blacks. That decision came about partly because radio industry leaders aggressively pitched Cadillac, rather than its ad agency, Fries said.

"Stop talking to agencies only, and start talking to advertisers," he urged. ■

Modest response gains in Atlanta Arbitron

Survey was discredited by ratings council due to on-air promos urging participation

By Peter Viles

The controversial Arbitron ratings survey for Atlanta is out, but the results do not appear to be that controversial after all.

The top three stations in the market held their spots, and Arbitron's initial analysis of the survey showed that on-air promotions—intended to increase participation in the survey—achieved only modest success.

It was because of those promotions, and the possibility that they could skew the ratings, that the Electronic Media Ratings Council took the un-

Saying yes to Arbitron

	Spring '92	Summer '92	Fall '92	Winter '93	Spring '93
Consent rate	71.8	71.0	73.1	70.6	73.6
Return rate	47.4	47.9	50.8	51.6	50.8
Response rate	34.4	34.4	37.3	36.5	37.5
In-tab	2,063	2,227	2,314	2,175	2,141

Consent rate is the percent of people in the usable sample who agree to accept a diary.

Return rate is the percent of people accepting a diary who returned a usable diary.

Response rate is the percent of usable sample that is included in the market report.

In-tab is the number of diaries included in the report.

Source: Arbitron

precedented step of withdrawing its accreditation of the spring ratings survey in Atlanta.

When compared with previous Arbitron surveys (see box), the spring survey showed modest improvements in rates of consent, return and response. In other words, Atlanta residents appeared to be slightly more likely to participate in Arbitron surveys after the announcements.

Arbitron cautioned that its analysis was preliminary. "We've already learned a lot, and we're confident that we will learn a lot more from the

detailed analysis," said Jay Guyther, Arbitron's vice president for radio sales and marketing. "However, it appears neither our best hopes nor the industry's worst fears are going to be realized."

Of the top three stations, WVEE-FM remained in first, with a 13.3 share (total week, average quarter-hour, 12-plus), up from 11.1 in the winter; WKHX-FM was second again, rising slightly from 9.0 to 9.6, and WPCH-FM remained third, up from 6.9 to 8.0.

It was the Atlanta Radio Association that urged Arbitron to allow the

on-air promotions, and the group said it was pleased with the results. "What we see in these numbers is radio's effectiveness in getting people to consent to the survey. And when compared with the spring 1992 survey, we have a 9% gain in response rate," said Rick Mack, vice president and general manager, WVEE-FM and WAOK(AM), and president of the association.

Will similar promotions take place in other markets? Arbitron said a decision on that must wait until the company finishes a more detailed analysis of the Atlanta survey. ■

RIDING GAIN

Minority employment dips in news

A soon-to-be-released survey indicates that minorities may be losing some ground in radio newsrooms. The survey, conducted by the Radio and Television News Directors Foundation, says that in 1992, 11.3% of radio news staffs were members of minority groups, down slightly from 11.6% in the RTNDF's 1991 survey. A survey of TV and radio showed blacks losing some ground in employment, while Hispanic journalists gained.

Shamrock changes

Changes at Shamrock Broadcasting, which is on the verge of finalizing its merger with Malrite Communications: Eddie Esserman, previously vice president and general manager at WFOX-FM Atlanta, moves to the same position at San Francisco mega-combo KNEW(AM)-KSAN-FM and KABL-AM-FM. Also: J.D. Freeman, general manager at KMLE-FM Phoenix, moves to Los Angeles to run KLAC(AM) and KZLA-FM.

Auto listening most common

A new survey analyzing Arbitron diary-keepers concludes that listening is nearly evenly divided between home, auto and work. The survey, by Research Director Inc., found that 70.1% of

Arbitron diaries contained some in-car listening, 50.7% contained some listening at home and 21% contained some at work. But when analyzed by quarter-hour, work and at-home caught up: 34.5% of the quarter-hours logged were at home, 32.8% were at work and 30.9% were in autos. In other words, more diary-keepers listen in the car, but more listening is done at home. The survey was based on 40,000 diaries over a three-year period.

NAB radio news

Country music star Tanya Tucker will perform at the Marconi Radio Awards on Sept. 11, during the NAB Radio show in Dallas. Tucker will appear courtesy of Premiere Radio Networks. The awards show will be hosted by Rick Dees.

Network ratings problem?

The recent Veronis, Suhler & Associates report on advertising prospects for communications media contains a somewhat unenthusiastic assessment of network radio. According to the report, network radio suffers because "marketers have difficulty comparing the relative effectiveness of network radio with that of television." Because the most common ratings on network radio, RADAR, report national listenership, the report says, a national retailer "would not know whether a network radio ad

reached consumers in specific markets where outlets may be located."

Radio network executives took issue with the report, pointing out that Arbitron ratings can be used to measure market-by-market performance of network offerings. "You can break it down by Arbitron, and we do," said David Kantor, executive vice president, ABC Radio Networks.

Still, the Veronis Suhler report concludes: "Improved audience reporting would help the medium attract ad dollars. Unless that happens, however, network radio will remain a minor part of the national advertising landscape, and a minor part of the radio industry."

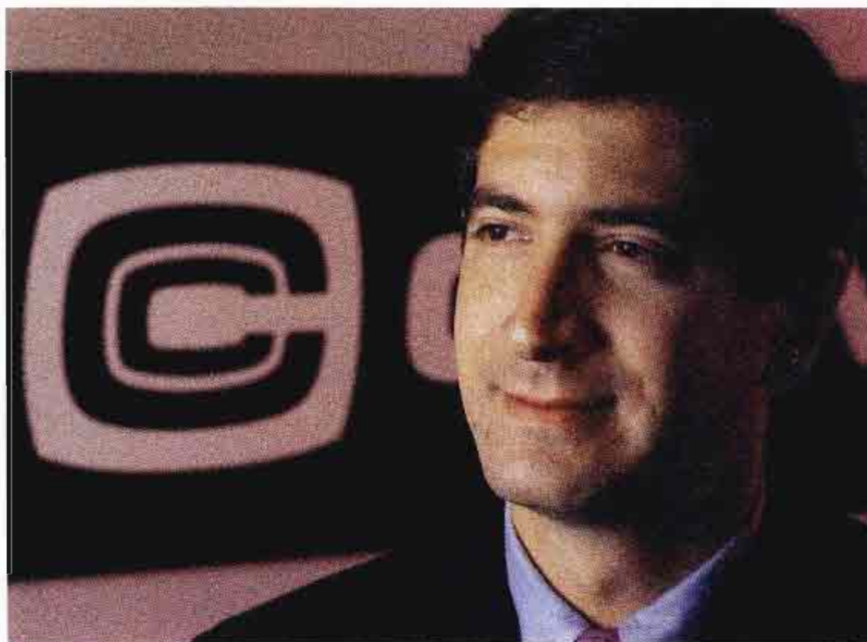
The final word? "I totally disagree," says Rick Devlin, president of the Radio Network Association, pointing out that network radio revenue is pacing 6.5% ahead of 1992 levels.

KMOX starts flood relief network

CBS O&O KMOX(AM) St. Louis last week announced the creation of a flood relief radio network intended to use the station's wide reach to raise money for flood victims. It kicked off the effort with a \$15,000 donation to the American Red Cross. KMOX is enlisting other stations in the drive, and all funds raised will go to the American Red Cross to benefit flood victims in Illinois and Missouri.

Brian Roberts: Stretching Comcast's reach through new technology

Since becoming president of Comcast Corp. in 1990, Brian Roberts has helped the cable MSO diversify in the wired and wireless communications fields. A typical day finds Roberts talking with companies like IBM, Apple, AT&T and the regional Bell operating companies. "The areas of their interests do not have boundaries," says Barry Diller, a partner with Comcast in QVC Network. Roberts talks with Rich Brown about regulatory problems and technological promise.



How far along are you on retransmission-consent negotiations with broadcasters?

I have never felt that this should be negotiated publicly but rather privately. But I would just generally observe that it appears that in certain instances, creative solutions are being found that appear to be constructive. It is still Comcast's position that if you're only going to get something that you can receive with an antenna, it's hard to justify paying for over-the-air TV. If you can make a value-added deal and make it a win-win situation, that would be an ideal outcome. But it's a very long road and we're only halfway.

Any sense of how this is going to affect the long-term relationship between cable and broadcasters?

It's hard to generalize. I think relationships are likely to occur company to company, and we have good relations with a lot of companies. Some compa-

nies, like Fox and Capcities, have tried to use this period to further their involvement with the cable industry. That appears like an intelligent approach to me, subject to a lot of detail.

NBC is said to be offering three cable channels as part of its retransmission-consent negotiations. Wouldn't you include NBC among those companies trying to use these negotiations to further their involvement with the cable industry?

It's just been a proposal rumored in the press, so I wouldn't want to react. Certainly NBC has cable involvements, and there's an opportunity to strengthen that in this period.

So NBC has not formally approached you with its three-channel idea?

No comment.

What progress have you made with CBS, which has taken a hard line on

seeking cash in retransmission consent?

I would prefer to avert discussions out of the media because I think in the end we're open for constructive relationships and solutions, and the best way to get there is private discussions.

The new cable rate regulations allow cable system operators to call for cost-of-service hearings if they feel that their rates are fair. What is the likelihood that Comcast will call for such hearings?

For the majority of our company, we won't be going with cost-of-service hearings, but in some systems it may make a lot of sense. We're working as hard as we can to figure it out, but it's not going to be the main methodology for us to pursue.

As you look to the future, what will be the role of the National Cable Television Association?

I think the NCTA has done an awesome job taking an industry that no-

COVER STORY

body ever heard of to the forefront of the world's telecommunications. And I don't think you can fault NCTA with some of the marketplace realities that we're dealing with right now. In fact, I give the NCTA a lot of credit for the universal acceptance that cable is the center of this digital convergence between television, telephone and computers.

How far along are you on upgrading the Comcast systems with fiber optic cable and introducing digital compression technology?

We have a test system in West Palm Beach that is trying 20-25 channels of pay per view, and we're also going to be testing John Hendricks' Your Choice TV on that system, probably in the next 120 days. We have not made any decisions on the entire organization in terms of fiber rebuilds, but we have been rebuilding a number of our markets.

We placed an order for 150,000 boxes because we really wanted to send a strong message to the manufacturing community—General Instrument, Scientific-Atlanta and others—that this is a winner of a product that is obviously the quickest and cheapest

"I give NCTA credit for universal acceptance that cable is the center of digital convergence."

way for cable operators to expand channel capacity.

We hear again and again about the 500-channel cable universe of tomorrow. Is it going to happen?

I have no doubt that consumers, given the choice, will buy more channels as long as they're not too expensive. There are three necessary steps to making it all happen. Step one is to have a broadband, high-speed network with tremendous capacity. Step two is figuring out what to put on—and that's where we think Barry Diller and other cable programmers and other media companies will hold the keys. Step three is developing the front-end system, and we have seen a lot of devel-

opment there. How do you make this a no-brainer for the consumer, and how do you make it as simple as your remote control? There are a lot of people working on that. All three of these areas have to develop simultaneously for this to work. If you wanted me to place a bet, I'd say it's going to work.

When will it come together?

I think what Time Warner is doing [at its state-of-the-art cable system] in Orlando is very exciting, and I can't wait to go visit it when it's up and running. We're talking about a test project at Comcast very shortly. We're going to be trying this idea of switched video with a server that serves the community and a microprocessor in the home. I think if you're a cable operator and you haven't gotten started, you should—because it's going to come faster than anybody thinks.

You mentioned QVC's Barry Diller as one of the keyholders to tomorrow's programming. The proposed merger of QVC and Home Shopping Network certainly has a lot of people talking about home shopping, and there seems to be some concern among cable system operators that a merged company might be too big. As a part owner in QVC, how do you respond to that?

I understand initial concerns. But having had the chance to talk to some operators, I think it's being exaggerated. When you disclose to operators a little bit more than what has been discussed publicly—including some of the dreams that ourselves and Barry Diller and Liberty Media have for the 500-channel world and Barry Diller's incredible record of creating original breakthrough programming—they realize this goes way beyond the \$2 billion QVC-HSN market as we know it today.

You mentioned Barry Diller and his dreams. I've been forewarned that you won't comment on the rumored fifth broad-based programming network that Diller is said to be planning with the spun-off HSN TV stations. But could you say, hypothetically, what kind of potential exists for a fifth network?

I would refer you to Barry, but I would say that this partnership is really a tremendous opportunity for Comcast to participate in the program expansion we think is coming in the '90s. This partnership ought to be able to create products that go into several areas, and we're not going to limit our opportunities. I can honestly tell you that there is no concrete plan I'm aware of as to how to convert some of

Comcast Corporation

Headquarters: Philadelphia

1992 revenue: \$728 million

Chief executives: Ralph J. Roberts, chairman of the board of directors; Julian A. Brodsky, vice chairman of the board; Brian L. Roberts, president

Cable systems: Fourth-largest multisystem operator in the country with 2.7 million subscribers in 19 states.

Cellular telephone: Serves contiguous region running from Newark Airport in New Jersey to the outskirts of Baltimore, including most of New Jersey, Philadelphia, Wilmington and portions of Maryland, with total population of more than 7.3 million.

Alternate access: Investments include 51% interest in Eastern TeleLogic Corp. and 20% equity investment in Teleport. Both companies provide linkup with long-distance services for high-volume business telecommunications users.

International: Operates cable and telephone systems, including combined cable/telephone networks in UK that provide British consumers telephone service alternative to British Telecom. Serves more than 65,000 cable subscribers and 35,000 residential phone users.

Wireless communications: Has invested about \$170 million in NexTel (formerly Fleet Call), which will offer new digital private radio services in major urban areas starting later this year.

Programming: Owns 11% of home shopping service QVC. Company also has variety of minority interests in Turner Broadcasting System, E!, Digital Cable Radio and Viewers Choice.

the assets that were inherited through an HSN merger with QVC.

So there is no "concrete plan" to create a fifth broad-based network?

Not to my knowledge. Obviously, the option to buy those Silver King stations is one of the assets that comes with this merger, but it's not the principal reason to do it. There's been a lot on everyone's plate. I think everyone's doing a great job getting started here, and now we're talking about a major merger. It's only been six months [since Diller came on board], and QVC sales are up, I think, over 20%.

A while back there was an experiment involving QVC programming on KYW-TV Philadelphia. What became of that?

I'm not sure whether it has broader implications, but that's a good example of where Comcast has been aggressively trying to reposition itself for the future. QVC has the potential, whether through broadcast television or expanded cable distribution in a 500-channel world, to be a major entertainment, education, shopping, interactive series of services.

Another example of where we've expanded our company's initiatives is in the whole area of wireless telephone. We think that will eventually be an important ingredient with cable, and we made two investments in that direction in the last year: one was a billion-dollar purchase of John Kluge's Philadelphia cellular system, and the other is our 5% investment in Fleet Call, now known as NexTel, with options to go to 30%.

In July, you testified before the Senate on behalf of NCTA that cable system operators should be allowed entry into the local telephone exchange business. Looking from the other side of the fence, shouldn't regional Bell operating companies, then, also be permitted to enter the local cable system business?

We recognize that competition for local exchange carriers is an important fundamental governmental goal. It's being pursued in Europe, it's being pursued in Mexico, and it ought to be pursued in the United States. We shouldn't lose our worldwide lead in that respect. Now, if competition comes to local exchange carriers, we recognize there is going to be a time when telephone companies should be allowed into cable. And we don't say, "no, never"; we say, "When and under what circumstances?" Once they

"QVC has the potential through broadcast or cable to be a major interactive series of services."

have some reasonable definition of effective competition, then the regulations and the barriers to the telephone companies may become unnecessary.

Do you have any sense of when that might be?

What we suggested in the testimony was to take the new cable laws as a perfect example. I'm not thrilled with all aspects of the new cable law, but clearly, the way I would interpret it, they're nurturing competitors by giving them access to programming. They're regulating us stiffly until that competition occurs, but they define when those regulations go away. They

said that when 50% of the market can be served by a competitor and 15% actually buy from that competitor, the market is deemed to be effectively competitive, and the regulations are no longer necessary. So, we've proposed, why not take that same model to the telephone world?

You've had a certain amount of regulatory freedom in developing telephone and cable technology in the UK. What can the U.S. learn from that experience?

One out of every five households is taking our telephone service, and two-thirds of the households that take cable service are also taking telephone service. The results are astounding and tell you the competition in the local-exchange market is viable. You need to nurture would-be competitors.

The consumers over there are now getting choice in long-distance carriers and local-exchange carriers. They're saving 10% off their British Telecom rates and they're getting itemized bills, which they didn't get before. They now have available call forwarding and call waiting and services that we perhaps take for granted here. It's

July, 1993

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been a great learning experience for all of us.

In the UK, you've also had a chance to look at the development of direct-broadcast satellite technology. Are you worried by the advent of DBS here early next year?

Cable has a more robust network. Cable has the potential for more channel offerings, interactivity and other services like telephony and multimedia. But if we don't press ahead now with our technology, we will regret it because DBS will have a great programming lineup and will be competitively priced. Our senior executive team in the cable division is actively getting ready to make sure that we have learned the lessons that other businesses—such as AT&T and American Express—have learned in going through these kinds of competitive challenges. Part of what you have to do is build consumer loyalty, brand identity, image and technology. Customer service is probably the number-one issue.

Does it make sense for the cable system operators to get involved in the high-power DBS business through their existing Primestar Partners DBS

“It's been shown in the United Kingdom that cable and satellite TV can mutually co-exist.”

business or some other means?

Certainly now that we're settled with the federal and state authorities about Primestar's ability to provide service, it's now actively being pursued as to how to get into this business. There's going to be more than one DBS company, and it's been shown in the United Kingdom that cable and satellite can mutually co-exist.

With the advent of reregulation, there has been growing talk about the importance of building unregulated revenue streams like local advertising and pay per view. How aggressively are you pursuing those categories?

Tom Baxter, who is president of our

cable division, recognized about three years ago that we needed to rethink what our strengths and weaknesses are as operators. He found that the number-one thing Comcast had to become was a sales organization because deregulated products such as advertising and pay per view are going to be our best vehicle for growth in the next few years. So we improved our organization skills in both areas. We have had an excellent 18-month period of advertising and subscriber growth—our pay-per-view results generally have been excellent, and I think advertising has been up over 20% in cash flow. It's a very small market, so that percentage is not necessarily going to be a big number. But it shows how we are trying to refocus our organization.

You sit on the board of Viewer's Choice, the pay-per-view distributor that is currently expanding from three channels to five. Isn't that too much too soon? Do you anticipate that many operators out there are prepared to make that sort of leap?

It may not be something that every 36-channel system carries today, obviously. Particularly with the must-carry rules, the timing was unfortunate because so many systems have had to add must-carry stations and drop cable networks, and pay per view is one of the first to get dropped. But there aren't going to be many 36-channel cable systems five years from now.

Reregulation has led many cable system operators to examine à la carte pricing as a way of overcoming rate regulation. Have you begun testing à la carte pricing?

Yes. We have had some à la carte in tiers and à la carte itself in some systems, but we don't have great experience with it. Pay per view is à la carte and is a great example of how it can work well. There are ideas that have been represented to us recently that make a lot of sense in an à la carte world. And there are services like home shopping that pay the operators to be carried on expanded basic and offer a percentage of sales. The other model, where we pay for the channel, has been what has built this industry, so you don't want to abandon that so quickly because it has worked so well.

You said there were some ideas presented to you that make sense in an à la carte world. Can you elaborate?

I think conceptually it would be inappropriate at this time. I wouldn't want to single out any channel; the price would go up too quickly. ■

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Murdoch Star deal transforms Asia

Having secured its niche in Far East television gold rush with 63.6% interest in satellite network Star TV, Rupert Murdoch's News Corp. gains head start

By Meredith Amdur

In perhaps one of the biggest deals this year, Rupert Murdoch finally struck gold in Asia, acquiring 63.6% of Pan-Asian satellite network Star TV for \$525 million.

The deal, paid in cash and stock, values the five-channel Star network at \$825 million, and could alter dramatically the cable and satellite programming landscape across the financially lucrative region. Management implications of the transaction are not yet clear.

Launched two years ago, Star TV was jointly owned by Hong Kong business magnate Li Ka-Shing and his company, Hutchison Whampoa. The satellite package includes news, sports, music and Chinese and general entertainment channels. In selling the majority share to Murdoch, the Li

family realized a comfortable profit on its satellite enterprise, valuing its remaining 36.4% share at three times Hutchison's original investment of roughly \$110 million. A public stock offering of remaining Hutchison shares is expected next year.

Murdoch move a surprise

Having hit a roadblock in the form of Chinese regulators with his attempted investment in Hong Kong broadcaster TVB, Murdoch caught many industry watchers off guard; News Corp. had earlier proffered a \$250 million offer to the Hutchison group that was rejected. But the deal isn't surprising, since Murdoch is keen to extend the expertise and programming from his five-year-old UK satellite venture, BSkyB (50% owned by News Corp.), to the burgeoning Asian marketplace.

Murdoch was quoted as saying he expects Star has the potential to be "two or three Skys."

Murdoch now claims access to more than three-quarters of the globe's population.

Claiming 65 million viewers in 15 million homes, two-year-old Star TV is in its ascendancy, while rivals—many of them U.S. cable networks such as HBO, ESPN and CNNI, which set up shop on the Southeast Asian Palapa satellite—scramble for a competitive edge over the Star group. The Palapa contingent intends to move onto the Chinese Apstar-1 satellite in 1994 to keep up with Star's AsiaSat footprint.

But with such strategic fortification, Star should take on new bargaining power with channel providers and could render any rival satellite packages unviable.

These former Star TV rival packages may now look more favorably upon joining Star's increasingly dominant network.

"It's a great deal for News Corp. and all its affiliates," says Oppenheimer & Co. financial analyst Jessica Reif. With its AsiaSat transponders, which cover a region from the Middle East across China to Indonesia, Star has a lock on distribution, which Fox is keen to exploit. The deal could also bring about a role for Fox and TCI-owned Request TV.

A source at Twentieth Century Fox says it is too soon to speculate on the extent and possible programming ramifications of the union, but observers believe the programming linkup will be far-reaching.

Potential, but problems too

Nevertheless, News Corp.'s latest prize is no cakewalk. The Asian market has enormous growth potential, with at least half of the world's population and national gross domestic product growth rates running at 8%. But analysts claim the investment is still a calculated wager that the satellite-delivered pay TV market will fulfill its much-heralded potential. China, one of the major prizes in the

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market, remains shackled by regulation, a government not yet willing to bless satellite dishes and an uncontrolled flow of international television.

Star's five-channel service, which includes partners MTV-Asia, PrimeSports and BBC World Service Television, currently depends on advertising revenue across its 38-country footprint. Now, with access to News Datacom's dominant encryption package, a cash flow that should bring the service to break-even within the next two years would seem assured.

Changing alliances

Reif speculates that some switching of allegiances may take place among rival channels and suspects that Star will be able to attract studios and channels that had been wary about joining Star without a secure encryp-

tion system.

A key advantage to Murdoch's arrival will be Star's new access to Fox programming, something the channel was having trouble securing for its encrypted pay TV launches this fall. With a ready distribution outlet for its product, Fox now has its Asian window.

Star TV's strongest markets are India and Taiwan, while China remains the grandest prize of all; some estimates put dish access at 20 million homes already.

Strengthening its access and marketing efforts, Star has expanded business operations across Asia and the Middle East, opening offices in Tokyo and Dubai, in Bangalore and Calcutta in India, and in Chengdu, Shanghai, Guangzhou and Beijing in China. The company now maintains 12 offices in the areas it reaches. ■

Changing Hands

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

KDFC-AM-FM San Francisco ■ Sold by Sundial Broadcasting Corp. to the Brown Organization for \$13 million. **Seller** is headed by Helen Davis and has no other broadcast interests. **Buyer** is headed by Willet H. Brown and has interests in KRWM-FM Seattle; KKSF-FM San Francisco, KPOP(AM)-KGB(FM) San Diego, KXOA-AM-FM and KQPT-FM Sacramento, and KYNO(AM)-KJFX(FM) Fresno, all California. KDFC(AM) is 5 kw daytimer with classical format on 1220 khz. KDFC(FM)

has classical format on 102.1 mhz with 33 kw and antenna 1,050 ft. *Broker: Star Media Group.*

KSNN-FM Arlington, Tex. ■ CP sold by KODZ License Corp. to Armadillo Broadcasting LP for between \$11 million and \$12.5 million, depending on contingencies in contract. **Seller** is headed by Scott K. Ginsburg and has interests in WWBZ-FM and WLUP-AM-FM Chicago; WVCG(AM) Miami and WFYV-FM Jacksonville, both Fla; KKBT-FM Los Angeles and KMEL-FM San Francisco; WTOP(AM)-WASH-FM Washington; KASP(AM)-WKQB-FM St. Louis; and KTRH(AM)-KLLOL-FM Houston. **Buyer** is headed by John P. Hayes and has no other broadcast interests. KSNN will have CHR format on 94.9 mhz with 98 kw and antenna 1,509 ft. *Broker: Star Media Group.*

WCKZ-FM Gastonia, N.C. ■ Sold by Compass Media Group Inc. to BPI Charlotte License Subsidiary Inc. for \$3 million. **Seller** is headed by Jonathan D. Schwartz and has interests in KEZK(AM) Wood River, Ill.; KEZK-FM St. Louis; KOOL-AM-FM Phoenix, and KCBQ-AM-FM San Diego. **Buyer** is headed by Perry J. Lewis and has interests in WGIV(AM) Charlotte and WPEG-FM Concord, both North Caroli-

Proposed station trades

By dollar volume and number of sales

This week:

- AM's □ \$1,500 □ 2
- FM's □ \$21,157,037 □ 17
- AM-FM's □ \$4,201,000 □ 120
- TV's □ \$8,250,000 □ 1
- Total □ \$33,629,537 □ 24

So far in 1993:

- AM's □ \$38,283,091 □ 135
- FM's □ \$425,008,309 □ 215
- AM-FM's □ \$454,216,958 □ 120
- TV's □ \$1,185,355,866 □ 38
- Total □ \$2,102,864,224 □ 508

For 1992 total see Feb. 1, 1993 BROADCASTING.

