

Broadcasting


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- ❑ WSVN(TV) MIAMI CARVES NICHE WITH NEW WAVE NEWS / 24
- ❑ HOWARD STERN NOW #1 IN L.A. AND N.Y. / 40
- ❑ MEDIA MERGE TO PLAN INTERACTIVE FUTURE / 44

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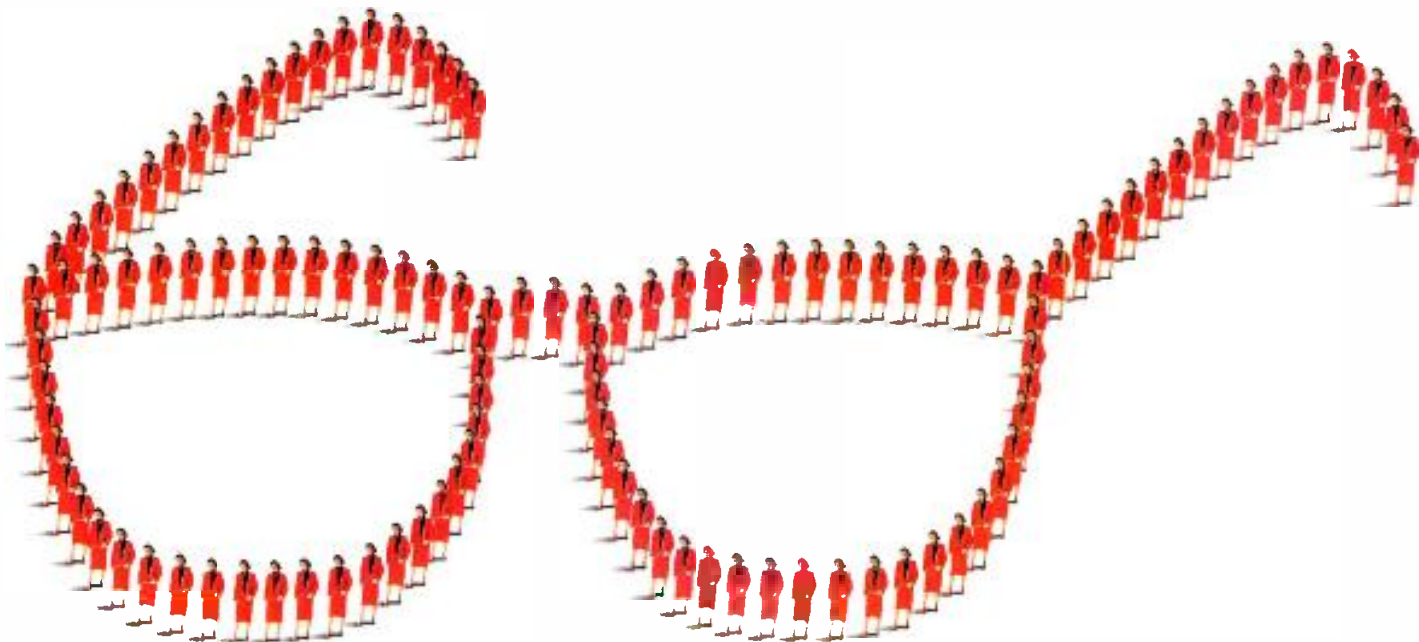
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WHAT'S AHEAD FOR
FCC, TV, CABLE?
Vol. 122, No. 42

Sally Jessy Raphael

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Top of the Week

CONGRESS REREGULATES CABLE

Republican senators wavered, but none would commit to be crucial vote to sustain veto

By Randy Sukow

The Cable Television Consumer Protection and Competition Act of 1992 (S. 12) officially became law last Monday night (Oct. 5) as both Houses of Congress voted to override President Bush's veto.

Two rancorous years of infighting—between the cable industry and Hollywood producers on one side and broadcasters, home satellite program distributors and wireless cable operators on the other—end with S. 12's controversial must-carry/retransmission-consent, program-access and rate-regulation formulas now a reality.

Whether the courts leave all provisions of the act intact (Turner Broad-



Dole: Margin was closer than it appeared.



Danforth: Refused to "rub it in."

casting immediately filed suit to challenge must carry and retransmission consent; see page 6) is an open question. The FCC's interpretation of congressional intent will also deter-

mine the eventual impact of the law (see page 32).

For the first time in his presidency Bush failed to gain the support he needed in at least one house of Con-

MANY PLAYERS EYE RETRANSMISSION POT

Broadcasters contemplate price tag on their service; some MSO's say they won't play

By Joe Flint

With the passage of the cable bill last week, the retransmission-consent/ must-carry poker game began, with Fox Broadcasting sounding like it had a full house, other broadcasters wondering if cable operators were bluffing, programmers keeping an eye on the pot and Turner demanding a new deck.

The stakes are high. According to the law, once the FCC finishes its retransmission-consent rulemaking proceeding for implementation next October, broadcasters will be required to choose whether to invoke the must-carry provision or negotiate for retransmission consent. If they make the wrong choice they'll have to wait

three years to try again (see story, page 32).

"We Are Valuable," Fox Inc. told its affiliates in the form of a memo from its senior vice president, affiliates, Preston Padden. The memo included suggestions on how Fox stations can begin to "evaluate our value."

Meanwhile, a Tele-Communications Inc. executive made clear that the country's largest cable operator still has no intention of paying broadcasters for the right to carry their signals.

Turner Broadcasting System also moved fast, filing a suit in U.S. District Court for the District of Columbia asking that the must-carry and retransmission-consent provisions of the cable legislation be declared uncon-

stitutional (see story, page 6). In his memo, Padden tried to help affiliates calculate their worth, providing examples of what cable programmers charge. "Perhaps the most directly relevant 'real world' proof of our value can be found in our Fox Net operation...cable operators serving more than a million and a half homes are paying us 12 cents per subscriber per month for a 22-hour-per-day service that consists of the Fox network programs and a lot of old 'filler' material." That being the case, Padden asks: "What will they pay for your station?"

"Nothing" is the response from several cable operators. Bob Thomson, senior vice president, communica-

Continues on page 6

gress to sustain a veto. The vote in the Senate was 74-25, an exact duplicate of the vote on the S. 12 conference report two weeks before (BROADCASTING, Sept. 28). The House vote two hours later was 308-114.

With Democrats hoping to embarrass Bush with an override less than a month before the election, and Republicans hoping for a sign of presidential strength, S. 12 sponsors in both houses urged legislators not to let partisanship determine the vote.

"The President is doing what he thinks is correct, and he believes he is opposing overregulation," said ranking Republican Senate Commerce Committee member John Danforth (Mo.), the sponsor of the original S.

FOR MORE NEWS AND REACTION TO THE NEW CABLE LAW, SEE PAGES 32-37

12, introduced in January 1991. "I would hope whoever ends up winning this argument does not gloat about it and does not try to rub it in."

Danforth criticized fellow Commerce Committee member Albert Gore (D-Tenn.), Bill Clinton's vice presidential running mate, for stump speeches claiming Bush was "owned by the cable TV industry."

Nevertheless, Gore could not resist taking a few cracks at Bush after the Senate vote. "George Bush may not be willing to stand with American consumers, but we are," he said.

The Bush veto was officially sent to Capitol Hill Saturday morning, Oct. 3, less than 24 hours before S. 12 would have become law automatically without the President's signature. In his veto message, Bush said S. 12 "illustrates good intentions gone wrong, fallen prey to special interests." He repeated complaints that S. 12 would impose excessive regulation and stall growth of the cable industry.

White House staff and Republican congressional allies spent the week-end pressing for the needed votes to sustain the veto in the Senate, the most likely body to swing the President's way. A Friday (Oct. 2) meeting was held in Senate Minority Leader Bob Dole's (R-Kan.) office with White House Chief of Staff James Baker and eight Republican senators who had voted for the conference report earlier.

On Sunday morning, Bush hosted

REREGULATION ARRIVES / 3

White House lobbying to sustain Bush's veto came close, but no Republican senator would commit to being the crucial 33rd vote. Also, the high stakes in retransmission consent.

WEEK TWO: CBS / 14

In the second week of the new season, CBS widened its lead over second-place ABC, but lower-than-expected ratings for the baseball playoffs could narrow the margin.

FORTUNES SHIFT ANEW / 22

KCRA-TV Sacramento is testing an expanded 10 p.m. newscast as part of its prime time programming shift, and first-week results were promising, both for the news show and the later-starting *Tonight Show*.

MIAMI'S NEW WAVE / 24

Since NBC shifted its affiliation away from WSVN(TV) Miami in 1987, the station has found success with a format that includes seven hours of weekday "new wave" news designed to appeal to younger viewers.

REREG MOVES TO FCC / 32

New rate rules and



WSVN(TV) has found a new, young audience with its seven hours of fast, flashy news each weekday; above, 'The Buzz' with Laurie Hibberd covers the entertainment beat (p. 24).

program access should go into effect in six months and retransmission consent in 12, but startup could take longer if the FCC is unable to hold to Congress's timetable. Also, a chronology of the legislative events that culminated with the 1992 cable act.

STERN ASCENDANT / 40

Drivetime host Howard Stern moved from fourth to first in Los Angeles, according to the summer Arbitron ratings, giving him a dominant position on the West Coast to match his top showing in New York.

CABLE ACCESS RIGHT DENIED / 42

The U.S. Supreme Court last week let stand a Georgia court ruling denying a cable company's claim to free access rights to private property via utility easements.

HIGH-TECH ROAD TEST / 44

A group of computer, telephone, film and electronic firms have launched an initiative to develop a national information highway architecture and to test technology and demand for interactive multimedia services.

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THE SEARCH...



breakfast at the White House for several undecided senators.

After the Senate vote, Dole said the margin was less than the official tally indicated. "I say to my [Republican] colleagues, many of whom would have voted to sustain the President's veto, we were somewhere between 32 and 34 votes. We could never nail down the 33rd one to get to the 34th one. It has been a great effort," he said.

Needing nine of the 24 Republican senators who voted for the S. 12 conference report, Bush had won seven by Monday evening, sources said. Several senators are said to have been willing to be the 34th and final vote Bush needed if a 33rd vote could be found.

Bush's failure to win Thad Cochran, chairman of the Senate Republican Conference (and senator from National Association of Broadcasters President Eddie Fritts's home state) is said to have been a decisive factor.

"Congress's vote tonight is a great victory for consumers and a great boost to competition to the cable mo-

nopoly," Fritts said. "We look forward to a new television marketplace that will treat both consumers and broadcasters more fairly."

National Cable Television Association President James Mooney said cable "will do its best to live with this ill-considered legislation, but, in the end, we don't think our subscribers will thank the Congress for it."

"It was an incredible victory, and to do it with nobody knowing, when they started the vote, where they [the votes] were made it all the more exhilarating," said James Hedlund, president, Association of Independent Television Stations. "But we promptly came down to earth the next day when our friends at Turner filed the lawsuit."

"Cable's competitors have won a Pyrrhic victory.... Ultimately, the so-called winners of this fight will be the biggest losers," said Steven Effros, president, Community Antenna Television Association. "Smaller broadcasters in particular will be left out in the cold once the bill is forced to pass constitutional muster." ■

RETRANS CONSENT

Continued from page 3

tions and policy planning, TCI, said the MSO has "no intention of entering into any agreements" with broadcasters. "We really don't see how our customers will either understand or accept paying for broadcast programming others get for free," he added.

While on the surface, most have viewed retransmission-consent revenue as a windfall for network-owned stations and network affiliates, a station's local strength will probably play an equal role in determining worth.

That could likely work in the favor of independents, especially those that carry local sports franchises. Tribune, for example, has the rights to all the baseball teams in the seven markets where it owns stations.

The local teams also figure to get a cut of any retransmission money. Major League Baseball sent a memo to its teams last June advising them to add a retransmission-consent clause to their rights contracts.

Also, it's possible that, at least early on, many stations will choose to play it safe and opt for must carry with the intent of getting good channel positioning, instead of gambling on retransmission consent. CBS's affiliate board chairman and vice president, general manager, KOIN-TV Portland, Ore., Mick Schafbuch, said he thought that about half of all network affiliates were leaning toward must carry. ABC's affiliate chairman and Burnham Broadcasting managing partner, Peter Desnoes, echoed that view, saying he "feels certain that the amount of cash that will change hands will be significantly less than the cable industry estimates."

Are cable systems taking a gamble if they play hardball on retransmission consent that subscribers will drop them? Research on the subject is mixed. A study done last year by the Network Television Association said two-thirds of all cable subscribers would probably cancel their subscriptions if ABC, CBS and NBC were not carried, and 84% of all cable subscribers thought the cost of their subscriptions should be cut by almost half if such a move were made.

But a more recent *TV Guide* survey (see page 64) said 56% of viewers would prefer to watch cable programming compared with 39% for network

TBS TAKES CABLE LAW TO COURT

Turner Broadcasting System came out of the block quickly, challenging the constitutionality of the new cable law's retransmission-consent/must-carry provision the day after it was enacted.

The suit was the first, but not the last. Other cable operators and programmers last week were preparing to go after not only the retransmission-consent/must-carry provision, but also the program-access and rate-regulation provisions as well. In each case, the plaintiffs will argue the provision violates their First Amendment rights.

The new retransmission/must-carry provision is worse than the two sets of FCC must-carry rules struck down in the mid-1980's on First Amendment grounds because they favored broadcast networks over cable networks, said Bert Carp, TBS government affairs vice president.

"The current approach tilts the playing field even further against cable networks," he said. "It also hurts cable subscribers, who will have to pay for broadcast channels that their neighbors who do not take cable receive for free." The provision gives broadcasters the option of either demanding free carriage (must carry) or negotiating for payments or some other compensation from cable systems for the right to carry their signals.

TBS filed the suits in the U.S. District Court in Washington. The law requires the case be heard by a panel of three judges, with appeals to be taken directly to the Supreme Court. Wes Heppler of Cole, Raywid and Braverman said his firm will file against retransmission/must carry this Tuesday (Oct. 13) on behalf of Daniels & Associates and a group of other cable operators acting as intervenors. The suit will be filed in the same court as Turner's, and they will likely be consolidated, he said.

Cole, Raywid, on behalf of many of the same clients, is also considering challenging program access and rate regulation, Heppler said. Program access requires cable programmers with operators as owners to offer their services to DBS, home satellite and other cable competitors and prohibits exclusive contracts for 10 years.

—HAJ

HAS ENDED..



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programming (5% were unsure).

TCI's Thomson said: "There is always the risk of losing subscribers, but this is a matter of maintaining credibility with our customers."

Cable analysts such as Brown Brothers Harriman & Co.'s Jay Nelson have said for some time that they don't expect the new regulations to be very burdensome on cable's bottom line. Said Nelson: "The ramifications of the act won't significantly retard growth in cable operators' operating

cash flow." The market did not react negatively to the news, with cable stocks showing little change.

Although Hollywood and other program providers won't get a direct cut of retransmission-consent fees, it's likely they will be compensated, and the discussions are already under way on how to keep everyone happy.

Fox is still sticking with its concept of a three-way split among the network, affiliates and the program suppliers. Fox affiliates may end up divid-

ed on that issue. Some have expressed concern that in many cases Fox could get money twice, as network and programmer.

How this issue will be resolved with the programmers remains to be seen.

Two studio executives contacted by BROADCASTING both said they expect some form of compensation from retransmission-consent revenues. Said one: "It's not that we don't know they've been under pressure. We're aware of the effect of cable on their

PRESIDENTIAL VIEWS: NAB, NCTA CHIEF

NAB PRESIDENT EDDIE FRITTS:

I don't see any significant adverse impact on the cable industry. I have to look at what the analysts have said. They don't consider retransmission consent to be an extraordinarily big deal. If a station were to enact retransmission consent, they would be on the regulated tier. Furthermore, I think there will not be a high percentage of stations that choose retransmission consent. Most of them would prefer the stabilization of must carry and channel positioning.

We were somewhat surprised that the cable industry didn't take the bill in the last [1989-90] session of Congress because it was certainly watered down compared to some portions of this bill.

I think Jim Mooney did a terrific job of stretching this process out to the very last moment of Congress. I think part of the tactic was to delay and hope they got a break toward the end of the process...Unfortunately, I think [Mooney] was greatly hampered by



NAB's Eddie Fritts

the fact that the cable industry operators themselves kept sticking it to the consumers [with rate hikes] while this bill was going through the process.

We happen to believe the chances of survivability of must carry are pretty good, but no one knows what a court is going to do. We entered into this process four years ago with the idea of constructing the best legislative case for must carry...I'm sure that regardless of who wins at the district court level, the other side will attempt to take it to the Supreme Court. In that light, we've constructed a must-carry case as carefully as anyone can possibly construct it.

I think most of those predictions [of FCC overload due to the Cable Act] have been grossly overblown.

If [FCC Chairman] Al Sikes can tell Congress with a straight face that they can regulate the massive telephone industry with effectiveness and accountability, it seems to me that it is not a real stretch for them to be able to manage their resources to be able to take care of the various pieces of this bill.

Even if they [separate must-carry and retransmission-consent arguments in court], that won't adversely impact the industry. I think all of us agree there are a huge number of affiliates and independents who want must carry first and foremost, and then there are affiliates and independent stations who want to take a closer look at retransmission consent. I don't see any split in the industry at all. If anything, this industry is more united today than it has been in the 10 years I've been at NAB.

NCTA PRESIDENT JIM MOONEY:

We never said that [the bill] is going to kill the business. We said that in some instances, it's going to make the business awkward and more complicated. But we have said mostly that it is going to work to the disadvantage of our subscribers.

That's particularly the case when you go back to the must-carry provisions, the retransmission-consent provisions, the equipment mandates and potentially also the access-to-programming provisions, which to some degree will operate as a disincentive to create program formats for the networks. I mean, why invest the money and take the risk if you're not going to be allowed to realize benefits should the venture succeed.

It's not so much that revenues will be down, but costs will go up. It's really hard to say exactly how much. You really don't know what's going to happen when retransmission consent comes in. And it's hard to say, too, what the cost effect is going to be on



NCTA's Jim Mooney

business.... We're just saying that we view our programming as the thing that gives them the greatest value, and that's why we would like some compensation."

Cash may not be the only option. Syndicators could possibly opt for more commercial time to sell or higher cash fees to compensate for additional revenue the stations may be receiving. Said one broadcaster last week: "They always end up getting the dough anyway." ■

CBS BLINKS FIRST, EASES COMP CUTS

Network also decides not to take back inventory from affiliates or change compensation agreements to facilitate future cuts; new-found affiliate solidarity likely to continue

By Geoffrey Foisie

Tony Malara, president, affiliate relations, CBS Television, put it bluntly: "I think it [the network's proposed compensation cutback] was much more aggressive than the economic environment and market conditions would support. We were, I think, a little too eager; we tried to do it too quickly."

That assessment came last week, the day after CBS threw in the towel on most of the compensation changes formally proposed at last May's annual affiliate meeting.

Affiliates now appear willing to accept a revised plan, and may even end up canceling a proposed annual meeting apart from the network's. But they seem to have come through the six-month battle with not only a reduced financial loss, but also a greater belief in their own political power

and willingness to do battle with the network. Other proposals that surfaced in the affiliate movement, including more regional meetings among themselves and the possible hiring of a full-time executive director, may survive.

Perhaps just as important as the compensation change is what CBS was unable to change. The network gave up trying to:

- Achieve a minimum and "non-negotiable" \$20 million-plus savings.
- Alter contract language in the network's affiliation agreement that would have facilitated future compensation changes.
- Take back inventory from affiliates.

The plan CBS is left with still saves the network nearly \$10 million in "hard" dollars, said Greg Schmidt of Covington & Burling, outside counsel

ASSESS S. 12

other provisions that haven't been discussed too much. For example, if the FCC requires fairly rigid customer service standards beyond what the industry is already doing, that costs money.

The FCC is going to have a hard time not allowing us to recover our costs, plus a reasonable return on investment, because normally regulatory agencies that are subject to judicial review have to behave in a fairly grownup fashion. They cannot pretend, as the legislature sometimes does, that you can add to somebody's cost and the somebody can just be made to absorb it. It is the same view as the five-year-old child's of daddy's wallet.

Regulatory agencies of course don't behave that way. And that in itself may cause cable rates to increase because if the regulatory situation has the result of more or less forcing the cable industry to get profitable on a current basis, that would cause rates to increase because most of these companies take at least on an accounting basis current losses.

Must carry is a sick chicken. You had a must-carry rule that on a scale of one to 10 was a seven, and it was knocked down by the court. So you come back with a rule that is about a five. And that's not constitutional. What's the rational thing to do then? Is it to come back with a rule that is a 9.9? That's what they've done. The provision sort of thumbs its nose at the objections raised by the court of appeals in that it is broader, much more burdensome and much more indiscriminately favorable to broadcasters than the two previous rules. ■

THE CABLE BILL AS CAMPAIGN ISSUE

The cable bill's passage managed to become a major political issue, one that did not do President Bush much good.