SOLD!

KIKK-AM/FM, Houston, TX from **Viacom International**, Bill Figenshu, President Radio Division & Kevin Reymond, CFO to **Group W Radio**, Dan Mason, President and **WCPT/WCXR, (Alexandria)** Washington, D.C. from **Group W Radio to Viacom International.**

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na; WVAZ-FM Oak Park, Ill.; WKQI-FM Detroit; WYNY-FM Lake Success, N.Y., and KSKY(AM) Balch Springs, Tex. WCKZ has contemporary hit format on 101.9 mhz with 99 kw and antenna 987 ft.

WSDR(AM)-WSSQ-FM Sterling and WZZT-FM Morrison, both Illinois ■ Sold by Sterling Radio Stations Inc. to LH&S Communications Inc. for \$3.2 million. **Seller** is headed by Alex R. Seith and has no other broadcast interests. **Buyer** is headed by Howard Q. Murphy and has interests in WZZT-FM Morrison, Ill. WSDR has news/talk format on 1240 khz with 500 w day, 1 kw night. WSSQ has adult contemporary format on 94.3 mhz with 6 kw and antenna 309 ft. WZZT has adult contemporary format on 95.1 mhz with 3 kw and antenna 328 ft. *Broker: Burt Sherwood Inc.*

WSLM-FM Salem, Ind. ■ Sold by Don H. Martin to Snowden Broadcasting of Louisville Inc. for \$2.4 million. **Seller** has no other broadcast interests. **Buyer** is headed by James K. Snowden and has interests in WYLD-AM-FM

New Orleans. WSLM has diversified format on 98.9 mhz with 50 kw and antenna 300 ft. *Broker: Henson Media Inc. and Sailors & Associates.*

KBFX-FM Anchorage ■ Sold by TCT Communications Inc. to Community Pacific Broadcasting Co. LP for \$1.3 million. **Seller** is headed by Thomas C. Tierney and has interests in KLAM (AM) Cordova, KZXX(AM) Kenai, KVO-K(AM)-KJJZ-FM Kodiak, KSWD(AM) Seward and KVAK(AM) Valdez, all Alaska. **Buyer** is headed by David J. Benjamin and has interests in KKSD(AM)-KASH-FM Anchorage and KFIV(AM)-KJSN-FM Modesto, Calif. KBFX has classic rock format on 100.5 mhz with 25 kw and antenna 178 ft.

WVIP-FM Mount Kisco, N.Y. ■ CP sold by VIP Broadcasting Corp. to Impulse Broadcasting Corp. for \$1.25 million. **Seller** is headed by Martin Stone Esq. and has no other broadcast interests. **Buyer** is headed by Ronald E. Graiff and has interests in WMJV-FM Patterson and WPUT(AM) Brewster, both New York. WVIP has adult contemporary/news format on 106.3 mhz

with 3 kw and antenna 440 ft.

WGUS(AM) North Augusta, S.C., and WGUS-FM Augusta, Ga. ■ Sold by HVS Partners to Benchmark Radio Acquisition Fund II LP for \$1.2 million. **Seller** is headed by Gisela B. Huberman Esq. **Buyer** is headed by Bruce R. Spector and has interests in WUSQ(AM) Manchester and WUSQ-FM Wichester, both Virginia; WGUS(AM) North Augusta, S.C., and WZNY-FM Augusta, Ga. WGUS(AM) has country format on 1380 khz with 5 kw day, 710 w night. WGUS-FM has contemporary hits format on 102.3 mhz with 1.5 kw and antenna 666 ft.

KFTE-FM Breaux Bridge, La. ■ Sold by JBC Inc. to Mid-Acadiana Broadcasting Corp. for \$517,750. **Seller** is headed by William D. Jackson and has interests in WESY(AM)-WBAD-FM Leland, Miss. **Buyer** is headed by Ernest J. Alexander and has interests in KMDL-FM Kaplan, La. KFTE is on 96.5 mhz with 22.5 kw and antenna 328 ft.

WDXZ-FM Mt. Pleasant, S.C. ■ Sold by Dixie Communications Inc. to Faircom Charleston Inc. for \$400,000 consulting and non-compete agreement. **Seller** is headed by William G. Dudley III and has interests in KRVR-FM Davenport, IA, and WTMA(AM)-WSUY-FM Charleston, S.C. **Buyer** is headed by Joel M. Fairman and has interests in WSSX-FM Charleston, S.C.; WHFM(FM) Southampton, N.Y., and WKMF(AM)-WCRZ-FM Flint, Mich. WDXZ has urban contemporary format on 104.5 mhz with 28 kw and antenna 656 ft.

WDKK-FM Avis, Pa. ■ Sold by HUM Broadcasting Ltd. to Maximum Impact Communications Inc. for \$270,000. **Seller** is headed by John A. Kennedy Jr. and has interests in KJDE-FM Sand Point, Idaho, and WHMU(FM) Covington, Pa. **Buyer** is headed by Sabatino Cupelli and has no other broadcast interests. WDKK has contemporary hits format on 99.9 mhz with 450 w and antenna 823 ft.

Cardinal Communications Inc. sold its 16 Indiana cable systems to Sammons of Indiana for price estimated by Paul Kagan Associates Inc. at \$182 million. **Seller** is headed by Jim Ackerman and has no other broadcast interests. **Buyer** is headed by Jim Whitson and has no other broadcast interests. Systems have 86,000 subscribers and pass 122,000 homes. *Broker: Communications Equity Associates.*

Hatch family sells 40% of KUTV

The Hatch family has gotten a cash infusion by selling part of its NBC affiliate in Salt Lake City, KUTV(TV). Veronis, Suhler & Associates (VS&A) and financial services firm Primerica recently bought a 40% stake for \$5.5 million. How long the new ownership structure will last is unknown, as several destabilizing options will emerge at the end of 1996.

The financing would help alleviate debt held by "one of our parent shareholders," says Jeffrey Hatch, the station's president/general manager. The VS&A investment covers not only the TV station, but also a satellite station due to go on air by the end of the year and a video production entity, TeleScene.

Initially VS&A's 40% will mostly be passive, with the 60% shareholder serving as managing general partnership of the new licensee, KUTV LP. VS&A may elect to take over as managing general partner if the station breaches its financial loan covenants or if the Hatch family or trusts for the family cease to own at least 66 2/3% of the 60% shareholder.

Paul Hughes, who currently oversees VS&A and Primerica's ownership of WOKR(TV) Rochester, N.Y., will also serve as an adviser to the Hatch-run station.

After Dec. 31, 1996, VS&A may "put" its interest to Hatch. If VS&A alternately sells its interest to an outsider, the Hatch group has the option to force the outside buyer to purchase the 60% interest as well.

The shareholders agreement gives the first \$5.5 million of distributed profit to VS&A plus a "30% cumulative compound annual return from the closing date on the \$5,500,000." The 60% shareholder then gets 150% of that given to VS&A, with any subsequent distributions provided to both parties on a 60/40 split.

Hatch says the outlook for the station is good: "With Olympics and politics, we had a banner year last year, but we will exceed it this year." Hughes says the population of the Salt Lake City area is expected to increase 15% between 1990 and 2000.

-GF

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Washington

Watchdog group faults D.C., Md. kids TV

Stations earn D+ for their lack of programming; fault survey for subjective methodology

By Kim McAvoy

Maryland and Washington broadcasters, branded by a local watchdog group with a D+ for their children's programming, want to be retested next season.

Stations are making "serious, good-faith efforts" to serve children in their communities, says Jeff Baumann, executive vice president and general counsel for the National Association of Broadcasters, in response to a survey of 13 stations by the Maryland Campaign for Kids' TV, a coalition of parents, teachers and consumer groups.

"As we have said all along, as more syndicated and network product becomes available, as is clearly happening this fall, stations will further enhance their efforts to meet their obligations under the Children's TV Act," Bauman says.

The coalition monitored the stations' compliance with the 1990 Children's TV Act, which requires broadcasters to serve the informational and educational needs of children. "We were dismayed by the lack of children's programming," says Charlene Hughins Uhl, director of the campaign.

The group admitted that their study was subjective, and it did not release any statistical data. It ranked stations based on total hours, when the shows aired, the ages of children served, program quality, number of locally produced programs and the station's responsiveness to the campaign.

Kathryn Montgomery, co-director of the Center for Media Education, a co-sponsor of the project, criticizes broadcasters for not taking the children's TV law seriously. She says that CME will continue to work with the Maryland Campaign to initiate similar efforts in other states and that the group is determined to see the law



CME's Kathryn Montgomery (l) and the Maryland Campaign's Charlene Uhl say their grassroots activism will spread to other states. This year's report card is shown below; next year, the campaign will issue a report card on kids programming that will add violence to the criteria.

strengthened. CME is asking the FCC to issue tougher children's programming requirements.

Broadcasters knocked the study for being subjective and for coming out at a time when many broadcasters are already fixing their fall schedules to include more kids shows.

Thomas Herwitz, general manager of WTTG(TV), says that the campaign's "Report Card" failed to "appreciate" his station's "ground-breaking efforts" in producing the award-winning kids TV show *Not Just News*. The program airs Saturdays at 11:30 a.m. and is picked up by stations in 100 markets. Herwitz adds that broadcasters will air more kids shows in the fall.

Herwitz suggests that, instead of issuing report cards, the group concentrate on encouraging viewers to watch quality programs such as *Not Just News*. "It can't stay on the air unless people watch it," he says. ■

The top 10

Although the Maryland Campaign for Kids' TV did not grade TV stations individually, they did rank the top 10:

1. WUSA (CBS) Washington
2. WJLA (ABC) Washington
2. WDCA (Ind) Washington
3. WMAR (NBC) Baltimore
3. WTTG (FOX) Washington
3. WBFF (FOX) Baltimore
4. WMDT (A/N) Salisbury, Md.
5. WRC (NBC) Washington
6. WHAG (NBC) Hagerstown, Md.
7. WJZ (ABC) Baltimore
8. WNUV (Ind) Baltimore
9. WBAL (CBS) Baltimore
10. WFTY (Ind) Washington

KIDS' TV: IS MARYLAND MAKING THE GRADE?

REPORT CARD '93

TOTAL HOURS	D
TIMES SHOWN	C-
FOR DIFFERENT AGES	D+
QUALITY	D+
LOCAL PROGRAMS	C-
STATION INTEREST	B-
OVERALL GRADE	D+



Maryland Campaign for Kids' TV
A Project of
Advocates for Children & Youth
and
Ready At Five

Songwriters find discord

ASCAP, BMI, other groups want bill modified

By Kim McAvoy

They may write the songs, but the nation's composers are worried about a new bill they feel could give record companies too much power over what happens to the songs after they're written.

Last month, the National Association of Broadcasters vowed to fight the performance rights bill now pending before the House Copyright Subcommittee. The addition of the songwriters' opposition is apt to prevent quick action on the bill.

The legislation would require radio and TV stations to pay a performance rights fee for any digital transmission of sound recordings. That, say songwriters, could give record companies unlimited say over how their music is used. The driving force behind the measure is the Recording Industry Association of America.

Lined up against the measure are

ASCAP, BMI, National Music Publishers Association, SESAC, Nashville Songwriters, National Academy of Songwriters and Songwriters Guild of America. In fact, they paused from writing songs long enough to write a letter to the bill's author, Copyright Subcommittee Chairman William Hughes (D-N.J.). The bill, says the letter, "would position record companies virtually to dictate the terms and conditions on which they, and others, use our music." The groups want the bill modified and hope to meet with Hughes to discuss revisions.

NAB President Eddie Fritts welcomed the songwriters' interest in the issue. "This is an issue that effects every radio station in the country," says Fritts. NAB claims the measure unfairly penalizes radio. The real threat to the recording industry, says NAB, is the digital subscription services offered by cable systems. ■

Fairness doctrine on a roll

Backers include Telcomsubcom ranking members

By Kim McAvoy

Momentum is building to reinstitute the fairness doctrine, with little opposition in sight.

Key House members plan to introduce a bill recodifying the doctrine before they leave for their August recess.

Both Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and Energy and Commerce Committee Chairman John Dingell (D-Mich.) are making the fairness bill a priority. And the subcommittee's ranking Republican, Jack Fields of Texas, signaled support for a bill.

Even a chief critic of the doctrine now supports it: Representative Michael Oxley (R-Ohio) says he changed his mind because he now sees so many more examples of bad journalism. An Oxley aide says the congressman is referring to the "rise in infotainment television" and thinks that the quality of TV in general has "deteriorated."

Oxley revealed his new stand at a Telecommunications Subcommittee hearing on the doctrine last week. Although it was suggested that Oxley might be unhappy with his inclusion in a *PrimeTime Live* exposé on congressional junkets, an aide said the piece has nothing to do with the congressman's position on fairness.

Still another bill backer is subcommittee member Marjorie Margolies-Mezvinsky (D-Pa.), a former broadcast journalist who says she found the doctrine helpful.

In 1987 the FCC threw out the fairness doctrine, which required balanced treatment of controversial issues of public importance. Congress was outraged by the action and immediately passed legislation to codify the doctrine. The effort failed, however, when President Reagan vetoed the measure and the Senate could not muster enough votes to override. President Bush also opposed the doctrine.

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Since then, the doctrine's proponents have vowed to resurrect it. And with Bill Clinton in the White House, they're no longer concerned about a presidential veto.

Although NAB has not lobbied actively against reinstatement, other groups have, including the Radio-Television News Directors Association and the National Religious Broadcasters, both of which testified at the hearing.

RTNDA counsel Laurent Scharff told subcommittee members the doctrine is

"incompatible" with the First Amendment and unnecessary, saying there is no evidence that broadcasters provide unfair coverage of controversial issues.

NRB President Dr. Brandt Gustavson told the subcommittee that reimposition of the doctrine will be especially harmful to religious broadcasters. NRB fears religious programs dealing with issues such as "sexual promiscuity, marriage, parental responsibility, divorce and the sanctity of human life" could trigger fairness doctrine complaints. But Markey as-

sured Gustavson that report language on the bill will clarify that the doctrine does not apply to religious issues.

The National Association of Broadcasters is sitting out the congressional battle. However, a spokesman says, if fairness becomes law, NAB will join those challenging it in court.

In the Senate, a provision was added to a campaign finance reform package that many lawyers say codifies the doctrine. It's unclear whether the Senate will move a separate fairness doctrine measure. ■

Small cable operators' vigorous campaign for some relief from rate regulation seems to be working.

Senate Minority Leader Robert Dole (Kan.) plus nine other Senate Republicans and one Democrat, Richard Shelby (Ala.), took up the small operators' cause, firing off a letter reminding the FCC of its statutory duty to reduce administrative burdens on cable systems with 1,000 or fewer subscribers. The entire Texas delegation, in a separate letter, directed the FCC to respond to the concerns of the small operators.

The operators were at the FCC and on the Hill two weeks ago arguing for exemption from the FCC's new rate regulations. The group also made some headway in the House.

FCC officials have been privately voicing anger at the Consumer Federation of America

for what they feel is its unreasonable insistence on speedy enforcement of cable regulations despite the agency's limited resources.

That anger went public last week with Acting Chairman James Quello blasting the consumer group for "self-aggrandizement" and "pathological disregard" for the impact of its demands.

Quello's statement accompanied an order moving up the start of rate regulation a month to Sept. 1 and rejecting CFA's proposal to allow cable subscribers to trim 15% off their cable bills until Sept. 1.

Permitting consumers to withhold part of the cable bills would have "completely disrupted the commission's implementation plan and would have promoted chaos for the industry and consumers," said Quello. "The petition appeared to be more of an effort to grab headlines and to engage in self-aggrandizement than a serious plan for rate regulation.... [I]t underscores that organization's pathological disregard for the real world implications of its suggestions."

Quello took particular aim at CFA Legislative Director Gene Kimmelman, saying he "angrily demanded" full attention to cable regulation and dismissed the harm such attention would do to other agency projects. "Of course, no responsible policymaker could seriously consider such demands," Quello said.

Responding to the attacks "is beneath me," says Kimmelman. However, he defends the 15% solution,

saying it was "a reasonable way" of saving consumers money in the face of the FCC "resource problem." "We are concerned they don't have their hearts into fully implementing congressional goals in the Cable Act."

FCC Commissioner Andrew Barrett, once thought hostile to cable's cause, surprised some FCC watchers

by dissenting strongly to the FCC's decision to move up by a month the start of rate regulation to Sept. 1. The action "undermines the integrity of the commission's regulatory process, creates potential unintended consequences and potentially creates false expectations among the consumer public," he says.

Acting Chairman James Quello, in his separate statement, makes clear his vote for moving the effective date was cast grudgingly, principally to relieve intense congressional pressure for swift action.

The National Cable Television Association says the Cable Act's rate regulations could cause cable rates to go up

in some cases. In a "fact sheet" sent to members of Congress outlining the impact of the new regulations, NCTA says subscribers to low-cost basic tiers containing broadcast signals may see their rates go up as cable operators merge such tiers with higher-cost expanded basic tiers. "The FCC's decision to establish a single per-channel benchmark applicable to each tier of regulated service specifically discourages establishing or retaining a low-cost basic tier."

The National Cable Television Association bade farewell to its former president, James Mooney,

at what was described as a "low-key" dinner at the Westin Hotel on July 22 in Washington. Mooney, who resigned July 1 after 12 years with the association, was honored by present and past NCTA staff and a few friends. "It really was a very nice and sentimental" dinner, said one staffer. The guests presented Mooney and his wife, Louise, with a leather binder filled with pictures and other memorabilia from his NCTA years. ■



Washington Watch

Edited By Harry A. Jessell



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Advertising & Marketing

Cable upfront begins to take off

Smaller networks hoping for big growth over course of next four weeks

By Christopher Stern

Dollars are beginning to move into the cable advertising marketplace, and industry insiders are positioning themselves for drawn-out negotiations.

Sales executives at several networks say early indications show strong momentum toward a healthy upfront, which is expected to last four weeks. (Upfront is the period during which advertisers buy time for the coming year.)

But advertising agencies caution that the placid broadcast upfront is the

best indication of the eventual outcome of the cable market.

"I don't think they should expect anything out of line with what happened in the broadcast market," said J. Walter Thompson's Jerry Dominus, director of national broadcast. Some advertisers buy cable to inexpensively beef up their television presence after securing broadcast inventory, according to Dominus: "Many clients use cable as Hamburger Helper." But, he warned, "The price of hamburger was reasonable this year."

Some buyers, such as Foote Cone &

Belding, discounted the cable upfront. "There is no panic to rush in and do it," said Howard Nass, FCB senior VP. There are no cable shows such as *Roseanne* and *Homefront* that advertisers fight for, he said, and the big advantage for an upfront cable buy is the cost. "If I give them a lot of money upfront, they are going to give me the costs I want to pay."

The Family Channel's Bill Beard said his network has written "50% to 60% more business" than during the same time last year. The Family Channel is looking at single-digit increases in the cost per thousands (CPM's), he said. (A CPM is the price of reaching 1,000 viewers of the target demographic.)

Beard said advertisers have also submitted budgets significantly higher than last year's, some up more than 20%.

For some smaller networks, this is a coming-of-age year. "We're no longer in diapers; we're in long pants now," said Comedy Central's Larry Divney, senior vice president, advertising sales. The network expects to sell about 35% of its inventory in the upfront, he said, compared with 20% last year. CPM increases are ranging from 12%-40%. Packaged goods deals were being completed last week, according to network sales executives.

Group W, which represents both Country Music Television and The Nashville Network, has been saying for several weeks that it expects big increases this year. CMT anticipates an increase in total advertising sales of 200%-300%, according to Peter Weisbard, vice president, advertising sales. He said he expects TNN to sell 60% of its inventory in this year's upfront, while CMT sells 25%. ■

Nielsen promotes Dimling

John A. Dimling, executive vice president, group director of marketing for Nielsen Media Research since 1988, has been named NMR's president and chief executive officer.

Dimling, 55, has spent most of his career in television. Before joining Nielsen in 1985, he was executive director and chief executive officer of the Electronic Media Rating Council. He has also served as director of planning and policy for the Corporation for Public Broadcasting and vice president for research for the National Association of Broadcasters.

"John is widely recognized throughout the television industry for his integrity and total commitment to providing our customers with the best possible audience measurement service," said Serge Okun, president and chief executive officer of A.C. Nielsen, in announcing Dimling's new post last week.

Dimling received a degree in mathematics from Dartmouth College, a master's degree in industrial administration from Carnegie Mellon University and a law degree from George Washington University.

He is also chairman of the Advertising Research Foundation.

Dimling succeeds William G. Jacobi, who has been elected a senior vice president of the Dunn & Bradstreet Corporation. Jacobi joined Nielsen in 1989 and became president and chief operating officer in 1991.



—JC

Radio network seeks kid-parent audience

Children's Broadcasting's AAHS hopes to reach 25%-30% of U.S. by end of the year

By Jim Cooper

Stoking children's imaginations with radio is what Bill Barnett hopes to accomplish across the country.

Barnett is president of the Children's Satellite Network, also known on air as Radio AAHS, the only 24-hour children's network in the U.S. A subsidiary of Children's Broadcasting Corp., Radio AAHS can be heard on AM stations in 12 cities. Barnett says advertisers are beginning to like what kids and their parents are hearing on the network.

Barnett says the network's stations air about 10 minutes of advertising per hour. Programming ranges from quiz shows to educational to talk shows hosted by children.

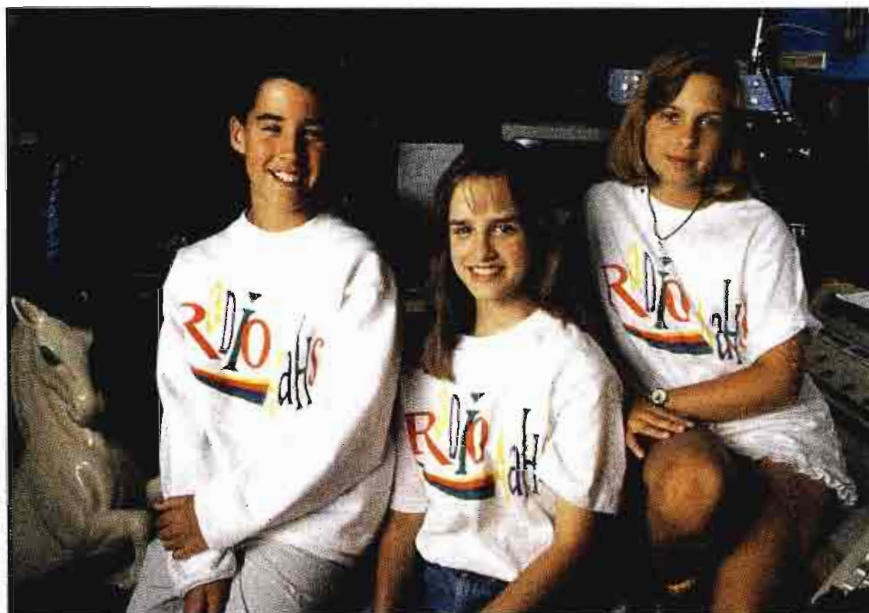
The first station to air the network's programming was WWTC(AM) Minneapolis in May 1990. It has since rolled out in Los Angeles; Washington; Manassas, Va.; Baltimore; Salt Lake City; Ventura County, Calif.; Abilene and Dallas, Tex.; Denver; Phoenix, and Wilkes-Barre, Pa., reaching about 15% of the country. The network owns and operates two of the stations, KNRB(AM) Dallas and WWTC. Barnett says the network is looking to reach 25%-30% of the country by the end of the year. Arbitron will soon begin a ratings test for the Minneapolis station.