The President, in the midst of a tough campaign, had his first of 35 vetoes overridden. Struggling in the polls, he was not able to muster enough support among Republican legislators to kill the bill. That helped the cable legislation become major news. The bill "got as much attention as it did, in part, because it became an election year issue," says Bill Wheatley, NBC News political director. The story played out in two ways: It started off as a "difference of opinion between the candidates on the issue, and then the veto played out as a campaign story," Wheatley says.

Despite last-minute cajoling, Bush wasn't successful in lobbying key Republican senators to vote to sustain his veto. But even some Republicans whom Bush failed to woo and who ended up voting for the bill, including South Carolina's Strom Thurmond, said the whole event had become politicized.

Some observe that the attention the bill got had much to do with elections other than the presidential race. The amount of advertising the pro- and anti-bill forces aired, which helped contribute to the high profile of the legislation, "might have been less if we were not several weeks away from congressional elections," says Tom Hannon, CNN political director. Still, Hannon says, the press would have paid attention to the issue at any time, given that "the whole issue is so readily understandable to folks who have cable."

—SDM

SATELLITE DAB MOVES AHEAD

NAB warns against 'rushing to judgment' on satellite radio

By Harry A. Jessell

to the affiliate board.

Instead of the earlier inventory take-back, the network now has a inventory giveback that will cost it 30-second prime time commercial availabilities in four shows: *The Hat Squad*, *48 Hours*, *Street Stories* and the *CBS Sunday Movie*. CBS is claiming that for a majority of stations, the value of the inventory will at least match the value of cash compensation still being cut.

CBS has still partly preserved its attempt to vary compensation between shows. In the shuffle of money, almost \$4 million will go to rewarding stations that clear *CBS Latenight* or that plan to do so.

And although it was thwarted in its attempt to totally eliminate compensation for the *CBS Evening News*, applying the money instead to *CBS This Morning*, CBS will end up taking two-thirds of the comp money attributed to the former and give it to the latter.

Perhaps chastened by its experience of trying to take on all affiliates at the same time, CBS reiterated a promise, which is said to be in writing, that it will not propose any future across-the-board cuts absent special economic developments.

The sensitivities over an affiliate-only annual meeting surfaced during a conference-call press conference by Malara and Mick Schafbuch, general manager of KOIN-TV Portland, Ore., who is also chairman of the affiliates board. After Schafbuch did not rule out the idea, Malara suggested in front of reporters that CBS could somehow be involved.

The decision may end up taking place under the next affiliate board chairman, Cathy Creany, general manager of WTVH-TV Syracuse, N.Y. She told BROADCASTING last week that "I think that it [a possible February meeting] is off, not that it wouldn't be a good idea, but that maybe it isn't necessary." Creany added that regional meetings have also proven to be a good idea.

A separate affiliate meeting may still have some proponents. The head of one CBS affiliate group, Alan Bell, president of the Freedom Newspapers broadcast division, said: "I understand the sensitivities, but it is absurd that affiliates have been allowed only an hour meeting at the current annual meetings. That is a pathetically small amount of time for what today's business conditions require." ■

The day when you may be able to jump into your car and tune in scores of satellite-delivered channels offering CD-quality sound crept closer last Thursday, as the FCC proposed spectrum for such a service.

The proposal calls for 50 mhz in the S-band (2310-2360 mhz). Satellite DAB, which requires a special antenna and receiver, promises not only CD quality, but national coverage. A listener could drive across country without changing the channel.

Of the five commissioners, Ervin Duggan seems most sympathetic to broadcasters' concerns about the impact of satellite DAB on AM and FM.

"I remain committed to shoring up radio's ability to provide the vital local service we have long expected of it and, indeed, the local service that the communications act requires," he says.

Duggan advocates a hybrid approach to digital audio: "satellite-based services reaching millions of listeners simultaneously, complemented by terrestrial offerings that preserve the important benefits of localism, technically enhanced."

Fearing the competition satellite DAB represents, the NAB has lined up in opposition. "The FCC seems to be rushing to judgment on satellite DAB, and the prospect that satellite development might be placed ahead of terrestrial DAB is troubling," says Jeff Baumann, executive vice president, general counsel, NAB.

AM and FM stations are exploring so-called in-band digital broadcasting technologies, which would allow them to upgrade to digital quality within the existing radio bands without sacrificing conventional analog services.

Putting pressure on the FCC to act has been Satellite CD Radio, a start-up company with plans to launch a commercial-free satellite-DAB service via two high-power geostationary satellites by 1996. Its service will comprise 30 channels of music.

Broadcasters have little to fear from Satellite CD Radio, says President Robert Briskman. It will have only minimal effect on its land-based coun-



The now silent uplinks atop satellite CD Radio's offices in Washington

terparts because its revenues will come from subscriptions, not advertising, he says. Those who should worry are the makers of CD's and cassettes, he says.

"When you get in your car to go to work, you'll tune in the local AM or FM stations for the news, weather and traffic reports," he says. "Then at some point as you're slogging your way down Route 66, you'll hit the satellite button and pick a channel. People are doing that now, except they're popping in CD's or cassettes."

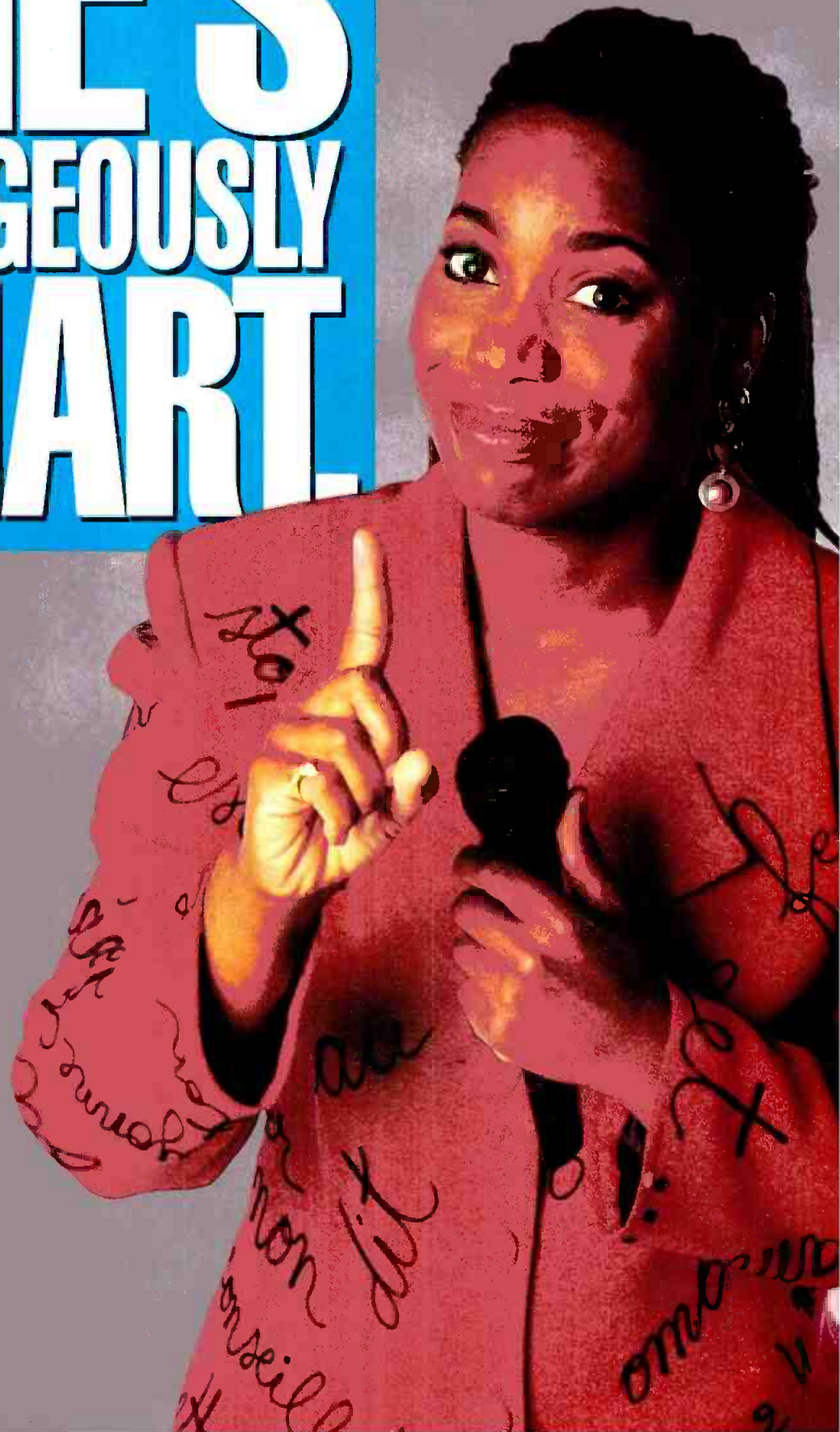
Richard Cooperman, senior vice president, development, Satellite CD Radio, says broadcasters also need not worry about its satellite service beating whatever terrestrial DAB service they come up with to market. That's because Satellite CD Radio hopes to use the same DAB receiver as the broadcasters, he says.

In any event, Satellite CD Radio has a way to go before it threatens anyone. Not only does it need spectrum and satellite orbital slots from the FCC, it needs money. Building and launching two satellites will cost \$200 million, Briskman says.

That's a lot of money, Briskman admits. But if its service can attract just two million customers—a little more than 1% of 180 million cars on the road—willing to pay \$5 a month, he says, it can generate revenues of \$120 million a year, he says.

According to Briskman, Satellite CD Radio will require just 10 mhz of spectrum, leaving room for three comparable services. Other satellite-DARS companies could opt to sell advertising in competition with broadcasters. ■

SHE'S OUTRAGEOUSLY SMART.



CBS WIDENS SEASON LEAD

By Steve Coe

After the first two weeks of the new season and through four days of last week, first-place CBS has opened up an almost 1-point ratings lead, according to the Nielsen numbers, but the network may have a tough time in week three because of lower-than-expected viewership for its coverage of the baseball playoffs.

Through last Thursday night, CBS is averaging a 13.2 rating and 22 share, leading second-place ABC, which has scored a 12.3/21, and third-place NBC, with a 11.3/19. Fox's season-to-date average for its five-night-a-week schedule is 7.7/13.

CBS followed its premiere week victory with an even more convincing win in week two Sept. 28-Oct. 4, outpacing second-place ABC by 1.8 rating points, compared with 1.2 in week one. CBS continues to be helped by the performances of its new shows, easily having more success with its rookie product than the other net-

works. On Monday, Sept. 28, *Hearts Afire* built on its *Evening Shade* lead-in, while *Murphy Brown* dropped nearly eight rating points from its season debut the week before. *Love & War* at 9:30 p.m. continues to drop from its *Murphy* lead-in: last Monday's loss was 4.2 rating points, matching the drop from the week before.

ABC grabbed a rare Monday night win Oct. 5 with a 22.3/36 for *Monday Night Football*, and took Tuesday despite a 7-point drop-off by *Going to Extremes* at 10 p.m. CBS saw its performance that night drop from the previous week thanks to a half-hour paid political program by Ross Perot, which pulled in a 12.2/20, and the baseball pre-game show, which scored a 12.1/21. Those numbers were down from *Rescue: 911*, which normally airs in the 8-9 slot. In addition, the network's coverage of Game One of the National League's championship series averaged a 12.0/21.

Wednesday night's American League game between Toronto and



CBS's 'Bob' won its Friday timeslot en route to the network's second weekly win.

Oakland fared even worse, pulling in an 11.0/19 on a night won by NBC.

Thursday's coverage saw CBS pulling in an 11.8/21 for their American League Championship game, but finished second on the evening to NBC, which won by two-tenths of a rating point. Highlights of the evening included Fox's *The Simpsons* and *Martin* winning their half-hour time periods from 8-9, however, Fox finished in fourth place for the night. ■

NEWS CORP., CANAL + ARE PARTNERS

Pay TV rivals will now work together to offer digital, multichannel pay TV to Europe

By Peter Checketts

The two most powerful pay TV services in Europe, Canal+ and BSkyB, have formed an alliance. Together they will exploit the opportunities offered by new television technologies across Europe. Apart they would have been bitter rivals, but together they will have no equal as they mine the fertile ground offered by a multichannel, digital pay TV market in Europe.

Hot on the heels of American developments, digital TV in Europe may be less than three years away. The Canal+/BSkyB alliance will come as a severe blow to potential competitors (such as Time Warner's HBO) trying to establish a foothold in Europe.

In mid-September, Rupert Murdoch and a cohort of BSkyB top executives went to Paris to meet with André Rousset, chairman of Canal+. The meeting set the stage for last Thursday's partnership announcement between News Corp. and Canal+.

Together they will develop new television services across Europe, with the aid of a major national partner in each country, likely to be the dominant pay TV service there. In the UK the partner will be BSkyB, 50% owned by News Corp. Key to the partnership (as yet unnamed) is the use of new television technologies, such as satellite transmission, digital compression and encryption.

BSkyB is the largest satellite-delivered pay TV service in Europe, with more than 1.6 million subscribers. Canal+, Europe's largest pay TV service, is delivered terrestrially to over 3.4 million subscribers.

Murdoch knows full well the pain of competing pay TV services. The costs of financing the Sky service prior to its merger with BSB almost fatally crippled News Corp., and Canal+ has studiously avoided competition in its territories. Both are anxious to avoid competition in a multichannel market.

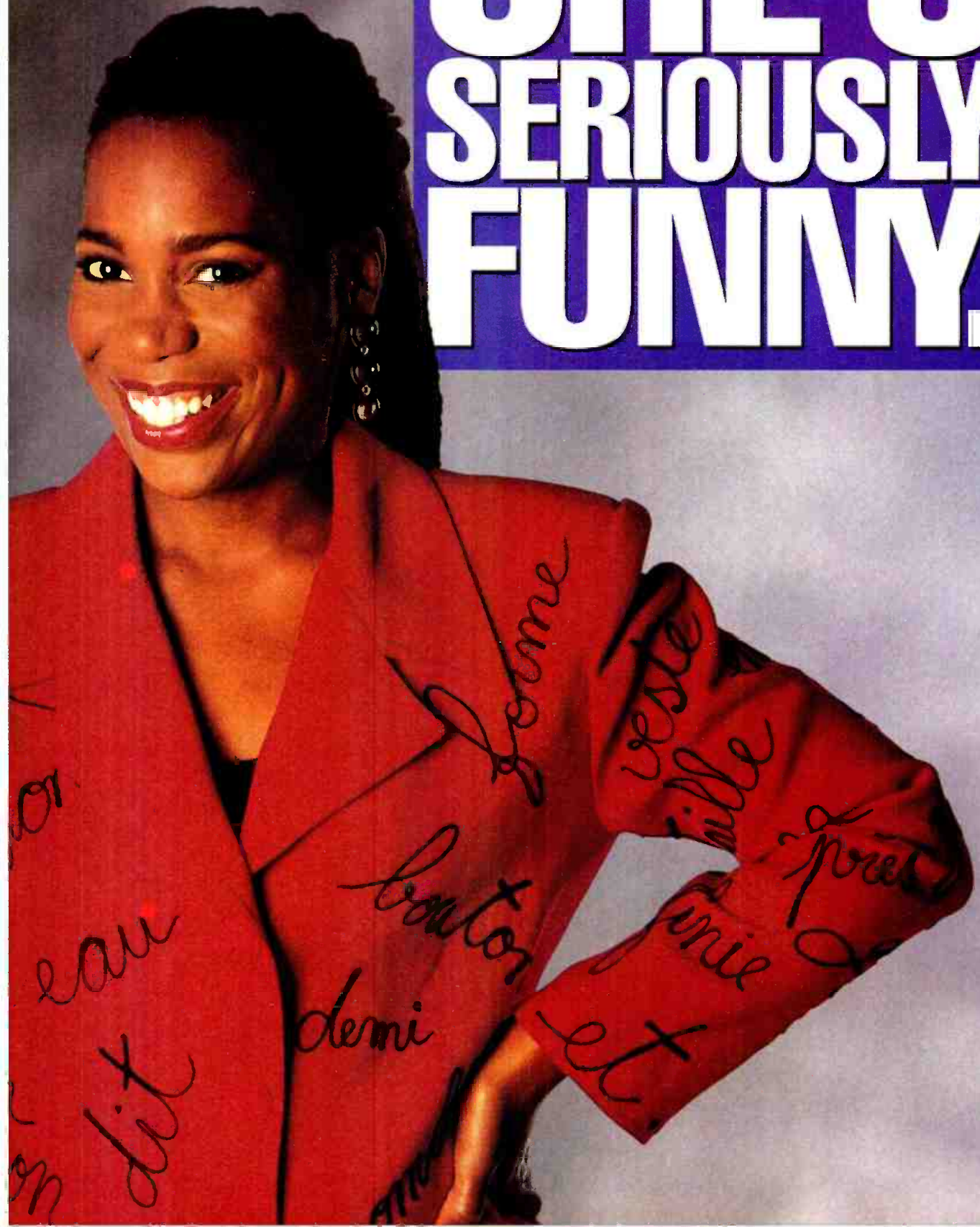
Bernard Guillou, Canal+ international development director, pointed

to the distinction between access control and the transmission system. Through subsidiary News Datacom, News Corp. supplies the encryption technology for BSkyB. Canal+ owns 50% of Sagem, the supplier of its encryption technology and the world's largest decoder manufacturer. One important result of the agreement will be the emergence of a common encryption standard in Europe and the standardization of other technologies.

The spotlight is not just on territories with extensive cable and satellite distribution such as Germany, Benelux and Scandinavia. As Guillou said: "It is highly probable 1995 will mark the arrival of digital satellite services. But digital cable and terrestrial, though more complicated, will come later. Every day, digital compression for terrestrial services moves closer." ■

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

SHE'S SERIOUSLY FUNNY.



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BEHIND THE SCENES, BEFORE THE FACT

WASHINGTON

TOASTING THE TRIUMPH

It may have taken long months to craft the victory on retransmission consent, but it didn't take long to plan the party. NAB's executive vice president, government relations, Jim May, called Sam and Harry's restaurant in Washington soon after the House sealed cable's fate and asked if they could take 50 people. They indeed could, and the victory celebrants were on their way. They departed three-and-a-half hours later and something over \$5,000 happier.

SAN FRANCISCO

TEST SCORES

The prime time shift in San Francisco may be paying off for CBS affiliate KPIX(TV) and NBC affiliate KRON-TV, particularly for the former at 10 p.m. KPIX's expanded 10 p.m. newscast averaged an 8.5 rating/16 share for the first three days of last week (NSI, Oct. 5-7), a 3 share increase over the station's September average. And on Monday (Oct. 5), KPIX-TV, for the first time since launching a 10 p.m. newscast, scored a 9.0/18, briefly unseating Fox affiliate KTVU(TV) (7.3/14) for the top-rated 10 p.m. newscast. KRON's earlier 10-10:30 news effort, while finishing fourth in the time period, has still made a 4 share (57%) gain from September, with a 6.1/11 average last week.

NEW YORK

SOME CHANGES MADE

Home Shopping Network Entertainment, the 24-hour infomercial channel launched last year, does not appear to have made much headway and is looking to make some changes. HSNE is "in the process of extensive planning for an interesting new concept for direct-response TV," says Mark Gross, VP, info-

SECRET WORDS ARE 'SLIDING SCALE'

Ever since the debut Aug. 31 of access strip *You Bet Your Life*, there has been speculation that Carsey-Werner Distribution and barter sales agent Group W Media Sales would have to extend make-goods to advertisers widely reported to have bought spots on a guaranteed 10 rating. (The show has a season-to-date 5.5 rating/11 share average [NSI, Aug. 31-Oct. 8].) C-W Distribution President Bob Jacobs says that is not the case. Instead, he says, advertisers signed contracts in which they agreed to pay for the national commercial units based on a sliding ratings scale, not a specific guarantee. The only negotiation, Jacobs claims, was setting the CPM prices for each of the demographic categories. Advertisers, he said, were asked to determine "what rating among women 18-49 they thought the show will average for the fourth quarter," Jacobs said. "All they had to do was sign a contract, pick a number and, if it performed under that level, our billings to them will be adjusted accordingly." Over each of the last six weeks the program has exhibited a slight share erosion in the metered markets. However, Jacobs points to the last two NSS Pocketpiece reports, where *You Bet* has held even with 4.7 ratings nationally. —MF

mercial and new product development, HSN. He would not elaborate. Participants in the infomercial industry say the channel has had difficulty getting full-time or part-time distribution, and has produced far fewer infomercials than originally planned.

SCI-FI SIGN-UP?

USA Networks had a potentially fruitful meeting with Time Warner's New York City Cable Group last week regarding possible carriage of its Sci-Fi Channel and is awaiting final approval from MSO parent Time Warner Cable. Sci-Fi, which launched on Sept. 24, currently boasts approximately 10 million subscribers nationally.

ATLANTA

NO SHOW

WAGA-TV Atlanta appears to have been the only CBS affiliate that did not carry the Perot infomercial last Tuesday, either live at 8 p.m. or tape delayed. Instead, independent WVEU(TV) there aired the commercial. According to WAGA-TV programming director Leslie Glenn, the station had

already made plans to air a special on the National League Championship contender Atlanta Braves. The station is airing a half-hour special on the team preceding the playoffs every night except those on which the presidential and vice presidential debates will air.

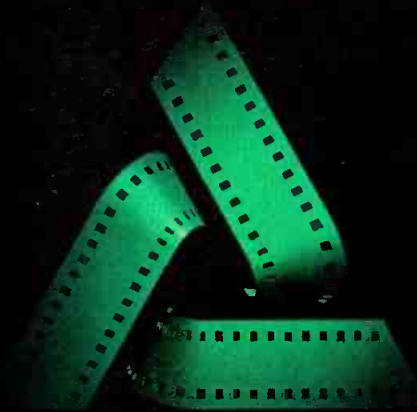
EL SEGUNDO

BIRD WATCHING

Affiliates of Turner Broadcasting, HBO and others may insist Hughes Communications build a replacement from scratch for satellite Galaxy I-R, destroyed Aug. 22 aboard a failed General Dynamics rocket. Given successful launches of Galaxy IV and VII for CBS-TV in October and December this year, Hughes could launch the already-built ground spare (Galaxy VIII) to replace G I-R, saving the cost of building another. But, like IV and VII, VIII carries 24 C and 24 Ku transponders, and the Ku channels would be useful only if placed in orbit over the center of the nation, requiring about 7,000 of 12,000 cable, SMATV and hotel head ends to spend about \$2,000 each to buy a third antenna to see G VIII—a \$14 million project.

When You're Watching
Movies on Television,

You're Watching



A C I

Monday Memo

***“AM is not dying because it has static;
it is dying because it is static.”***

It seems a very long time ago that poet Stephen Vincent Benet praised radio as the “theatre of the mind.” Since the advent of television nearly a half century ago, radio has been more jukebox than anything else.

Lest defenders of the medium (and I include myself among them) cry out against this seeming slight, let me acknowledge the fact that radio has provided an important news and information service and has engendered some pretty droll monologue between those vinyl hits.

Indeed, there have been shining moments since the video tube usurped radio as the primary home entertainment medium. For me, a member of the TV generation, few events have so dramatically demonstrated radio's power as its remarkable broadcasts of the 1965 blackout that crippled the Northeast. For a while, it seemed like something horrific might be taking place, but radio (AM radio) explained the seemingly inexplicable and reason prevailed.

We are aware of the plight of AM radio. Claims have been made that it is dying, or at least going numb in many of its limbs. While there are numerous examples of successful AM radio stations, the majority are chronically infirm, and the prognosis is bleak.

Too bad, many lament, that this once esteemed and vital medium is flirting with extinction. What is most sad is that it is doing little to forestall its final gasp. Death is a fact of life, but we are told that if we take care of ourselves, we can prolong our existence. AM radio forgot this rule of nature. It let itself go to seed.

The magic medium has long since lost its ability to mesmerize and enchant. Its trick hat is empty, and the head on which it belongs seems to lack an original thought. The senior electronic medium has become arid, and its towers now cast dust.

AM is succumbing because it has

displaced its inventiveness, and creativity and daring are the only things that can revive it. Its technical deficits are blamed for its dismal state, but there is a more valid reason why AM is in decline. For too long, AM has relied on a menu consisting of stale formula to attract and hold listeners. Today its prime entree is talk. There are a few tired music formats being offered, but beyond the jejune banter and recycled tunes there is little else.

Armed with this, AM is attempting to compete with FM (itself anything but a treasure trove of innovative audio).

Alas, where have all the Norman Corwins gone? AM radio doesn't have to perish. It has to begin to take chances, to experiment, and it has to do so now. It is the hour to resort to CPR—Creative Progenitive Radio. It is time to conceive, to invent.

A world of rich alternatives has gone all but ignored by commercial radio, and ironically this world possesses not only aesthetic virtues but real market value as well. If it is to have a future, AM needs to till this fertile soil. While a handful of stations are doing so, they alone cannot forge a new destiny for the decrepit band.

In the end, it will be imaginative, stimulating programming that will enable AM to reclaim its lost listeners, not enhanced frequency dynamics or digital processing. AM can be made to sound decent, but sound means more than sharp reception. It has just as much to do with the message as it does the carrier wave, and the message from AM has been uninspiring.

AM operators would do well to ponder the words of economist Walter Bagehot: “One of the greatest pains of human nature is the pain of a new idea.” A new idea is what AM needs. In the final analysis, AM is not dying because it has static; it is dying because it *is* static. ■



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Television

KCRA-TV LOOKS TO MAKE MOST OF 'TONIGHT' SHIFT

Hour news does well in debut week, Leno holds his own in post-11 p.m. slot

By Mike Freeman

With its first week of an expanded hour-long 10 p.m. newscast under its belt, made possible by an NBC-approved delay of *The Tonight Show with Jay Leno*, KCRA-TV Sacramento is hoping to drive home the point that an "earlier-to-bed" lifestyle shift is taking hold. That is the central theme of its year-old test of an earlier 7-10 p.m. (PT) NBC prime time lineup.

In the process, NBC may be opening a floodgate for cash-starved affiliates, who could demand similar *Tonight Show* delays—particularly in the Central and Mountain time zones—if expanded local news coverage or syndicated programming in the higher HUT level 10:30-11:30 p.m. proves a promising boost to advertising revenue.

Judging from initial returns last Monday, when KCRA's 10 p.m. news scored a second-ranked 11.1 rating/21 share (NSI, Oct. 5), station owner Jon Kelly's prediction that he would have "the top-rated hour newscast on the West Coast" may have new-found credence in the six-station Sacramento market. Not only did the newscast hold even with its previous 10-10:30 p.m. ratings, the newly delayed telecasts of *The Tonight Show* sustained its previous levels with a top-ranked 5.1/16 average at 11:05 p.m.-midnight.

Although there has been speculation from competing Sacramento station executives that KCRA has lost between \$6 million and \$8 million in revenues over the last year, KCRA's vice president and general manager, John Serrao, said that the station is recouping "significant" revenues with 12 additional 30-second commercial units now available in the spot market with the expanded hour newscast. It is ru-

mored that each commercial spot sells for \$1,200 and could return up to \$3.9 million to KCRA's coffers by this time next year, but neither Serrao nor Kelly would specifically comment on those figures.

"It is another step in the right direction, but we still lost a half-hour of prime access, which will take us time to make up for," Kelly said. "The only way a free, over-the-air broadcaster like myself can survive and be uniquely different in today's market is by selling localism. It is about time that, after 37 years, we can fully live up to our mission statement that news comes first."

In deciding to go forward with the NBC-sanctioned prime time shift (slated to continue through May 1993), Kelly surrendered the lucrative 7-8 p.m. double-access time periods and agreed with NBC to jointly request a prime time access rule (PTAR) waiver from the FCC, which subsequently

granted a year-long waiver to air *The Tonight Show* starting at 10:35 p.m.

In San Francisco, however, where NBC affiliate KRON-TV and CBS affiliate KCBS-TV are conducting similar ongoing 7-10 p.m. prime time tests (since last February), the FCC turned down PTAR waiver requests, which led NBC to rethink its position in Sacramento. Instead of submitting a request for a waiver extension, NBC agreed to give up the initiative, stating that it made more sense for KCRA to air *The Tonight Show* in a "parallel" schedule with KRON in San Francisco (BROADCASTING, Sept. 21).

According to an NBC spokeswoman, 98% of all affiliates air *The Tonight Show* in pattern, either at 10:35 or 11:35 p.m. (depending on the time zone), with much of that compliance originally resulting from the so-called ironclad contract that former host Johnny Carson (and his Carson Productions) held as leverage over station

TWENTIETH SELLING 'BERRY'

Little more than two weeks after signing Chicago-based standup comic Bertice Berry to host a fall 1993 talk show strip, Twentieth Television, in an unusually fast turnaround, last week put together a production team to shoot live audience segments with the host to be used in sales pitches to station executives within the next few weeks.

Peter Marino, Twentieth's executive vice president of program development, told BROADCASTING that regular season production of *The Bertice Berry Show* will be based in Chicago, the same city in which King World Productions' *Oprah Winfrey* talk show has been a top-rated dynasty for the last half-dozen years.

Marino said that Berry has been based in Chicago for the last four years and that Twentieth will clear her show in a variety of early fringe and morning time periods. "We're not going to try to take on Oprah," Marino said. "Bertice brings to television her own unique presence, a tremendous charisma and a well-versed understanding of societal issues."

Marino also said that Ramey Warren, a former talent executive for ABC's *Home Show* and NBC's *The Tonight Show with Johnny Carson*, and Steve Clements, a producer with Warren on *Hour Magazine* for eight years, have been named Berry's co-executive producer and executive producer, respectively.

—MF

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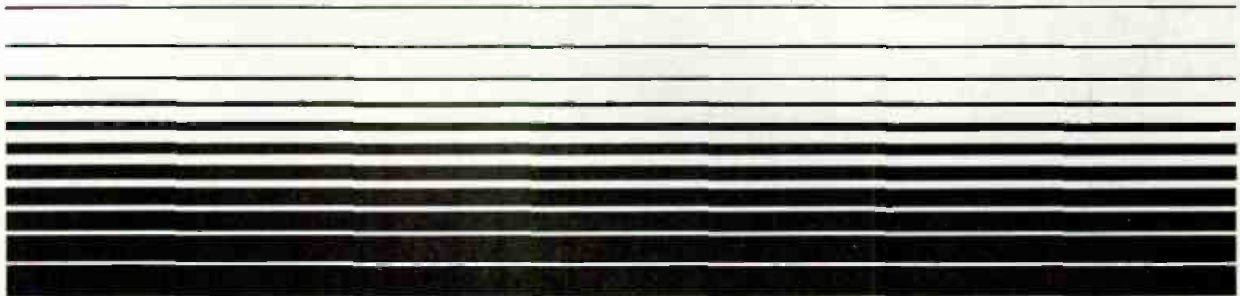
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PERFORMANCE IS THE BOTTOM LINE.



executives. Now that *The Tonight Show* with Leno is produced and owned by NBC Productions, several affiliates contacted by BROADCASTING believe that NBC may be in a more vulnerable position to accede to demands for delayed telecasts, particularly if Leno's modest season-to-date ratings (BROADCASTING, Oct. 5) don't pick up significantly by the end of the May 1993 sweeps period.

Randy Oswald, president and general manager of WOWT(TV) Omaha, said he thinks "most" of the "old-line" NBC affiliates, as well as his station, will continue to support the network over the next three sweeps periods, but he cautioned that if Leno is "unable to hold on to the 25-54 demographics [ratings] and does not grow the 18-49 audience, affiliates will certainly make noise about that."

As for NBC possibly using the threat of reduced affiliate compensation if the talk show is not aired in pattern, Oswald was equally blunt.

"Affiliate compensation is the only club they have left to use, but compensation is becoming less and less of an issue because it has eroded to such a level that it really makes little difference to the stations' bottom lines in large and medium markets," he says. ■

NEW WAVE NEWSCASTS ANCHOR WSVN MAKEOVER

Ex-affiliate finds new niche

By Harry A. Jessell

Call it MTV news. Each weekday, Miami's Fox affiliate WSVN(TV) pumps out seven hours of news that mirrors the music video service in its unabashed appeal to younger viewers—flashy graphics, rapid-fire video images and emphasis on style.

It's all stridently presented by a team of thirtysomethings who report (and often comment on) the news in what's called "real-people speak."

"We don't accept at face value the basic rules of TV news or journalism," says the station's 34-year-old news vice president, Joel Cheatwood, adding that he nonetheless believes the station is journalistically solid.

"We don't shy away from the aesthetic nature of this business," he says. "We pay attention to the fact we have to be entertaining. We have to be pleasing to the audience. Gone are the days of obligatory viewership." Most broadcasters are "still delivering the news the same way Edward R. Murrow and Huntley and Brinkley did." They don't give audiences the "credit for being used to that little box in their room," he says.

Channel 7 News has driven WSVN to the top ranks of TV news in Miami and drawn national attention, but it also has incited criticism from those who believe the newscasts are shallow and pandering and the ways of Murrow et al. are not anachronisms.

"We have one foot on the edge," admits Executive Vice President and General Manager Bob Leider. "And we have to keep it there."

WSVN feels it must risk impropriety because its brand of news has allowed it to prosper when many thought it



"The Buzz" with Laurie Hibberd covers the entertainment beat and is one of several 10 o'clock news segments designed to appeal to younger viewers.

would be struggling for survival.

The safe bet in Miami four years ago was that WSVN, which had come up short in "the big switch," was destined to scratch out a living as an independent in brutal competition with the two other English-language indies.

The big switch

In January 1987, NBC shocked WSVN owner Ed Ansin with news that, having purchased WTVJ(TV) Miami, then the CBS affiliate, for \$270 million, it would be yanking WSVN's affiliation at the end of 1988. Losing a long relationship with what was then the number-one network was a blow, but WSVN figured it still had CBS to fall back on. Not so. The other shoe dropped in 1988, when CBS let Ansin know it was buying WCIX(TV) Miami for \$59 million. WSVN would have to

make do with the upstart Fox network.

To hear Ansin tell the story now, the switch was the best thing that ever happened to the station. "Our news is stronger, our image in the community is stronger and, competitively, we are far more successful."

Ansin believes that in 1987, WSVN was worth as much as the \$270 million NBC paid for WTVJ. How much he believes it's worth today he won't say. He does say the station's net cash flow is at about the same level as in 1987, despite the current recession.

"What they've done is close to a miracle," says Fort Lauderdale *Sun-Sentinel* TV critic Tom Jicha. "I was among those writing them off. They were dead and found the fountain of youth."

When Ansin and Leider sat down in 1988 to plot the station's future, it

soon become clear news was the only way to go. They had the news facilities, they had a talent in Cheatwood, and the other independents had the most attractive off-network and syndicated programming.

On Jan. 1, 1989, the day the NBC affiliation ended, WSVN went from 2½ hours of news a day to seven hours—a total the station claims is highest in the country. Quantitatively, the big jump came that morning with the introduction of *Today in Florida* at 6 to 9 a.m.

The half hour at noon was kept intact. The evening news block was expanded from 1½ to 2½ hours with the addition of a 6:30 show to replace the lost *NBC Evening News* and a news magazine program at 7:30. The late news was moved up to 10 p.m. and expanded to an hour.

The expanded news was originally thought of as a stopgap, Cheatwood says. "I don't think anybody in their right mind in the summer of 1988 would have said we are going to stick with all this news we laid out," he says. "We felt we would throw it all up there and see what stuck, keep the strongest shows and scale back. But lo and behold, it all worked."

The tale of the tape

The proof is in the ratings. The 10 o'clock news outscored all three of the network affiliates late-night newscasts at 11, according to Arbitron and Nielsen's numbers from the July sweeps. The early-morning *Today in Florida*, with an average Arbitron 5 rating/23 share, buried the network competition. In other news dayparts, WSVN tends to run a strong second to Post-Newsweek's ABC affiliate, WPLG(TV).

WSVN is also a national leader. Its late-night and early-morning broadcasts have consistently ranked first in ratings and shares in surveys of such programs at independent stations by Arbitron and Nielsen.

But Cheatwood's pride seems to be 7:30, which caps the evening news. With its own set and graphics, 7:30 stands out from the rest of the news. The pace is faster and the anchors "have a bit of an attitude," says Cheatwood. "They tend to express an opinion every now and then."

The show speeds through the headlines in the first half to get to a heavy dose of entertainment news in the second. The two segments are separated by a "cover story," more often than not a light feature. On the day the



THE THREE AT THE TOP AT WSVN

Edmund Ansin, president and owner (center): Ansin owns plenty of South Florida real estate, but WSVN is his favorite asset. He took over the station in 1971 from his late father, Sidney, who acquired the station in 1962 for \$3 million after the FCC disqualified the original owners. The value of the station plummeted after it lost its NBC affiliation in 1989, but it's growing again thanks to Fox and the youth-oriented *Channel 7 News*.

Robert Leider, executive vice president (left): Leider has been a key executive at WSVN for 18 years, the last 11 as general manager. Faced with the loss of major network affiliation, he and Ansin soon came to the conclusion that "news was the way to go," he says. "We looked at the typical independent and, quite frankly, we didn't want to operate a station like that, heavily into sitcoms and the like."

Joel Cheatwood, vice president of news (right): Shortly after arriving at WSVN in 1988 to help the news department make the switch from NBC to CBS affiliation, he learned there would be no CBS affiliation. "At that point, I kind of felt my professional world had crashed down around me," he says. "I thought: 'What did I do to deserve this?'" But self-pity soon gave way to excitement as the word came down to expand the news hole to seven hours a day and aggressively implement his novel ideas of TV news. Cheatwood joined Fox in 1990 to develop news, but returned to WSVN a year later after Fox's national news plans were put on hold.

station returned to its regular schedule after Hurricane Andrew, the cover story was a pun-filled peek at an entrepreneur's quest to popularize the bidet in America: "There is a bidet for every budget and a time for every tush."

In 1989, WSVN targeted two markets most stations tend to ignore: young people and minorities. Neither, it was presumed, had much interest in watching news, Cheatwood says. Targeting specific audiences has the paradoxical effect of capturing a larger audience, he says. "The days of using a shotgun and saying we are going to go out and get everybody with middle-of-the-road or common-denominator programming are gone," he says. "You

have to position yourself as a niche broadcaster."

Because of the young tilt, *Channel 7 News* resonates nicely with the Fox network's younger-skewing demographic.

The 10 o'clock news incorporates segments designed to hold the Fox viewers. On Wednesday nights, *Express Yourself* explores issues of interest to teenagers and young adults. The segment, edited to rock music, is heavily promoted during the lead-in to the popular *Beverly Hills 90210*. "On *Beverly Hills* night," Cheatwood says, "you are going to see a younger-skewing show top to bottom."

On Thursday nights, it's *Freestyle*

with anchor Jillian Warry. Keyed to its lead-in, *The Heights*, it reports on recreational sports like hang gliding and tennis. A nightly feature of the broadcast is *The Buzz*, another up-tempo segment devoted to Hollywood and celebrity goings-on. "It's very MTVish," says Cheatwood, noting that anchor Laurie Hibberd came from a Canadian clone of MTV.

'The FBI shot and killed the guy'

Out of the rubble of the old rules at WSVN has emerged a new one: loosen up. "I don't think anybody relates to somebody who sits there with a board up their back and delivers information in a very condescending manner," Cheatwood says.

WSVN reporters are an animated lot. By clipping on a lavalier mike, they turn their spot in front of the camera into a stage, moving around freely and using hand gestures to underscore their words.

And they do, as Cheatwood encourages, get involved with their stories. At WSVN, the classic "How do you feel?" becomes a sympathetic "You must have been terrified."

More than anything else, Cheatwood says, writing and editing determine the WSVN style. "I don't think you would hear Jennings, Brokaw and Rather use our writing style," Cheatwood says. "It's colloquial; it's very controversial," he says. "It's not dictionary English; it's real-people speak."

It's not hard finding examples of "real-people speak": "The FBI shot and killed the guy." "A coyote on the runway...freaked out the guys in the control tower." "Cops nailed one of the suspects at a stoplight."

Another hallmark of Channel 7 News is the live report. "We frequently toss to a live update from the newsroom or the field."

Often, the tosses are to scenes of violent crimes. Reporters chase down any crime that promises good video. In addition, the station carefully monitors the video news services (Fox Net, CNN and Conus) for crimes from other markets. One recent newscast featured carjacking in Miami and Maryland, a golf course murder in Indianapolis and the shooting of a baby in Chicago. The last was accompanied by a closeup of the blood on the sidewalk.

WSVN downplays sports. On the 10 o'clock newscast, it's relegated to a

few minutes late in the hour. Miami is not a big sports town, explains Cheatwood. If the team is not winning, he says, the people don't watch.

A word from the critics

Channel 7 News's critics object to the "blood and guts," the way reporters inject themselves into their stories and the selection of stories. "It's more entertainment than news," says Tom Jicha, TV critic for the *Sun-Sentinel*. "They will lead their newscast with a leering story from Wyoming instead of a bank failure in Miami."

"I get really disgusted listening to the colloquialisms," says Paul Dris-

"I don't think anybody relates to somebody who sits there with a board up their back and delivers information in a very condescending manner."