Paul Kurnit, president of Griffin Bacal Inc., which has major toy accounts including Hasbro Inc., says regional kids radio is a possible growth area, as was Nickelodeon, that agencies may want to get into on the ground floor. "We are watching radio closely," he says.

"It's a great alternative to buying things like cartoons," says Barnett, adding that, because children listen to radio with their parents, advertisers get a double listening.

However, ad agency executives disagree about radio's ability to draw children's ad dollars. Allen Banks, executive vice president and director of media for Saatchi & Saatchi, says the medium attracts parents, but "TV's magic is much greater" for kids.

Barnett says radio is an interactive



Host of 'Just Kids,' talk show on WWTC(AM) Minneapolis

medium that children respond to strongly. He says US West found that Radio AAHS received more than 3 million calls last year in Minneapolis.

"Kids call us sometimes rather than 911," says Barnett.

Advertisers on the network include Disney Records, Keebler, Sports Illustrated for Kids, Warner Bros., MCA Records, General Mills and Target.

Marla Pirner, executive vice president and director of research division, Interep Radio Store, says children's programming such as Radio AAHS "gives advertisers a controlled environment" in the home or car where

families listen together. "They're targeting their programming in ways that are safe" from the sexual and violent content that TV often deals with, she says.

Amy Malsin, director of publicity and public relations for Disney Records, says that the network is attractive because of the "family experience" it tries to foster and the fact that it allows children to take part in the programming.

"There is no reason why education can't be entertaining, and we do it without goofy cartoon characters," says Barnett. ■

Duracell continues sponsorship

Duracell will continue to be the sole corporate sponsor for *Great Performances* when it begins its 1993-94 season on PBS.

The company's sponsorship for the 1992-93 season was \$1.5 million, according to a spokeswoman, who said this year's amount will be more but will not exceed \$2 million.

The sponsorship will be expanded to include distribution of a teachers' preview guide to every high school in the country. "With Duracell's support, we can empower the nation's teachers by providing them with the educational materials to expose young people to the performing arts who might not have access to them otherwise," said Harry Chancey, vice president and director of the Program Service at public station WNET(TV) New York, which produces the series for PBS.

—JC

ABC soap cleans up on QVC

'All My Children' merchandise sales reach \$260,000 in one hour

By Christopher Stern

It took only an hour for 10,000 QVC home shoppers to buy out The All My Children Shoppe. "If we had more inventory, we would have sold more," said QVC's Douglas S. Briggs, executive vice president, electronic retailing.

The shopping channel sold \$260,000 of the \$280,000 of All My Children merchandise available, said Briggs. It was above par for which QVC he says, averages "close to \$200,000" an hour in sales. The All My Children Shoppe aired on Saturday, July 19, and home shoppers spent

an average of \$25 each, with approximately half ordering more than one item.

The success of All My Children has the network looking at other popular shows for similar deals. Briggs said, but he refused to name specific airing of shows. He did say that QVC is planning a two-hour The All My Children Shoppe in November.

"It was very, very successful," said ABC's Amy Dorn Kopelan, vice president, direct response marketing. She said ABC began discussing a home shopping segment with QVC more than two years ago.

Licensed products for daytime shows are more than just promotional items, says Kopelan—they turn a profit. Kopelan refused to comment on the amount of revenue raised by merchandising at ABC. The network currently licenses four daytime shows, including All My Children, One Life to Live, General Hospital and Loving.

The items sold on The All My Children Shoppe were exclusive to the home shopping channel, but most were produced by licensees that already manufacture merchandise for ABC. R.H. Macy & Co. sells a line of All My Children apparel, including

sweatshirts, T-shirts and baseball caps. Kopelan said she "absolutely" plans to work with Macy's on its proposed home shopping channel.

Kopelan said there is a market among women for licensed daytime merchandise, which she compared to the male market for sports paraphernalia. QVC says that 70% of its callers are women. As an example, Kopelan cited a watch featuring the names of All My Children characters on the face. The watch sold out on The All My Children Shoppe after a brief on-air tease leading into the segment. QVC also sold apparel emblazoned with "Pine Valley," the fictional local of All My Children. ABC is even considering a line of lingerie and cosmetics based on its daytime programming, according to Kopelan.

In a unique cross promotion, QVC shopping host Pat James DeMentrie had a cameo role as a secretary on All My Children. QVC promoted The All My Children Shoppe with two spots beginning six days before the Saturday segment. Susan Lucci, who plays character Erica Kane, made a guest appearance on The All My Children Shoppe, and callers spoke live to her. ■

'SportsCenter' gets promotion push

ESPN taps Wieden & Kennedy to handle mixed-media campaign

By Jim Cooper

Barry Bonds, Andres Galarraga, Tommy Lasorda, Don Mattingly and Danny Tartabull are all going to bat for ESPN.

Those baseball figures are helping the sports channel in the first ad campaign for its Emmy Award-winning daily sports news show, SportsCenter.

The mixed-media campaign features two flights of television spots, plus radio commercials, and is targeted to a younger and broader group of "medium viewers" outside the show's core viewership of men 25-54.

Tagged "It Could Happen So You Better Watch," the campaign promotes the emotional and unpredictable nature of televised sports.

"We want people to know that they have to watch SportsCenter or they may miss something great," says Harriet Seitler, ESPN vice president, marketing and creative services.



Tennis player Jana Novotna is one of many sports figures featured in print and broadcast ads for ESPN sports show

The promotion will air in New York, Chicago, Los Angeles and some Midwest cities during the first week of August. ESPN affiliates also will run the spots.

Seitler says that the campaign is ESPN's first association with the Portland, Ore.-based Wieden & Kennedy agency, chosen because of the success of its "Just Do It" Nike campaign. Seitler says that ESPN believes the agency has the understanding of sports and consumers needed to capture the "emotional connection between sports and fans."

She declined to say how much the network was spending on the campaign. ■

Errata

Dirctv Inc. President Eddy W. Hartenstein's name was spelled incorrectly in the July 26 issue.

Technology

TCI buying \$400 million in satellites

Question is: What does its Tempo DBS subsidiary have in mind for the two Space Systems/Loral birds, standard telecommunications or high-power DBS?

By Sean Scully

TCI won't say exactly why it wants two new high-tech satellites, but it's willing to spend \$400 million for them.

TCI's Direct Broadcast Satellite division, Tempo, ordered two Space Systems/Loral FS 1300 satellites last week, but so far it won't say why. The satellites will each have thirty-two 107-watt transponders, making them good for standard telecommunications, but the transponders could be converted into sixteen 200-watt transponders, according to Loral, making them good for high-power DBS.

Tempo will not decide which way to go for several months, says TCI Vice President David Beddow.

Either way, the satellites probably will be used by Primestar Partners, a consortium of major cable companies, which now provides direct-to-home service using a medium-power Ku-band satellite that requires a three-foot home satellite dish. If Tempo configures the satellites for DBS, Primestar could use the satellite to compete with Hughes's DirecTv and Hubbard's USSB, which use high-power Ku-band satellites. Those birds transmit to home dishes that are only 18 inches

wide.

Loral promises to deliver the satellites in June and October 1996.

Neither Tempo nor Loral will disclose how much of the promised \$400 million may have changed hands so far. Many industry observers say that that figure would indicate whether Tempo is serious about the deal or is simply announcing a deal to impress the government or to scare potential competitors. If Tempo paid a significant amount of money up front, they reason, it is a good bet that it means business. If not, the deal might be just for show. ■

The nine who would be DBS

Nine companies have FCC permission to launch direct-broadcast satellites. Each is assigned a certain number of transponders, or satellite-based transmitters, at certain orbital locations—equal numbers at locations over the East Coast and over the West Coast. Eastern orbital locations: 101 degrees west Latitude, 110 degrees, 119 degrees and 61.5 degrees. Western locations: 148 degrees, 157 degrees, 166 degrees and 175 degrees. Unlike most orbital positions, the 101-, 110- and 119-degree positions offer a clear view of the entire continental U.S., and are therefore considered prime spots.

Most companies still are awaiting word on some or all of their specific orbital assignments. A decision from the FCC has been held up by a challenge to Dominion Video Satellite's assignment at 119 degrees. Further orbital assignments depend on whether the FCC allows Dominion to keep its 119-degree position. That may be resolved within a few weeks.

Advanced Communications Corp., Washington/Little Rock, Ark.: 27 transponders at 110, 24 transponders at 148 and three transponders at 157. Has contracted with Martin Marietta for two 16-transponder satellites planned for launch in fall 1996.

Continental Satellite Corp., Tehachapi, Calif.: 11 transponders in east and 11 in west (possibly at 61.5 and 175). Had contract with Space Systems/Loral, but there is question about the status of that relationship.

Direct Broadcast Satellite Corp., Washington: 11 transponders in east and 11 in west (possibly at 61.5 and 175). Has contract with Martin Marietta for two 16-transponder satellites, but has no launch dates.

Direct Sat, McLean, Va.: 11 transponders in east (possibly at 119 or 61.5) and 11 in west. Has contract with Martin Marietta for two 16-transponder satellites, but has no launch dates.

DirecTv (Hughes), Los Angeles: 27 transponders at 101 and 27 transponders at 157. Hughes is building two 16-transponder birds. One, a joint venture with Hubbard's USSB, is scheduled for launch in December 1993, the other for launch in spring 1994.

Dominion Video Satellite, Naples, Fla.: eight transponders at 119 (this assignment is under review by the FCC and may change), plus eight in west. Has contracted with Fairchild for two 16-transponder satellites, but has no launch dates.

Echostar, Englewood, Colo.: 11 transponders at 119 and 11 in west (possibly at 175). Has contracted with Martin Marietta for two 16-transponder satellites. One is under construction and will launch in August 1995.

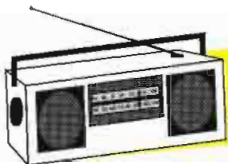
Tempo (TCI), Denver, Colo.: 11 channels at 119 and 11 in west (possibly at 166). Has contract with Space Systems/Loral for two satellites, which may be 16 transponders each, and should be delivered in summer and fall 1996, but no launch dates are set.

United States Satellite Broadcasting (Hubbard), St. Paul, Minn.: five transponders at 101, three at 110 and eight at 148. Will share first DirecTv satellite, scheduled for December 1993 launch, and has contract for two additional satellites from Martin Marietta, but they remain in design phase and no launch dates are set.

—SS

Cutting Edge

Edited by Sean Scully



Battery-powered personal radios are exempt from certain requirements under revised AMAX standards put forward by the National Association of Broadcasters and the Electronic Industries Association. Personal receivers need not include noise blanking equipment, which reduces extra noise, in order to call themselves AMAX radios, meaning they meet joint EIA-NAB guidelines for high-quality AM receivers. AMAX seeks to correct problems that have led to a popular belief that AM radio is inferior to FM signals. Under the relaxed rules, personal receivers operated by household alternating current, or a combination of batteries and AC, need not include noise blanking until Sept. 30, 1996. EIA and NAB say relaxing requirements may encourage manufacturers to develop AMAX receivers and boost the sagging fortunes of AM radio, particularly of AM stereo, which has languished in virtual oblivion for more than 10 years. NAB also says it plans a promotional campaign to raise public awareness of AMAX reception quality.

To better serve Eastern Europe and former

Soviet republics, Eutelsat will move its Eutelsat I-F1 satellite from 25.5 degrees east to a more easterly slot. The move gives Eutelsat a reach as far as the old Soviet Central Asian republics of Kazakhstan, Uzbekistan and Turkmenistan.

Spain's Hispasat 1B and India's Insat 2B

are in orbit following a successful launch aboard an Arianespace rocket from Kourou, French Guiana July 22. The next Arianespace launch will carry aloft the Spot 3 Earth Observation satellite, the French Stella scientific satellite and five other small satellites.

Amid all the talk of interactive television,

DataSys of Texas and California-based The Media Gallery are teaming up to create interactive radio. The companies say their "Listenerbase" system will allow stations to collect information on their listeners and track their audience.

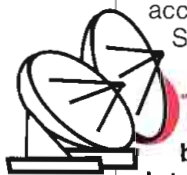
The News Corporation and News Electronic Data are the new owners of Axxis Software of Haverford, Pa., a soft-



ware company specializing in geographical information. The move is part of an effort to build a worldwide news database, says NED President John Evans. Terms of the deal were not disclosed.

PanAmSat and ChileSat will bring international data services to

Chile using the PAS-1 satellite. Both Coca-Cola and Citibank will use the service at first, according to PanAmSat.



Salt Lake City-based Bonneville International Corp.

will purchase C-band transponder space on the new Hughes Galaxy IV satellite, soon to be operational at 99 degrees west. Bonneville provides transmission services to the Church of Jesus Christ of Latter-Day Saints. The company will move from Hughes's Galaxy VI satellite.

Viewer's Choice is planning to use digital compression to provide four services on a single transponder. The company will also upgrade its security on the existing analog channel with the new VideoCipher RS system.

Orion Satellite Systems is building a new tracking, telemetry, and control center in

Mount Jackson, Va. The center will control Orion's planned fleet of communication satellites, scheduled to start launching in November 1994. The control center should be completed

by next June.

Infonet Services Corporation is now providing services to Russia. Infonet provides fax, E-Mail and computer communications to more than 145 nations. Russian communications go from a Moscow control center and are transmitted through a wireless connection to an uplink site. From there, they are transmitted to the Intersputnik satellite system.

The Satellite Broadcasting & Communications Association

has a delegate at the "violence summit," a meeting of broadcasters, programers and producers this week in Los Angeles to discuss violence on television. The SBCA is attempting to sell the attendees on a lock-out device, such as the one available on satellite receiver units, that would allow parents to deny children access to objectional programming.



Post-Newsweek will use Keystone Communications to provide

daily video transmissions from its Washington, D.C. bureau to its four TV affiliates: WDIV(TV) Detroit, WPLG(TV) Miami, WFSB(TV) Hartford, Conn., and WJXT(TV) Jacksonville, Fla. Keystone already provides service for Post-Newsweek's *Inside Washington* program.

Classifieds

See last page of classifieds for rate information and other details.

RADIO

HELP WANTED MANAGEMENT

If you are tired of running a radio station and want to earn excellent income, do not want to move again, would like to be independent, join our company as an independent contractor. We sell promotions and ideas to radio and TV stations and advertising to large companies. We need someone to sell in your state. Fax your resume to: International Broadcast Services, Inc./U.S. Direct Mail Advertising Fax # 813-649-7321 or mail to 5020 Tamiami Trail North, Suite 200, Naples, FL 33940. No phone calls, please. EOE.

GSM for rapidly growing medium market Oldies AM in Wisconsin. Must have proven performance, strong leadership skills and eager to sell. Equity available to successful applicant. Call Steve 414-426-6220 between 10-Noon cdt. EOE.

GSM: We're looking for the best to lead a great sales staff at an excellent facility. Proper candidate should be a strong leader, motivator, goal setter and achiever. He/she should be well organized, disciplined, and experienced in sales management and promotions. Vendor experience a plus. Your response is guaranteed confidential. Send resume, salary history and references to: GM, WWSF-FM, 38 Miracle Strip Parkway SE, Ft. Walton Beach, FL 32548; or fax to 904-664-2552. EOE/MF.

GSM for WYUU, U92 Tampa/St. Petersburg. Owned by Entercom, we're building a great team and we want "experience" to head this Oldies leader's sales department. Looking for an aggressive, intelligent, team-oriented, "I can get it done" veteran manager with energy, creative ideas and strong leadership skills. No 1st-timers please. Minorities encouraged. EOE. Send resumes to S. Godofsky, WYUU 92.5FM, 9721 Executive Center Drive, St. Petersburg, FL 33702.

Magnificent GSM opportunity: South Central Communications' class "B" and LMA, WIKY-FM/WJPS AM/WJPS-FM in Evansville, Indiana is looking for the ultimate general sales manager. The superior candidate will have a minimum of 5 successful years in radio sales management and experience leading a market dominant sales force. Prior experience in LMA/Duopoly preferred. If your experience and success have prepared you, the nation's highest rated full service/Adult Contemporary radio station offers a financially secure environment with an excellent compensation package in a blue ribbon section of the country. Great place to raise a family. Replies to Terry Bond, WIKY/WJPS, PO Box 3848, Evansville, IN 47736. EOE MF/H.

GSM: New opportunities and your opportunity is at the fastest growing radio combo in Northeast, PA. Shamrock Communications Group needs GSM in the Scranton/Wilkes-Barre, PA market. If you are success driven, goal oriented, can deliver results and can train and motivate staff, we want to talk to you. Salary, commission, override, car, insurance benefits, opportunity for advancement and more for our next GSM. If you are looking for that opportunity to make more money-grow-advance in a growing broadcast group, send cover letter and resume to Jim Davey, GM, WEZK/WEJL Radio, 149 Penn Avenue, Scranton, PA 18503. EOE.

Sales manager needed-WOWO AM/FM, Fort Wayne. Aggressive, assertive motivator needed to take sales staff to their top billing potential. Must have experience in radio sales management and AM full service/sports sales know-how a plus. Rush resume in confidence to General Manager, WOWO, 203 West Wayne Street, Fort Wayne, IN 46802. EOE.

Sales planning/manager: Major national radio network located in New York. 2+ years experience in buying, planning, and/or network planning. Lotus 123 required other computer skills a plus. Salary commensurate with experience. Reply to Box N-1. EOE.

General manager: Seeking experienced sales oriented general manager for medium market in the northeast. Must have sales management experience with a proven track record. Good leadership skills with a bottom line focus a must. Send resume and salary history to Box N-2. EOE.

Aggressive group looking for station managers. Experienced preferred but will consider proven individuals ready to make the management move. R.R. LeCompte CRMC, Group Sales Manager, 217-367-1195. EOE.

HELP WANTED SALES

Radio sales: Your years of successful radio sales can qualify you for a once in a career opportunity. Be willing to relocate and travel to Southeastern resort markets to recruit, train, and supervise a great sales team in multiple markets. You will be paid what you earn without limit. Females are encouraged to apply. EOE. Resume & references to: Partech Communications Group, Inc. 3366 Riverside Drive, Suite 200, Columbus, OH 43221.

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

Top-rated CHR radio station needs dynamic sales manager on the booming tropical island of Guam, in the Western Pacific. Competitive market place with 6 other radio stations and Gannet newspaper. We need seasoned sales manager with successful track record who can lead, train, motivate, innovate, and get results. Show history how sales increased when advertisers stopped buying spots. Send resume to: Ernie Galito, General Manager, Hit Radio 100, 530 W. O'Brien Drive, Agana, Guam 96910 or fax 671-477-7847. EOE.

HELP WANTED NEWS

Anchor/reporter: Early riser, four hour morning news block. Must run own board. WASR Box 900, Wolfeboro, NH 03894-0900. EOE.

News director for Central Florida all news station. Must have solid background in radio news and management. Resume, salary information to: Box N-3. EOE.

HELP WANTED TECHNICAL

Radio station engineer: FCC operators license and minimum 15 yrs. exp. required. Multiple locality exp. required. Must be willing to travel extensively Southeast U.S. Send resume w/salary history to Mark S. Manafo, Partech Communications Group, Inc. 3366 Riverside Drive, Suite 200, Columbus, OH 43221. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

P.D. needed for heritage Mid-Atlantic radio station. Pleasant lifestyle, quick drive to beaches, lakes, streams, etc. Small market just got a big-market attitude: Arbitron, head-to-head format battles. P.D.'s from all formats considered; Country preferred. You'll do an air shift, production, remotes, etc. Demonstrate superior marketing skills and FCC-legal knowledge. Resume plus salary to: Box M-14. EEO.

SITUATIONS WANTED MANAGEMENT

Put 24 years of experience to work for you! Radio, cable professional currently running small ad agency. Expert on return on investment selling. Mid-Atlantic area preferred. Leave confidential message at 1-800-227-1096.

Midwest radio stations: Searching for a GM or sales manager with successful idea's? I'm the person you're looking for. 18 years small & medium market radio management experience and, I can sell! Prefer Central or Northern Illinois. 217-245-5717.

Michigan native with over 23 years experience seeking management opportunity with small or medium market station in Michigan or Midwest. Reply to Box N-6.

Looking for a mature, sales oriented general manager? Currently employed. Looking for management in medium to large market-Sun Belt. Excellent people person. Experienced administrator. Reply to Box N-4.

Extremely talented and successful husband-wife broadcast team seeking southeast GM/GSM challenge. Portfolios and salary requirements on request to Box N-5.

SITUATIONS WANTED SALES

I can build revenue! Mature, female, seasoned broadcast rep prefers NAC, Jazz or Music/Life format in Florida or West Coast (CA). New business specialist. Rapport with directs and agencies. Promotional ideas for everyone. FCC 3rd Class too. Reply to Box N-7.

SITUATIONS WANTED NEWS

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

Award winning news professional with over twenty years experience doing it all. Looking for new challenge with news committed station. Jon Kent, Montgomery, AL. 205-286-9631.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Renaissance broadcaster. Creative programing, production, talk and music personality. Chief engineer (AM/FM). Former owner and GM. Also extensive computer background and expertise. Seeks interesting situations in New England, including contract or part-time. Let's talk: 603-465-7136.

MISCELLANEOUS

Verify OSHA's compliance with radiation hazard meters. General microwave, model 3. RF range 300 MHz to 18 GHz. \$1,195. 702-386-2844.

TELEVISION

HELP WANTED MANAGEMENT

Television start-up for full power station. 5 years experience. Compensation with ability, can include profit sharing. Positions available are general manager, general sales manager, national sales manager, local sales manager, chief engineer, business manager, program manager, promotion manager, traffic manager and production manager. Please send resume to Box M-17. EOE.

Traffic manager: Seeking energetic and ambitious individual searching for a fast-paced challenge. Ideal candidate will be a flexible team oriented individual with prior traffic experience. Will be solely responsible for all aspects of traffic, i.e., daily log generation, contract input, formatting, copy etc. Human relation skills a must. Resumes sent to WGOT-TV-60, One Sundial Avenue, Ste. 501, Manchester, NH 03103. EOE.

HELP WANTED FINANCE

Corporate/controller: Midwestern based media company seeks accountant/controller to manage corporate accounting and tax functions. Responsibilities include financial statement preparation and consolidation; monthly, quarterly and annual reporting; perform or assist in performing analysis and reconciliation process; assist in the year end audit coordination with independent accountants; perform or assist in performing on-site television station audits, special projects that may be assigned as needed. Position reports directly to CFO. Proficiency with a PC, Lotus and experience working in a television environment required. Knowledge of EEOC regulation a plus. The company currently owns six recently acquired TV stations which are located in the southeastern and southwestern United States. The successful candidate will have a minimum of 3-5 years of broadcasting industry experience. This individual will be a team player who will be involved in the future growth of the company as well as in managing the existing business. Company wants to hire the best and the brightest and is willing to pay salary and fringe benefits necessary such a person. Send resumes to: Personnel Director, PO Box 1096, East Lansing, MI 48826-1096. EOE.

HELP WANTED SALES

Account executive: Exceptional opportunity for self-motivated, high achiever with excellent communication abilities and persuasive negotiation and presentation skills. Three to five years major market/major agency broadcasting experience with in-depth TV sales knowledge. Must demonstrate the ability and commitment to a television sales career with strong sales knowledge and research credentials. Resumes to: Mark T. Grant, General Sales Mgr., WLS-TV, 190 No. State Street, Chicago, IL 60601. No phone calls. EOE.

Trainer/client services representative: Software vendor needs person with broadcast administration background, Enterprise Systems experience helpful. Must be self-motivated, organized, and have good people skills. Relocation to Colorado Springs and extensive travel required. Competitive compensation package. Send resume, reference & salary history to: Box M-44. EOE.

Sales/marketing: Newsroom computer company seeks experienced software sales professional to expand current client base in US/Int'l. Salary and aggressive commission plan. No relocation. Send resume to POB 7456, Baltimore, MD 21227. EOE.

Local account executive: West Texas affiliate seeks local account executive. Requires excellent presentation and new development skills, and ability to service existing agency and direct accounts. Must be a self-motivator. Prior experience and/or degree preferred. Send resume to Personnel Director, KLST-TV, PO Box 1941, San Angelo, TX 76902. EOE.

HELP WANTED TECHNICAL

Broadcast maintenance engineer: Minimum 2 years experience on Sony VTR's and Ampex 1". UHF transmitter experience a plus. Must have working computer knowledge. A FCC or SBE certification preferred. Send resume and salary requirements to: KTKA, PO Box 2229, Topeka, KS 66601. Attn: Mike Caudle, Chief Engineer. EEO.