Joel Cheatwood, VP, news

coll, program director of broadcasting and broadcast journalism at the University of Miami. "It's news by cliché." After a while, the presentation tends to grate, Driscoll says. "The anchors are shrill, high-pitched," he says. "They just about scream at you."

Miami Herald TV critic Hal Boedecker complains about the faux cinema verite camera movements, fast edits and heavy use of graphics. "It's just too much," he says. The heavy emphasis on violent crime leaves the impression that Miami is the "Dodge city of the 1990's," he says. "It's kind of depressing at the end of the evening."

"They do a remarkable job of packaging the news," concedes Boedecker. "It sort of grabs you by the collar and holds you." But the news should be more, he says. Viewers should be moved not just by the production, but by "the thoughts, the ideas and the news itself."

"You get the feeling that if they would pull back from the sensationalism and rethink what they are doing, they would have a truly groundbreaking newscast," he says.

Style aside, Jicha says, WSVN is a harbinger. More and more stations will have to place greater emphasis on news and localism as the programing dominance of networks further erodes. "They are doing what other stations are going to have to do 10 years from now," he says.

Cheatwood has heard it all. "Are we interesting? Yes. Do we pay attention to style and not being boring? Absolutely. Are we tabloid? Absolutely not," he says. "I would put our credibility and depth of journalistic talent and effort against anyone's."

Nuts and bolts of new-wave news

Cheatwood, with the help of Mike Dreaden (director of editorial operations) and Will Harbeson (director of technical operations), presides over what is easily one of the largest non-network news organizations in the business. It comprises some 100 full-time and 40 part-time employees.

Cheatwood will not reveal his annual operating budget. But, he says, it is "adequate for the job we do" and in line with his competitors. It has grown each of his years at the station, he adds.

As WSVN moves in on WPLG, it had better not forget to look over its shoulder. There are no solid numbers to prove it yet, but the TV critics believe WTVJ got a big bounce from its coverage of Hurricane Andrew.

Although WSVN received high praise for its efforts, which included around-the-clock coverage for the first week, Jicha believes WSVN lost audience in the days immediately before and after the hurricane hit. "If your life is on the line, you're not going to turn to a bunch of clowns," he said.

Rival WTVJ, meanwhile, emerged as the hurricane station, primarily due to the work of veteran meteorologist Bryan Norcross, Jicha says. "People were literally crediting him with having saved their lives," he says.

And where was WSVN's veteran meteorologist Bob Soper? Between jobs. In late July, Cheatwood let Soper go and replaced him with Jillian Warry, who was recruited from a Canadian weather channel and who doubles as host of the weekly 10 o'clock news segment on recreational sports. Soper

is now at WCIX(TV).

Not surprising considering its success, Channel 7 News has spawned imitators. A growing number of independents have followed WSVN's morning lead, offering locally oriented programs to go up against the network national offerings.

The WSVN formula may not work everywhere, Cheatwood says, but he believes the premise behind it should. Every station would benefit by narrowcasting.

Many believe Fox's Rupert Murdoch had WSVN in mind last summer when he promised Fox affiliates the network would produce a unique national news service in which news and entertainment were "linked almost umbilically" (BROADCASTING, June 29). "Rupert Murdoch told me that our 7:30 is the model he wanted to follow for all of his O&O newcasts," Cheatwood says.

Until the audience begins to stray, WSVN will stay the course, relying on Cheatwood's sense of how to hold the young buying population of Miami. "I think we are right on the money," says Cheatwood. ■

LENO TAKES RAP FOR 'TONIGHT SHOW' TURMOIL

Stands behind fired producer and friend Helen Kushnick

By Steve Coe

The buck stops at Jay Leno's desk. The embattled host of *The Tonight Show* is taking responsibility for everything regarding the recent turmoil at NBC's late-night show.

At an Academy of Television Arts & Sciences luncheon last Monday, Leno said he accepted blame for any unfair booking practices that might have been used in securing guests for the show, and said he himself would be the one to blame if he loses the coveted host chair. Leno continued to stand behind Helen Kushnick, the recently ousted executive producer of the show (who was in attendance) and suggested she "had gotten a bad rap."

It appeared at first that Leno would avoid addressing the issue of his show's booking practices and Kush-



ATAS luncheon speaker Jay Leno

nick's firing, but reporters in attendance grew impatient with the comedian, who began with a short monologue and then turned his atten-

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tion to answering questions submitted from audience members. When finally asked, Leno acknowledged Kushnick was dumped because "a number of important people had been offended or alienated," referring to talent and agents who dealt with Kushnick. However, he also lent some credence to remarks Kushnick made after her firing that she was a victim of the Hollywood "old-boys network." Leno said, "Yeah, there probably is a Hollywood boys club, and that might have been a contributing factor."

Leno was emphatic about his role in the show's success or failure. "I take full responsibility in all of this. The show has my name on it and it's my responsibility. Everything that happens on the show is my fault, and that's the way it's going to be from now on," he said. He noted that booking wars occur among all talk shows, including the network morning shows, but "there were probably excesses on both sides" referring to his show and the *Arsenio Hall Show*. As for Hall, who has been carrying on a public feud with Leno—he said he was going to "kick Leno's ass" shortly after he took over the *Tonight Show* position—Leno said he had spoken to Hall about a month ago and said "let's stop all this silliness." Leno said he expected to speak to Hall again, probably later in the week.

Although Leno acknowledged the problems that many in Hollywood had been griping about privately, he said he had never heard anyone being threatened about appearing on competing talk shows and had never heard Kushnick threaten anyone as had been alleged, most recently by agent Ken Kragen. Kragen brought the issue to light several weeks ago when he complained publicly that Kushnick had threatened to cancel a scheduled appearance by his client, singer Travis Tritt, unless he reneged on a promise to appear later on Hall's show.

As for suggestions that NBC may be reconsidering its decision to pass the baton to Leno rather than David Letterman, Leno said he welcomed the competition from Letterman and others for his job. "They should come after me—that's what it's all about. I'd get lazy if there weren't other talk shows," he said, likening the situation to cities with competing newspapers with each paper making the other better. "If I drop the ball they should pick it up." ■

ACI UNVEILS LONG-FORM SLATE

By Mike Freeman

ACI, a consortium of eight independent long-form TV producers, is formally rolling out its first off-network, made-for-television film package and an inaugural slate of four first-run world premiere teleplays for syndication.

Unlike the major Hollywood studios, ACI is offering TV movie titles that have no prior pay or basic cable network or home video windows.

With the MIPCOM convention beginning this week in Cannes, France, ACI will be rolling out its 18-title FilmLeader 1 off-network package, and presenting development projects for a simultaneous run of FilmLeader Premieres titles for first-run syndication. ACI President Jamie Bennett says broadcasters will be able to choose among 45 development projects for the four first-run titles to be produced by ACI-member producers.

"We want to involve the broadcasters in the process to where they reach a consensus on titles they feel will have the strongest demographic appeal," Bennett said.

Indeed, there are very few producers of long-form entertainment for first-run syndication with Tribune Entertainment Co., TriStar Television, Saban Entertainment and Harmony Gold Entertainment among the few major players to offer titles domestically.

While the FilmLeader 1 off-network package will be offered in an all-barter September 1993 to August 1994 broadcast window, Bennett says the four first-run titles, which will be sold on a cash-plus-barter basis, are likely to be distributed on a quarterly basis within the FilmLeader 1 broadcast window. Bennett estimated that each first-run title will average a \$3.5 million production budget (or up to \$15 million for the four-title slate). ■

SYNDICATION UPDATE

HOW THE WEST WAS SOLD

Century Group Ltd., a Los Angeles-based independent, reports that it has sold *Legends Of The West With Jack Palance*—a series of six specials for the 1992-93 season—in 65% of the U.S. and 18 of 20 markets. The hour-long specials, are being offered on even six-minute local/national barter splits for an initial November-December broadcast window. WABC-TV New York, WLS-TV Chicago and KCBS-TV Los Angeles are the major markets signed on for the specials.

'COPS' TO RESCUE

Since WNBC-TV New York inserted Twentieth Television's off-network *COPS* reality series, the NBC O&O has become a player in prime access after nearly a 10-year drought. On Sept. 30, *COPS* turned in an 8.1 rating/15 share (NSI) at 7 p.m., ranking second in the time period to WABC-TV's airing of *Jeopardy!* (16.029). WNBC has not had a program that has ranked higher than third in prime access since 1982, when *Family*

Feud was playing in access.

Overall, in seven metered markets, *COPS* has turned in a season-to-date 6.2/12, two share points above its lead-in programing.

'DONAHUE' ON NBC

In an unusual deal, NBC has scheduled the *Donahue: 25th Anniversary Special*, for Sunday, Nov. 15, from 9-11 p.m. (ET). The retrospective for the long-time talk show host is notable in that NBC's O&O station group has a long-term licensing deal with syndicator Multimedia to carry *Donahue*, as well as its *Jerry Springer* and *Sally Jessy Raphael* talk strips.

'JOHNS' GETS JONES

James Earl Jones has been signed by Laurel Entertainment to star in *Vernon Johns*, a first-run syndicated teleplay to be distributed by Tribune Entertainment Co. in United States and Canada. Worldvision Entertainment, who like Laurel Entertainment is a unit of Spelling Entertainment Co., will be handling overseas distribution.

Broadcasting's Ratings Week Sep 28-Oct 4

	ABC	CBS	NBC	FOX
MONDAY	14.3/22	18.2/28	13.9/21	NO PROGRAMING
8:00	75. Young Indiana Jones	13. Evening Shade 16.3/26	17. Fresh Prince 15.0/24	
8:30	Chronicles 7.2/12	10. Hearts Afire 17.2/26	22. Blossom 14.1/21	
9:00	11. NFL Monday Night	2. Murphy Brown 21.5/31	25. NBC Monday Night Movies—Fergie & Andrew 13.6/21	
9:30	Football—Los Angeles	8. Love and War 17.3/26		
10:00	Raiders vs. Kansas City	7. Northern Exposure		
10:30	Chiefs 17.0/29	18.3/29		
TUESDAY	15.9/26	14.7/24	11.6/19	NO PROGRAMING
8:00	16. Full House 15.5/26	20. Rescue: 911 14.6/24	42. Quantum Leap 11.1/18	
8:30	15. Hangin w/Mr. C 15.6/25			
9:00	1. Roseanne 23.2/35			
9:30	5. Coach 19.1/29	19. CBS Tuesday Movie— Child of Rage 14.7/24	31. Reasonable Doubts 11.9/19	
10:00	42. Going to Extremes			
10:30	11.1/19			
WEDNESDAY	12.2/20	16.0/25	11.8/19	7.1/11
8:00	38. Wonder Years 11.4/19	74. Hat Squad 7.5/12	17. Unsolved Mysteries 15.0/25	70. Beverly Hills 90210 8.0/13
8:30	34. Doogie Howser 11.7/19			
9:00	8. Home Improvmt 17.3/26	3. Country Music Awards 20.3/32	38. Seinfeld 11.4/17	88. Melrose Place 6.2/9
9:30	36. Laurie Hill* 11.5/17		47. Mad About You 10.8/16	
10:00	50. Civil Wars 10.6/18		61. Law and Order 9.4/16	
10:30				
THURSDAY	10.1/17	10.1/17	12.2/21	8.1/13
8:00	64. Delta 8.7/15	29. Top Cops 12.0/20	58. A Different World 9.9/17	32. Simpsons 11.8/20
8:30	73. Room For Two 7.7/13		62. Rhythm and Blues 8.9/15	55. Martin 10.2/17
9:00	64. Homefront 8.7/14	29. Street Stories 12.0/19	11. Cheers 17.0/27	94. The Heights 5.2/8
9:30			23. Wings 14.0/23	
10:00	26. Primetime Live 13.3/24	84. Middle Ages 6.3/11	35. A Word From Our Sponsor 11.6/21	
10:30				
FRIDAY	11.6/22	10.2/19	6.8/13	6.1/11
8:00	41. Family Matters 11.2/22	32. Golden Palace 11.8/23	83. Final Appeal 6.5/13	81. America's Most Wanted 6.7/13
8:30	36. Step By Step 11.5/22	49. Major Dad 10.7/20	84. What Happened? 6.3/12	
9:00	53. Dinosaurs 10.3/19	52. Designing Wmn 10.4/19	75. The Round Table 7.2/13	82. Sightings 6.6/12
9:30	68. Camp Wilder 8.6/16	50. Bob 10.6/20		98. Likely Suspects 4.2/8
10:00	24. 20/20 13.9/27	64. Picket Fences 8.7/17	80. I'll Fly Away 6.8/13	
10:30				
SATURDAY	7.4/15	6.7/13	9.7/19	7.7/15
8:00	84. Covington Cross 6.3/12	89. Frannie's Turn 6.1/12	77. Here and Now 7.1/14	62. Cops 8.9/18
8:30		91. Brooklyn Bridge 6.0/11	71. Out All Night 7.9/15	60. Cops 2 9.6/18
9:00	92. Crossroads 5.6/11	72. Raven 7.8/15	28. Empty Nest 12.2/23	79. Code 3 7.0/13
9:30			44. Nurses 10.9/21	93. The Edge 5.3/10
10:00	53. The Commish 10.3/21	84. Angel Street 6.3/13	58. Sisters 9.9/20	
10:30				
SUNDAY	10.5/17	17.6/29	8.8/14	8.3/14
7:00	64. Life Goes On 8.7/14	4. 60 Minutes 20.0/35	84. Secret Service 6.4/11	97. Great Scott* 4.3/8
7:30				96. Ben Stiller Show 4.4/7
8:00	27. Am Fun Home Vid 12.5/19	6. Murder, She Wrote 18.4/28	69. I Witness Video 8.4/13	38. In Living Color 11.4/18
8:30	44. Am Fun People 10.9/16			44. Martin 10.9/16
9:00				21. Married w/Childn 14.3/22
9:30	47. ABC Sunday Night Movie—Exclusive 10.8/17	14. CBS Sunday Movie— Danger of Love 15.9/26	55. NBC Sunday Night Movie—My Blue Heaven 10.2/16	57. Herman's Head 10.1/16
10:00				89. Flying Blind 6.1/10
10:30				95. Whoops! 5.0/9
WEEK'S AVGS	12.8/21	13.8/23	11.3/19	7.1/12
SSN. TO DATE	12.2/21	13.4/22	11.4/19	7.4/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT



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

*Speakers, panelists and times are subject to change.

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Broadcasting 

Cable

THE ACT'S AFTERMATH: ON TO THE FCC

Rate rules go into effect in six months; startup of major provisions could take longer if FCC unable to hold to law's timetable; two dozen rulemakings required over next year

By Randy Sukow

Depending on which expert is asked, the passage of the 1992 Cable Act will mean either reductions of up to 30% in the rates systems charge their subscribers or lower rates of increase than subscribers have experienced in recent years.

Broadcasters will reap a \$1 billion annual windfall from retransmission consent (according to many of its detractors), or, if the entire cable industry follows the lead of TCI's John Malone, broadcasters will get nothing.

Whatever happens may hinge on FCC actions in the next two years. The effects of the major provisions will not be felt immediately, and could be affected by the commission's interpretation of congressional intent.

It will be six months before the new rate rules go into effect, and six



With House's 308-114 vote to override veto, act moves to FCC for implementation.

months before wireless cable and other multichannel cable competitors will benefit from the act's program-access

provisions. Broadcasters will not be able to begin negotiating with local cable systems for retransmission com-

Cable Bill Chronology



Oct. 11, 1984
Congress passes the Cable Telecommunications Act of 1984, removing most municipal regulation of cable systems and making sweeping changes in franchise award and renewal procedures. The act also bars telephone companies from ownership of cable systems in their local telephone service areas. House Telecommunications Subcommittee Chairman (later Senator) Tim Wirth (D-Colo.), the leading congress-



Wirth: leading advocate of '84 deregulation

sional sponsor of the bill, calls it "the first major revision of the Communications Act of 1934."

Jan. 1, 1987
Rate deregulation provisions of the 1984 act go into effect, freeing operators to charge whatever the market will bear for basic service. Under an FCC standard of "effective competition," basic tiers on 20% of the nation's cable systems are still expected to fall under municipal regulation. Rates for deregulated systems are expected to go up 10% because prices have been kept artificially low under local-government regulation.

June 15, 1988
The National Telecommunications and Information Administration releases a report describing barriers to the entry of potential competitors to cable franchises and recommending a "video dialtone" plan to introduce telco entry into the TV business. After informal talks on Capitol Hill, NTIA Director Alfred Sikes says "a lot of legislators are prepared to consider policy changes."

Jan. 1989-Oct. 1990
As the 101st Congress opens, many mem-

bers are ready to approve new regulations for cable. Over the next two years several bills are introduced and hearings held.

Sept. 10, 1990
H.R. 5267 passes the House by voice vote over veto threats from the Bush administration. The bill would impose new rate regulation standards and a program-access provision. A month later in the Senate, however, a fragile compromise cable bill drafted by Wirth and Albert Gore (D-Tenn.) dies as Howard Metzenbaum (D-Ohio) introduces four gutting amendments to the

pensation for another year.

Startup of the act's major provisions will take even longer if the FCC is unable to hold to Congress's mandated timetable. The schedule for the next year and beyond will be packed solidly with about two dozen rulemakings establishing the operating procedures for the many new rules.

In a statement released the day after the override vote, FCC Chairman Alfred Sikes said the commission "will do the best it can to implement the act while trying to minimize the disruption to the commission's other important responsibilities." He repeated complaints that the act will use up to a sixth of the FCC budget over the next six years and that Congress has not appropriated additional funds to cover the expense. "We hope that in January we will be fully funded by a supplemental appropriation," Sikes said.

In addition to the expense of writing the new rules, the FCC will have ongoing enforcement responsibilities for the regulation of basic, extended basic and equipment rates. It is also charged with annual collection of cable financial information, publishing of annual statistical reports on cable programming and equipment prices starting a year after enactment, and submission of annual reports to Congress on competition in the programming marketplace starting in April 1994.

Major dates for the commission include:

■ Nov. 19, 1992 (45 days after en-

actment). The FCC must initiate a rulemaking proceeding on **retransmission consent**. The commission is instructed to consider the impact retransmission payments may have on rates and shape the rules "to ensure that the rates for the basic service tier are reasonable." The new rules are to be completed by May 1994, in time for full implementation the following October. Broadcasters will then be required to decide whether to invoke the must-carry provision or negotiate retransmission compensation. The must-carry/retransmission option will then be presented to broadcasters every three years.

■ Dec. 4, 1992 (60 days). The FCC must reform **franchise renewal rules** to allow cable operators to submit a renewal request up to three years before the franchise expires and require municipalities to begin renewal proceedings within six months of the application. The rules would also set criteria for municipalities to justify denial of renewal.

Also by that date the commission is to adopt rules allowing cable operators to **itemize subscriber bills** to reflect local tax and fee payments and the amount of the bill to be applied to public, educational and governmental (PEG) channels.

The FCC will begin enforcing rules requiring operators to inform subscribers 30 days before a premium **channel free-view promotion** if the channel offers "sexually explicit programs."

The commission must begin a **sport-by-sport study of the migration** of national, regional and local sports programming from broadcast to cable services and pay per view. Interim reports to Congress are due on July 1, 1993 and 1994.

The FCC will set **customer-privacy regulations** to insure that "personally identifiable information" about a subscriber is not available to parties other than the cable operator. It will also approve rules bringing penalties for cable signal theft into conformity with penalties for satellite signal theft.

Cable operators must begin compliance with new commission standards to insure that viewers of cable program services receive the same **emergency information** transmitted by broadcasters through the Emergency Broadcast System.

A rule will also go into effect limiting the amount of damages to be imposed on municipalities in court cases relating to cable regulation and award and renewal rules.

■ Feb. 2, 1993 (120 days). The commission will begin enforcement of rules restricting "**indecent**" **programming on leased-access channels**. Indecent programs must be delivered on one designated channel and scrambled unless specifically requested by a subscriber.

■ April 5, 1993 (180 days). Rules for **program access** must be set. Exclusive contracts between cable program suppliers and cable operators

CABLE BILL 1992

CABLE BILL 1992

CABLE BILL 1992

CABLE BILL 1992

CABLE BILL 1992

bill and the cable industry withdraws its support.

Jan. 14, 1991

Ranking minority Senate Commerce Committee member John Danforth (R-Mo.) introduces S. 12. The bill's cornerstones include rate regulation, must carry and program access to all "multichannel" distributors. Eight cosponsors stand with Danforth, including Commerce Committee Chairman Ernest Hollings (D-S.C.), Communications Subcommittee Chairman Daniel Inouye (D-Hawaii), Slade Gorton (R-Wash.), Metzenbaum and Gore.

March 6, 1991

House Telecommunications Subcommittee Chairman Edward Markey (D-Mass.) and John Dingell (D-Mich.), chairman of the parent Energy and Commerce Committee, introduce companion legislation to S. 12 (H.R. 1303), with provisions closely resembling those passed by the House a few months before. The White House and House Republicans urge delay to allow the FCC to complete a pending cable regulation proceeding.