TV maintenance engineer: Must have at least five years experience in troubleshooting all phases and types of broadcast equipment. Competitive salary and good benefits. Send resume and qualifications to Box M-45. EOE. M/F.

TV engineering director/chief engineer: Top-75 market Fox affiliate seeks an aggressive and motivated individual to administer engineering department. Minimum 5 years hands-on experience in broadcast engineering. Maintenance of full station equipment including high-band UHF transmitter, 1" and 3/4" VTR, microwave, satellite, switcher, router, analog and digital circuitry, computers. Requires FCC General Class permit or SBE certification. Send resume and salary history to: WDKY-TV, Personnel Office, PO Box 12650, Lexington, KY 40583. EOE.

Assistant chief engineer: For local TV station, 5 years experience, maintaining video/audio equipment, RF, satellite uplink/downlink, ENG, field/studio, xmlr/studio, digital and analog, newsroom computers. Leadership abilities a must. Send resume to: Chief Engineer, WBRE-TV, 62 South Franklin Street, Wilkes-Barre, PA 18773. EOE.

Assistant chief engineer: West Texas affiliate seeks an assistant chief engineer. FCC or SBE license required. Knowledge of Sony BVU and VP 3/4-inch tape systems, proficiency in trouble-shooting, and repair of broadcast equipment a must. Degree and/or prior experience required. Send resume to Personnel Director, KLST-TV, PO Box 1941, San Angelo, TX 76902. EOE.

Maintenance engineer: Full time position available for person with minimum three years broadcast TV experience. Individual must be familiar with all phases of broadcast equipment. Send resume to Keith Townsden, KADN-TV, 1500 Eraste Landry Rd., Lafayette, LA 70506. KADN TV is an EOE.

Chief engineer: UHF independent is looking for hands-on chief. Successful applicant should have maintenance experience on both studio and UHF transmitter equipment. Minimum three years supervisory experience as either chief or assistant chief required. Must possess good communication skills and be computer literate. Great opportunity with a young, growing independent station in a very desirable location. Send resume to: General Manager, KTVD-TV, 11203 East Peakview Avenue, Englewood, CO 80111. EOE.

Sales/tower inspector: Nat'l telecommunications co. seeks tower inspector/sales with exp. pref. in all phases of tower maintenance & erection. Great travel oppty & bnfts. Call 215-699-6284 or fax resume to 699-6285. EOE.

HELP WANTED NEWS

Co-anchor: Top 75 market station in Southeast is looking for polished communicator to complement male co-anchor. Degree and minimum two years experience at commercial station required. Must have pleasing personality, and be willing to represent station at public events. Send resume to Box M-30. EOE.

Reporter/anchor: Still haven't found what we're looking for! Earn valuable overseas experience with award winning news team, with lock on Western Pacific region. Computerized newsroom, multiple live shots, state-of-the-art production support, retirement, profit sharing on tropical isle. Team player, solid judgement and excellent writing skills are a must. Send non-rel. tapes, references/resumes the first time by priority mail to News Director, Guam Cable TV, 530 W. O'Brien Drive, Agaña, Guam 96910. EOE.

We're expanding! Need two reporters. Some shooting required. Experience preferred, but will consider entry level candidates. Rush nonreturnable tape and resume to: Dennis Fisher, News Director, WJHL-TV, 338 East Main Street, Johnson City, TN 37605. No phone calls please. EOE.

Weather anchor/reporter: Mississippi's news leader is seeking candidates for our weekend team. The successful applicant will also report 3 days a week. Experience is required. College degree preferred. Send resume and tape to Michael Sipes, PO Box 8887, Jackson, MS 39284. No phone calls please. EOE.

General assignment reporter: WSMV-TV seeks a person with strong reporting skills, enthusiasm, high energy and ability to communicate your information so that people will pay attention to what you say. Minimum 2 years experience. Send tape and resume to Alan Griggs, WSMV-TV, PO Box 4, Nashville, TN 37202. EOE.

Reporter: A small, but award-winning & aggressive news operation needs a reporter with at least one year's experience who can do it all: Shoot, edit, and deliver a clear and compelling story. If you're not afraid of hard work and long hours, send resume and non-returnable tape (no Beta) to: Cheri Haag, News Director, WVVA Television, Inc., POB 1930, Bluefield, WV 24701. Excellent fringe benefits package. Absolutely no calls. No applications accepted after August 27. EOE/MF.

Medical reporter: Great station seeks long-lasting relationship with seasoned medical journalist. You must have personality, plus demonstrated ability to run, gun, and stun the competition. Licensed health care professional preferred. 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

Meteorologist: Weather animal needed for weather powerhouse. Do you eat, breathe, and sleep weather? Show us why you're the one. Degreed meteorologist with AMS Seal preferred. Rush letter, resume, references, and non-returnable tape to: Dean and Bob's News Haven, KCRG-TV, 501 Second Avenue, S.E., Cedar Rapids, IA 52401. EOE.

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

Reporter: Degree and at least 2 years television news reporting experience required. Send resume & non-returnable tape to: RPI-BM, PO Box 44227, Shreveport, LA 71134-4227. EOE.

TV news producer to write and produce elements of fast-paced, daily newscasts and feature segments. Should have show producing experience. Must be creative, with excellent writing, organizational and people skills. Send resume, non-returnable Beta tape and letter (no calls) explaining how you would do the job to Edward B. Scimmel, Assistant News Director, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE.

General assignment reporter: Applicant must have the ability to generate stories on a daily basis. Looking for someone who likes to work nightside. Must have two years experience television reporting. Send resume and tape to: Chuck Samuels, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. No calls, please. EOE.

Anchor/reporter: Anchor needed for Western New York's #1 morning newscast. Position will also require reporting on a daily basis. Applicant must have two years experience in television anchoring and reporting. Send resume and tape to: Chuck Samuels, News Director, WKBW-TV, 7 Broadcast Plaza, Buffalo, NY 14202. No calls, please. EOE.

Entry level: Small market. Seeks reporter/anchor who can shoot video, edit and can do voice over. EOE. Females encouraged to apply. Reply to Box N-9.

Weekend anchor writes, produces, assigns. One-person act (not including sports) for top-notch news operation. Weekday reporting. Strong live/ad lib skills. Non-returnable tape (no Beta) to Brad Rinehart, ND, WFMZ-TV, 300 East Rock Road, Allentown, PA 18103. No calls. EOE.

News director: WCNC-TV, the NBC affiliate in Charlotte, NC and home to NBC's News Channel, needs an experienced journalist to manage our award-winning newsroom. Our newscast was recently named Best Newscast in North Carolina by AP. We seek a creative and dynamic individual who can continue to grow our news audience. Previous news director promoted to President & GM of sister TV station. Prior news management experience plus a college degree required. Send resume, references, description of current duties and news philosophy to Dept. ND, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901. EOE. M/F. No phone calls please.

News anchor: Looking for an experienced anchor to join our award winning newsteam. Must be able to write, edit and report in the field. This is a main anchor position. Please send resume and non-returnable tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. No phone calls please. EOE.

Co-anchor search continues: WLEX-TV seeks a dynamic co-anchor for its 5:30, 6, and 11 p.m. newscasts. Applicant will complement our male anchor. Must be strong on-air performer as well as solid reporter and strong writer. No beginners. Minimum 3-4 years anchoring experience. An excellent opportunity for a motivated, creative professional. BAVBS required. Non-returnable tape and cover letter to Alan Little, News Director, PO Box 1457, Lexington, KY 40591. No phone calls. EOE. Minorities encouraged.

Television news director: KTVN-TV Reno, Nevada, is looking for a news director who likes to manage. Successful candidate will bring personal understanding and strong focused leadership to all areas of the News Department, be available to and motivate the staff, and work well as a member of KTVN's management team. Two years experience as executive producer or news director preferred. Forward resume with references to Lawson Fox, General Manager, KTVN-TV, PO Box 7220, Reno, NV 89510. KTVN-TV is an equal opportunity employer.

Photographer: Work in the nation's largest small market. If it happens in Alaska, we're there. Minimum 2 years experience in television news. Strong N.P.P.A. philosophy. Send non-returnable Beta SP or 3/4" tape to: Barry Johnson, Chief Photographer, KTUU-TV, 630 W. 4th Ave., Anchorage, AK 99501. EOE.

ALL NEWS CHANNEL is looking for a newscast producer ready for the opportunity of a lifetime: competing against the other networks and winning! 3-5 years experience needed. Show us you can write, produce and lead. College degree preferred. Knowledge of satellite news gathering a plus. Resume, writing samples and non-returnable tape to: Mike McIntee, ALL NEWS CHANNEL, 3415 University Ave., Minneapolis, MN 55414. EOE.

**HELP WANTED PROGRAMING
PRODUCTION & OTHERS**

Art director: Medium market affiliate seeks a highly motivated individual to art direct. Must have a strong design background. Paint Box and MAC experience desired. Station graphics facility includes V-Series Paint Box, Picture Box, Infiniti and Digital Suite with A-53. Working very closely with the creative services director. Responsibilities include managing and directing graphics staff as well as designing and executing all station art needs. Send resume to Box M-49. EOE.

Producer/director: Looking for creative, responsible, "take charge" producer/director. Must be quick thinking, and ready to punch a fast-paced prime news show. If you've never directed news in a top 50 market, please don't apply. Reply to Box M-50. EOE.

Video librarian: A start-up dynamic cable network seeks an energetic individual to fill the position of video librarian. This person will be responsible for the organization, maintenance, and classification of all videotape and production elements. An ideal candidate will have experience in production, library management, employee supervision, and possess excellent computer skills. Send resume and salary history to: The Travel Channel, 2690 Cumberland Parkway, Atlanta, GA 30339, Attn: Video Librarian Opening. No phone calls. An equal opportunity employer.

Computer animator: News in Motion, the nation's only daily animated graphics service for television news, has an opening for an experienced computer animations artist. The ideal candidate will have a background in designing daily news graphics on deadline for broadcast, plus Macintosh experience in 3-D modeling and animation, using programs such as Infini-D, Macromind Director, and Photoshop. News in Motion is a growing division of Knight-Ridder Tribune Graphics in Washington, D.C. We produce daily satellite feeds for subscribers in local TV markets around the nation. Our graphics are ready for broadcast, state of the art, dramatic 3-D animations that explain elements of the top news stories of the day. For this position, Knight-Ridder Tribune offers competitive benefits, a comfortable work environment in the National Press Building in the nation's capital, and the chance to break new ground in broadcasting. Salary will be based on experience. Send resume, samples of work, and a letter explaining your interest to: Brian Seifert, Executive Producer, News in Motion, 774 National Press Building, Washington, DC 20045. EOE.

Advertising & promotion manager: KTVN-TV is seeking an advertising & promotion manager. Will be responsible for the creation and placement of audience research based advertising to support our news and entertainment programming. Must have thorough knowledge of writing and production techniques for television. Must be organized and have strong interpersonal skills. Must be comfortable representing station to the public. High school degree required. Some college preferred. Two years related experience. Send resume with video tape to Lawson Fox, General Manager, KTVN-TV, PO Box 7220, Reno, NV 89510. Tapes will not be returned. KTVN-TV is an equal opportunity employer.

KREM-TV, a group owned Northwest CBS affiliate station in the 78th market is seeking a promotion manager. You should have 2-5 years experience with heavy news emphasis and come from an environment where developing creative strategies and executing contemporary on-air production are ongoing. Send resume, reel (3/4" or VHS), and a one page statement of management philosophy to Human Resources Director, KREM-TV, 4103 South Regal, Spokane, WA 99223. KREM-TV is an equal opportunity employer.

Station relations coordinator: Columbia Pictures Television Distribution seeks an experienced station relations person to be New York based. Must have prior experience in: first-run show station relations; network affiliate relations; or television station promotion. Send resume and salary requirements to: Columbia Pictures Television Distribution, Syndication Marketing Dept., 3400 Riverside Drive, Room 8-98, Burbank, CA 91505. EOE.

SITUATIONS WANTED NEWS

Top-notch, technically competent, New York City television news assignment editor seeks new opportunity. Respond in complete confidence to Box M-32.

Meteorologist with years of experience, AMS seal and awards. Looking to move. Stu 817-776-4844.

Polished, seasoned newsmen available. Management skills - degree. Ratings builder with excellent work ethic and people skills. Some network experience. 513-421-6532.

Reporter: My work may already be on your air. Let's make it exclusive. National news show (NYC-based) field producer with reporting/anchoring background seeking appropriate on-air opportunity. Columbia U. master's, multiple awards. Energy with polished competence. Tape and references available. Lynne, 516-236-4082; fax 203-357-9195; other replies to Box N-10.

Wait a minute! A TV weathercaster with a meteorological broadcast seal AND a personality? (and 5 yrs. experience). For weathercasts that are accurate, easy to understand and fun call John at 315-682-8987 before somebody else does.

**SITUATIONS WANTED PROGRAMING
PRODUCTION & OTHERS**

Post production manager/editor, "On" and "Off" Line, 3D animation, graphics, engineering, seeks position with growth potential, will relocate 407-438-0675.

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ALLIED FIELDS

HELP WANTED SALES

Account executive, media development: Industry leading Barter Company and Media Buying Service seeks individual with 3-5 yrs. station, rep, or syndication experience to call on stations, distributors, and service providers in broadcast industry. Additional participation in print, cable and outdoor likely. Broad industry awareness and familiarity with "players" is important. Sales ability, professionalism, and ambition essential. Attractive compensation and advancement opportunity. Moderate travel. New York base. Reply to Box N-8. EOE.

HELP WANTED NEWS

University of Florida-WUFT-FM: Assistant news director/assignment manager. WUFT-FM seeks an assistant news director/assignment manager. Assists news director in day to day news operations in its award-winning, state-of-the-art newsroom. Helps supervise/train student producers and reporters for daily newscasts. Assigns stories, covers spot news and produce long form stories when necessary. Bachelor's degree in Journalism/Communications required. Master's preferred. Two years full-time broadcast news reporting, producing and anchoring required. Public radio experience preferred. Experience w/students helpful. Salary \$21,470. Send resume/references, cassette tape with sample newscast, spot stories and writing samples by Aug 27 to: Paul Smejak-Chair, Search Committee, 2104 Weimer Hall-University of Florida, Gainesville, FL 32611. Women and minorities encouraged to apply. UF is an equal opportunity/affirmative action employer.

HELP WANTED ADMINISTRATION

Dean, College of Journalism and Communications, University of Florida. Duties: The dean leads the College of Journalism and Communications. The college has 52 faculty, 85 staff and 1,650 students in the junior year through the Ph.D. level. Components include departments of advertising, journalism, public relations and telecommunication; graduate division; WUFT-TV/FM/W1OUF (PBS, NPR, and low power educational TV); WRUF-AM/FM (commercial CBS and ABC affiliates); the Brechner Center for Freedom of Information; and the Knight Scholarship/Placement Center. The master's and Ph.D. programs enroll 175 students. Each discipline in the college has been ranked among the top ten in every national survey by academics and professionals during the past ten years. Endowments and pledges exceed \$22 million. Dean. The dean manages the overall teaching, research, and service programs; coordinates fund raising; oversees the operations of five broadcasting stations; and represents the college to its publics. Salary: competitive. Qualifications desired: Commitment to excellence in undergraduate and graduate instruction, research, and service; evidence indicative of administrative and leadership ability; earned doctorate or significant professional experience in Mass Communications and a commitment to diversity. Persons seeking to apply must respond in writing on or before November 1, 1993, and persons wishing to provide nominations must respond by October 10, 1993 to: Dean John Kraff, Chair, Journalism Dean Search Committee, College of Business Administration, 100 Bryan Hall, University of Florida, Gainesville, FL 32611. Applications should be accompanied by a resume and a list of at least 3 references. The University of Florida is an equal opportunity, affirmative action employer. Women and minorities are encouraged to apply. The "Government in the Sunshine" laws of the State of Florida require that all documents related to the search process, including letters of nomination and reference and the application, be available for public inspection.

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.

Sale/lease backs: Sell your equipment to Carpenter for cash. Carpenter leases your equipment back to you. You write off the monthly payments and put the cash to work. Carpenter & Associates, Inc. Voice 501-868-5023, fax 501-868-5401.

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

EMPLOYMENT SERVICES

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

Jobs are now available in the radio and television industry. Subscribe to "Hot Leads" a nationwide newsletter, today 12 issues for \$25.00. Send check or money order to R&S Publishing Company, PO Box 2233, Natick, MA 01760 for info call 1-800-299-8554.

Attention TV personnel: Newest TV jobs updated daily on THE OPPORTUNITY LINE. Openings for anchors/reporters for news, sports, weather, and syndicated shows. Top positions for producers, writers, engineers and technicians. Information on the hottest openings for upper level management positions, and excellent paying jobs in the cable TV industry. Call 1-900-680-5111. Only \$1.95 per min. 24 hr. service. All jobs listed immediately. Get the jump on the competition.

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

Tax-exempt organization needs cameras, 3/4" VCRs, tripods, editing system, or any other TV equipment you would like to write off your taxes call 800-569-8767.

FOR SALE EQUIPMENT

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

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

Computers: Complete 386 and 486 packages. Low prices. Fast delivery. Write, call, fax Morningstar Group, PO Box 1010, Homewood, IL 60430-0010; voice 1-708-754-8998, fax 1-708-754-9557.

For sale: EMC2 digital, non-linear off-line editing system. Lightly used. Includes base system w/Samsung monitor, Sony optical drive, O Tronics keyboard and large 19" RGB monitor. 4.1 version software. \$25,000. Getting out of the business and need to sell. Call 404-827-3903 weekdays, and 404-512-8655 weekends and evenings.

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.

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

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HELP WANTED NEWS CONTINUED

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Anchors

CNN Business News is looking for TV anchors who understand business news and enjoy the chase of a good financial news story. Send resumes to:

Bill Tucker
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Sharp editorial insights and superb people skill are required for our network newsroom in the NYC area. If you have solid experience polishing material, leading a team, and outsmarting the competition, send a resume, summary of accomplishments and management philosophy to:

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**WEEKEND
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WBAL-TV, a CBS Affiliate, has immediate opening for an aggressive weekend **Sports Anchor**. Must be a self-starter with strong background in sports reporting & producing. Become a part of our aggressive Sports Team. Women and Minorities are encouraged to apply.

Contact: David Roberts
News Director
WBAL-TV
TV Hill
Baltimore, MD 21211



HELP WANTED MANAGEMENT

TRAFFIC MANAGER

Fast-paced unique regional sports network operation seeks energetic and ambitious Traffic Manager searching for a new challenge. Prior management experience preferred. BIAS traffic system knowledge essential. Resume to: Gen. Mgr., SportsCom, 5251 Gulfon, Houston, TX 77081 Fax: (713) 661-5601. EOE.

HELP WANTED PROGRAMING PROMOTION & OTHERS



Senior Broadcast Publicist

The Disneyland Publicity department, responsible for all print and broadcast news publicity for the world-famous Anaheim, California Theme Park, is looking for a dynamic individual with a proven track record in TV news reporting and producing.

As our Senior Broadcast Publicist, you will be responsible for producing video press kits, working with TV stations around the country, coordinating both taped and live news stories from Disneyland, and representing the Park to news media around the globe. The successful candidate will have at least 5 years of professional experience, and will be able to bring creative and innovative ideas to the job. This person must have the ability to coordinate a multitude of productions and projects simultaneously.

We offer a salary compensation package which includes excellent employee benefits. For immediate consideration, please send resume, demo tape and salary requirements (resumes without salary requirements will not be considered), to: Disneyland, Professional Staffing, Dept. P-27-93, 1313 Harbor Blvd., P.O. Box 3232, Anaheim, CA 92803. Equal Opportunity Employer.

Disneyland

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HELP WANTED PROGRAMING PROMOTION & OTHERS CONTINUED

NEW EDUCATIONAL CHILDREN'S SHOW NUMBERS ALIVE!

Maryland Public Television, a six-station public TV network, is beginning production of a 13-part educational series on mathematics for children ages 9-12. We have an exciting job opportunity available on this project:

SERIES PRODUCER (\$32,515 - \$38,727)

Requires BA or BS degree and minimum of five (5) years producing experience in educational, dramatic or children's television.

Position responsibilities include:

- * Supervision of production staff, including producers, directors, editors and artists

- * Collaboration with project staff in development of high quality, visually interesting, instructionally valid and intellectually stimulating scripts.

- * Schedule and supervise all production activities, including pre-production planning, graphics design, dramatic production and post-production.

UNIT MANAGER (\$27,942 - \$33,275)

Requires BA or BS degree and two years experience in financial management in television setting. Experience **must** include budget development/maintenance and other production administration activities. Proficiency in Lotus 1-2-3 (or other spreadsheet software) essential.

Position responsibilities include:

- * Creation and effective management of complex production budgets.

- * Preparation of all financial reports for internal/external utilization.

- * Maintain recent budgets/legal records of all educational projects within the overall guidelines of the department and Maryland Public Television.

Interested candidates should send resume and cover letter by August 13th to:

**Human Resources Department
Maryland Public Television
11767 Owings Mills Blvd., Owings Mills, MD 21117**

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DOING GREAT WORK? MAYBE IT'S TIME TO ANSWER AN AD!

You are a talented **PROMOTION PRODUCER** and have given your News Department solid and creative daily promotion.

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WBAL-TV
TV Hill
Baltimore, MD 21211



HELP WANTED TECHNICAL

WANTED: Technical Director

If you're the hottest TD in town, KDFW-TV has an immediate opening, just for you. With 3-5 years experience on GVG 300 and K-Scope and the desire to work for a growing station, you could be enjoying Texas. Send your resume and tape today.

**Mark LeValley, Mgr. Studio Ops
KDFW-TV
400 N. Griffin St.
Dallas, TX 75202**

EOE, no phone calls, please.

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CABLE HELP WANTED NEWS

NEWS WRITERS/EDITORS

NBC DESKTOP NEWS is expanding and needs writers/editors for multimedia news service venture.

Strong candidates should be computer literate, succinct writers/editors who have journalistic experience, solid news judgment, the ability to think creatively while summarizing events for corporate clients, and proven ability to work under continual deadline pressure.

Please send your resume to:

Personnel Associate
NBC Cable
2200 Fletcher Avenue
Fort Lee, NJ 07024

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BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mizi Miller.

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

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

When placing an ad, indicate the EXACT category desired. Television, Radio, Cable or Allied Fields: Help Wanted or Situations Wanted, Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will be run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy - all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.60 per word, \$32 weekly minimum; Situations Wanted: 30¢ per word, \$16 weekly minimum. All other classifications: \$1.60 per word, \$32 weekly minimum.

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

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$138 per inch; Situations Wanted: \$69 per inch. All other classifications: \$138 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

Confidential Service: To protect your identity, seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

For subscription information
call 1-800-554-5729.

Datebook

AUGUST

Aug. 2-3—"Communications Skills for Cable Issues," training course sponsored by **Community Antenna Television Association and the Cable Television Public Affairs Association**. Baton Rouge, La. Information: Janenne Springer, (703) 691-8875.

Aug. 5-6—"The Fundamentals of Cable, Accounting and Budgeting," seminar sponsored by **Women in Cable, Atlanta chapter and The Cable Management Education Program**. Atlanta. Information: Tracy Mitchell, (312) 661-1700.

Aug. 6-8—**Georgia Association of Broadcasters** convention. Amelia Island Plantation, Amelia Island, Ga. Information: (404) 395-7200.

Aug. 11-13—"Regulating the Cable Industry," seminar sponsored by **Women in Cable, Chicago chapter and The Cable Management Education Program**. Chicago. Information: Tracy Mitchell, (312) 661-1700.

Aug. 14-15—Peer panel judging held for **Academy of Television Arts and Sciences** 45th annual prime time Emmy Awards. Beverly Hilton Hotel, Beverly Hills, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Aug. 13-14—**Pennsylvania Cable Pioneers** weekend. Tofrees Resort Hotel, State College, Pa. Information: Alane Sica, (717) 234-2190.

Aug. 16-18—**Great Lakes Cable Expo**. Indianapolis. Information: (317) 845-8100.

Aug. 22-24—**Minnesota Cable Communications Association** annual meeting. Radisson Arrowwood Resort, Alexandria, Minn. Information: Mike Martin, (612) 641-0268.

Aug. 29-31—**Nebraska Broadcasters Association** 60th annual convention. Holiday Convention Centre, Omaha, Neb. Information: Richard Palmquist, (402) 333-3034.

SEPTEMBER

Sept. 1-2—Regional career seminar sponsored by **National Association of Broadcasters**. Atlanta. Information: Karen Hunter or Hatim Hamer, (202) 429-5498.

Sept. 1-3—**Sports Careers** fifth annual national conference. New York Hilton and Towers, New York. Information: Kimberly Rose, (800) 776-7877.

Sept. 10—**North American National Broadcasters Association** advisory council meeting. HBO, New York. Information: (613) 738-6553.

Sept. 20-22—**Inter-Union Satellite Operations Group** biannual meeting. Washington. Information: Kate Normandeau, (613) 738-6553.

Sept. 28-30—**Central Canada Broadcast Engineers** 1993 broadcast convention and exposition. Skyway Trade and Conference Center,

Toronto. Information: Jo Anne Firminger, (519) 740-0037.

Sept. 16—Everett C. Parker Ethics in Telecommunications Lecture and Awards sponsored by **National Council of Churches and United Church of Christ**. The Interchurch Center, New York. Information: Andrea Bent Fields, (216) 736-2200.

Sept. 18—**Academy of Television Arts and Sciences** 45th annual prime time Emmys creative arts banquet. Pasadena Civic Exhibition Hall, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Sept. 19—**Academy of Television Arts and Sciences** 45th annual prime time Emmy Awards televised on ABC TV. Pasadena Civic Auditorium, Pasadena, Calif. Information: Murray Weissman or Mark Rosch, (818) 763-2975.

Sept. 20—Second annual Millennium Awards and gala sponsored by **Women in Cable**, Washington D.C. chapter. **Women in Cable Foundation and CableForce 2000**. Hyatt Regency Capitol Hill, Washington. Information: Jeanine Taylor, (703) 378-3420 or Tracy Mitchell, (312) 661-1700.

Sept. 21—**National Academy of Cable Programming** eighth annual fall forum luncheon. Waldorf Astoria Hotel, New York. Information: Jay Galvan, (202) 775-3611.

Sept. 21—**Television Bureau of Advertising** board of directors meeting. New York. Information: Jennifer Squires, (212) 486-1111.

MAJOR MEETINGS

July 31-Aug. 3—**Wireless Cable Association International** annual exposition and convention. Marriott Orlando World, Orlando, Fla. Information: (319) 752-8336.

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

Sept. 8-11—**National Association of Broadcasters** radio show Dallas. Information: (202) 429-5300.

Sept. 16-20—**International Broadcasting Convention**. Amsterdam. Information: 44 71 240 3839.

Sept. 20-21—**Corporation for Public Broadcasting** annual meeting. Washington. Information: (202) 879-9600.

Sept. 29-Oct. 2—**Society of Broadcast Engineers** national convention. Miami Beach. Information: (317) 253-1640.

Sept. 29-Oct. 2—**Radio-Television News Directors Association** conference and exhibition. Miami. Information: (202) 659-6510.

Oct. 5-7—**Atlantic Cable Show**. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 11-15—**MIPCOM**, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 12-17—**National Black Media Coalition**

national conference. Radisson Plaza Hotel at Mark Center, Alexandria, Va. Information: (202) 387-8155.

Oct. 14-17—**Society of Professional Journalists** national convention, Miami. Information: (317) 654-3333.

Oct. 16-20—**Radio Advertising Bureau** fall board meeting. Phoenix, Ariz. Information: (212) 387-2100.

Oct. 17-19—**Association of National Advertisers** 84th annual meeting and business conference. Naples, Fla. Information: (212) 697-5950.

Oct. 29-Nov. 2—**Society of Motion Picture and Television Engineers** 135th technical conference and equipment exhibition. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Dec. 1-3—**Western Cable Show** sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (510) 428-2225.

Jan. 14-20, 1994—**National Association of Broadcasters** winter board meeting and legislative forum. Carlsbad, Calif. Information: (202) 775-3527.

Jan. 24-27, 1994—**NATPE International** 31st annual program conference and exhibition. Miami Beach Convention Center, Miami Beach. Information: (310) 453-4440.

Jan 29-Feb. 1, 1994—**National Religious Broadcasters** convention and exposition. Shera-

ton Washington, Washington. Information: (703) 330-7000.

Feb. 10-12, 1994—**Satellite Broadcasting and Communications Association** winter trade show. Anaheim Convention Center, Anaheim, Calif. Information: (703) 549-6990.

March 18-21, 1994—**Broadcast Education Association** annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5354.

March 20-24, 1994—**Television Bureau of Advertising** annual marketing conference. Las Vegas Convention Center, Las Vegas. Information: (212) 486-1111.

March 21-24, 1994—**National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 775-3527.

May 21-25, 1994—**Broadcast Cable Financial Management Association** 34th annual convention. San Diego. Information: (708) 296-0200.

May 22-25, 1994—**National Cable Television Association** annual convention. New Orleans. Information: (202) 775-3669.

May 22-25, 1994—**National Association of Minorities in Cable** annual convention. New Orleans. Information: (310) 404-6208.

June 8-11, 1994—**PROMAX International and Broadcast Designers Association** conference and exposition. New Orleans. Information: (213) 465-3777.

OpenMike

In the public interest

EDITOR: You can almost smell the thin veneer of self-interest wafting up from your July 19 editorial about public television. You question the need for public TV—and its public funding—reasoning that public TV has “been diluted by cable” and that its services, therefore, are being provided elsewhere. Nothing could be farther from the truth.

Support for public TV is growing rapidly among families, teachers, business leaders, the Congress, state and local governments and educational institutions—even in the midst of a cable explosion. To judge the usefulness of public TV by the Nielsen meter, as you propose, is disingenuous; that’s why few do. But, just to clear up your mistake: in a typical week, more people watch public TV than *any* cable channel.

But what’s really at the heart of your editorial is your pocketbook. The 20th Century Fund report has called for spectrum auctions and user fees on commercial broadcasters to support noncommercial television. The commercial broadcast television industry does what it does well. It deserves the support of advertisers and it gets it—\$25.5 billion a year, at last count. But the public airwaves belong to the public, and those who profit mightily from it should pay at least something to use it whether that money goes to public TV or to the treasury. Oil companies pay to drill on federal land. Loggers pay to harvest in national forests. Ranchers pay to graze on federal land. Truckers pay to ride the national highways. This is an idea whose time has come. And it will.—*Bruce Christensen, president, PBS, Washington.*

Wrestling with violence

EDITOR: So Ted Turner is pledging that his cable networks will adhere to a strict violence code and will not air promotions for violent shows and movies during periods when chil-

dren may be watching? Perhaps Mr. Turner should examine his own World Championship Wrestling organization.

On the June 19 edition of TBS’s *WCW Saturday Night*, a filmed segment depicted an attempted murder of child wrestling favorites Sting and Davey Boy Smith. The vignette portrayed villains Sid Vicious and Big Van Vader as accomplices to the planting of a bomb that exploded while Sting and Smith were on a boat at a beach. The incident occurred in full view of children.

As one who has written academically on the contextual elements of TV wrestling and who monitors the broadcast content of wrestling programs in a monthly newsletter, I found the segment—which aired in prime family viewing hours—beyond contempt. Through the years, wrestling—in and of itself—has been an exaggeration of life, if somewhat innocuous in content. But murder? As a former station operations manager, I would have edited the segment. Surely, enough checks and balances in the Turner organization could have kept this act from reaching a national audience.

The commercial advertising and marketing in Turner’s *WCW* broadcasts are heavily geared toward children and teens. Clearly, it must be time for Mr. Turner to start with his own wrestling programs in initiating a warning system. If he is to take a true leadership and non-hypocritical stance, perhaps he should personally investigate who was responsible for his June 19 program and remove the person or persons from his staff. Today would not be too soon.—*Steve Beverly, editor, Matwatch, broadcast faculty, Union University, Jackson, Tenn.*

Protection or inducement?

EDITOR: Will violence warnings encourage youngsters to watch TV programs they otherwise would skip?—*Reuben Lozner, Chevy Chase, Md.*

The future is now

EDITOR: For those broadcasters who attended this year’s NAB convention and conferences to fill the mind for years to come. But, after digesting it all, perhaps what becomes most evident is that the future is *now*.

For years we’ve been reading and talking about TV of tomorrow—most of that tomorrow was seen at the NAB. The first signal was the confluence of conferences that were “multiplexing” at this year’s show.

Many attendees began to realize that the technology of information, traditionally referred to as computers, had converged with the technology of display traditionally considered the realm of VCR’s and TV’s.

And, more than any other year, the 60,000-plus attendees represented a cross-section of the entire media industry—not just traditional broadcasters. Many from newspapers, publishing, and this new thing called “multimedia” were in attendance.

So, what does all this mean? As John Malone of TCI recently said, no longer can just one of these many trade associations hold a convention and not invite another, so it might be time to say that no longer can one medium consider itself unique or independent of the other. The metamorphosis that has been enabled by the digital revolution demands that we all integrate our resources and blend our delivery mechanisms so that our audience can choose the delivery medium of their choice, and seamlessly transfer to another medium when they desire additional information or a different way of looking at the same information. Only through such a cooperative mediamorphosis will we all secure ourselves a place in the audience that will allow our continued commercial survival. Like many a government has learned, it is either cooperate or perish.—*Joe Harris, director, information systems, NBC-TV, New York.*

Public servants

EDITOR: I'm concerned about FCC Commissioner Ervin Duggan's call to "challenge broadcasters to be volunteers in service to the public interest," and a "higher" service at that. I wonder where on his "service scale" the commissioner would rate the dedication of hundreds of Louisiana and Florida broadcasters who abandoned their homes and families to keep their stations operating through the night of Hurricane Andrew. Even when broadcast towers fell victim to the storm, broadcasters found ways to return to the air and continue service to the public.

Nothing I read in the communications Act seems to require individuals to risk their lives to keep radio communications open through the fierce winds of a hurricane, tornado and other disasters. Broadcasters do it voluntarily, and listeners with battery-operated radios depend on news of the storm and locations of rescue centers coming from their local stations, not some satellite thousands of miles away.

And, what score would Commissioner Duggan give broadcasters' daily newscasts, and their efforts to promote driving safety through responsible drinking and "Designated Drivers" programs that save hundreds of lives every day? Or, what about local campaigns to recruit blood donors, aid the homeless, and warn about AIDS and other diseases, just a few of the many public service campaigns aired by radio and TV stations at no charge to the public?

Then there are the live, free political debates which probably do more than anything to inform the public about candidates and campaign issues. All of that and more is done every day by broadcasters in the public interest at no charge. You might even call it payment for the use of the "public's" airwaves in lieu of cash. The only members of the public who do get cash for use of the airwaves are the politicians who, by congressional mandate, are given large discounts on airtime, a perk that commercial advertisers, who help move product and produce jobs, do not get.

Overall, I'd say, we broadcasters are doing a pretty damn good job, Commissioner. And I believe the public agrees. But, we'll have to wait and see how we come out on your

scorecard. Check us out. You'll like what you find.—*Raymond Saadi, owner/manager, KTIB(AM)-KHOM(FM) Houma, La.*

Public service

EDITOR: Arguing whether we need public television because cable TV is now available is like arguing whether we still need public libraries because new bookstores have opened at the mall. It defies logic.

Public television is there for everyone, including the 40% of American's who can't afford to or choose not to subscribe to cable TV.

Commercial and cable TV can't and won't devote five hours a day to commercial-free educational children's programming, documentaries designed to inform rather than titillate, educational services and instructional programs for our nation's schoolchildren, performances of the world's best artists and musicians, college-credit telecourses, and many other unique services.

Out of the hundreds of broadcast and cable networks now available, there's still only one channel on the dial dedicated to public service rather than to profit. Public television's bottom line is education and enrichment, and that makes all the difference.—*Maurice Bresnahan, general manager, WQPT-TV Moline, Ill.*

Diversity questioned?

EDITOR: In granting Fox a permanent waiver of its crossownership rule, the FCC reasoned: "To exclude Murdoch [who controls WNYW-TV New York] as a potential purchaser [of the *New York Post*] may well ultimately disserve the underlying diversity purpose of the cross-ownership rule."

Let me get this straight. Diversity is served by a concentration of me-

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dia control. Yeah, right.

This shows that the FCC often first decides what it wants to do, then tailors the facts and the law to fit.—*Barry Skidelsky, attorney-at-law, New York.*

U. of M. reunion

EDITOR: The University of Maryland-College Park's radio station, WMUC-AM-FM, is planning a major reunion for Oct. 14-16. We need to get the word out so that as many alumni as possible hear about it.

In addition to simply reminiscing, WMUC alumni will conduct a series of seminars on broadcasting and its related fields for current University of Maryland students.

For more information, contact me at (410) 889-1465 (work) or (410) 269-5676 (home).—*Sue Kopen Katcef, WMUC-AM-FM College Park, Md.*

Mixed signals

EDITOR: I have read with interest John Malone's statement that TCI is not going to pay local broadcast stations to retransmit their signals on his cable systems when non-cable viewers get them for free. Then why is TCI (Netlink) selling network broadcast signals to viewers with backyard dishes in our metro coverage area? These network signals are available for free over the air.

It seems to me Mr. Malone (TCI) would like to have it both ways.—*Jerry Danziger, president, KOB-TV Albuquerque, N.M.*

Old college try

EDITOR: You recently printed a letter from a telecommunications professor at Pembroke State University requesting assistance from commercial broadcasters. What a joke! In our market, the local state university has a radio station that sells spots locally at one-half the rate of privately owned stations, yet considers itself "non-commercial." They receive tax dollars so they can put their student salesmen on the road selling cut-rate spots, further adding to the prostitution of our business.

I'm sure there are other markets where this occurs, and if the good professor thinks legitimate broadcasters are going to subsidize their competition, he's crazy.—*John Ingram, WBLE(FM) Batesville, Miss.*

For the Record

Compiled by BROADCASTING & CABLE for the period of July 19-23 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WCMF(AM)-WRMM-FM Rochester, NY; WWSN(AM)-WDJX-FM Louisville, KY; WMMX-FM and WONE(AM)-WTUE-FM Dayton, OH** (WCMF: BAL930702GQ; 990 khz; 5 kw-D, 2.5 kw-N, DA-2; WRMM: BALH930702GS; 101.3 mhz; 27 kw; Ant. 640 ft.; WWSN: BAL930702GY; 1080 khz; 10 kw-D, 1 kw-N, DA-2; WDJX: BAL930702GU; 99.7 mhz; 24 kw; ant. 720 ft.; WMMX: BALH930702GV; 107.7 mhz; 50 kw; ant. 420 ft.; WTUE: BALH930702GX; 104.7 mhz; 50 kw; ant. 499 ft.; WONE: BAL930702GW; 980 khz; 5 kw-U, DA-N)—Seeks assignment of license from Stoner Broadcasting System Inc. to newly-formed American Radio Systems License Corp. as part of 16-station merger totaling \$100 million (Broadcasting & Cable, June 28.) Filed July 2.

■ **KDMI-FM Des Moines, IA** (BALH930702HB; 97.3 mhz; 115 kw; ant. 500 ft.)—Seeks assignment of license from KDMI-FM Inc. to newly-formed American Radio System License Corp. as part of 16-station merger totaling \$100 million. (Broadcasting & Cable, June 28.)

■ **WZMX-FM Hartford, CT** (WZMX: BALH930702HC; 93.7 mhz; 16 kw; ant. 869 ft.)—Seeks assignment of license from Multi Market Communications to newly-formed American Radio Systems License Corp. as part of 16-station merger totaling \$100 million. (Broadcasting & Cable, June 28.)

■ **WHDH(AM)-WBMX-FM and WRKO(AM) Boston** (WHDH: BTC930702EC; 850 khz; 50 kw-U, DA-2; WBMX: BALH930702HA; 98.5 mhz; 9 kw; ant. 1,145 ft.; WRKO: BAL930702GZ; 680 khz; 50 kw-U, DA-2)—Seeks transfer of control from Boston AM Radio Corp. to newly-formed American Radio Systems Holding Corp. as part of 16-station

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.

merger totaling \$100 million. (Broadcasting & Cable, June 28.)

Applications

■ **KBFX-FM Anchorage, AK** (BALH930707GH; 100.5 mhz; 25 kw; ant. 178 ft.)—Seeks assignment of license from TCT Communications Inc. to Community Pacific Broadcasting Company, LP, for \$1,300,000. **Seller** is headed by Thomas C. Tierney and has interests in KLAM(AM) Cordova, KZXX(AM) Kenai, KVOK(AM)-KJJZ-FM Kodiak, KSWD(AM) Seward, and KVAK(AM) Valdez, all AK. **Buyer** is headed by David J. Benjamin and has interests in KKSD(AM)-KASH-FM Anchorage, AK and KFIV(AM)-KJSN-FM Modesto, CA. Filed July 7.

■ **WTPS-FM Quincy, FL** (BAPH930702GK; 100.7 mhz)—Seeks assignment of license from William J. Miller, Jr., trustee, and Monte R. Bitner, debtor, to Leah R. James and John L. James for \$5,000. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Filed July 2.

■ **WHQQ-FM Charleston, IL** (BAPLH930701GG; 92.1 mhz; 2.2 kw; ant. 140 ft.)—Seeks assignment of license from Com-Stal Communications Inc. to The Cromwell Group Inc. of Illinois for \$160,000. **Seller** is headed by Steve Garman and has interests in WEIC-AM-FM Charleston, IL. **Buyer** is headed by Bayard H. Walters and has interests in

WCTZ(AM) Clarksville, WHAL(AM)-WYCO-FM Shelbyville, and WQZQ-FM Dickson, all TN; WVE-L(AM)-WGLO-FM Pekin, WFYR-FM Elmwood, WMCI-FM Mattoon, WSHY(AM)-WEJT-FM Shelbyville, and WYDS-FM Decatur, all IL; WKCM(AM) Hawesville, KY; and WKCM-FM Cannelton, IN. Filed July 1.

■ **WZZT-FM Morrison, IL** (BALH930701GH; 95.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from WZZT Inc. to LH&S Communications Inc. for \$349,000. **Seller** and **buyer** is Larry E. Sales and has interests in WSDR(AM)-WSSQ-FM Sterling, IL. Filed July 1.

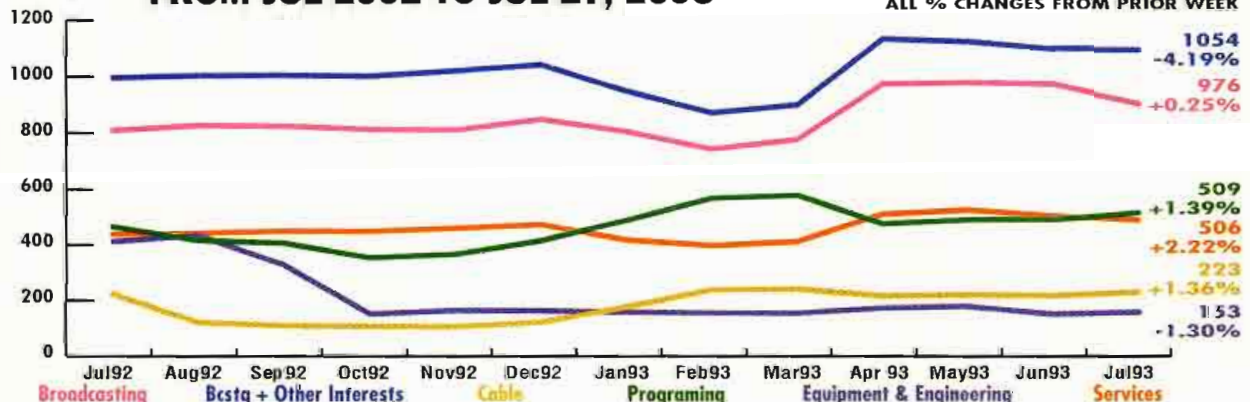
■ **WSDR(AM)-WSSQ-FM Sterling, IL** (AM: BAL930701GJ; 1240 khz; 500 w-D, 1 kw-N; FM: BALH930701GK; 94.3 mhz; 6 kw; ant. 309 ft.)—Seeks assignment of license from Sterling Radio Stations Inc. to LH&S Communications Inc. for \$2,851,000. **Seller** is headed by Alex R. Seith and has no other broadcast interests. **Buyer** is headed by Howard Q. Murphy and has interests in WZZT-FM Morrison, IL. Filed July 1.

■ **WSLM-FM Salem, IN** (BALH930701GF; 98.9 mhz; 50 kw; ant. 300 ft.)—Seeks assignment of license from Don H. Martin to Snowden Broadcasting of Louisville Inc. for \$2,400,000. **Seller** has no other broadcast interests. **Buyer** is headed by James K. Snowden and has interests in WYLD-AM-FM New Orleans, LA. Filed July 1.

■ **KKCR-FM Salina, KS** (BTCED930707GE; 90.7 mhz; 1 kw; ant. 253 ft.)—Seeks transfer of control within North Central Kansas Broadcasting Inc. from resigning board directors James S. Hoge, Thomas H. Moffit, Richard Rosenburg, and Gary D. White to newly elected board member Gayland Gaut for no cash consideration. **Seller** has interests in WTLN-AM-FM Apopka, FL; WRJZ(AM) Knoxville and WYLV-FM Alcoa, both TN; and WEEE(FM) Cherry Hill, NJ. **Buyer** has interests in KCVS(FM) Salina, KS. Filed July 7.

■ **KFTE-FM Breau Bridge, LA** (BALH930617GE; 96.5 mhz; 22.5 kw; ant. 328 ft.)—Seeks assignment of license from JBC Inc. to Mid-Acadiana Broadcasting Corp. for \$517,750. **Seller** is headed by William D. Jackson and has interests in WESY(AM)-WBAD-FM Leland, MS. **Buyer** is headed by Ernest J. Alexander and has interests in KMDL-FM Kaplan, LA. June 17.

STOCK MARKET PERFORMANCE AVERAGES FROM JUL 1992 TO JUL 27, 1993



FOR THE RECORD

■ **WION(AM) Ionia, MI** (BTC930706EA; 1430 khz; 5 kw-D, 330 w-N, DA-2)—Seeks instant application to transfer 89.97% of voting stock of W. Monroe MacPherson (deceased) to Phyllis MacPherson, who has no other broadcast interests. Filed July 6.

■ **WCKZ-FM Gastonia, NC** (BALH930701GE; 101.9 mhz; 99 kw; ant. 987 ft.)—Seeks assignment of license from Compass Media Group Inc. to BPI Charlotte License Subsidiary Inc. for \$3,000,000. **Seller** is headed by Jonathan D. Schwartz and has interests in KEZK(AM) Wood River, IL and KEZK-FM St. Louis; KOOL-AM-FM Phoenix; and KCQB-AM-FM San Diego. **Buyer** is headed by Perry J. Lewis and has interests in WGIV Charlotte, and WPEG-FM Concord, both NC; WVAZ-FM Oak Park, IL; WKQI-FM Detroit, MI; WYNY-FM Lake Success, NY; KSKY Balch Springs, TX. Filed July 1.

■ **KRSY-AM-FM Roswell, NM** (AM: BAL930702EA; 1230 khz; 1 kw-U; FM: BALH930702EB; 104.7 mhz; 50 kw; ant. 409 ft.)—Seeks assignment of license from Ramar Communications Inc. to D. Matthews Runnels for \$150,000. **Seller** is headed by T.R. Moran and has interests in KJTV(TV) Lubbock and KMZN(TV) Farwell, both TX; KASY(FM) and KASC(TV) both Albuquerque, NM. **Buyer** has no other broadcast interests. Filed July 2.

■ **WVIP-FM Mount Kisco, NY** (BAPLH930708GE; 106.3 mhz; 3 kw; ant. 440 ft.)—Seeks assignment of CP from VIP Broadcasting Corp. to Impulse Broadcasting Corp for \$1,250,000. **Seller** is headed by Martin Stone, Esq., and has no other broadcast interests. **Buyer** is headed by Ronald E. Graifu and has interests in WMJV-FM Patterson, and WPUT(AM) Brewster, both NY. Filed July 8.

■ **WRZI-FM Vine Grove, KY** (BAPH930706GE; 101.5 mhz; 6 kw; ant. 328 ft.)—Seeks assignment of CP from LaRue County Broadcasting to Broadcast Partners Inc. for \$8,260. **Seller** is headed by Keith Reising and has interests in WTRE(AM)-WRZQ-FM Greensburg, IN. **Buyer** is headed by Mark A. Goodman and has interests in WXAM(AM) Buffalo, KY. Filed July 6.

■ **KAME-TV Reno, NV** (BALCT930708KG; ch. 21; 692 kw-V; ant. 620 ft.)—Seeks assignment of license from Page Enterprises Inc. to Ellis Communications Inc. for \$8,250,000. **Seller** is headed by William Andrews, Sr. and has no other broadcast interests. **Buyer** is headed by U. Bertram Ellis, Jr. and has interests in KING-TV Seattle and KREM-TV Spokane, WA; KGW-TV Portland, OR; KTVB-TV Boise, ID; KHNL-TV Honolulu, KOGG-TV Wailuku, and KHBC-TV Hilo, all HI. Filed July 8.