May 14, 1991

The Senate Commerce Committee passes S. 12 easily

with only three dissensions—Bob Packwood (R-Ore.), Ted Stevens (R-Alaska) and



Inouye: Introduces retransmission consent

Conrad Burns (R-Mont.)—of 19 senators voting. A number of amendments are adopted, including an In-

ouye amendment to allow broadcasters the option of required carriage on local cable systems or the right to negotiate a retransmission fee for use of their signals over cable.

June 13, 1991

The FCC adopts its long-awaited cable proceeding. The new rules set a stricter "effective competition" standard, exposing systems serving up to a third of all cable subscribers to municipal rate regulation. Congress reacts harshly, claiming the new rules are, in Markey's words, deficient.

Sept. 24, 1991

Telecommunications

Subcommittee members Dennis Eckart (D-Ohio) and Jack Fields (R-



Eckart: with Fields, brings retransmission consent to House

Tex.) introduce a House version of must carry/retransmission consent closely resembling the provision

will be eliminated except for exclusive contracts "in the public interest" approved by the FCC. Contracts in effect before June 1, 1990, are grandfathered. The provision expires after 10 years.

In the most complicated and involved proceeding, the commission must complete **rate regulations for the basic tier** (defined as local broadcast signals and PEG channels). The commission must identify franchise areas exempt from regulation due to the existence of effective competition, where a rival multichannel video provider reaches at least 50% of the households and is subscribed to by more than 15%.

For all other areas the commission must devise formulas for setting "reasonable" rates in franchise areas and certify franchise authorities to regulate rates. Cable operators will be required to give 30 days' notice before any basic rate increase. The FCC will also set rate formulas for installation and monthly equipment rental.

The commission will begin accepting petitions to insure "reasonable" rates for extended basic service and begin enforcing the act's "anti-buy-through" provision, which requires addressable cable systems to offer premium cable services without requiring purchase of the extended basic tier.

The FCC will adopt the new rules for **must carry**, which will require carriage of most local commercial stations and all noncommercial TV sta-

tions. Stations with 12 or fewer channels must carry at least three local signals, while systems with over 12 channels must reserve up to a third of capacity to broadcasters. The new rules will include provision for carriage of high-definition television signals once a transmission standard is chosen. The FCC will also set criteria for required carriage of some low-power television stations.

The commission will also begin a study of the **public interest benefits of home-shopping channels** and stations providing several hours of program-length commercials. A report will be due in January 1994 along with a determination of home-shopping eligibility for must carry.

A rulemaking to determine the **public interest requirements of direct broadcast satellite (DBS) operators**, including minimum noncommercial, educational channel requirements, will be initiated within six months after enactment. The commission will also set rules banning **indecent or obscene programs on PEG channels** and minimum **customer service requirements** including the availability of operators to answer phone calls to cable systems and the acceptable response times for service calls.

■ July 2, 1993 (270 days). The commission will modify the **equal employment opportunity rules for cable systems** expanding the job categories covered by the rules from nine to 15 (adding general manager, chief

technician and other job titles). Cable systems will be required to expand their EEO reports to identify the race, sex and job title within each category. Fines per violation are increased from \$200 to \$500. The act also requires the Mass Media Bureau to hold "mid-license" reviews of EEO compliance of broadcast television stations. The commission will begin a comprehensive EEO report to Congress, due in October 1994.

■ Oct. 5, 1993 (one year). The commission will adopt **limits on the number of subscribers reached by a single MSO** and on the number of channels on a system occupied by program services owned by a single cable operator. It will also set **crossownership limits** on wireless cable systems and satellite master antenna TV (SMATV) systems within a cable system's franchise area.

The FCC will adopt a rule prohibiting cable operators or other multichannel services from requiring a **financial interest in a program service** as a condition of carriage and set penalties for violations.

The FCC will set **technical standards for signal quality** (including HDTV signal quality) and establish procedures to respond to complaints of poor technical quality. The FCC will also submit a report to Congress on the compatibility of cable equipment with **cable-ready consumer equipment**. Compatibility standards are to be adopted by April 1994. ■



passed by the Senate Commerce Committee.

Jan. 31, 1992
The Senate passes S. 12, 73-18. But several senators register doubts about the heavily regulatory nature of the bill by voting for a substitute amendment authored by Packwood. The substitute contains most of S. 12's provisions but deletes program access and moderates rate regulation. The substitute is defeated 54-35.

March 25, 1992
Markey introduces new House companion cable legislation (H.R. 4850), modeled after the

highly regulatory S. 12 rather than the more moderate H.R. 1303.

April 8, 1992
The Telecommunications Subcommittee passes the Markey bill 17-7 after a narrow 14-12 vote to reject a substitute, based on the 1990 bill, sponsored by Norman Lent (R-N.Y.).

June 10, 1992
The Energy and Commerce Committee passes the Markey bill 31-12 but omits the retransmission-consent and program-access provisions to avoid a conflict with the House Judiciary Committee, which threatens to claim jurisdiction over the bill and delay the process

beyond hope of 1992 enactment.



Tauzin: restores program access

July 23, 1992
The full House passes H.R. 4850, 340-73. Telecommunications Subcommittee member Billy Tauzin

(D-La.) leads a successful campaign to restore the program-access provisions.

Sept. 10, 1992
House and Senate conferees agree to the provisions of the final bill, including the House's program-access and rate-regulation provisions and the Senate's retransmission-consent provision.

Sept. 17, 1992
The House approves the S. 12 conference report 280-128. Before the vote, members receive a letter from President Bush attacking the bill's "heavy-handed provisions" and pledging a veto.

Sept. 22, 1992
The Senate passes the conference report 74-25, sending the bill to Bush with more than two-thirds support in both houses and in time to avoid a pocket veto.

Oct. 3, 1992
Bush vetoes the bill. S. 12, he says, "illustrates good intentions gone wrong, fallen prey to special interests."

Oct. 5, 1992
The Cable Television Consumer Protection and Competition Act of 1992 becomes law. The Senate votes 74-25 and the House 308-114 to hand Bush the first veto override of his administration.

ACCESS BATTLE WON, WIRELESS READY FOR BUSINESS

Operators hope programing availability opens door to previously hard-to-get financing

By Joe Flint

The passage of the cable bill with a program-access provision means it's time for wireless cable to put up or shut up.

"It is now time for us to roll up our sleeves and prove we deserve the confidence that Congress has bestowed upon us as a viable competitor," said Wireless Cable Association President Robert Schmidt.

According to wireless operators and the WCA, the program-access provision scheduled to become law in a little over a year should make the incipient industry a viable alternative and legitimate competitor to cable. The provision—which expires after 10 years—requires cable program services owned or partially owned by cable system operators (as, for example, are CNN and Nickelodeon) to void "most" of their exclusive contracts with cable systems and make their services available to potential multichannel competitors to cable.

Most cable programers, according to wireless operators, have already been providing programing to wireless. However, Turner's TNT and regional sports networks such as Prime Sports have been notable holdouts, and operators that have signed other programers have often done so only after long and costly negotiations.

Of course, the specifics of program access still need to be defined by the FCC, including such issues as whether channels such as TNT can keep their exclusive contracts.

"We are going to start asking [for programing] immediately, and if they say no they will have to have good reasons and legal reasons," said WCA counsel Nick Allard.

"The bill raises a number of questions and leaves them for the FCC to answer. We will wait for the commission to rule and will defend exclusivity there," said Bert Carp, vice president, government affairs, Turner Broadcasting System.

"The question is," said Matt Oristano, chairman, People's Choice TV, "will programers obey the law? If the remaining programers [not dealing with wireless] want to test it, we'll take it through the FCC and jump



WCA President Robert Schmidt: "Time for us to roll up our sleeves"

through the hoops." Cable programers who complain about access are being "very disingenuous," said Oristano: "This is precisely the kind of thing cable was crying for in 1976 when Congress gave them the compulsory license. It's like everybody forgot their history."

For now, the wireless industry hopes that this opens the door for hard-to-get financing and allows the industry to grow beyond its current subscriber base of about 400,000.

"We are going to be competitors in the marketplace, and we now have to get the financial community to come into this business. There is very little major institutional funding in this industry at this point," Schmidt told BROADCASTING.

Alan Sonnenberg, chairman and chief executive officer of Philadelphia-based wireless ACS Enterprises Inc., said the program-access provision "gives us credibility." Said Sonnenberg: "It's no secret that wireless has had problems finding financing. One of the comments has been, 'Without a product, your technology means nothing.'" Even a worst-case scenario of the provision's implementation will be a boost to the industry, Sonnenberg predicted, noting that in the past "we have been charged higher rates for many of the channels than the franchised operators. It's a strong probability we will see some savings."

Tom Moffet, director, corporate finance, Amsterdam Pacific, said, "Financial institutions have accepted that well-financed, well-managed companies are able to obtain programing contracts. This is now enshrined in law and, as a result, investors and lending institutions will feel more comfortable that wireless can compete looking ahead four or five years." ■

DBS GETS BOOST FROM BILL

Program provisions give industry access to top services

By Peter Lambert

Although it will not exist until early 1994, high-powered direct broadcast satellite (DBS) services appeared one of the undisputed beneficiaries of cable regulation passed by the U.S. Congress last week.

Program-access provisions in the bill prohibit cable TV programers from refusing to sell the same programing to DBS operators at comparable terms. The bill particularly forbids programers owned by cable operators from discriminating against DBS.

"Now that the legislation has

passed, they [cable programers] have to talk to us," said Eddy Hartenstein, president of Hughes Communications subsidiary DirecTv. Along with Hubbard Broadcasting's United States Satellite Broadcasting (USSB), DirecTv plans to deliver 150 channels of DBS programing to 18-inch dishes and \$700 receivers nationwide by early 1994. DirecTv and USSB are to offer separate program packages from the same satellite system to the same consumer equipment.

DiracTv has been seeking rights to distribute 20 of the cable industry's top 40 services since last April, when the National Rural Telecommunica-

tions Cooperative (NRTC) agreed to invest \$250 million in DirecTV on condition that DirecTV secure those rights. NRTC affiliates would gain exclusive rights to sell DirecTV to an estimated 12 million consumers in the rural regions they serve.

Hartenstein conceded negotiations with programmers had not yet included a number of cable-owned services. "Some were holding off, we think, to see what happened with the bill."

Like Hartenstein, USSB President Stanley S. Hubbard continued last week to insist cable programmers were destined to sell to DBS, not because of legal mandate, but because DBS will bring them new revenue.

However, Hubbard said, "our interest in this legislation is that we be able to deal in a fair and open market. For those doubting Thomases—those who said, 'You'll never get the satellites built, never find a receiver manufacturer, never get the programming'—this closes the third side of the triangle."

The first side fell in place in June 1991, when Hubbard secured one-sixth of DirecTV's satellite capacity



DiracTV plans 150 channels of programming to 18-inch dishes by early 1994.

(representing 20 to 25 digital channels), paying more than \$100 million toward launching the spacecraft. Then early this year, Thomson Consumer Electronics committed \$50 million to build and sell DirecTV receivers under

the RCA brand name.

Intimating that USSB has already secured some cable services, Hubbard proclaimed passage of the bill "very clearly shows we're going to get cable program services if we want them. We still will not broadcast to the world what we've got done," he added, referring to "confidentiality clauses" in existing deals, which USSB might now be able to announce "sooner than we might have."

Declining to name names, Hubbard said several programmers say cable operators have told them they would "look very dimly on deals with DBS. That's very intimidating to hear from your customers. If people had refused to sell, which they hadn't, we could have ended up in court until half the satellite's life was over."

Often described by cable operators as a viable way to reach unwired areas, DBS in the hands of DirecTV and USSB also seeks to compete head-on with cable in wired areas. Under the law, some market-exclusive cable or DBS distribution contracts may still be allowed. ■

ANGRY MSO'S WARN OF CABLE BILL FALLOUT

Talk of inevitable rate hikes and possible dropping of broadcast signals

By Rich Brown

As expected, the nation's multi-system operators responded vehemently to the passage of a cable reregulation bill last week, labeling the law an ill-conceived piece of legislation that will result in higher rates for cable consumers around the country.

A number of operators expressed concerns as rumors began to circulate that some broadcasters were planning to play hardball in retransmission-consent negotiations. But not all operators were quite ready to follow the lead that Tele-Communications Inc. President John Malone had taken when he earlier indicated that TCI would not pay any money to broadcasters.

"I don't know if I'd go that far, but I certainly am sympathetic to that position," said Richard Aurelio, president, Time Warner's New York City Cable Group. If negotiations with broadcasters prove difficult, he said, the law should result in "chaos" for consumers.

Retransmission consent was clearly the topic on the minds of operators as they embarked last week into the newly reregulated environment. Aurelio said other aspects of the law, such as provisions on rate regulation, were not expected to be a burden. Program access was also not a concern, he added, because the provision would be subject to court review and would eventually be proven unconstitutional.

Several multisystem operators last week issued concise statements indicating their disappointment with the passage of the bill and their belief that retransmission consent would likely result in a hike in cable rates. Executives at many of the nation's top MSO's were not available for comment beyond their issued statements.

"As ill-advised as it may be, S. 12 is now the law of the land and we will make the best of it," said Glenn R. Jones, chief executive officer, Jones Intercable Inc., in one such prepared statement. "The new legislation is one more change in a shifting landscape that we're well accustomed to."

In a position that mirrored the tough stance on retransmission consent that had been expressed two weeks earlier by TCI's Malone, Jones said that the Jones Intercable systems were prepared to provide A-B switches to customers in those markets where broadcasters demand payment for carriage of their signals. The clear implication was that Jones was prepared to take broadcasters off its systems if deemed necessary.

A number of operators last week also took the opportunity to criticize Washington lawmakers. Robert J. Sachs, senior vice president for corporate and legal affairs for Continental Cablevision, said that the intense debate over the bill may have fostered unrealistic consumer expectations and said Washington will get the blame when consumers begin feeling the cable bill's full effects.

"Legislation like the cable bill only serves to fuel public cynicism about Congress," said Sachs. "To pretend that consumer prices will decrease while cable operators are forced to pay

huge subsidies to the broadcast industry assumes the American people are easily deceived—which they are not.”

Sammons Communications, which had gone so far as to threaten to send a mailing to its customers naming those lawmakers who had voted in favor of increased cable rates, decided to let cooler heads prevail and shelved the plan. “We’re going to wait six months to see how things pan out,” said Sam-

mons spokeswoman DeAnna Causey.

“We are in compliance with most everything in the bill already,” she added. “Our problem with the bill is, and has been all along, retransmission consent. We don’t feel it will work, and we certainly don’t like the thought of passing any of those costs on to our customers.”

For now, many operators will continue to pore over details of the law

and await completion of the six-month period in which the FCC will determine the formulas and procedures under which cable rates will be regulated.

“At this point, it’s premature to know what kind of impact it will have,” said a Times Mirror Cable Television spokeswoman. “In the interim, we’re proceeding in a business-as-usual sort of mode.” ■

CABLE NETWORKS’ LEGAL TERRAIN STILL SHIFTING

‘Attributable interest’ yet to be defined; number of unknowns hinder formulation of plans

By Geoffrey Foisie

Ask a cable network executive how the new law will affect the industry’s bottom line and you mostly get “ifs,” “depending ons” and “I’m not sures.” The most controversial provision involving programmers—“program access,” which provides cable’s competitors with access to programming—will have little effect on the cable network business overall. Other provisions may have some impact, depending on regulations issued by the FCC and the subsequent response of operators.

Almost all cable networks already have deals with wireless cable and backyard dish program packagers, and are talking to potential DBS operators such as Hughes and Hubbard. The Discovery Channel, for instance, is already available to roughly 600,000 wireless cable homes, “almost the entire wireless universe,” said Chairman and Chief Executive Officer John Hendricks, and to about 2 million dish owners.

If cable’s competitors are eligible for any rate relief under the new law, the amount of revenue at risk for programmers is at the most measurable, but not a major bottom-line figure.

The definition of programmers “in which a cable operator has an attributable interest” determines which programmers will be affected by the program-access provision, but the definition is yet to be determined. Congress has told the FCC, said Bert Carp, vice president, government affairs, Turner Broadcasting, that the commission could use the same 5% standard it uses to determine broadcasting ownership attribution, but the commission could also come up with

an entirely different standard for cable. Presumably, cable networks such as ESPN, Disney and USA and Sci-Fi would qualify as unaffiliated under any definition, and thus would not be affected by that portion of the law.

The law in fact may allow any cable network to strike an exclusive arrangement with cable’s competitors, although this too is uncertain because of restrictions in the provision on “regulation of carriage agreements.” Thus, if an operator in a particular market were trying to cut back on payments to programmers, the networks might be able to threaten to make a deal with wireless cable. Such a move could be done nationally with DBS. Said Furman Selz securities analyst, John Tinker, cable networks could start to use a second buyer as a “stalking horse.” The idea of striking an exclusive deal with a system operator’s competitor was, according to USA Network President and CEO Kay Koplovitz, “draconian.”

If affiliation with a cable operator did pose a problem, there could be a way around it, suggested Frank Lloyd, partner at Mintz, Levin, Cohn, Ferris, Glovsky & Popeo. “That MSO could spin off the network to shareholders.”

Because the law is largely directed at cable operators, the biggest impact on programmers might be that reduced profit margins for MSO’s will lead them to be tougher negotiators with programmers.

For instance, if an operator ends up having to pay broadcasters a dollar per month per subscriber, even though that cost could be passed on to subscribers, might the cable operator try to reduce payments to cable networks or even charge them a carriage fee? E!

President and CEO Lee Masters noted that retransmission consent could even have a positive effect if it led to some stations being dropped, thereby opening up channels to new cable networks.

The regulation of cable rates, which has been one of the factors encouraging the placement of cable networks on tiers, and the “buythrough” provision of the law permitting buying around those tiers, is also seen as having an effect on cable programmers. Masters said, however, that “it will take a while [for the loss of potential subscribers] to become a meaningful number.” The eventual effect, he said, would mostly depend on how operators package and sell those tiers: “Are they going to put you in with two new services and charge \$5 or with eight services and charge \$2.95?... I think penetration of the tiers will be all over the road, from 15% to 85%.”

Pay cable essentially escapes the purview of the law and may actually be a beneficiary, according to Furman Selz’s Tinker: “I think people have to rethink the business. Maybe you go back to re-marketing pay, the one area where you can charge what you want.”

Most of those commenting said that although the fact of the law has reduced the largest uncertainty, there were still too many unknowns to formulate a business plan. Said Turner’s Carp: “With the exception of must carry, there is really nothing in the law that is self-executing. Thus, there aren’t any rules until the FCC acts.” And with some questioning who will be at the FCC, the programming business still was waiting for answers last week. ■

NEW YORK CONNECTS TO VIDEO DIALTONE

Wireless operator Liberty will use phone company's fiber optic lines starting in January

By Rich Brown

If all goes according to plan, video dialtone will become a reality in New York City in January 1993 as the result of an agreement reached between New York Telephone and wireless operator Liberty Cable Television of Manhattan.

A deal struck between the companies will enable Liberty to deliver programming via New York Telephone's fiber optic cables to two apartment buildings already served by Liberty. The year-long test is expected to involve about 2,000 customers.

"The cable industry likes to think it holds the key to the future," says Peter Price, president, Liberty Cable. "The systems they've been testing are yesterday's news."

Details on exactly how the system would work have so far been sketchy. Richard Aurelio, president of Time

Warner's New York City Cable Group, Liberty's chief rival, says he questions if the planned system will be more advanced than Time Warner's own ground-breaking 150-channel Quantum fiber optics system in the city.



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"We welcome the telcos embracing the architecture that we have pioneered in Quantum," says Aurelio. "Since they haven't explained how they will achieve true video-on-demand, one has to be suspicious about it."

It was less than three months ago that the Federal Communications Commission unanimously approved an order allowing telcos to transmit video for programmers-customers on a common-carrier basis without having to obtain a municipal cable franchise. In compliance with the FCC regulations, New York Telephone is making its video dialtone service available at the request of any cable operator or video programmer. New York Telephone is currently holding talks with interested partners other than Liberty, according to a company spokesman, who declined to elaborate.