■ **WFUA-FM Oak Harbor, OH** (BAPH930701GI; 97.3 mhz; 1.15 kw; ant. 162 m.)—Seeks assignment of CP from Oak Harbor Community Broadcasting Inc. to RASP Broadcast Enterprises Inc. for \$200,000. **Seller** is headed by Barbara Graham. **Buyer** is headed by Daniel J. Havelinger and has interests in WFGF-FM Grand Rapids and WBTZ-FM Pinconning, both MI. Filed July 1.

■ **WDKK-FM Avis, PA** (BALH930707GG; 99.9 mhz; 450 w; ant. 823 ft.)—Seeks assignment of license from HUM Broadcasting, Ltd. to Maximum Impact Communications Inc. for \$270,000. **Seller** is headed by John A. Kennedy, Jr. and has interests in KJDE-FM Sand Point, ID; and WHMU(FM) Covington, PA. **Buyer** is headed by Sabatino Cupelli and has no other broadcast interests. Filed July 7.

■ **WEYZ(AM)-WMXE-FM Erie, PA** (AM: BAL930702GM; 1330 khz; 5 kw-U, DA-2; FM: BALH930702GN; 103.7 mhz; 50 kw; ant. 499 ft.)—Seeks assignment of license from Burbach Broadcasting Co. to Rinaldo Communications Inc. **Seller** is headed by John L. Laubach, Jr., and has interests in WXIL(FM) Parkersburg and WBBB(AM)-WEGW-FM Wheeling, all WV; WMRN-AM-FM Marion, OH; and WMAJ(AM)-WBHV-FM State College, PA. **Buyer** is headed by Richard F. Rinaldo and has interests in WRKT-FM North East, PA. Filed July 1.

■ **WMHU-FM Renovo, PA** (BAPH930629GH; 93.1 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from North Penn Broadcasting Inc. to Westview

Communications Inc. for \$50,000. **Seller** is headed by Harold Fulmer III and has interests in WMI-M(AM)-WSPH(FM) Mt. Carmel/Shamokin, WKHL(AM) Hughesville, WKHL(FM) Salladsburg, all PA. **Buyer** is headed by Aaron J. Taffera and has no other broadcast interests. Filed June 29.

■ **WGUS(AM) North Augusta, SC and WGUS-FM Augusta, GA** (AM: BAL930520GE; 1380 khz; 5 kw-D, 710 w-N, DA-2; FM: BALH930520GF; 102.3 mhz; 1.5 kw; ant. 666 ft.)—Seeks assignment of license from HVS Partners to Benchmark Radio Acquisition Fund II L.P. for \$1,200,000. **Seller** is headed by Gisela B. Huberman, Esq. **Buyer** is headed by Bruce R. Spector and has interests in WUSQ(AM) Manchester and WUSQ-FM Wichester, both VA; WGUS(AM) North Augusta, SC; and WZNY-FM Augusta, GA. Filed May 20.

■ **WDXZ-FM Mt. Pleasant, SC** (BALH930528GE; 104.5 mhz; 28 kw; ant. 656 ft.)—Seeks assignment of license from Dixie Communications Inc. to Faircom Charleston Inc. for \$400,000 consulting and non-compete agreement. **Seller** is headed by William G. Dudley, III and has interests in KRVR-FM Davenport, IA; and WTMA(AM)-WSUY-FM Charleston, SC. **Buyer** is headed by Joel M. Fairman and has interests in WSSX-FM Charleston, SC; WHFM(FM) Southampton, NY; WKMF(AM)-WCRZ-FM Flint, MI. Filed May 28.

■ **WYBM-FM Minor Hill, TN** (BALH930617GF; 92.1 mhz; 1.2 kw; ant. 460 ft.)—Seeks assignment of license from WYBM Radio Station to Hometown Broadcasting Inc. for \$211,027.80. **Seller** is headed by Bill Moore and has no other broadcast interests. **Buyer** is headed by Glenn G. Gordon and has no other broadcast interests. Filed June 17.

■ **KSNM-FM Arlington, TX** (BAPLH930702GE; 94.9 mhz; 98 kw; ant. 1,509 ft.)—Seeks assignment of CP from KODZ License Corp. to Armadillo Broadcasting, L.P. for between \$11 and \$12.5 million depending on contingencies in contract. **Seller** is headed by Scott K. Ginsburg and has interests in WWBZ-FM and WLUP-AM-FM Chicago; WVCG(AM) Miami and WFVY-FM Jacksonville, both FL; KKB-T-FM Los Angeles and KMEL-FM San Francisco; KTRH(AM)-KLOL-FM Houston; WTO-P(AM)-WASH-FM Washington, D.C.; and KASP(AM)-WKBQ-FM St. Louis. **Buyer** is headed by John P. Hayes and has no other broadcast interests. Filed July 2.

■ **KKFF-FM Nolanville, TX** (BTCH930706GF; 107.3 mhz; 1.65 kw)—Seeks transfer of control within Val-Jo Communications Inc. from William J. Jones to Marilyn S. Vale for \$36,000. **Seller** has no other broadcast interests. **Buyer** has no other broadcast interests. Filed July 6.

■ **WRHX(AM) Herndon, VA** (BAL930624EC; 1440 khz; 1 kw-D, DA)—Seeks assignment of license from United Communications Inc. to Bruce A. Houston for \$1,500. **Seller** is headed by Ernest Peltz and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed June 24.

Actions

■ **WQGN-FM Groton, CT** (BTCH930402GV; 105.5 mhz; 3 kw; ant. 275 ft.)—Dismissed transfer of control within H & D Entertainment Inc. from Joel M. Hartstone and Barry J. Dickstein to Joel M. Hartstone, Barry J. Dickstein and Jerome Atchley, et al. for \$32,800,000 ("For the Record," March 1). Action June 29.

■ **WKRS(AM)-WXLC-FM Waukegan, IL** (AM: BTC930402GY; 1220 khz; 1 kw-D, DA; FM: BTCH930402GZ; 102.3 mhz; 3 kw; ant. 322 ft.)—Dismissed transfer of control from H&D Entertainment Inc. for \$32,800,000 ("For the Record," March 1). Action June 29.

■ **KZSN-AM-FM Wichita, KS** (AM: BAL930405GH; 1480 khz; 5 kw-D, 1 kw-N, DA-2; FM: BALH930405GI; 102.1 mhz; 100 kw; ant. 1,032 ft.)—Granted assignment of license from Southern Skies Corp. to H & D Entertainment Inc. Sale is part of merger (see WKRS item above). ("For the Record," March 1.) Action June 29.

■ **WBSM(AM) New Bedford and WFHN-FM Fairhaven, both MA** (AM: BTC930402HC; 1420 khz; 5

kw-D, 1 kw-N, DA-2; FM: BTCH930402HD; 107.1 mhz; 3 kw; ant. 370 ft.)—Dismissed transfer of control from H & D Entertainment Inc. to Joel M. Hartstone, Barry J. Dickstein and Jerome Atchley, et al. for \$32,800,000 ("For the Record," March 1). Action June 29.

■ **WFGP-AM-FM Atlantic City, NJ and WTLB(AM)-WRCK-FM Utica, NY** (AM: BTC930402GW; 1450 khz; 1 kw-U; FM: BTCH930402GX; 96.9 mhz; 50 kw; ant. 400 ft.; WTLB(AM): BTC930402HA; 1310 khz; 5 kw-D, 500 w-N, DA-2; WRCK-FM: BTCH930402HB; 107.3 mhz; 50 kw; ant. 499 ft.)—Dismissed transfer of control from H & D Entertainment Inc. to Joel M. Hartstone, Barry J. Dickstein and Jerome Atchley, et al. for \$32,800,000 ("For the Record," March 1). Action June 29.

■ **WSUB(AM) Groton, CT** (BTC930402GU; 980 khz; 1 kw-D)—Dismissed transfer of control of WQGN-FM Groton, CT; WFGP-AM-FM Atlantic City, NJ; WKRS(AM)-WXLC-FM Waukegan, IL; WTLB(AM)-WRCK-FM Utica, NY; WBSM(AM) New Bedford, MA; WFHN-FM Fairhaven, MA. Action June 29.

■ **KSSN-FM Little Rock, AR** (BALH930405GG; 95.7 mhz; 92 kw; ant. 1,663 ft.)—Dismissed assignment of license from Southern Skies Corp. to H & D Entertainment Inc. as part of merger. Action June 29.

■ **KAZO-FM Soldotna, AK** (BAPH920224EI; 96.5 mhz; 10 kw; ant. 79 ft.)—Dismissed assignment of CP from King Communications to Cobb Communications Inc. for \$305,204.17. **Seller** is headed by Salley Blakeley. **Buyer** is headed by Thomas C. Tierney and has interests in KLAM(AM) Cordova, KZXX(AM) Kenai, KVOK(AM)-KJZZ-FM Kodiak, KSWD(AM) Seward, and KVAK(AM) Valdez, all AK. Action July 9.

■ **KSLD(AM) Soldotna, AK** (BAL920224EH; 1140 khz; 10 kw-U)—Dismissed assignment of license from King Communications to Cobb Communications Inc. for \$290,869.86. **Seller** is headed by Salley Blakeley. **Buyer** is headed by Thomas C. Tierney and has interests in KLAM(AM) Cordova, KZXX(AM) Kenai, KVOK(AM)-KJZZ-FM Kodiak, KSWD(AM) Seward, and KVAK(AM) Valdez, all AK. Action July 9.

■ **KOY-AM-FM Phoenix** (AM: BAL921224EA; 550 khz; 5 kw-D, 1 kw-N; FM: BALH921224EB; 95.5 mhz; 96 kw; ant. 1,570 ft.)—Granted assignment of license from Edens Broadcasting Inc. to Sundance Broadcasting Inc. for \$7,000,000 ("For the Record," Feb. 8). Action July 2.

■ **KZMK-FM Tucson** (BALH930225GJ; 92.1 mhz; 50 w; ant. 2,220 ft.)—Granted assignment of license from Pacific Broadcasting, Ltd. to G.C.S. Broadcasting Company Inc. for \$350,000 ("Changing Hands," March 22). Action July 6.

■ **KRZE-FM Ontario, CA** (BALH930507GG; 93.5 mhz; 3 kw; ant. -165 ft.)—Granted assignment of license from Boulder Ridge Cable TV to Chagal Broadcasting for \$4,200,000 ("Changing Hands," May 17). Action July 14.

■ **KTBG-FM Paso Robles, CA** (BAPH930405GK; 103.1 mhz; 1.2 kw; ant. 722 ft.)—Granted assignment of CP from Jean Yang to Andy J. Fakas for \$22,500 ("For the Record," May 18). Action July 8.

■ **KFOX-FM Redondo Beach, CA** (BALH930507GI; 93.5 mhz; 3 kw; ant. 175 ft.)—Granted assignment of license from Torrance Media Partners to Chagal Communications for \$9,800,000 ("Changing Hands," May 17). Action July 14.

■ **KNSD-TV San Diego** (BALCT930219KG; ch. 39; 5,000 kw-V; ant. 1,910 ft.)—Dismissed assignment of license from Gillett Communications of San Diego Inc. to KNSD License Inc. for stock transaction valued at \$100 million. Includes stations: WAGA-TV Atlanta (BALCT930219KI; ch. 5; 100 kw-V; ant. 1,076 ft.); WJW-TV (BALCT930219KF; ch. 8; 302 kw-V; ant. 1,000 ft.); WITI-TV Milwaukee (BALCT930219KK; ch. 6; 100 kw-V; ant. 1,000 ft.); KTVG-TV Grand Island, NE (BAPCT930504KF; ch. 17; 219 kw-V; ant. 266 ft.) ("For the Record," April

12.). Action July 12.

■ **KNTA(AM) San Jose-Santa Clara, CA** (BAL930512EH; 1430 khz; 1 kw-U, DA-1)—Granted assignment of license from Tamarack Communications Inc. to Imperio Enterprises Inc. for \$1,400,000 ("Changing Hands," June 21). Action July 7.

■ **KEZD(AM) Windsor, CA** (BAP930315EA; 1580 khz; 700 w-D, DA)—Granted assignment of CP from Estate of Dale A. Owens (deceased) to Edith H. Owens, his mother, for no cash consideration. Action July 9.

■ **KXRE(AM) Manitou Springs, CO** (BAL930119EA; 1490 khz)—Granted assignment of license from Green TV Corp. to Quetzal Communications Corp. for assumption of debt ("For the Record," Feb. 15). Action July 6.

■ **WLXV(AM) Bloomfield, CT** (BAL930518EA; 1550 khz; 5 kw-D, 2.4 kw-N, DA-2)—Granted assignment of license from Living Communications of Connecticut Inc. to Ital-Net Broadcasting Corp. for \$275,000 ("Changing Hands," May 31). Action July 2.

■ **WVNM-FM Cedar Key, FL** (BAPH930208GU; 102.7 mhz; ant. 328 ft.)—Granted assignment of CP from Karen Voyles to Ronald J. Linder for \$15,000 ("For the Record," March 1). Action July 2.

■ **WMMB(AM)-WGGD-FM Melbourne, FL** (AM: BTC930517GG; 1240 khz; 1 kw-U; FM: BTCH930517GH; 102.3 mhz; 3 kw; ant. 250 ft.)—Granted transfer of control within City Broadcasting Co. Inc. from Frank A. Franco to David P. Franco for no cash consideration ("For the Record," June 7). Action July 2.

■ **WEBZ-FM Mexico City Beach, FL** (BAPLH930413GG; 99.3 mhz; 50 kw; ant. 519 ft.)—Granted assignment of CP from to for \$250,000 ("Changing Hands," May 31). Action July 2.

■ **WMTO-FM Port St. Joe, FL** (BAPLH930503GF; 93.5 mhz; 1.3 kw; ant. 659 ft.)—Granted assignment of CP from WMTO, L.P. to Skylo Inc. for \$246,000 ("For the Record," May 24). Action July 9.

■ **WAKB-FM Wrens, GA** (BALH921221GE; 96.7 mhz; 1 kw; ant. 489 ft.)—Granted assignment of license from Advertisement Network Systems Inc. to Gregory A. Davis for \$1,250,000 ("Changing Hands," Jan. 25.). Action June 25.

■ **WLNB-FM Ligonier, IN** (BALH930414GE; 102.7 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Ligonier FM Partnership to Summit Radio, Inc. for \$284,550 ("Changing Hands," May 31). Action July 2.

■ **WTKL(AM) Baton Rouge, LA** (BAL930517EA; 1260 khz; 1 kw-D, 127 w-N)—Granted assignment of license from Leader Group Inc. to East Baton Rouge Parish School Board for no cash consideration ("For the Record," June 21). Action July 7.

■ **WSLA(AM) Slidell, LA** (BAL930423EA; 1560 khz; 1 kw-U, DA-N)—Granted assignment of CP from North Lake Communications Inc. to MAPA Broadcasting, L.L.C. for \$100 ("For the Record," May 17). Action July 2.

■ **WABJ(AM)-WQTE-FM Adrian, MI** (AM: BTC930518EB; 1490 khz; 1 kw-U; FM: BTCH930518EC; 95.3 mhz; 3 kw; ant. 299 ft.)—Granted transfer of control within Friends Communications of Michigan Inc. from Eugene E. Bryan to Bob Elliot for \$26,700. Buyer has no other broad-

cast interests. Action July 14.

■ **WCHB(AM) Taylor and WJZZ-FM Detroit, MI** (AM: BTC930520EA; 1200 khz; 25 kw-D, 700 w-N, DA-2; FM: BTCH930520EB; 105.9 mhz; 20 kw; ant. 725 ft.)—Granted transfer of control from Bell Broadcasting Co. to E. Harold Munn, Jr., NBD Bank, N.A., Janice L. Hall and Arthur Middlerooks, U/A, as trustees for no cash consideration ("For the Record," June 21). Action June 14.

■ **WROR(AM) Zeeland, MI** (BAP920325EC; 640 khz; 1 kw-D, 250 w-N)—Granted assignment of CP from Just Formed Corp. to Randall C. Disselkoe for \$37,000. Seller is headed by Darrell Spann. Buyer has interests in WBYY(AM) Rockford, MI. Action July 8.

■ **KBFL-FM Buffalo, MO** (BALH930505GJ; 99.9 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Charles Burton to KBFL Broadcasting Co. for \$65,000 ("For the Record," June 14). Action July 6.

■ **KMAV-AM-FM Mayville, ND** (AM: BAL930503EE; 1520 khz; 2.5 kw-D; FM: BALH930503EF; 105.5 mhz; 3 kw; ant. 121 ft.)—Granted assignment of license from DJ Broadcasting Co. to R & J Broadcasting for \$200,000 ("For the Record," May 24). Action July 7.

■ **WWDJ(AM) Hackensack, NJ, KSLR(AM) San Antonio, TX, and WZZD Philadelphia** (WWDJ: BAL930514EJ; 970 khz; 5 kw-U, DA-2; WZZD: BAL930514EI; 990 khz; 50 kw-D, 10 kw-N, DA-2; KSLR: BAL930514EK; 630 khz; 5 kw-U, DA-2)—Granted assignment of license from Communicom Corp. of America to H.E., L.P. for an unknown purchase price. ("For the Record," June 14). Action July 7.

■ **WRCI-FM Hillsboro and WJYY-FM Concord, both NH** (AM: BALH921002GW; 107.7 mhz; 3 kw; ant. -276 ft.; FM: BALH921002GX; 105.5 mhz; 1.55 kw; ant. 456 ft.)—Granted assignment of license from Empire Radio Partners, Ltd. to RadioWorks Inc. for \$550,000. Seller is headed by R. Andrew Brothers and has interests in WGY-AM-FM Schenectady, NY. Buyer is headed by Lindsay M. Collins and has no other broadcast interests. Action July 2.

■ **WTBQ(AM) Warwick, NY** (BAL930429EB; 1110 khz; 250 w-D)—Granted assignment of license from Goodtime Broadcasting Inc. to Sturr Communications Corp. for \$184,481.45 ("For the Record," May 24). Action July 9.

■ **WMVO(AM)-WQIO-FM Mount Vernon, OH** (AM: BAL930507GE; 1300 khz; 500 w-D, DA; FM: BALH930507GF; 93.7 mhz; 37 kw; ant. 565 ft.)—Granted assignment of license from the First-Knox National Bank of Mount Vernon, as voting trustee for Zeeco Inc. to Jonathan L. Zerkowitz and Juliet S. Zerkowitz for no cash consideration ("For the Record," June 14). Action July 8.

■ **WFMJ-TV Youngstown, OH** (BTCCT930511KE; ch. 21; 3,720 kw-V; ant. 990 ft.)—Granted transfer of control from WFMJ Television Inc. to Mark A. Brown and Betty H. Brown Jagnow for no cash consideration ("For the Record," June 7). Action July 14.

■ **KATT-FM Oklahoma City, OK** (BALH930430EE; 100.5 mhz; 97 kw; ant. 1,191 ft.)—Granted assignment of license from Sun Broadcasting Co. to CAT Communications Inc. for assumption of promissory note ("For the Record," June 14). Action June 28.

■ **KRSR-AM-FM Coos Bay, OR** (BAL930504EC; 1420 khz; 1 kw-D)—Granted assignment of license from Calem Broadcasting of Oregon to Joel W. Lemon, Harry Abel, Jr., and Dan Seleshanko for \$70,000 ("For the Record," June 7). Action July 1.

■ **WHMM-FM Henderson, TN** (BALH930513GE; 107.7 mhz; 6 kw; ant. 328 ft.)—Granted assignment of license from Wanda Smith to Chester County Broadcasting Company Inc. for fulfillment of commitment to former AM sister station. Seller has no other broadcast interests. Buyer is headed by Randle Fenimore and has no other broadcast interests. Action July 2.

■ **KLUP(AM) Terrell Hills and KISS-FM San Antonio, both TX** (AM: BAL930521EA; 930 khz; 5 kw-D,

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's	TOTAL*
Commercial AM	4,954	181	5,135
Commercial FM	4,853	906	5,759
Educational FM	1,613	308	1,921
Total Radio	11,420	1,395	12,815
Commercial VHF TV	558	12	570
Commercial UHF TV	594	142	736
Educational VHF TV	124	4	128
Educational UHF TV	241	7	248
Total TV	1,517	165	1,682
VHF LPTV	474	136	610
UHF LPTV	859	972	1,831
Total LPTV	1,333	1,108	2,467
FM translators	1,993	390	2,383
VHF translators	2,421	81	2,502
UHF translators	2,416	386	2,802

CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses.
† Construction permit

† Penetration percentages are of TV household universe of 92.1 million.
Source: Nielsen, NCTA and Broadcasting&Cable's own research.

1 kw-N, DA-N; FM: BALH930521EB; 99.5 mhz; 100 kw; ant. 1,112 ft.)—Granted assignment of license from Radio Group of San Antonio Inc. to KISS Radio of San Antonio, Ltd. for \$3,950,000 ("Changing Hands," June 21). Action July 9.

■ **KZEY(AM) Tyler, TX** (BAL930514ED; 690 khz; 1 kw-D, 92w-N, DA-2)—Granted assignment of license from Rose Communications Inc. to Community Broadcast Group Inc. for \$150,000 ("For the Record," June 14). Action July 7.

■ **KOOG-TV Ogden, UT** (BALCT930316XX; ch. 30; 500 kw-V; ant. 740 ft.)—Granted assignment of license from Ogden Television Inc. to Miracle Rock Church for \$65,000 ("For the Record," April 12). Action July 14.

■ **KVEL(AM)-KLCY-FM Vernal, UT** (AM: BAL930527EB; 920 khz; 4.5 kw-D, 1 kw-N, DA-N; FM: BALH930527EC; 105.9 mhz; 3 kw; ant. 430 ft.)—Granted assignment of license from KVEL Inc. to MADPAC, Inc. for \$300,000 ("Changing Hands," June 28). Action July 12.

■ **WXMY(AM) Saltville, VA** (BAL930513EE; 1600 khz; 5 kw-D, 500 w-PSA)—Granted assignment of license from Sound Media Inc. to Troy L. Rose for \$75,000 ("For the Record," June 14). Action July 7.

■ **KVAN(AM) Vancouver, WA** (BAL930524EA; 1550 khz; 10 kw-U, 500 w-N, DA-N)—Granted assignment of license from Rogue Broadcasting Corp., debtor-in-possession, to Vancouveradio Inc. for \$177,750 ("For the Record," June 21). Action July 12.

■ **WHEM-FM Eau Claire, WI** (BAPLED921019HW; 91.3 mhz)—Granted assignment of license from State of Wisconsin - Educational Communications Board to Fourth Dimension Inc. for \$2,810. Seller is headed by Paul M. Norton. Buyer is headed by Harlan G. Reinders and has no other broadcast interests. Action July 2.

ALLOCATIONS

Allocations

■ **Sun Valley, ID** Proposed allotment of Channel 298C Sun Valley as that community's third local service. Comments due August 30; replies September 14. (MM Docket 93-183 by NPRM [DA 93-732] adopted June 18 by the Chief, Allocations Branch, Mass Media Bureau.)

■ **Asbury, MO** Effective August 23, substituted Channel 278C3 for Channel 278A Asbury and modified construction permit of KWXD accordingly. (MM Docket 93-84 by R&O [DA 93-718] adopted June 17 by Chief, Allocations Branch.)

■ **Walla Walla and Waitsburg, WA** Proposed several options including allotment of Channels 256A and 270A Walla Walla as that community's fifth and sixth local services; proposed allotment of Channel 270C3 Waitsburg as that community's first local service; or proposed allotment of Channel 264C3 Walla Walla and Channel 270C3 Waitsburg. Comments due August 30; replies September 14. (MM Docket 93-201 by NPRM [DA 93-774] adopted June 24 by Chief, Allocations Branch.)

■ **Lewiston, ID, and Clarkston, WA** Proposed allotment of Channel 286A Lewiston as that community's fourth local service; proposed allotment of Channel 275A Clarkston as that community's second local service. Comments due September 3, replies September 20. (MM Docket 93-202 by NPRM [DA 93-743] adopted June 21 by Chief, Allocations Branch.)

ACTIONS

Actions

■ **Columbia and Dothan, AL** Effective August 23, amended FM Table and substituted ch. 273C3 for ch. 273A at Dothan; modified permit of WESP(FM) accordingly; allotted ch. 221A to Columbia; filling

window for Columbia; August 24-September 23. (MM docket 90-129, by Second R&O [DA 93-723] adopted June 16 by Chief, Allocations Branch.)

■ **Columbiana, AL** Proposed amending FM Table to allot ch. 268A; comments August 30, replies September 14. (MM docket 93-182, by NPRM [DA 93-725] adopted June 18 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Decatur, AL** Granted short-term renewals, to January 1, 1995, for Dixie Broadcasting Inc.'s stations WHOS(AM) and WDRM(FM), Decatur, AL, subject to EEO reporting conditions; assessed forfeiture of \$50,000 for failing to meet FCC EEO requirements. (MM docket 92-207, by ID [FCC 93D-12] issued June 22 by ALJ Arthur I. Steinberg.)