The partners in the Liberty experiment say the test should not require much in the way of a system overhaul. According to Price, a "smart" chip will probably be placed into the customer's existing program converter or into the customer's telephone. As for the fiber, New York Telephone al-

THIRD-QUARTER CABLE NETWORK RATINGS: 1992 VS. 1991

Network	Prime Time				Full Day			
	3Q 1992		3Q 1991		3Q 1992		3Q 1991	
	Rating	HH	Rating	HH	Rating	HH	Rating	HH
WTBS	2.4	1,441,000	2.2	1,246,000	1.4	824,000	1.3	776,000
USA	2.3	1,382,000	2.3	1,314,000	1.1	670,000	1.2	705,000
TNT	1.9	1,069,000	1.9	1,030,000	0.9	543,000	0.9	514,000
ESPN	1.7	1,031,000	2.2	1,267,000	0.8	482,000	0.9	507,000
CNN	1.2	747,000	0.9	531,000	0.7	407,000	0.6	331,000
Nick at Nite	1.2	684,000	1.1	611,000	0.8	475,000	0.7	390,000
Lifetime	1.2	684,000	1.2	648,000	0.6	336,000	0.6	320,000
Nashville	1.1	596,000	1.1	607,000	0.5	294,000	0.5	292,000
Nickelodeon	—	—	—	—	1.2	675,000	1.2	653,000
Discovery	0.9	498,000	0.9	505,000	0.5	296,000	0.5	275,000
Family	0.8	437,000	0.7	382,000	0.6	331,000	0.6	306,000
A&E	0.8	436,000	0.7	386,000	0.5	247,000	0.4	215,000
MTV	0.6	340,000	0.7	370,000	0.5	278,000	0.6	314,000
HLN	0.3	152,000	0.3	155,000	0.3	155,000	0.3	150,000
VH-1	0.3	134,000	0.3	121,000	0.2	96,000	0.2	88,000
CMT	0.5	81,000	0.4	64,000	0.4	71,000	0.4	55,000

Notes: Figures are network estimates. All data supplied by an outside source based on Nielsen Media Research. Ratings based on coverage area of each network, not entire TV universe. USA's prime time is 7-11 p.m.; Family's is 7-10 p.m.; Discovery's and TNN's full day is 9 a.m.-3 a.m.; Lifetime's and Family's is 7 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; Nickelodeon's is 6 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-6 a.m.

Superstation WTBS(TV) Atlanta topped the basic cable competition during the third quarter of 1992 by averaging a 1.4 full-day Nielsen rating, a rise Turner Broadcasting attributed to the success of its movies and the National League East division-winning performance of the Atlanta Braves.

Braves baseball alone averaged a 2.6 rating/4.9 share, a 13% increase in ratings and a 20% increase in homes delivered over third-quarter 1991. The net-

work's Award Theater averaged a 3.2/10.3, a ratings increase of 18% and an increase of 21% in households. Overall, the 1,441,000 households that were tuned to TNT during prime time marked the highest ever third-quarter average for the network.

Most of the cable networks remained relatively stable with the exception of ESPN, which saw its prime time ratings dip from 2.2 to 1.7 in a year-to-year third-quarter comparison.

-RB

ready has laid approximately 110,000 miles of fiber optic cable in the city, including all the fiber necessary for the Liberty experiment. The fiber optic cables will originate at Liberty's satellite dish location on Manhattan's Upper East Side and then pass through several New York Telephone central offices before terminating at the two customer locations.

Liberty ultimately wants to offer customers advanced video services, via fiber optic cable, with which they could use their televisions to access movie libraries, call up video information services or conduct video conferences.

Liberty will initially use 160 channels on the system. Rob Rockefeller, staff director of new product development at New York Telephone, says the system will experiment with an enhanced pay-per-view setup that would offer all subscribers program starts every 15 or 30 minutes. The

company will also experiment with a video switch system that gives a subscriber more selectivity through a channel dedicated to that particular household.

"During this trial, we will try to put as many services on this gateway as the market will have," says Price. "Whatever they want, we'll attempt to allow them to dial it up. They'll help us determine the content of the system."

Pricing at first is expected to be comparable to that of current Liberty subscriptions. Liberty's customers now pay approximately \$18 for basic service, about \$11 for each pay-TV channel and a variety of prices for pay-per-view movies and events. The company currently provides cable television programming to about 10,000 subscribers in Manhattan and 1,000 in Jersey City by sending signals to microwave antennas atop apartment buildings. ■

HEAD ENDINGS

FAMILY SYNDICATION

International Family Entertainment has formed a new division, IFE Syndication Ad Sales, to handle the sale and distribution of product from its cable network, The Family Channel, and other sources. Program offerings from the new division, which will be exhibiting at NATPE in January 1993, could include *Rin Tin Tin*, *K-9 Cop* and *The Adventures of the Black Stallion*, according to Bob Dahill, IFE national director of syndication ad sales. The company also plans to produce shows with advertiser participation, including programming with interactive elements.

DISCOVERY GOES CANADIAN

Discovery Communications has reached an agreement with JLL Broadcast Group to apply for a license to operate a new Canadian specialty television service that would offer Canadian-produced nonfiction entertainment programming as well as documentaries acquired from its cable network, The Discovery Channel. The business plan calls

for a seven-day-a-week, 18-hour-a-day, satellite-delivered service similar in format to The Discovery Channel.

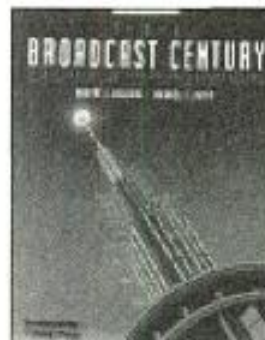
HBO-NBC MOVIE DEAL

Home Box Office and NBC signed a licensing agreement giving NBC rights to air a two-hour HBO original movie, *Blind Side*. HBO will present the movie during the first quarter of 1993 and NBC will have the rights to air it in the following quarter. The arrangement includes options for future telecasts of other HBO original movies by both NBC and HBO through 1994.

ELECTION YEAR AD BOOST

Campaign ad spending on spot cable during the third quarter totaled about \$1.5 million, according to Mike Labriola, national sales manager, Cable Networks Inc. That figure is on top of the estimated \$1 million in election year ad dollars spent on spot cable for the first half of the year, he adds. At least 50% of the spot cable election year business has come from congressional races and about 30% of the spending has come from Senate campaigns. —RB

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Radio

HOWARD STERN RULES BOTH COASTS

Syndicated show vaults past 'Mark and Brian' in Los Angeles, pulls station into top 10

By Peter Viles

The Outrageous One is now No. 1 in both New York and Los Angeles.

Howard Stern, undisputed king of shock radio, pulled a remarkable bi-coastal triumph in the summer Arbitron survey, dominating morning drive in the nation's two largest markets. In New York, on Infinity's WXRK(FM), Stern pulled a 9.5 share (average quarter hour, persons 12-plus), up from 8.3 in the spring book.

And in Los Angeles, on Greater Media's KSLX(FM), Stern vaulted from fourth to first, increasing his 12-plus share from 5.3 to 6.4 and blowing past market leaders Mark & Brian (starring Mark Thompson and Brian Phelts) of KLOS(FM), who dropped from a 6.2 to a 5.6 share.

The number-one ranking comes just one year after Stern's debut in Los Angeles, and will likely entice more stations to consider airing his syndicated program. The show, which was once dismissed as a raunchy New York phenomenon that would offend listeners elsewhere, will enter its eighth market this week when Chicago's WLUP(AM) begins airing it.

Stern was expected to announce plans for his standard celebration of market dominance: a funeral parade in Los Angeles to bury the morning team he surpassed.

Stern's morning performance helped lift KLSX from a 3.3 share to a 4.0, and from 12th to fourth in the market in total week 12-plus listenership, marking the station's first top-10 ranking since 1987.

"We went up in all dayparts, including nights and weekends," said Jim Freeman, KLSX's vice president and general manager. "Stern definitely led the charge. I think he helped the

entire station, and not just his daypart."

Summer Arbitrons from Stern's other markets—Washington, Baltimore and Philadelphia—had not been issued at press time. Since the summer ratings period began, Stern has added Cleveland, Dallas and, effective this week, Chicago.

The summer Arbitron surveys for New York, Los Angeles and Chicago showed several other trends, among them:

- Chicago's longtime market leader, Tribune's WGN(AM), lost the top ranking to Gannett's WGCI(FM). WGN appeared to lose listeners to AM talk rival WLUP, which moved up into the top 10.

- The market leaders in New York and Los Angeles solidified their top spots. Urban-formatted WRKS(FM) New York drew a 6.6 share, while KOST(FM) Los Angeles drew a 5.2.

- Two prominent Spanish-language stations in Los Angeles fared poorly. KLVE(FM) dropped from a 4.4 share to 3.5, and from third in the market to 11th. And KWKW(AM) dropped from a 3.4 to a 1.9, and from 11th to 23rd.

- Talk stations fared well in New York, as WABC(AM) and WOR(AM) both jumped into the top 10.

- The big gainers in Los Angeles were Greater Media's KLSX and Infinity's KROQ(FM), which vaulted from 14th in the market into a tie for fourth.

SUMMER ARBITRON RATINGS

Station	Format	Spring Share (Rank)	Summer Share (Rank)	Station	Format	Spring Share (Rank)	Summer Share (Rank)
New York (Market Size: 1)				Chicago (3)			
WRKS(FM)	Urban	5.6 (1)	6.6 (1)	KROQ(FM)	New Rock	3.1(14)	4.0 (4)
WLTW(FM)	Soft AC	5.2 (2)	5.1 (2)	KRTH(FM)	Oldies	4.1 (6)	3.9 (6)
WCBS(FM)	Oldies	5.0 (3)	5.0 (3)	KKBT(FM)	Urban	3.8 (9)	3.8 (7)
WXRK(FM)	Classic Rock	4.5 (4)	4.7 (4)	KABC(AM)	Talk	4.4 (3)	3.7 (8)
WBLS(FM)	Urban	4.3 (5)	4.4 (5)	KLOS(FM)	AOR	4.0 (7)	3.6 (9)
WABC(AM)	Talk	3.4(11)	4.2 (6)	KTNQ(AM)	Spanish	3.2(13)	3.6 (9)
WPAT(AM/FM)	Easy	4.5 (4)	3.8 (7)				
WINS(AM)	News	3.7 (9)	3.8 (7)				
WOR(AM)	Talk	3.2(12)	3.8 (7)				
WHTZ(AM)	CHR	4.0 (7)	3.6(10)				
WNEW(FM)	AOR	3.1(13)	3.6(10)				
Los Angeles (2)							
KOST(FM)	Soft AC	5.0 (1)	5.2 (1)	WGCI(FM)	Urban	7.3 (2)	7.2 (1)
KPWR(FM)	CHR	4.2 (5)	4.4 (3)	WGN(AM)	MOR/Talk	7.6 (1)	6.8 (2)
KHS(AM/FM)	CHR	4.5 (2)	4.2 (2)	WBBM(FM)	CHR	5.7 (3)	5.6 (3)
KLSX(FM)	Classic Rock	3.3(12)	4.0 (4)	WUSN(FM)	Country	5.5 (4)	4.3 (4)
				WVAZ(FM)	Urban	4.4 (6)	4.2 (5)
				WBBM(AM)	News	3.9 (7)	4.0 (6)
				WJJD(AM)	Standards	3.7 (8)	4.0 (6)
				WWBZ(FM)	AOR	4.6 (5)	3.7 (8)
				WLIT(FM)	AC	3.4 (9)	3.6 (9)
				WXRT(FM)	AOR	3.3(10)	3.5(10)
				WLUP(AM)	News/Talk	2.9(15)	3.5(10)

Source: Arbitron summer survey; total week, AQH, 12-plus; copyright 1992.

RADIO INDUSTRY SINGS THE CPP BLUES

Prices have not kept pace with inflation over past six years, according to Katz study

By Peter Viles

A recently released Katz Radio Group study indicates that cost per point—the radio industry's most universal pricing system for advertising time—has not kept pace with inflation over the past six years in some demographic categories.

The Katz study, based on Media Market Guide reports, shows that CPP's for men 25-54 in the top 20 markets have actually dropped 2% since 1986. According to Elizabeth Haban, vice president, director of Katz Radio Research, the study does not take inflation into account, so the actual drop in cost per point is bigger

in those markets.

CPP's for women 25-54 in the top 20 markets rose 9% during the six-year period. For men 18-34 in the top 20 markets, CPP's rose 9% from 1986 to 1992; for women 18-34 in the top 20 markets, CPP's rose 8%.

Haban said Katz believes pricing this year is actually softer than the Media Market Guide reports indicate. In Los Angeles, for instance, she said CPP is running considerably below the \$335 level Media Market Guide reports.

Still, she said the study is a "good indicator of the downward pressure on rates."

"There are a lot more stations that

cave in on rates now than there were five or six years ago," Haban said. "Every market has its rate leaders, and now there are fewer of them because of the state of business. Stations that years ago would walk away from low prices are accepting that business now."

The study did contain some good news, especially in some medium-sized markets. In Salt Lake City, for example, CPP's for men 25-54 are up 77% since 1986; in West Palm Beach, the same category is up 70%.

And among women 25-54, CPP's are up 30% in Los Angeles since 1986, 28% in Dallas, 26% in Washington and 26% in Houston. ■

RIDING GAIN

FOR CHILDREN ONLY

Minneapolis-based Radio AAHS has launched the Children's Satellite Network, a nationwide 24-hour network aimed at kids 12 and under. The network began broadcasts Oct. 1 with affiliates in Baltimore, Denver, Minneapolis, Phoenix, Salt Lake City, St. Louis and Washington. Radio AAHS has been producing children's programming for WWTC(AM) Minneapolis since May 1990. Programs include lessons, news for kids reported by kids, history, fairy tales and music. Says Radio AAHS President Chris Dahl: "We think of our audience as adults, only a little smaller."

GATES FOR LEYKIS AT KFI

In a major shakeup in Los Angeles talk radio, Cox Enterprise's KFI(AM) has replaced afternoon host Tom Leykis with former Los Angeles Police Chief Daryl F. Gates. Gates took over the 3-6 p.m. shift on Sept. 29.

CBS OFFERING DEBATE COVERAGE IN SPANISH

CBS Radio's presidential debate coverage will include live, simultaneous translations of the presidential and vice presidential debates into Spanish for the CBS

Hispanic Radio Network. Translations are provided in cooperation with Univision and will be anchored by CBS's Gustavo Zukerman, who has been providing daily campaign coverage for the CBS Hispanic Radio Network.

MUSBURGER JOINS ESPN

ABC-TV sportscaster Brent Musburger will add duties on the ESPN Radio Network beginning in January. Musburger will deliver a five-minute sports update every weekday afternoon.



MJI Broadcasting founder and President Josh Feigenbaum (center) checks in with country music stars Marty Stuart (left) and Garth Brooks (right) at the CMA Awards. MJI's coverage of the awards featured a pre-event special, backstage reports, an event simulcast and a post-awards recap. Brooks won CMA awards for Album of the Year and Entertainer of the Year.

Washington

HIGH COURT DEALS CABLE OPERATORS SETBACK

It lets stand decision denying system right to wire apartment via utility easements

By Joe Flint

Cable companies claiming free access rights to wire apartment buildings through general utility easements lost a major battle last week when the Supreme Court—without hearing arguments—let stand a lower court ruling denying a Georgia cable company free wiring rights in two apartment complexes.

The case centered on whether the 1984 Cable Act gave Smyrna Cable TV the right to access easements intended for compatible users. Smyrna Cable at one point had a contract with McNeil Real Estate to provide cable to two apartment complexes. However, when the contracts expired, McNeil Real Estate signed new contracts with private cable company ODC Communications Corp. Unlike Smyrna, which had a franchise, ODC did not need one because all of its equipment is located on private property.

Smyrna Cable argued that the owners could not deny them access because "these easements were granted

for uses which were compatible with the construction of its cable system because Smyrna Cable's wires and equipment could directly trace or 'piggyback' any other cables or wires already present on McNeil's property," meaning that Smyrna could permanently occupy McNeil's property without consent to compete with OTC.

McNeil Real Estate countered that as a private property owner it was under no obligation to provide Smyrna Cable with free access, and the easements on the property have not been dedicated for general utility.

The case went to the U.S. District Court in Atlanta where, in 1989, Judge Richard Freeman ruled that the 1984 Cable Act gave Smyrna the right to access utility easements in place for phone and electric lines. Specifically, the act said "any franchise shall be construed to authorize construction of a cable system over public rights-of-way and through easements, which is within the area to be served by the cable system and which have been

INTERFACE AND HALL OF FAME SET

On Oct. 21, BROADCASTING magazine and the Federal Communications Bar Association will sponsor the annual "Broadcasting/Cable Interface" seminar and "Hall of Fame" dinner and awards ceremony at the Omni Shoreham Hotel in Washington. For more information, contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

dedicated for compatible uses...."

McNeil Real Estate appealed the District Court's decision, and it was subsequently overturned by the 11th U.S. Circuit Court of Appeals, which called the Cable Act's language "admittedly ambiguous" and said a "property owner's right to exclude another's physical presence must be tenaciously guarded." The District Court's "resolution of this case failed to recognize this fundamental principle of private property," the Circuit Court ruling said.

Most important, the Circuit Court said, "Congress included, and subsequently rejected, a form of the right of access claimed by Smyrna Cable." That proposal—Section 633—would have provided a franchised cable company with a right to access the inside of a multi-unit apartment building when service was requested by a tenant even if the owner objected.

The 11th Circuit Court's decision also clarifies two previous decisions by that court that cable systems had used in other similar cases and could likely play a part in a similar case pending before the fourth Circuit Court. ■

KEEPING TABS ON THE COMPETITION

The Democrats have joined the Republicans in signing up with Broadcast Data Systems to keep track of one another's political ads. Washington, D.C.-based Greer, Margolis, Mitchell, Grunwald & Associates, advertising consultant and media buyer for the Clinton campaign as well as other regional Democratic campaigns, has signed on for BDS's POLARIS service—Political Advertising Reporting and Intelligence System. The electronic commercial tracking service provides overnight information on the Democrats' opponents' media buys, including what spots ran, where and when they ran, how many gross rating points the ads reached, and how much the ad time cost. The Republicans had already been using the BDS system to keep track of the Democrats. National Media Inc., a Washington, D.C., advertising and media buying firm working on the presidential as well as state and congressional Republican races, had already signed up for the service.

—SDM

Communications attorneys are grumbling about the FCC's inability to clarify a point of the complex political broadcasting rules, namely whether stations must sell candidates five-minute avails and other non-standard times that wreak havoc on program schedules. The National Association of Broadcasters asked the FCC last August for a declaratory ruling after the FCC officials began telling stations early in the summer they were obliged to make such time available. The NAB contends that was a switch from long-standing policy. With the days to general election quickly counting down, attorneys feel they deserve a prompt response.

Unfortunately, a ruling does not appear imminent. As of last week, the draft was still kicking around the Mass Media Bureau's political broadcasting branch. And before it's released, it will have to undergo time-consuming reviews by the general counsel's office and each of the commissioners.

Advances in telecommunications will make life better, says FCC Chairman Al Sikes, if, among other things, Congress would avoid passing laws that can paralyze markets. Speaking to telephone executives assembled at the United States Telephone Association convention in New Orleans last week, Sikes said Congress should let the "FCC work through the industry's claims and counterclaims" and "rely on its powers of confirmation, authorization and appropriation" to keep the FCC in line. "I can tell you, in considerable detail and with some lingering pain, that when powerful members of Congress disagree with you, compromise [by the FCC] is just around the corner."

Perhaps the most blatant flip-flop last Monday as the House debated the override of President Bush's cable bill veto was turned in by Republican Whip Newt Gingrich (Ga.), who denounced the bill's retransmission-consent provision as "the greatest con job of recent times." Gingrich echoed the cable industry's claim that retransmission payments would force higher rates for subscribers. "Retransmission means the cable companies will now pay the broadcasters to broadcast on cable something which the broadcasters have already sold advertising to pay for, and if you are a cable viewer you will both get to watch the advertising and pay a higher fee," he railed. The funny thing is Gingrich was an early co-sponsor of H.R. 3380, the stand-alone House retransmission-consent bill introduced a year ago by Telecommunications Subcommittee members Dennis Eckart (D-Ohio) and Jack Fields (R-Tex.).

Howard Stern's euphoria about becoming the number-one radio personality in both New York and Los Angeles (see page 40) may soon be tempered by more bad news from the FCC. According to sources, an item affirming \$2,000 fines for an allegedly indecent 1988 Stern broadcast against each of the three East Coast radio stations that carried it—WXRK(FM) New York, WYSP(FM) Philadelphia and WJFK(FM) Washington—is now circulating among the commissioners.

That means the fine order should be out in the next couple of weeks.

Stern has other problems. The FCC is already after KLSX(FM) Los Angeles for a Stern broadcast and, according to FCC sources, at least one additional new complaint is working its way up through the bureaucracy.

Marty Franks, Congress just overrode a Bush veto for the first time in four years and the cable bill with the retransmission-consent provision you fought so long and hard for is now law. What are you going to do now? "I'm going to Disney World," answers the CBS lobbyist. And he's not kidding. Franks said he and his family planned to head for Orlando last Friday for four days.