■ **Safford, AZ** Denied Wick Communications' reconsideration of grant of petition for rulemaking to change FM Table for Safford (MM docket 91-306, by MO&O [DA 93-709] adopted June 16 by Chief, Policy and Rules Division.)

■ **Sacramento, CA** Denied motion for leave to file suggestion for briefing filed by Fahida Broadcasting Co., in proceeding involving eight competing applications for new FM at Sacramento. (MM docket 89-543, by MO&O [FCC 93R-34] adopted June 24 by Review Board.)

■ **Salinas, CA** Granted application of Villamil FM Radio for new FM station at Salinas; dismissed applications of Artichoke Broadcasting Corporation, Crystal Communications Inc. and California Community Television Network. (MM Docket 87-338 by Decision [FCC 93R-31] adopted June 11 by Review Board.)

■ **Estes Park, CO** Proposed amending FM Table to allot ch. 271A; comments August 30, replies September 14. (MM docket 93-185, by NPRM [DA 93-730] adopted June 18 by Chief, Allocation Branch.)

■ **Castle Rock, Colorado Springs, Frisco and Salida, all Colorado; Raton, NM** Denied petition by Colorado Springs Radio Broadcasting for reconsideration of an order amending FM Table for these communities (MM docket 89-172, by MO&O [DA 93-778] adopted June 25 by Chief, Policy and Rules Division.)

■ **Pueblo, CO** Proposed substituting Channel 5 as substitute noncommercial educational channel Pueblo and modifying license of KTSC accordingly; proposed substituting Channel 8 as substitute commercial channel Pueblo and modifying license of KOAA-TV accordingly. Comments due September 3; replies September 20. (MM Docket 93-191 by NPRM [DA 93-742] adopted June 21 by Chief, Allocations Branch, Mass Media Bureau.)

■ **Big Pine Key, FL** Denied application by Crain Broadcasting Inc., for CP to modify WWUS(FM), Big Pine Key, FL. (By MO&O [FCC 93-311] adopted June 14 by Commission.)

■ **Westbrook, ME** Proposed substituting Channel 265B1 for Channel 265A Westbrook and modifying license of WYNZ-FM accordingly. Comments due September 3; replies September 20. (MM Docket 93-188 by NPRM [DA 93-733] adopted June 18 by Chief, Allocations Branch.)

■ **Norlina, NC** Proposed amending FM Table by allotting ch. 232A to Norlina, NC; comments due August 30, replies September 14. (MM docket 93-184, by NPRM [DA 93-731] adopted June 18 by Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ **Atlantic City, NJ** Granted application of D&L Broadcasting for construction permit for new FM station on channel 297B1 Atlantic City; denied applications of Atlantic City Community Broadcasting Inc., Radio-Vision Communications II, Limited Partnership; Hillside Broadcasting Limited Partnership, Atlantic Wireless Broadcasting Limited Partnership. (MM Docket 88-433 by MO&O [FCC 93-335] adopted June 24 by Commission.)

■ **Hobbs, NM** Granted motion for summary decision in favor of Ojeda Broadcasting Inc. and resolved issue of its financial qualifications; granted application of Ojeda Broadcasting Inc. for new FM

station on Channel 243A at Hobbs; terminated proceeding. (MM Docket 93-43 by Summary Decision [FCC 93D-13] adopted July 2 by ALJ John M. Frysiak.)

■ **Prineville and Sisters, OR** Denied motion to strike filed by Schuyler H. Martin regarding amendments to the FM Table for these communities. (MM docket 92-3, by Order [DA 93-776] adopted June 24 by the Chief, Policy and Rules Division.)

■ **Oliver, PA** Effective August 23, amended FM Table to substitute ch. 235B1 for ch. 235A; modified CP of WASP-FM, accordingly. (MM docket 92-314, by R&O [DA 93-728] adopted June 18 by the Chief, Allocations Branch.)

■ **Oak Ridge, TN** Granted in part and denied in part response to notice of apparent liability to Oak Ridge FM Inc., licensee of WOKI-FM at Oak Ridge; rescinded liability of \$6,250. (By MO&O [DA 93-781] adopted June 24 by Chief, Mass Media Bureau.)

■ **Powell, TN** Granted in part and denied in part response to notice of apparent liability to Sequoyah Communications Inc., licensee of WQBB at Powell; rescinded liability \$6,250. (By MO&O [DA 93-780] adopted June 24 by Chief, Mass Media Bureau.)

■ **Cheyenne, WY** Effective August 23, amended FM Table to allot ch. 285A; filing window: August 24-September 23. (MM docket 93-20, by R&O [DA 93-775] adopted June 24 by Chief, Allocations Branch.)

■ **Denied** request by PanAm Satellite Corp. for investigation concerning an earlier formal complaint it brought against Comsat concerning treatment of lobbying expenses. (By MO&O [DA 93-799] adopted June 30 by Chief, Common Carrier Bureau.)

■ **Denied** petition by Norris Satellite Communications Inc. (NorSat) for reconsideration of its Ks-band satellite authorization. (Report CC-522, Common Carrier Action) Action by Commission July 1 by MO&O (FCC 93-341).

■ **Upheld** Private Radio Bureaus dismissal of application of MW TV Inc. for new H-ch. station authorization in the Private Operational-Fixed Microwave Service (oFs) (Report PR-93, Private Radio Action). Action by Commission June 4 by MO&O (FCC 93-298).

■ **Extended** existing waiver of Commissions rules permitting addition of two directors from outside telephone industry to Board of Directors of National Exchange Carrier Association Inc. (CC docket 93-6, by Order [DA 93-782] adopted June 28 by Chief, Common Carrier Bureau.)

■ **Proposed** clarifying Local Exchange Carriers Price Cap Rules to require that price cap LEGs compute their rates of return for the price cap backs top sharing and lower formula adjustment mechanisms in basically same manner as rate of return carriers for determining refunds. (CC docket 93-179, by NPRM [FCC 93-325] adopted June 18 by Commission.)

■ **Granted** Edens Broadcasting, Inc., short-term renewals for its licenses for KOY/KOY-FM, Phoenix, AZ, subject to EEO reporting conditions, and assessed licensee forfeiture of \$25,000. Action by commission June 18 by MO&O (FCC 93-321).

■ **Determined** that stations predominantly used for the transmission of sales presentations or program length commercials are operating in public interest and are qualified as local commercial TVs for purposes of cable carriage. MM docket 93-8 (Report DC-2455, Action in docket Case) Action by Commission July 2 by R&O (FCC 93-345).

■ **Affirmed** and further clarified FM translator rules including revised standards for: ownership and financial support of translators; definition of "major change" in translator coverage areas; maximum power output; and interference criteria for translators. MM docket 88-140 (Report No. DC-2454, Action in docket Case) Action by Commission June 28 by MO&O (FCC 93-338).

■ **Issued** Interim Report to Congress regarding sports programming migration, in accordance with Cable Television Consumer Protection and Competition Act of 1992. (PP docket 93-21, by Interim Report [FCC 93-333] adopted June 24 by Commis-

sion.)

■ **Ordered** Viacom Cable San Francisco to commence carriage of San Mateo County Community College District's station KCSM-FM, (By MO&O [DA 93-625] adopted May 28 by Chief, Mass Media Bureau.)

■ **Modified** rule concerning conflicts between applications and petitions for rulemaking to amend the FM table of allotments - MM docket 91-348 (Report DC-2456, Action in docket case) Modified rule that cuts-off various types of FM applications from conflicting rulemaking petitions on dates that applications were filed. Action by Commission June 28 by MO&O (FCC 93- 339). News Media contact: Patricia A. Chew at (202) 632-5050; Mass Media Bureau contact: Andrew J. Rhodes at (202) 632-5414.

■ **Denied** Charles C. Babbs reconsideration of the consent to assign CP of KDGB(FM), Dodge City, KS, from Community Service Broadcasting Inc., to Lesso Inc. Action by Commission July 9 by MO&O (FCC 93- 346).

■ **Proposed** amending rules to include Riverside, CA, in Los Angeles-San Bernardino-Corona-Fontana, CA, TV market; comments due Aug. 18, replies September 2. (MM Docket 93- 207, by NPRM [DA 93-817] adopted July 2 by the Chief, Mass Media Bureau.)

■ **Proposed** amending rules to include Goldsboro, NC, in Raleigh-Durham, NC, TV market; comments Aug. 23, replies September 7. (MM Docket 93-212, by NPRM [DA 93-824] adopted July 8 by Chief, Mass Media Bureau.)

■ **Denied** MW TV review of Private Radio Bureau action dismissing its application for new H-Channel station authorization in Private Operational-Fixed Microwave Service. (By MO&O [FCC 93-298] adopted June 4 by Commission.)

■ **Denied** AACs Communications Inc., declaratory ruling regarding private carrier paging frequency 157.740 MHz in Dallas-Fort Worth, TX, area. (By Order [DA 93-821] adopted July 7 by Deputy Chief, Licensing Division, Private Radio Bureau.)

■ **Approved** assignment of licenses of WCAW(AM) and WVAF-FM, Charleston, WV, from Franklin

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Communications Partners, L.P., to West Virginia Radio Corporation of Charleston. Action by Commission June 18 by MO&O (FCC 93-320).

■ **Modified** rules to permit licensees and permittees to request by application upgrades on adjacent and co-channels, modifications to adjacent channels of same class, and downgrades to adjacent channels. (MM Docket 92-159 by R&O [FCC 93-299] adopted June 4 by Commission.)

■ **Modified** rule that cuts-off various types of FM applications from conflicting rulemaking petitions on dates that applications were filed. (MM Docket 91-348 by MO&O [FCC 93-339] adopted June 28 by Commission.)

■ **Dismissed** petition filed by KBBL Inc. seeking reconsideration of the reallocation of UHF television channel 59 to Yucaipa and modification of KBBL(TV) accordingly; terminated proceeding. (By MO&O [DA 93-727] adopted June 18 by the Chief, Policy and Rules Division, Mass Media Bureau.)

■ **Denied** petitions filed by National Wireless Video Inc. seeking reconsideration of dismissals by Domestic Facilities Division on delegated authority of its applications for authority to construct and operate Multichannel Multipoint Distribution Service stations E-group and F-group channels at various locations. (By Order on Reconsideration [DA 93-818] adopted June 30 by Chief, Domestic Facilities Division, Common Carrier Bureau.)

■ **Erratum** to Report and Order, released March 23, 1993 - Amendments of Part 69 of Commission's Rules Relating to Creation of Access Charge Supplements for Open Network Architecture (DA 93-838).

■ **Erratum** to Interim Report in PP Docket No. 93-21, FCC 93-333, released July 1 in matter of sports programming migration

■ **Denied** HomeSystems' petition for reconsideration of dismissal of its application for authority to construct and operate a station in multichannel multipoint distribution service on E-Group Channel in Parkersburg, WV. (By Order on Reconsideration [DA 93-810] adopted June 30 by Chief, Domestic Facilities Division, Common Carrier Bureau.)

■ **Returned** Stella A. Pappas's application for extension of time to construct multichannel multipoint distribution service station WLW943, Merced, CA. (By Order on Reconsideration [DA 93- 811] adopted June 30 by Chief, Domestic Facilities Division.)

■ **Granted** request of Fox Television Stations Inc. for permanent waiver of newspaper-broadcast cross-ownership rule, in event K. Rupert Murdoch, who controls Fox, is approved by bankruptcy court as purchaser of the bankrupt New York Post. (By Declaratory Ruling [FCC 93-340] adopted June 29 by Commission.)

■ **Denied** Alascom Inc.'s request for extension of time to file replies in matter of integration of rates and services for provision of communications by authorized common carriers between contiguous states and Alaska, Hawaii, Puerto Rico and Virgin Islands. (CC Docket 83- 1376 by Order [DA 93-825] adopted July 9 by Chief, Policy and Program Planning Division, Common Carrier Bureau.)

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Monday Memo

"As long as 'cash flow' determines radio station value, there's limited opportunity."

I've been told my small-market radio start-up is unique, especially in these times. Perhaps the story will encourage favorable considerations in the lending climate.

In 1966, I started as a DJ for a 500-watt daytimer in Bristol, Conn. Later assignments included Group W, Blair and CBS, with start-ups and turn-arounds including WBZ-FM, WCOZ and "softrock" WEEI-FM, all Boston. Since 1981, I've worked for myself as broadcast adviser, keeping an eye on ownership potential.

The upside in radio deals has always appeared to be in turn-arounds: good signals that current operators don't have a clue what to do with. As banks are seemingly unimpressed with a track record of starting up and turning around stations, Docket 80-90 provided the long-shot opportunity to prove *start-ups do work*.

I petitioned to move a frequency assigned to Sullivan, N.H., to the town of Henniker, about 11 miles east of Concord. All legal work, applications and initial equipment were out-of-pocket. Then, in September 1989, with approvals and leases in hand, and just before the economic climate really started to decline, a newly founded local bank approved the start-up line.

Although the economic timing was pretty bad, WNNH-FM's first full year of operation produced local sales in excess of a half million dollars. In month #13, December 1990, Oldies 99 actually made money. Consistent growth has resulted in six-figure broadcast cash flow for 1992.

The problem is expansion. Banks still want to see more. Radio remains a great service and a practical investment, but as long as "cash flow" alone determines station value, there's limited opportunity for the small operator. Our most valuable asset, the FCC broadcast license, isn't accepted

on the balance sheet. Traditional lenders give no real number to the rare commodity that allows us to operate.

But, if the license could register a cash value, lenders would have collateral and radio stations could get an important jump-start to obtain temporary credit and additional funds. The basis could be some combination of signal coverage and available audience, during the valid term of license.

So far, the duopoly rule is beneficial for those with deep pockets. But even cash-rich broadcast groups are capable of making operational mistakes. In fact, certain multiple ownership in the same market might fail to stimulate better service to the public.

Clearly, major stations failing to maintain a competitive edge drop in ratings and value. Within three years in Boston, an FM and AM purchased for \$19 million and \$14 million sold at \$8 million and \$3 million. As in too many real estate loans, bankers trusted the company balance sheets and not their understanding of the market or working, practical strategy.

When lenders look at a potential acquisition's history, searching trumped-up figures for cash flow, they frequently negate the proposed operator's hands-on broadcast expertise. To add insult, many broadcast lenders actually feign inability to understand the most crucial programing concepts of the business plan.

A radio station's "total package" remains the combination of clear positioning, service to the target audience and collection of ad dollars. A multitude of correct, small decisions adds up to one great, sustaining winner. My 1989 New Hampshire start-up was like swinging five bats before coming to the plate. As the year continues, let's hope we're all playing ball in radio's big season of opportunity. ■



By Clark Smidt, president, WNNH(FM) Concord, N.H.

Founder and Editor
Sol Taishoff (1904-1982)

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Fifth Estater

George Michael Ring

As an analyst for Chase Manhattan Bank, George Ring learned how careful planning can help in avoiding risky investments. He already knew that life is not always predictable, or risk always avoidable.

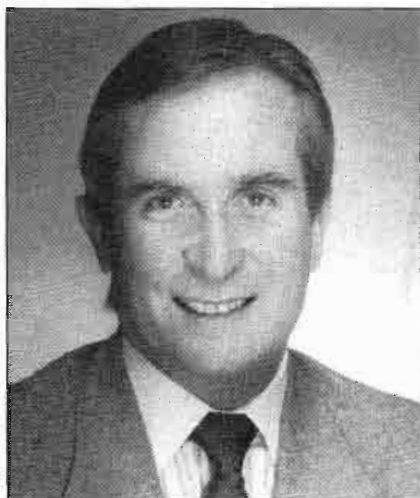
In 1965, Ring, now chairman of the largest wireless cable company in the country, had just graduated from Seton Hall University when he was drafted and sent to Vietnam. He earned several medals for valor while rising through the ranks to become a lieutenant and a general's aide. He enjoyed the challenge of so much responsibility at so early an age. He also saw the high price for such an opportunity: most of the other lieutenants in his battalion were killed or wounded.

After four years in the military, Ring returned to his alma mater to earn a master's degree in business administration. It was then that he joined the venture capital group at Chase Manhattan Bank and quickly moved on to the company's global credit training program, where he analyzed everything from drilling rigs to soybeans. In 1972 he was named assistant treasurer.

"A big bank like that was a wonderful place for somebody to start a career, because you see so many different businesses, and the people you work for are really sharp people. I loved the bank very much, but I realized that I was never going to become independently wealthy doing that."

So, in 1972 Ring left to become controller—and eventually treasurer—for one of his customers, Coral, a company that manufactured electronic equipment for cable systems. Three years later, he made the jump to cable system management by becoming general and systems manager for Transcable Inc., which had three cable systems in New York and New Jersey.

With a few years of cable experience under his belt, Ring decided to go into business for himself in 1977 and formed Cross Country Cable. He took a second mortgage on his house



for \$25,000, took a serious cut in salary, lined up \$350,000 in equity through an old military friend and managed to convince acquaintances at Chase Manhattan Bank to give him an \$850,000 loan.

In the early days of Cross Country Cable, Ring found it easy to sign up system franchises. The company eventually had 20 franchises in New Jersey with more than 40,000 customers, and it began expansion into other locations ranging from Chesapeake, Va., to Phoenix, Ariz. But by the early 1980's, the franchising process was growing more and more frenzied, and Ring found himself at city council meetings faced with astronomically high competing bids.

"They were promising the moon, and they won deals that could never make any money," says Ring. He says he decided to get into the wireless business after looking at a cable property in Anchorage, Alaska, that was selling for \$3,000 per sub. "I decided we had to find a technological way to

compete with these guys because they were pricing themselves out of the business."

Meanwhile, General Electric approached Ring in 1981 and made an offer of \$75 million for the Cross Country cable systems. GE eventually shifted gears and decided not to invest in cable systems, but the offer whetted the appetite of Ring's partners.

"My partners had the taste of blood." Within three months the systems were sold to a partnership of Tele-Communications Inc. and Knight-Ridder for about \$1,000 a sub, or \$42 million.

"I felt like I was selling off one of my kids, but it was a partnership, and a partnership means that you do what the partners want to do. It's not like it was a losing situation. That was the first time I made \$5 million in one shot. It made it a lot easier to sell other properties."

After selling the cable system properties, Cross Country executives spent two years evaluating wireless technology and scouting areas with strong potential. They settled on Riverside, Calif., and have since built one of the country's foremost wireless systems. Ring says the system now has about 20% penetration, and his goal is to push it as high as 28%. Cross Country has invested about \$24 million in the system.

Ring says Cross Country will continue to focus on wireless technology, but he has not ruled out buying another cable property. Ring also says he has not ruled out taking his company public.

"Everybody's asked me to do it, but it's too soon. I see myself a year from now with 60,000 to 70,000 subscribers. I'd rather do it then." ■

Chairman/CEO, Cross Country Cable Inc., Warren, N.J.; b. Nov. 30, 1943, Newark, N.J.; Seton Hall University: BS, finance, 1965; MBA, 1971; management training program, 3M Co., 1965; U.S. Army, 1966-69; Chase Manhattan Bank: analyst, 1969-71; assistant treasurer, 1972; Coral: controller, 1972-73; vice president of finance/treasurer, 1973-74; Transcable Inc.: general and systems manager, 1975-77; present position since 1977; m. Dee Furlong, Aug. 14, 1965; children: Justin, 17; Francesca, 13.

Fates & Fortunes

TELEVISION

Bernard MacLeod, international executive, Granada Television, London, joins Time-Life Television,



Bernard MacLeod
Time-Life TV

Alexandria, Va., as VP, co-production, international development.

Stephanie Noonan Drachkovitch, director, development, Buena Vista Television, Burbank, Calif., joins Group W Productions, Los Angeles, as VP, programming.



Stephanie Drachkovitch
Group W Prod.

Kevin Reymond, VP, CFO, Viacom Broadcast Group, New York, named senior VP/CFO.

Beth Kelley, director, marketing, Buffet Management Inc., Sarasota, Fla., joins MTM Worldwide Distribution, New York, as manager, northeast sales.

Casey Lanken, director, midwest television sales, Samuel Goldwyn Television, Los Angeles, named VP.

Appointments at King World Productions, New York, Los Angeles: **Larry Hutchings**, VP/sales manager, western region, Tribune Entertainment, Los Angeles, joins as VP/western sales division manager there; **Lee Leddy**, western division manager, Los Angeles, named VP, eastern sales division manager, New York.

Daniel Smith, director, development, Edgar J. Sherick Associates,

Los Angeles, joins Samuel Goldwyn Company there as director, television development, Samuel Goldwyn Television.

Howard Rosenman, co-president, Sandollar Productions, Los Angeles,



Kevin Reymond
Viacom

joins Brillstein/Grey Entertainment there as president, motion picture division.

Appointments at CBS/Broadcast Group, Los Angeles: **Nancy Carr**, senior manager, Fox Broadcasting Company, Beverly Hills, Calif., joins as associate director, publicity; **Felice Azorsky**, account executive, Baker Winokur Ryder, Los Angeles, joins as senior publicist.

Elaine Mallon, senior publicity manager, Fox Broadcasting Company, Beverly Hills, Calif., named director, publicity.

Brigitte Hackley, research analyst, Fox Broadcasting Company, Beverly Hills, Calif., joins Rysher TPE, Los Angeles, as senior research analyst.

Paul Hastaba, GSM, KHTV-TV Houston, named VP/GM.

Brenda Caver Woodman, national sales manager, KBHK-TV San Francisco, joins WWOR-TV Secaucus, N.J., in same capacity.

Appointments at Multimedia Entertainment's *Donahue*, New York: **Susan Hester**, freelance writer/producer, ABC's *Good Morning America*, there, joins as producer;

Linda Davis-Pizzico, freelance producer, *Donahue*, named producer.

Appointments at Multimedia Entertainment's *Jerry Springer Show*, Chicago: **Brad Kuhlman**, associate producer, named producer; **Stephan**



Casey Lanken
Samuel Goldwyn

Jones, morning show producer, WPNT-FM Chicago, joins as associate producer; **Kevin Applegate**, researcher, Warner Bros.' *Jenny Jones Show*, Chicago, joins as head, research; **Lisa Levenson**, staffer, ABC Radio News's *Paul Harvey News and Commentary*, Chicago, joins as production assistant.

Appointments at Tribune Entertainment Company, New York, Los Angeles: **Stephen Mulderrig**, VP/eastern sales manager, New York, named VP, national sales manager; **Adabelle Robertson**, division manager, western region, Los Angeles, named western regional manager; **Scott Gaulocher**, assistant sales manager, eastern region, New York, named eastern regional manager.

Beth Braen, director, public relations, Segal Associates, Los Angeles, joins NATPE International, Los Angeles, as director, creative services.

Steve Freidheim, president/COO, Pezhold Broadcasting Company, Augusta, Ga., named president/CEO.

Vince DeMentri, reporter/fill-in anchor, WPRI-TV Providence, R.I., joins WDIV-TV Detroit as general assignment reporter.



Paul Hastaba
KHTV-TV

Joel Cheatwood, VP, news, WSVN-TV Miami, named senior VP, Sunbeam Television Corporation, there.

Appointments at KRON-TV San Francisco: **Doug McConnell**, host, The Discovery Channel's *The Adventurers*, Bethesda, Md., joins as environmental reporter/host, *Bay Area Backroads*; **Henry Tenenbaum**, feature reporter, named entertainment reporter; **Debra Chambers**, accounting manager, named control-

joins as weekend meteorologist.

Mark Pettinger, general assignment reporter, KTSM-TV El Paso, Tex., joins WAVE-TV Louisville, Ky., in same capacity.

Kevin Kelly, director, news, public affairs, WTRG-FM Raleigh, N.C., joins WLFL-TV there as news director.

Erv Coppi, host, *Movie Theater*, WUSI-TV Olney, Ill., retires.

Mike Cavender, news director, WTSP-TV St. Petersburg/Tampa,

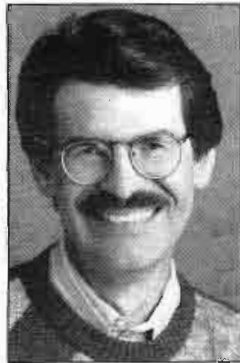
Val Maki, GSM, WCDJ-FM Boston, joins WKQX-FM Chicago in same capacity.

Appointments at WASH-FM Washington: **John Steele**, production director, named midday personality; **Randi Martin**, announcer, WMGF-FM Orlando, Fla., joins as afternoon drive announcer.

Ron Aaron, morning drive talk show host, KTSA(AM) San Antonio, Tex., joins WOAI(AM) there as afternoon drive talk show host.



Joel Cheatwood
Sunbeam



Henry Tenenbaum
KRON-TV



Al Holzer
KRON-TV



Vicki Stearn
Discovery Comm. Inc.



Krista Van Lewen
Discovery Comm. Inc.

ler; **Al Holzer**, news director, named VP, news programming, creative services; **Mark Murray**, director, finance, business affairs, named VP, finance business; **Jan Van Der Voort**, VP, human resources, assumes additional responsibilities for MIS, traffic.

Steve Keeley, anchor/general assignment reporter, WGRZ-TV Buffalo, N.Y., joins WKYC-TV Cleveland as general assignment reporter.

Rick Schwartz, sales manager, Katz Continental Television, West station group, Los Angeles, named national sales manager.

Andia Levy, account executive, Margeoteos, Fertitta & Weiss, New York, joins People Finders Inc. there as producer.

Stephen Cohen, executive producer, Court TV, New York, joins WGRZ-TV Buffalo, N.Y., as president/GM.

Appointments at WFLA-TV Tampa: **Forrest Carr**, managing editor, KMOL-TV San Antonio, Tex., joins as assistant news director; **Katherine Green**, producer, news, WNBC-TV New York, joins as executive producer, news; **Gregory Fields**, morning meteorologist, KETK-TV Tyler, Tex.,

named VP, news.

RADIO

Appointments at Shamrock Broadcasting, Burbank, Calif.: **Eddie Es-serman**, GM, WFOX-FM Gainesville, Ga., named VP/GM, KNEW(AM)-KSAN-FM San Francisco and KABL-AM-FM Oakland, Calif.; **J.D. Freeman**, GM, KMLE-FM Phoenix, Ariz., named VP/GM, KLAC(AM)-KZLA-FM Los Angeles.

Gregory Webster Moore, program director, WKSF-FM Asheville, N.C., named program director, Heritage Broadcasting Group, Inc., there.

Bob Vistocky, VP/GM, KHHI-FM Boulder, joins KSFO(AM)-KYA-FM San Francisco in same capacity.

Donna Gamblin, GSM, WYHY-FM Lebanon, Tenn., joins WGAR-FM Cleveland as national sales manager.

George (Butch) Simon, account executive, WOLZ-FM Fort Myers, Fla., named GSM.

Wendy Wohlman, sales assistant, McGavren Guild Radio, New York, named sales associate, BBDO Account Management Team, there.

Spencer Shiffman, sales agent, Daum Commercial Real Estate, Los Angeles, joins Christal Radio there as account executive.

Kristin Farrell, media buyer/supervisor, Bozell, Dallas, joins Banner Radio there as account executive.

Sandy Giftos, account administrator, Event Marketing Strategies, Northbrook, Ill., joins Banner Radio, Chicago, as account executive.

Jennifer Haynes, senior account executive, Christal Radio, New York, named co-manager.

Mike Johnson, GM, WOLZ-FM Fort Myers, Fla., resigns.

CABLE

Chuck Gerber, VP, special projects, OCC (formerly Ohlmeyer Communications Company), Los Angeles, named executive VP.

Vicki Stearn, senior manager, communications department, Discovery Communications, Bethesda, Md., named director.

Krista Van Lewen, manager, communications department, Discovery Communications, Bethesda, Md., named senior manager.

Rex Recka, director, acquisitions, co-productions group, Discovery Communications, Bethesda, Md., named director, international programming.

Appointments at Time Warner Cable Ventures, Stamford, Conn.: **Jefrey Schwall**, senior VP, international, named president; **Michael Suhanovsky**, director, project development, **Michael Ancel**, director, new business, Time Warner Cable, Stamford, Conn., and **John (Jeb) Seder**, consultant, Time Warner Cable and Time Warner Cable International, Paris, named VP's, international.

Appointments at ESPN, Bristol, Conn.: **John Wildhack**, VP, remote production, named senior VP; **Charles (Chuck) Pagano**, director, operations, engineering project development, named VP, engineering project development; **James Serivies**, director, systems engineering, named VP; **Tony Tamburro**, director, MIS, named VP, information systems.

Fred Siegel, executive VP, executive creative director, Ketchum Advertising, Philadelphia, joins QVC, West Chester, Pa., as senior VP, marketing.

Robert Chmiel, director, original programming, The Family Channel, Los Angeles, named VP in charge of development, current programming.

Michael Hayashi, VP, international development, Time Warner Cable, Stamford, Conn., named VP, advanced engineering.

Appointments at Turner Broadcasting Sales, New York: **Bruce Lefkowitz**, specials manager, Turner Entertainment Networks, there, named VP, special program sales; **Adam Nash**, sales service executive, named account executive.

ADVERTISING

Appointments at BBDO Worldwide, New York: **Mike Drake**, executive VP/director, media services, named executive VP/U.S. media director; **John Belfiore**, senior VP/director, media planning services, named senior VP/director, media services, BBDO New York.

Appointments at BBDO New York: **Kevin McCarthy** and **Pamela Ra-**

chel, media planners, named media planner supervisors; **Michal Mizrahi**, **Ted Morris** and **Brian Raughter**, assistant national buyers, named buyers; **Debra Fleming** and **Amy Wrape**, assistant planners, named media planners.

Appointments at Temerlin McClain, Dallas-Fort Worth: **John Padwick**, assistant media planner, named media planner; **Sandra Zehm**, print production traffic coordinator, named broadcast traffic assistant; **Linda Rabb**, secretary, named traffic coordinator; **Carl Thompson**, account executive, Ogilvy & Mather, Chicago, joins in same capacity; **Kristen Bond**, account executive, Levenson and Hill, Dallas, joins in same capacity; **Jon Levine**, account manager, Tracy-Locke/DDB Needham, Dallas, joins as assistant account executive; **Crystal Merritt**, graduate, Harvard University, Cambridge, Mass., joins as assistant account executive.

TECHNOLOGY

Nancy Talcott-Luty, network control manager, Keystone Communications, Los Angeles, named manager, Keystone Broadcast Centre, there.

Mary Compton, account executive, Kaufmann Advertising and Public Relations, Washington, joins MLJ, Falls Church, Va., as marketing coordinator.

Pete Suenkonis, operator/satellite coordinator, WHYI Philadelphia, joins Pittsburgh International Teleport, Pittsburgh, as satellite coordinator.

WASHINGTON

Magalie Salas, senior counsel, administrative law division, office of general counsel, FCC, named assistant general counsel.

Gregory Flakus, correspondent, Voice of America, Costa Rica, named correspondent, Los Angeles bureau.

Paul Courson, business anchor/reporter, Associated Press, broadcast division, named business editor.

Dr. Edward Merrill, former president, Gallaudet College (now Gallaudet University), Washington, member of the board, National Captioning Institute Inc., named interim president.

INTERNATIONAL

Paul Bushell, sales controller, TV-am, United Kingdom, joins TNT and Cartoon Network, London, as sales director.

Ryan Shiontani, director, international distribution, Republic Pictures, Los Angeles, joins MTM there as director, sales, Latin America, Southeast Asia.

DEATHS

Harfield Weedin, 77, retired head of affiliate relations, West Coast, CBS Radio Network, died June 8 at a Boise, Idaho, care center. Cause of death was not reported. Weedin began his radio career in 1933 at KNOW(AM) Austin, Tex., while attending the University of Texas. After KNOW he moved to KTRH(AM) Houston where, as program director, he co-produced and wrote *Dr. I.Q.*, which he continued to write after he joined WFAA-TV Dallas as program director. In 1943, Lyndon and Lady Bird Johnson hired him as VP/GM of Lady Bird's station in Austin. After the war and a stint in the Navy and the Armed Forces Radio Service in Hollywood, he joined ABC (then known as the Blue Network), where he wrote for shows including *Abbott and Costello*, *Al Pierce* and *You Bet Your Life*. In 1948 he co-produced *End of the Rainbow* for Ralph Edwards on NBC-TV and later revived *Dr. I.Q.* with Tom Kennedy. He joined KNX(AM) Los Angeles in 1961, where he became director of programming and, later, head of affiliate relations, West Coast, CBS Radio. He retired in 1982. Survivors include his wife, Emily, a daughter and a son.

Robert Toombs, 62, producer, NBC News, New York, died July 23 at Cabrini Medical Center there. The Associated Press reported that Toombs suffered a massive heart attack after working at United Nations headquarters. Toombs joined NBC News in 1961 as a news writer. He went on to work in Southeast Asia and at NBC's bureau in Beirut. He was a field producer in the northeastern U.S. in the '80s before becoming an editor on NBC's foreign desk in Manhattan. He retired in 1990. Survivors include his wife, Nancy, and a daughter.

Closed Circuit

WASHINGTON

Fin-syn review

Anne Bingaman, Justice's new antitrust chief, is personally reviewing the department's earlier recommendation to lift the financial interest and syndication consent decrees that limit network participation in syndicated programming. Broadcasters fear the worst. Judging from the questions and materials Bingaman has asked the networks to provide, it seems Hollywood may have found a sympathetic audience.

CRT fate undecided

The House Copyright Subcommittee plans a markup this week on several bills. Not slated for a vote is a major copyright package that includes provisions to phase out the Copyright Royalty Tribunal. There is some discussion, however, of breaking out the CRT portion from that bill and moving it as separate legislation. If the subcommittee pursues that tack, the fate of the CRT could come before the subcommittee this week.

LOS ANGELES

Walls have ears

Fox is looking for a new way to communicate with its affiliates. A teleconference scheduled for August 4 has been canceled because, according to a memo sent to affiliates, the network fears outsiders have been tapping into the teleconferences.

Trial TV

Although "ripped from the headlines" TV movies are taking a lot of heat in discussions of violence, they won't disappear from the network schedules this fall.

One high-profile trial that will be adapted for television is the Menendez trial currently under way in Los Angeles. Brothers Lyle and Erik Menendez are accused of murdering

First duopoly deal for CBS?

CBS Radio may finally be ready to enter the duopoly game. CBS and Cox Broadcasting are reportedly close to a deal under which CBS would swap its Tampa station (WYNF-FM), plus some cash, for Cox's KRLX-FM Dallas. Such a swap would give CBS two FM's in Dallas (it owns KTXQ-FM there) and Cox an AM and two FM's in Tampa (WSUN[AM] and WWRM-FM). The two groups have apparently been talking for some time, with observers noting that CBS is notorious for moving at a deliberate pace in such matters. Of the five biggest companies in radio, only CBS has not completed a duopoly deal. By swapping, CBS would be following the pattern set by major groups such as Viacom and Group W. —PV

their wealthy Beverly Hills parents. According to John Matoian, senior vice president, motion pictures for television and miniseries, CBS Entertainment, the network has had a script in hand for some time, and "we're just waiting for the outcome of the trial." TriStar is producing the movie. Matoian is quick to point out that however, the majority of CBS's movies next season will not be of this ilk. "Out of the 56 movies we'll be doing, maybe 10 will be of this type."

NEW YORK

X-Ray nipples?

Toronto-based Paragon Entertainment is preparing to announce a deal to help distribute *He-Hog*, *The Atomic Pig*, the latest animated project by *Ren & Stimpy* creator John Kricfalusi. *He-Hog* is described by the animator as "a really cool superhero pig" with "X-ray nipples," a teenage sidekick named Half-life the Decaying Molecule and nemeses Mr. Meat and Stinky Butt.

Paragon, which just signed Spelling Television President Gary Randall to head its U.S. operations, is working on the project as part of the company's growing presence in the U.S.

Taking a Powder

Nutrition and fitness diva Susan Powder is coming to daytime talk.

Multimedia Entertainment is expected soon to announce a fall 1994 syndicated talk strip, as anticipated in *BROADCASTING & CABLE*, June 28. Bob Turner, president of Multimedia Entertainment, declined to discuss the format of the show.

Games afoot

According to one New York rep source, Genesis Entertainment has been tossing around three game show concepts for possible syndication. They are *Match Game* (with Mark Goodson Productions), *The \$64,000 Question* and *Name That Tune*. A source says Genesis is teaming on *Tune* with Sandy Frank, who previously tried to launch the show with Orion Pictures Television four years ago. Meanwhile, MGM Television Distribution is reportedly talking about reviving *Hotline*, an interactive game show it tried to launch several years ago.

More talk?

With *Studs* departing syndication at the end of this season, a New York rep source says host Mark DeCarlo may host a late fringe talk show from Genesis. The project, says the source, would target late fringe adjacencies to CBS's *Late Show with David Letterman*, and could be ready as early as midseason 1993-94. Letterman is also said to be working on leadout programming.

In Brief

The Spartan Radiocasting Co. has reached retransmission-consent agreements with two cable systems for cash compensation.

Spartanburg, S.C.-based Spartan refused to identify the terms of the agreements or cable systems. Spartan owns WSPA-AM-FM-TV Spartanburg; and WBTW(TV) Florence, S.C.; WJBF-TV Augusta, Ga.; KIMT(TV) Mason City, Iowa, and WMBB-TV Panama City, Fla.

A group of cable operators last week called on the FCC to stay the Sept. 1 effective date for rate regulation.

The date should be delayed until 60 days after the FCC issues revised regulations and standards for cost-of-service proceedings, said the group, led by the Community Antenna Television Association. A grant of the petition is deemed unlikely, given the FCC's decision just two weeks ago to move the effective date up one month. If denied, the group will likely take its case to the U.S. Court of Appeals.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 18. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.9/222/97
2. Jeopardy!	10.9/213/98
3. Star Trek	8.1/244/99
4. Oprah Winfrey Show	8.0/236/99
5. Star Trek: DS 9	7.6/235/99
6. Wheel Of Fortune-wknd	7.3/184/84
7. Entertainment Tonight	7.0/187/96
8. Married...With Children	6.8/193/96
9. Inside Edition	6.6/175/95
10. Current Affair	5.9/184/96
12. Designing Women	5.9/207/97
10. Kung Fu	5.7/173/93
13. Sally Jessy Raphael	5.6/214/99
14. Baywatch	5.4/178/95
14. Roseanne	5.4/141/84

PanAmSat says it finally has all the money it needs to launch its satellite fleet. The independent satellite company will offer \$440 million worth of bonds to finance the construction and launch of its remaining three satellites. PanAmSat's first satellite is already in orbit, offering a video link between North and

South America. The other three are scheduled for launch between March 1994 and May 1995, covering most of the globe. The bonds will be underwritten by financial firms Donaldson, Lufkin & Jenrette Securities and Bear, Stearns & Co. PanAmSat already has FCC permission to begin building the final satellite, but the FCC refuses to permit final construction and launch until financing is secured. Arranging the bonds appears to remove the last obstacle in the way of PanAmSat's becoming the first privately owned global satellite network.

The Senate passed a fiscal 1994 appropriations measure last week containing \$129.9 million for the FCC.

A similar bill was approved in the House; the next step is a House-Senate conference on the legislation in September.

House and Senate conferees were said to be close to an agreement on a budget reconciliation package late last week.

Included in that package is a proposal that permits auctioning of 200 mhz of government spectrum to commercial non-broadcast users. The auctioning of spectrum would generate more than \$7 billion.

NAB is considering whether to renovate or sell its Washington headquarters.

A decision could be made within 60 days. It seems unlikely NAB will sell the building, because of a soft real estate market, and renovations could prove difficult because of asbestos. NAB has been assured that asbestos levels are not dangerous but would make renovations costly and complex. If the association opts to remodel, the staff would move to temporary office space. There is also a chance NAB's board may decide to do nothing.

Marvel Entertainment Group reports a strong second quarter with

QVC expansion plans

QVC Network Chairman/CEO Barry Diller says it's "premature" to discuss rumors that he plans to launch a fifth network, but tells BROADCASTING & CABLE that there is room for another network. Rumors are flying that Diller is setting out to create a fifth entertainment network through the 12 Silver King Broadcasting stations he will acquire in the proposed QVC-Home Shopping Network merger. Near-term, however, Diller says electronic retailing will remain QVC's mandate.

He says newly hired QVC executive Steven Chao, formerly with Fox Broadcasting, will focus on expanding electronic retailing "before meeting another challenge." Also working to expand the company's electronic retailing is Candice M. Carpenter, who just left Time Life Television and Video to become president of Q2, a second QVC shopping network scheduled to launch in spring 1994. Carpenter says Q2 will be a combination specialty store-lifestyle magazine integrating entertainment and shopping. Q2 will feature a diverse product line-up and will target audiences with active lifestyles who have not yet tried home shopping. It is believed Q2 will be looking to hook those new audiences with celebrity guests and a more upscale approach than traditional home shopping programming.

—RB

net income up 104% to \$14.7 million (29 cents per share). For the six months ended June 30, net income rose 101% to \$24.6 million, while net revenues of \$47.7 million in the second quarter pushed the six-month total to \$107.4 million. Marvel Entertainment (80% owned by The Andrews Group) saw its stock reach a 52-week high of \$39.375 per share (NYSE) last Tuesday, but leveled off to roughly \$37 later in the week.

KCAL(TV) Los Angeles, the Disney Co.-owned independent, **will debut *Live in L.A.*** weekdays at 10-11 a.m. on Aug. 16, making it the first locally produced talk show since the demise of KABC-TV's *A.M. Los Angeles* two years ago. The hosts will be former *A.M. Los Angeles* regular Steve Edwards and Cyndy Garvey, ex-wife of former Los Angeles Dodger star Steve Garvey. *Live in L.A.* replaces Multimedia Entertainment's *Sally Jessy Raphael*, which moves to KNBC-TV.

Curt Block, VP, media relations, NBC, and a 24-year veteran of the network, is leaving Sept. 30. The departure is the result of further budget cutbacks in the network's communications department. However, Block is expected to remain as a consultant at least through the end of the year.

NBC's *Seinfeld* and *I'll Fly Away* were the outstanding comedy and drama winners when the Television Critics Association handed out its annual **TCA Awards** July 23. *Mike Tyson: Fallen Champ* (NBC) was outstanding special of the year. Linda Ellerbee (Nickelodeon) was cited for outstanding children's programming. In the news and information category, PBS's *Frontline* was voted best show. Bob Costas (NBC) was given the award for best sports host and HBO's *Barbarians at the Gate* was named outstanding program. The TCA career achievement award was given to Bob Hope. In other TCA

news, David Glasier, *Cleveland News-Herald* critic, was elected TCA president.

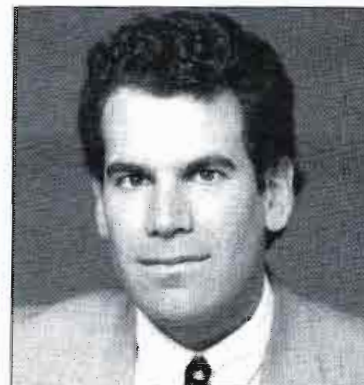
Dolly Parton and her Sandollar Productions have signed an **exclusive agreement with Disney Television** to develop and produce TV series. As part of the deal, Disney will have right of first refusal for any made-for-TV movies or specials produced through Sandollar. Parton will star in at least one of the series.

Peter Tortorici, executive VP, CBS Entertainment, has been selected for a one-year term as **president of the Hollywood Radio & Television Society**. Tortorici succeeds Warren Littlefield, president, NBC Entertainment, whose term ended on July 1.

Rysher TPE has picked up HBO's original series, *Lifestories: Families in Crisis*, for domestic syndication. The syndicator has the rights to 10 half-hours, some of which will be packaged as hours with wrap-arounds hosted by actress Gabrielle Carteris. The show deals with topics such as teen suicide, alcohol abuse and bulimia.

Minorities in the television news work force increased to an all-time high of 18.5% this year, **while the number in radio journalism decreased** to 11.3% from 1991's 11.6%, according to a Radio and Television News Directors Foundation survey. The study shows Hispanics making gains in the newsroom, but, relatively no change for blacks and women.

AT&T is moving into interactive multimedia entertainment with the purchase of The Sierra Network. AT&T and private investment firm General Atlantic Partners each purchased 20% of Sierra, which publishes entertainment software for IBM and Macintosh computers and Sega CD players. AT&T plans to



Gary Rubin, former West Coast and international sales manager of *Electronic Media*, has joined BROADCASTING & CABLE as national marketing director and director of syndication advertising, based in Hollywood. He will have management responsibility for all West Coast sales, working with Nancy Logan, now West Coast sales manager. Before joining Crain Communications (*Ad Age* and *Electronic Media*) in 1985, Rubin operated his own independent video production company.

rename the company The ImagiNation Network.

Flood Aid: Broadcast Across America, the July 29 one-hour telethon organized by Midwestern TV broadcasters to benefit flood victims, **raised \$4.3 million** (Johnny Carson donated \$100,000). More than 280 TV and radio stations were to re-air the broadcast last weekend, which featured an appearance by President Clinton.

In an effort to bolster the sagging early rating returns for its **John & Leeza** talk show on NBC's morning lineup, producer Paramount Domestic Television **has reportedly retained Roger Ailes** as a consultant to "enliven" interview segments within the show, according to a New York rep source.

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Editorials

Mad dogs and congressmen

The Washington heat continues to have its way with the reason of Washington policymakers. The evidence was particularly striking last week in a House hearing on the fairness doctrine.

Emboldened by the presence of a Democrat in the White House, Democratic representatives have reintroduced a recodification bill in the House. This newest assault was expected, given the periodic attempts to dredge up the doctrine. Even the NAB's silence on the initiative came as no surprise, although it remains a sore point here that the organization has chosen to treat the First Amendment as expendable political currency.

What made last week's hastily called hearing of the House Telecommunications Subcommittee so troubling were the heavy hits from unexpected quarters.

First there was Ohio Republican Michael Oxley, a former doctrine foe, who signaled an about-face, citing bad journalism on TV (an aide denied that Oxley's inclusion in a TV exposé of congressional junkets had anything to do with the turnabout). Next came Jack Fields, ranking minority member on the subcommittee, who signaled further support. Driving the last nail was Pennsylvania Democrat Marjorie Margolies-Mezvinsky, a former major-market TV reporter, who said she had found the doctrine helpful. With friends like that, who needs enemies?

If the doctrine is revived, broadcasters will have kissed goodbye an important piece of First Amendment territory. This generation won't be forgiven by those that follow.

Public protest

The modest suggestion by this page (BROADCASTING & CABLE, July 19) that someone ought to question whether there is a continued need for the public broadcasting system, given the proliferation of media technologies and explosion of programming possibilities, has elicited a heated outcry from that establishment, represented in this issue by a letter from PBS President Bruce Christensen. Other and even more inflammatory opinions will appear in future issues.

We regret the heat but welcome the debate. The issue is not, as Christensen believes, whether broadcasters should be required to pay for a competitor's programming, but whether the whole country should be required to involuntarily support an idea past its time. Or, perhaps even more basically, whether the idea *is* past its time.

We offer not only an "Open Mike" but an open mind on the subject. Along with an inclination to see it through.

Road trip

A caravan of "Flood Fighters" rolled out of Cincinnati at around 5 a.m. two Saturdays ago. The group comprised 40 volunteers eager to keep the Mississippi from claiming any more houses, farms or fields. The idea for Flood Fighters had come only a day earlier, from staffers of WCPO-TV and WGRR-FM Cincinnati. The succeeding 24 hours were filled with frantic activity as food, equipment, bodies and a bus were assembled for the trip.

WCPO-TV promotion director Paul Harper related the following account of part of the caravan's journey:

"[The Illinois state relief agency] sent us to Alton, Ill., a small town just north of St. Louis. Their water treatment plant was in jeopardy and they needed sandbaggers... We spent the day bagging sand. There we met a woman who invited us to stay at her home that night... Our hosts were wonderful. They had plenty of towels for showers, a hot breakfast for all of us the next morning and these parting words as they headed off to church: 'Just turn off the lights and lock the doors when you leave.'"

We highlight this effort not to suggest it is unique, but rather the opposite. We know there are many similar stories in the industry (witness the *Flood Aid* simulcast). Broadcasters have a history of pitching in and helping their neighbors and local communities (11 of the 40 volunteers were station staffers). Does it look good in the local papers? Sure. Does it look good at the FCC? Sure. Does it feel good—no, make that great—to the people who work together to help others? You bet. And that, we think, is the real story.

"I'll never forget those people," wrote Harper of his hosts. We expect they'd say the same.



Drawn for BROADCASTING & CABLE by Jack Schmidt

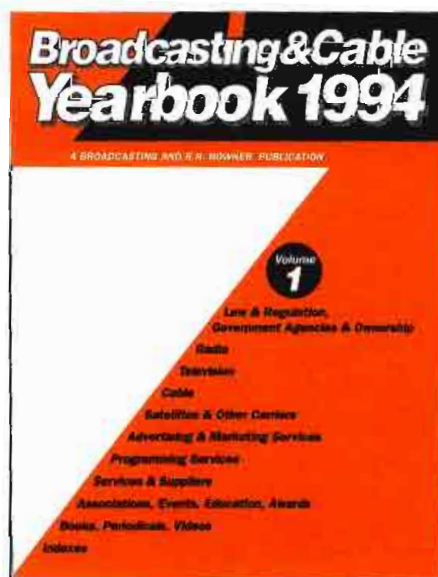
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