Washington Watch

Edited By Harry A. Jessell

Even the radio guys were impressed. Dick Novik, WKIP-AM-FM-WRNQ(FM) Poughkeepsie, N.Y., wrote BROADCASTING last week to praise NAB President Eddie Fritts and Executive Vice President Jim May for their work in guiding the cable bill to its final passage. "Every broadcaster in the country

owes [them] a big thank you," says Novik, a former NAB executive board member. "Both...have given more than 100% in this effort. They have spent countless days, nights and weekends lobbying this bill. They have put their reputations on the line and have 'called in the cards' from everyone involved. They have led a fantastic government relations staff to victory."

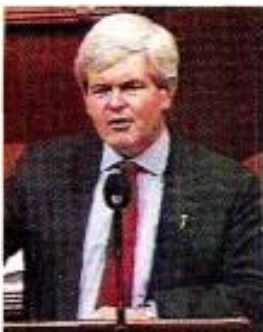
We'll be back, vows Newspaper Association of America President Cathleen Black. Newspaper-backed congressional efforts to reimpose information services restriction on the regional Bell telephone companies ran out of time this year, she says, but will resume promptly next year.

"In little more than four months," says Black in a statement released last week, "House Judiciary Committee Chairman Jack Brooks [D-Tex.] and a remarkable coalition of consumer groups, long-distance providers, small-business men and women, newspaper publishers and many others have accomplished an amazing task: They moved long-sought legislation to set basic group rules for Bell entry into...lines of business governed by the 1982 consent decree to the door of the House of Representatives."

The legislation got hung up in the Rules Committee, Black says. But, she adds, the "momentum generated over the past few months" will carry over into the 103rd Congress.

PBS head programmer Jennifer Lawson presented a slick and quick video preview of upcoming shows on public TV at an FCC "brown bag" luncheon last week—one in a series of events the FCC is sponsoring in recognition of national consumers month. Ironically, Lawson said that there is a "dearth" of consumer programming on public television.

Next in the FCC's National Consumer Month series is an Oct. 28 demonstration of what the commission is calling video dialtone technology. The showcase will include hardware from USA Video, Broadband Technologies, Bell Atlantic, Digital Equipment Co., AT&T and U.S. Videotel. Also, Time Warner Cable will report on its trial video-on-demand offering in New York.



Business

TELCO, TECH FIRMS TO MAP INFO HIGHWAY

In addition, Viacom and Bonneville launch multimedia software efforts

By Peter Lambert

Apple Computer, Eastman Kodak, North American Philips and US West are among computer, telephone, film and electronics firms that have formed First Cities, an initiative to develop a hybrid, national information highway architecture and to test technologies and market demand for interactive multimedia services over the next two years.

The venture seeks more participants among cable and broadcast networks, information and games publishers and film rightsholders, says First Cities Executive Director Bruce Sidran, former ABC-TV systems engineer and current vice president of Austin, Tex.-based Microelectronics and Computer Technology Corp., organizer of the project. "We're trying to put together a group with ample representation from three general areas: producers,

distributors and display companies," he says.

Noting public/private initiatives in Japan and Europe, Sidran says: "We would like to see a national effort toward creating an infrastructure for information exchange—with highest priority on contributing to health care and distance learning." In the United States, he adds, "the private sector will have to do it ourselves."

Bellcore, Bieber-Taki Associates, Corning Inc., Kaleida Labs Inc., Southwestern Bell Technology Resources, Sutter Bay Associates and Tandem Computers Inc. are also committed to "the initial phase of a multimedia testbed."

Announcing interactive software initiatives of their own last week were Viacom Entertainment Group and Bonneville International.

Viacom named Michele DiLorenzo, formerly vice president of business de-



Viacom's DiLorenzo heads its new interactive media publishing division.

velopment for MTV (and once systems engineer for IBM), to head a newly formed interactive media publishing division, as senior vice president of Viacom New Media. She says First Cities is among a large number of hardware makers and other parties with which Viacom has held discussions this year.

DiLorenzo says that Viacom New Media software, already in early development by producers for Showtime, MTV, Nickelodeon and other Viacom services, could show up in stores within 12 to 18 months. "Interactive music" and "inventing the electronic book" are in the works. Some of that software could also find its way into Viacom's Castro Valley experimental, two-way fiber cable system, which she described as an "interactive television lab."

Forming a partnership with SyberVision systems founder Steven DeVore, Bonneville intends to sell "knowledge-oriented audio, video, print and multimedia courseware" directly to consumers via catalog, direct mail and 30-minute radio and TV info-

WANDS, SCANAMERICA NAME DROPPED

Arbitron has eliminated the bar code wand function in its local ScanAmerica metering service and has dropped the name "ScanAmerica" as well.

Participants in the single-source metering service had used the pen-sized wands to scan the bar codes of groceries and other goods at home after purchase. The wands have been eliminated because stations weren't using the data and because many felt that it was too much work for the viewer, according to Arbitron's Robert Hyland, vice president, sales and marketing, TV network and station services.

Last month Arbitron ended its network ScanAmerica service and laid off 69 staffers, saying the system "wasn't working financially" but that its local ratings service was "very secure" (BROADCASTING, Sept. 7).

The local ratings service, which will now simply be called a local peplemeter service, will continue to include single-source overnight demographic information and questionnaires on viewers' buying habits, called BuyerGraphics.

"We're not too upset to see the wands go," says Gregg Hayes, research director, KTSP-TV Phoenix, a local ScanAmerica client. "If anything, it will increase the acceptability of the service [to advertisers]. They have complained that the wand system is too complex for viewers." —SDM

mercials, beginning in January 1993.

That is when First Cities plans to launch a two-year national systems test phase designed to encompass one- and two-way delivery systems, broadband and narrowband, including cable, phone, micro-cellular and broadcast TV. Market testing will be as high a priority as testing technologies and particular services, says Sidran. Demographics, embedded technology and the existing new service trials being conducted by First Cities members

will all determine the choice of domestic and offshore test sites.

First Cities says it is committed to the principle of TV-computer-telecommunications interoperability. "We would want to work with Cable Labs, the National Association of Broadcasters, the Advanced TV Test Center and others," says Sidran, "to create architectures useful to their memberships."

Kodak's Robert Sanderson, Apple's Michael Liebhold and Sidran are

members of First Cities and the Advisory Committee on Advanced Television, charged with setting a new digital TV transmission standard next year. "You can be sure we will accommodate whatever standard the FCC adopts," says Sidran.

Eventually, First Cities could become an independent company, supplying "video server," or gateway, service, as well as system support and promotion of application development. ■

INFOMERCIAL PROGRAMS GO FOR THE BIG TIME

Genre looks to attract major advertisers and increase distribution options

By Sharon D. Moshavi

With ABC launching *Nitecap*, a direct-response talk show complete with an 800 number, and Fortune 500 companies developing long-form paid programming, infomercial stock appears to be on the rise.

But the question remains whether this new breed of commercial will be able to go beyond the miracle car waxes and handy-dandy kitchen helpers to woo the top national advertisers in the country.

For those who have tried so far, success is difficult to measure. Volvo had the distinction of being the first car company to do an infomercial. Focusing on safety, the commercial ran earlier in the year in southern California and drew some 20,000 calls. It has not been seen since, but Peg Kopac, media manager of Volvo, says the company still intends to use the commercial to "target other specific areas of the country that need the infusion." Volvo has no plans, though, to do a national run. "We're a very conservative company," she says.

General Motors also got into the infomercial game, but its half-hour paid program for its Saturn line of cars was short-lived. It is unclear whether that was because it was unsuccessful or because GM was so successful in selling its Saturn line that it didn't need the ads. The company is said to be working on an infomercial for another line of cars, this one directed by Francis Ford Coppola, which is evidence that even if the Saturn ad did not elicit much response, GM is not giving up on the medium.

IBM is also said to be interested in

infomercials. The company says it has no immediate plans, although it is "always looking for new marketing approaches," according to a spokesman. Michael Seymour, who heads up Saatchi & Saatchi's infomercial unit, says he has had conversations with IBM on the subject, but talks have gone no further than that.

Some question the effectiveness of infomercials when they are not directly

selling a product but rather are trying to attract potential buyers—something many Fortune 500 companies want to do. "Fortune 500 infomercials trying to create an image won't get time periods that warrant good demographics. Something like a car is a niche product. An infomercial is a huge mass-marketing medium," says Greg Renker, an infomercial producer.

If national advertisers succeed in

LPTV COMMING

CBA Convention
October 27, 28, 29
Tropicana, Las Vegas
1-800-225-8183
for more information

Convention Highlights
Milton Berle, Master of Ceremonies
Lifetime Achievement Award
Roy Horn, Mainstreet TV
Karaoke Party Free for All! October 28
HDTV update from Washington
Must-Carry legislation update

In a year of sluggish economic growth and unpredictable politics, the LPTV industry has surged forward. This is a year of strength and promise... come, be a part of the future. Join the leaders of the industry, along with Master of Ceremonies, Milton Berle, for the annual Community Broadcasters Association Convention.

Community Broadcasters Association (CBA)
1-800-225-8183

Discount rooms available for convention participants at the Tropicana Hotel.

the infomercial business, it might persuade some of those who have been reluctant to carry infomercials to change their minds, perhaps most notably some of the network O&O's.

Although there is no general rule prohibiting ABC's O&O's from accepting infomercials, "most of our general managers choose not to," says John Watkins, Capcities/ABC National TV Sales. But, he says, "We're keeping our eyes and ears open."

NBC has considered banning infomercials from its O&O's, but so far has decided to keep them. They air in bulk on weekend afternoons. According to Monte Newman, executive vice president, sales and marketing, NBC, less than 5% of the infomercials presented to the stations are accepted for airtime. "The larger part of the issue is what makes good programming," according to Newman, who says the "ongoing debate" about airing infomercials was active "sometime before the economy went in the tank."

Ironically, the available venues for infomercials may be shrinking as demand for them increases. Although many smaller cable networks with a

few million subscribers are more than willing to air infomercials, some established networks are reducing the number of hours for infomercials. BET, USA Network and The Learning Channel are some that have recently cut back (or have plans to cut back) on the number of hours available for infomercials.

Having additional players in the infomercial business is not so good for people already in the industry, according to John Hall, president of Time Life Music, which has been producing the ads for the last two years. "The more people in it, the more problems for sure. It lessens the availability and raises the costs." ■

Changing Hands

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

WONE(AM)-WTUE(FM) Dayton, Ohio
□ Sold by Summit Communications Group Inc. to Stoner Broadcasting System Inc. for \$7.7 million. **Seller** is headed by James Wesley, and recently sold KLZ(AM) Denver for \$1.5 million ("Changing Hands," April 27). It is also licensee of three AM's and six FM's. **Buyer** is headed by Thomas Stoner, and is licensee of four AM's

and eight FM's, including WWSN(FM) Dayton, OH. WONE is fulltimer with country format on 980 khz with 5 kw. WTUE has AOR format on 104.7 mhz with 50 kw and antenna 499 feet above average terrain. *Broker: Blackburn & Co. Inc.*

WKZL(FM) Winston-Salem, N.C. □ Sold by HaPa Inc. to Dick Broadcasting Co. Inc. of Tennessee for \$6.5 million. Assignment includes WGFX(FM) Gallatin, Tenn. **Seller** is headed by Victor H. Rumore, who has interests in KFRR(AM) Englewood, Colo. **Buyer** is headed by James A. Dick, who has interests in three AM's and four FM's. WKZL has CHR format on 107.5 mhz with 100 kw and antenna 500 feet above average terrain. WGFX has classic rock format 104.5 mhz with 49 kw and antenna 1,312 feet above average terrain.

KOLA(FM) San Bernardino, Calif. □ Sold by KOLA Inc. to SBR Broadcasting Corp. for \$5 million. **Seller** is also licensee of KMET(AM) Banning, Calif. **Buyer** is headed by Timothy K. Sullivan, and is licensee of KCAL-FM Redlands, Calif. KOLA has AC, oldies format on 99.9 mhz with 31 kw and antenna 1,630 feet above average terrain. *Broker: American Radio Brokers.*

KPOM-TV Fort Smith, Ark. □ Sold by J.D.G. Television Inc. to NWA Television Inc. for \$3.5 million. Sale of station last year for \$4.383 million was approved but did not close. Assignment includes satellite station KFAA(TV) Rogers, Ark. **Seller** is headed by William S. Kennedy. Griffin Enterprises, 83.33% stockholder of assignor, is licensee of KWTW(TV)

"We at NewCity Communications turned to Rumbaut & Associates to help us enhance our already strong position in the Orlando market through the "Lease Market Agreement" and purchase option of WWLV-FM, Daytona Beach/Orlando, Florida . . . We have worked with many brokers and Julio Rumbaut is certainly among the best."

*-Dick Ferguson
President
NewCity Communications*

RUMBAUT & ASSOCIATES Media Brokers / Media Consultants

Main Office: 2555 Collins Ave. • Suite 500 • Miami Beach, FL 33140
(305) 538-2828 • Fax: (305) 672-0859
Washington Office: 1900 L Street, N.W. • Suite 500 • Washington, DC 20036
(202) 293-2828 • Fax: (202) 466-9042

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$5,950,000 □ 3

FM's □ \$19,467,580 □ 13

AM-FM's □ \$11,855,000 □ 4

TV's □ \$3,500,000 □ 1

Total □ \$40,772,580 □ 21

1992 to Date:

AM's □ \$176,527,784 □ 181

FM's □ \$351,339,707 □ 208

AM-FM's □ \$242,354,846 □ 125

TV's □ \$1,385,937,087 □ 48

Total □ \$2,156,159,424 □ 562

For 1991 total see Jan. 27, 1992 BROADCASTING.

Oklahoma City. Buyer is headed by John M. Thomas, and is owned by The R. Hernreich 1987 Family Trust. KPOM-TV is NBC affiliate on ch. 24 with 2,510 kw visual, 251 kw aural and antenna 1,040 feet above average terrain.

KRTY(FM) Los Gatos-San Jose, Calif. □ Sold by Randolph E. George, receiver, to affiliate of Empire Broadcasting Corp. for \$3.31 million. Deal for station in July for \$2.9 million was not consummated. Seller is media broker, who was recently receiver for KCKK(FM) Kanab, Utah. Buyer is headed by Robert Kieve, who also has interests in KLIV(AM)-KARA(FM) San Jose. KRTY has country format on 95.3 mhz with 370 w and antenna 860 feet above average terrain. *Broker: Media Venture Partners.*

WHDH(AM) Boston □ Sold by WHDH-AM Inc. to Atlantic Radio Corp. for \$3 million. Seller is also licensee of WHDH-TV Boston. Buyer is headed by Joseph L. Winn, and is licensee of two AM's and two FM's. WHDH is full-timer with talk format on 850 khz with 50 kw.

KGIL(AM) San Fernando (Los Angeles), Calif. □ Sold by Buckley Communications Inc. to Mount Wilson FM Broadcasters Inc. for \$2.5 million cash. Seller is headed by Richard D. Buckley, and is also licensee of KMGX(FM) San Fernando. It is subsidiary of Buckley Broadcasting Corp., licensee of six AM's and eight FM's. Buyer is headed by Saul Levine, and is licensee of KKGQ-FM Los Angeles, KJQI(AM) Costa Mesa and KSUR-AM-FM Soledad-Greenfield, all California, and KILA(AM)-KRTR-FM Maunili-

Kailua (Honolulu), Hawaii. KGIL is full-timer with news-talk format on 1260 khz with 5 kw. *Broker: Ray Stanfield & Associates.*

KALL-AM-FM Salt Lake City □ Sold by Communications Investment Corp. to Apollo Radio of Salt Lake City Inc. for \$1.88 million. Seller is headed by George C. Hatch, and also has interests in KVEL(AM)-KLCY-FM Vernal and KUTV(TV) Salt Lake City, both Utah. Buyer is headed by William L. Stake- lin, and has interests in one AM and four FM's, including KKAT(FM) Ogden (Salt Lake City), Utah. KALL(AM) has AC, news format on 910 khz with 5 kw day and 1 kw night. KALL-FM has oldies format on 94.1 mhz with 40 kw and antenna 3,030 feet above average terrain.

WVEM(FM) Springfield, Ill. □ Sold by Daniel Menghini to Saga Communications for \$1.5 million. Seller has no other broadcast interests. Buyer is headed by Edward Christian, and is also buying WIXY(FM) Champaign, Ill. (see below). It is licensee of six AM's and nine FM's, including WYMG(FM) Springfield, Ill. WVEM has AC format on 101.9 mhz with 50 kw and antenna 300 feet above average terrain. *Broker: Gary Stevens & Co.*

KORK(AM)-KYRK-FM Las Vegas □ Sold by Anchor Media Ltd. to Lotus Broadcasting Corp. for \$1.425 million. Seller is also licensee of two AM's, two FM's and four TV's. Buyer is headed by Howard A. Kalmenson, and is subsidiary of Lotus Communications Corp., licensee of seven AM's and six FM's. KORK has big band format on 920 khz with 5 kw day and 500 w night. KYRK-FM has CHR format on 97.1 mhz with 50 kw and antenna 1,950 feet above average terrain. *Broker: Star Media Inc.*

KTIE(FM) Bakersfield, Calif. □ Sold by Moosey Communications Inc. to Buck Owens Production Co. Inc. for \$900,000. Seller is headed by Margaret Garza, and has no other broadcast interests. Buyer is headed by Alvis E. Owens Jr., and is licensee of two AM's, two FM's and one TV. Michael L. Owens, officer and director of assignee, has interests in KGEE(FM) Monahans, Tex. KTIE has country format on 107.1 mhz with 6 kw and antenna 164 feet above average terrain.

For other proposed and approved sales see "For the Record," page 56.

SOLD!

WPRD-AM/WMGF-FM, Orlando, Florida and WFYE-AM, Jacksonville, Florida have been sold by Metroplex Communications, Norman Wain, CEO and Robert Weiss, COO to Paxson Enterprises, Inc., Lowell W. Paxson, Principal for \$7,175,000.

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RADIO

HELP WANTED MANAGEMENT

General manager: Miles City, Montana. Full charge position. Reply 1218 Pioneer Building, 336 North Robert Street, St. Paul, MN 55101. EOE.

Sales manager needed immediately for South Jersey combo. Must lead combination of experienced and young salespeople in this highly competitive marketplace. Want a challenge? Resume to Box Q-2. EOE.

Cape Cod FM offers career opportunity for experienced broadcast operations person. Must handle traffic and bookkeeping and set up computer systems. Disk automation, on-air, production and management skills helpful. Work in smoke-free environment. EOE. Reply to Box Q-17.

General manager: Adult oriented FM, medium market Louisiana, seeks sales oriented manager. PO Box 5797, Meridian, MS 39302. EOE.

LSM: Northeast 50kw AOR. Vendor experience and megarelates philosophy preferred. Salary history, resume to WEQX-FM, Box 102.7, Manchester, VT 05254. EOE.

General manager: Seeking experienced sales oriented general manager. Must have sales management experience with a proven track record. Good leadership skills with a bottom line focus is a must. Send resume and salary history. EOE. Reply to Box Q-18.

General sales manager: WFAS Westchester County's premier radio station is seeking an aggressive, organized, and creative general sales manager. We are seeking an experienced person with an outstanding track record. Reply to Box 551, White Plains, NY 10602. EOE.

General manager and sales manager: New South Communications, Inc. is expanding its operations in 4 mid-south states. Persons sought must possess people skills and sales experience. Management experience preferred. Exciting opportunities with commensurate pay await the right persons. Facilities include power formats and power signals. Send resume and references by mail to Clay Holladay, PO Box 5797, Meridian, MS 39302. EOE.

HELP WANTED SALES

Ocala, Florida's newest FM wants the best people, now! GSM position open for top biller. Call owner, WGGO-FM, 904-622-9550 or fax resume 904-622-4449, or mail resume to GO 95 FM, 3343 E. Silver Springs Blvd., Ocala, FL 34470. EOE.

HELP WANTED TECHNICAL

Long Island, New York, chief engineer wanted for DA AM/Class A FM. Must have extensive RF maintenance skills including high power directional AM. Should be computer literate, and possess component level trouble shooting skills. Minimum five years experience required. SBE certification a plus. This is a hands-on position. Women and minorities encouraged to apply. Send resume and salary requirements to: Jane Bartsch, General Manager, WHLI/WKJY, 1055 Franklin Avenue, Garden City, NY 11530. EOE.

RF/sales engineer: Extensive hi-power AM experience, construction, BSEE, PE desired. Available international travel. Resume to President, LBA, Box 8026, Greenville, NC 27835. EOE.

Engineering assistant: Paxson Broadcasting of Jacksonville has an opening for an assistant to the chief engineer of a multi-station complex. Applicant should have at least an Associate's degree in Electronics, a minimum of three years experience in radio broadcast engineering and be able to handle any emergency, from the studio site to the transmitter sites. Computer knowledge a plus. No phone calls please, send resumes to: Kyle D. Dickson, Chief Engineer, Paxson Broadcasting, 8386 Baymeadows Rd., Suite 107, Jacksonville, FL 32256. EOE.

HELP WANTED NEWS

Anchor-reporter: Full service/AC. Small market, upstate NY. Professional experience required. Tom Roehl, WENT, Harrison St. Ext., PO Box 831, Gloversville, NY 12078. 518-725-7175. EOE.

HELP WANTED PERSONALITY/TALENT

Talk show host wanted: A dynamic new radio station in the South Florida market seeks non-conventional, motivated talk show hosts. Send your tapes and resumes to: Harambee Communications, Inc., PO Box 831504, Miami, FL 33283. EOE.

SITUATIONS WANTED MANAGEMENT

Young, "obsessed with success" currently employed CRMC GSM with proven performance record and references seeks GM or GSM position in one of the following areas: Philly, Trenton, Baltimore, Pittsburgh, Harrisburg or Washington, DC. Equity position preferred but all considered. I'm a team player and a team builder. Working knowledge of all training methods. Jennings, Lontos, Pollack etc. Reply to Box P-43.

Bill James . . . your next GM: Can do all . . . sales/programming/management. Wear many hats. Great track. Available immediately. Prefer southeast. 804-232-5197.

Consolidation: It's here. Face it . . . it's the only way to recover your investment. I can pull it off successfully. 25 years in radio; 10 in ownership. If you need a stable, strong manager, and are willing to let me participate in your success, let's talk. I prefer Florida or coastal S.E. Will consider all. Reply to Box Q-5.

Self motivated, successful GSM, CRMC. San Francisco based. Seeks new opportunity. Twenty solid years, great track record including experience with network station, news, talk, sports, music, AM/FM, consulting. New business development and event marketing expert. Unique ability hiring, training, motivating sales talent. ENTJ. Wrote the "book" in the West for category selling. NAB/RAB convention speaker. Prior owner/operator. Let's talk. Call Jack at 415-456-9722.

Employed GM needs to get away from miserable ex-wife. Very stable, growth oriented history. Save me, and I'll give you never dreamed of profits & performance! Reply to Box Q-20.

Bobby Martinez: Small, medium, major market veteran GM. Sales, programming expert. Community commitment. I run 'em like I own 'em by increasing revenues, reducing expenses, developing unique sales opportunities and promotions, training sales staff, complying with FCC and EEO rules. Available now on long term or project basis. 504-652-1152. Call today!

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

GM wants new home! Will travel for good company and ability to earn exceptional income. Proven track record with sales, budgeting, programming, engineering & people. Reply to Box Q-19.

SITUATIONS WANTED ANNOUNCERS

Basketball PBP! (And more!) Experienced, knowledgeable sportscaster wants to move on. Anybody need a voice? Let's talk! Call Steve: 602-425-5523/4471.

SITUATIONS WANTED NEWS

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

Knowledgeable sportscaster: 4 years experience radio/TV, USA Today, SportsPhone. Seeks brighter opportunities as announcer, writer, reporter, production assistant, etc. Willing to relocate. Jeff 516-826-4240.

Award-winning, experienced, aggressive, major market newsradio anchor seeks change, new challenges. Solid background in broadcast journalism at quality stations. Reply to Box Q-21.

MISCELLANEOUS

FM SCA space available for lease in the Dallas Metroplex area. Call Ron at 713-473-5585.

Partner(s) needed: \$100K plus will add to \$150K already raised to meet purchasing terms of \$1M+ station in fast growing Pacific Northwest market. Business plan available. Call Scott Parker 310-426-2944.

TELEVISION

HELP WANTED MANAGEMENT

Local sales manager: Top twenty group-owned affiliate seeking an experienced local sales manager. Prefer experience with Scarborough and/or MMC, BMP and other value added sales tools. Successful candidate should have strong sales and marketing skills, good people skills and be ready and willing to work closely with the local staff in all areas of local sales, sales promotions and new business development. Send resume and salary requirements to Box P-48. EOE M/F.

Marketing research director: WCAU-TV, the CBS station in Philadelphia, is seeking an experienced station marketing research director. This highly visible position serves the sales, programming and news departments in qualitative and ratings research. Terrific opportunity for the right person. Please send resume to Jeff Cash, Director of Sales, WCAU-TV, City Line & Monument Rd., Phila., PA 19131. No phone calls please. Salary commensurate with experience. EOE. A drug testing company.

Wanted: GSM. KTXH-TV Houston is looking for a winner to motivate, lead and direct a 21 person sales/traffic department. Rockets, Astros, Murphy Brown, Wonder Years, Full House, & Arsenio Hall are waiting for you. Resume and salary requirements to Mike Dunlop, VP&GM, 8950 Kirby, Houston, TX 77054. Paramount Communications is an equal opportunity employer.

Manager of on-air fundraising/executive producer: Responsible for strategically planning and executing all aspects of on-air fundraising and membership promotion. Must have at least three years of increasingly responsible experience in producing and/or directing and a degree or equivalent experience in broadcasting or related field. Must be able to think strategically, analyze results, be a self-starter, a team player, and have a sense of humor. Must have shown ability to write for radio and/or television, preferably both; have extensive experience in all aspects of production: Studio, remote, post and directing on-air talent. Do not send samples of your work until requested. No phone calls please. Send resume, references and salary requirements to: Pledge Search, OPB Foundation, PO Box 69485, Portland, OR 97201. Application deadline, October 30, 1992. EOE.

Assistant director operations/engineering: Major market Northeast TV station with heavy production, requires strong technical and supervisory skills. Salary in sixties. Send resume for interview to Box Q-22. EOE.

President/GM/CEO wanted: South Florida Public Telecommunications, Inc. (SFPT, Inc.), with offices in a handsome new facility in Boynton Beach, Florida, is seeking candidates for the position of president/GM/CEO. This 50 to 60 employee company owns and operates joint Community Public Broadcasting licensees WXEL-FM 90.7 and WXEL-TV 42, which serve the community broadcasting needs of the Palm Beaches, Martin, and Broward Counties, Florida, the nation's 46th largest broadcast market. The successful candidate for this position will demonstrate to the Board of Trustees, the stations' staff, and the community that she/he has the capability to lead a committed staff, expand community support, and develop a corporate infrastructure which will assure our ability to identify and meet community broadcasting needs into the next century. The successful candidate must be accomplished at consensus-oriented management, and be effective under a high degree of public scrutiny. Salary and benefits are competitive. Candidates for this position preferably should have: A Bachelor's degree and eight (8) years successful senior broadcast management experience, or ten (10) years of successful experience in broadcast management, preferably in public broadcasting; overall knowledge of and appropriate expertise in programing, fundraising, grant application, development, underwriting, budgeting, fiscal management, short and long-term planning and recruitment; must have effective written and verbal interpersonal communications skills, including on-air. Applications will be received until November 20, 1992 in the form of a letter and complete resume, including salary expectations. SFPT is an equal opportunity/affirmative action employer, and encourages minority and female applicants to apply. We expect to select the successful candidate by mid-December, 1992. Applicants should send these materials to our mailing address as follows: J.B. Armour, Board Search Committee, c/o WXEL, 4780 Brighton Lakes Blvd., Boynton Beach, FL 33436.

Promotion manager wanted: Gannett-owned CBS affiliate in Washington, DC is looking for a great motivator and manager with super producing skills. This person will oversee all on-air, radio, print and sales presentations; supervise producers and freelancers and work with media buyer on radio and print campaigns. This person must have news promotion and management experience and be able to juggle several projects at a time. Rush resume and reel to Paul Malkie, VP of Creative Services, W*USA-TV, 4100 Wisconsin Ave., NW, Washington, DC 20016. EOE.

CBS affiliate in top 50 market seeks GSM/NSM to lead the sales department. Candidates must possess strong national sales background along with strong leadership, communication, training and people skills. Prior sales management experience required. If the preceding describes you, send resume to: WHP-TV, 3300 N. Sixth St., Harrisburg, PA 17110. Attn: David Ritter, General Manager. No phone calls. EOE.

HELP WANTED SALES

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

Local sales managers: Memphis ABC affiliate seeking an aggressive, organized, creative individual with strong sales background to lead local sales force. Must possess good communication and strong people skills. Management experience preferred. Send resume to: Susan Adams, GSM, WHBQ-TV, 485 S. Highland St., Memphis, TN 38111. EOE.

WHNS-TV, a mature Fox affiliate serving a fast growing, Southeastern four station market in the Western Carolinas, is looking for a local sales manager who excels at training salespeople to become marketing consultants; who is equally proficient at dealing with local retailers and regional, major market agencies. Television sales management experience is highly preferred. Send resumes to: Tony Thompson, General Sales Manager, WHNS-Fox21, 21 Interstate Court, Greenville, SC 29615. EOE M/F/H.

Account executive - WAVY TV: Applicant must have 2+ years electronic media sales experience. Must have proven new and developmental sales background plus strong customer service skills. Familiarity with local market research a plus (ex: Stowell/Marshall). EOE employer. Contact: Send cover letter and resume to Cheri Parson, Local Sales Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please.

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

Local sales manager: WLF-TV, CBS affiliate in Lafayette, IN is seeking a local sales manager. Candidate must have a strong local sales background in sales promotion, new business development and training. Must be a team player, a positive motivator and possess good people skills. Send resume and references to Tom Combs, WLF-TV, PO Box 2618, West Lafayette, IN 47906. EOE.

Ambitious, eager local account executive needed for top 25 market, Post Newsweek Owned, CBS affiliated station. Candidates must have one to two years selling experience. Prefer experience in new business development, vendor, sales promotion. Please contact Lisa Meter, Local Sales Manager, WFSB-TV, 3 Constitution Plaza, Hartford, CT 06103. EOE.

HELP WANTED TECHNICAL

Chief engineer: For UHF station WEHT in Evansville, Indiana. Must have thorough background in analog and digital electronics; five years experience in television broadcast equipment; knowledge of all formats of video recording, switching, digital effects and storage. ENG equipment, and editing. This is a "hands-on" position requiring troubleshooting ability to the component level. High power TV RF system experience is required. Some administrative ability and FCC General Class license necessary. SBE certification a plus. Resume and salary requirements to: Elmer Chancellor, WEHT-TV, PO Box 25, Evansville, IN 47701. Fax 502-826-6823. EOE, M/F.

South Texas educational station has an opening for a chief engineer. Previous experience desired in maintenance of UHF transmitters and studio systems as well as personnel supervision. SBE certification a plus. Send resumes to Community Educational TV, Inc., attention Ben Miller, PO Box C-11949, Santa Ana, CA 92711. EOE.

Chief engineer: Northeast 90's ADI network affiliate is seeking a professional with proven technical and leadership skills to supervise engineering staff. This position requires direct supervision in the installation and maintenance of studio and transmitter equipment. Candidates must have a working knowledge of UHF transmitters, studio equipment, including analog, digital and RF electronic equipment. EOE. Send resume to Box Q-10.

Maintenance engineer: The WBNS stations is seeking a maintenance engineer with at least three years experience in a major market TV and radio engineering department that includes SNG, ENG, D2 and computer automation. A degree and SBE certification is necessary. Shift changes and over night trips are part of this position. Send resumes and applications to Marvin C. Born, WBNS-TV, 770 Twin Rivers Drive, Columbus, OH 43215. 614-460-3914. EOE.

Satellite news vehicle engineer: WTVR-TV has an opening for a satellite news vehicle engineer to operate its up-link truck. Must have a minimum two (2) years of maintenance experience with studio, ENG, microwave, transmitter and satellite equipment. FCC General Class license required. Send resume and salary requirements to Chief Engineer, WTVR-TV, 3301 W. Broad Street, Richmond, VA 23230. M/F/EOE.

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

Video engineer experienced in installation, maintenance and repair of complete studio and post production facilities with Beta, 3/4", 1" and digital equipment is needed. We are a fast paced, state-of-the-art ad agency producing commercials for Fortune 500 clients, located in a friendly, family oriented community. Please send resume to Allen Teague, Hawthorne Communications, Inc., 300 N. 16th Street, Fairfield, IA 52556. EOE.

On line editor/EFP videographer: Experienced with Grass Valley 141 editor or other A/B roll system. Strong field production skills especially in composition and lighting. Will shoot/edit promos, commercials, creative service projects. Send non-returnable tape to Creative Services Mgr., WMCH4, PO Box 4, Columbus, OH 43216. No phone calls. EOE.

Maintenance engineer: FCC General Class license required. Must have 3 years experience trouble-shooting to component level in RF, video and audio TV equipment. Experience in maintaining digital and microprocessor based equipment required. SBE certification desirable. Resume and salary requirements to: Elmer Chancellor, WEHT-TV, PO Box 25, Evansville, IN 47701. Fax 502-826-6823. EOE, M/F.

California major market UHF seeking candidates for chief engineer. Minimum five years technical/maintenance experience in following areas: UHF transmitters, post-production, studio systems, multi-format video tape, satellite operations, microwave installation and master control. Strong organizational and communication skills a must. Please send resume and letters of recommendation to Box Q-23. EOE.

Group owned TV station is seeking a junior editor/director. 1-2 years experience with Grass Valley computer editing systems. 1"-Beta - 3/4" formats, live to tape switching, Chyron, field shooting and working knowledge of FCC broadcast regulations. News background a plus. EOE. Send resumes to: Program Manager, KHSC, 3833 Ebony Street, Ontario, CA 91761. No phone calls.

Technical chief engineer/production manager: Performs a wide range of supervisory, operational and technical functions in the production of TV and radio projects. Responsible for ensuring that all equipment and productions meet applicable technical standards. Ability to maintain microprocessor based production equipment, including DVE, video switcher, VCR, editor and other equipment. Requires a Bachelor's degree or an equivalent combination of education and/or experience. Must have at least five years experience in TV an radio maintenance and engineering to include several years in a management position. Also requires FCC General Class license/microwave endorsement. Must have working knowledge of computers and experience with scheduling and related software. Excellent communication and problem solving skills are essential. Familiarity with scheduling and traffic of television operations for a large production facility desirable. Rutgers, New Brunswick campus is 30 miles south of New York City. Sate salary requirements. Excellent benefit package includes tuition remission for employees and children. Send resume to: PO Box 496, New Brunswick, NJ 08903-0496. The State University of New Jersey, Rutgers. Employment eligibility verification required. Affirmative action/equal opportunity employer.

HELP WANTED NEWS

WICS TV in Springfield, Illinois is accepting applications for two producer positions: Associate producer: Overall responsibility for early morning news, cut-ins, and noon show. Executive producer: Responsibility for overall content and production of all newscasts and serves as line producer for 6:00 p.m. show. Commercial television experience required. BASYS experience a plus. Resumes and non-returnable tapes to: Les Vann, News Director, WICS TV, 2680 East Cook, Springfield, IL 62703. EOE.

News director: Small market with large goals looking for aggressive individual to lead an exceptional news team. Broadcast degree with experience in producing and management is preferred. Candidate must have a minimum of 2 years news experience, excellent writing skills and strong news judgement. Send tape and resume to General Manager c/o WUTR-TV, PO Box 20, Utica, NY 13503. EOE.

Assistant assignment editor: To gather news, write fact sheets, assign camera crews and reporters for daily local newscasts. Prior broadcast journalism experience required. Letter and resume (no calls) to Edward B. Schimmel, Assistant News Director, WPVI-TV, 4100 City Line Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Assignment editor needed for Washington DC independent television news bureau. Minimum two years desk experience and strong organizational skills a must. Some sales experience helpful. Also accepting applications for: Three (3) studio camera operators, a studio audio operator, an off-line editor and an ENG/EFP photographer. Minimum two years experience and college degree preferred. Resumes to: Gwen Tharpe, Personnel Manager, Potomac Television Communications Inc., 500 North Capitol Street, NW, Washington, DC 20001. EOE.

Newscaster/foreign correspondent, Manhattan: Collect and analyze information about newsworthy events occurring locally and internationally for Brazilian television. Gather and verify factual information about story. Gather video footage to illustrate news. Give live reports from site or mobile unit. Specialize in political, entertainment and sports fields. Use the following equipment: Broadcast video cameras, A/B roll editor system, news wire service equipment, remote satellite link equipment. Fluent in Portuguese, Spanish and English. Required to travel at a moment's notice to cover news events in any part of the world. Must have up-to-date knowledge of current events in Brazil. Bach's in Communications, 2 years exp, 40 hrs/wk, 10:00 a.m. to 6:00 p.m., \$47,662 per annum. Send resume or letter in duplicate to: M.V. #266, Room 501, One Main Street, Brooklyn, NY 11201. EOE.

Reporter/anchor: Are you a good storyteller? Do you explain how stories affect your viewers' lives? If so, you may be the high-profile reporter we need weeknights and the anchor/producer we need on weekends. Significant reporting/anchoring/producing skills are a must. Send resume, statement of news philosophy and non-returnable tape (VHS only) to Robert Cizek, News Director, WKJG-TV, 2633 West State Blvd., Fort Wayne, IN 46808. No calls or faxes. EOE.

News director: A medium sized Midwest network affiliate needs an experienced, aggressive, motivated leader in the news department. Please submit resume and news philosophy to Box Q-11. EOE.

Telemundo affiliate in Miami looking for a news producer. Responsible & creative. Must have minimum 2 years experience. The position is open immediately. Spanish a must. Please send resume to: Roberto Vizcon Channel 51, 2340 W. 8th Ave., Hialeah, FL 33010 or fax it to 305-885-2592. EOE.

News photographer: NPPA award-winning staff at WBFF-TV, Baltimore is looking for a creative news shooter with strong editing skills. Ideal candidate has three (3) years minimum shooting experience, live truck ability, and a great tape. News or sports reporting ability a plus. Send resume and tape to: Scott Livingston, WBFF-TV, 2000 W. 41st Street, Baltimore, MD 21211. WBFF is an equal opportunity facility. Application deadline is October 15, 1992.

The Weather Channel®, Inc. is accepting applications to update it's library of potential candidates for future on-camera meteorology positions. Successful candidates will possess excellent communication skills with a minimum one year television weather broadcast experience and a strong fundamental working knowledge of meteorology. B.S. in Meteorology preferred. Send a non-returnable weather broadcast tape and resume to Chuck Herring, 2600 Cumberland Parkway, Atlanta, GA 30339. Pre-employment substance abuse test required. No phone calls please. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

The Independent station of KPTV - Channel 12 has a challenging opportunity for an experienced program manager. This position directs and supervises all programing, production and public affairs activities at the station. The essential duties and responsibilities of this position will include the following: Procures, negotiates, and schedules all station programing; meets regularly with program distributors to review available program products; writes formal offer of purchase agreements; plans and maintains records on featured schedules; researches, analyzes, and interprets ratings; makes application and files for required programing licenses and permits; prepares and monitors annual program budget. The essential skills, experience and education required for this position are: 5 years experience in television broadcasting field in a managerial/supervisory capacity; extensive knowledge and experience with the legal and ethical aspects of broadcasting; State and Federal regulation laws, rules, requirements, filing procedures, and policies; knowledge and experience with program classifications; excellent oral and written communication skills; excellent interpersonal and team building skills; experience in budget preparation and fiscal management; 4 year college/university degree in Communications or a related discipline and/or equivalent experience; direct experience with the negotiation of contracts; ability to meet and deal effectively with the public, outside organizations, and program distributors. KPTV is proud to be in its 40th year of operation and is located in the beautiful Pacific Northwest - Portland, Oregon! Interested individuals may submit their resume/application to: Milite Vega-Lloyd, Human Resources Department, KPTV, Channel 12, 735 SW 20th Place, Portland, OR 97205. Closing date: Until position is filled. No telephone calls please. KPTV is an equal opportunity employer.

Promotion editor/producer: Philadelphia's #1 television station is looking for a highly creative and experienced on-line editor/producer for a new in-house promotion production facility. Candidates should have complete knowledge of post-production editing, graphics, and work well under tight deadlines. Previous television promotion experience a must. Send resume with tape (no calls) to William Burton, Director of Promotion and Station Advertising, WPVI-TV, 4100 City Line Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Videographer: Top notch creative team in sunny southwest looking for shooter w/terrific reel of commercials and/or TV promos. At least 3 yrs. exp. Must have the ability to add to creative. Film exp. a plus. Please send reel and resume to Creative Services Manager, KTVK-TV, 3435 N. 16 Street, Phoenix, AZ 85016. Reels will not be returned. EOE.

Art director: Multi-talented, highly creative, aggressive artist to take a leadership role with all our graphic needs. Electronic paint system and print experience necessary. Send your resume, dazzling reel and print samples to Personnel Department, WJKS-TV, PO Box 17000, Jacksonville, FL 32245, EOE M/F, drug testing.

Write, shoot, edit commercials/promos - 3/4" format. Paintbox operation a plus. Send resume and non-returnable tape to T. Hiebert, KTVK-TV, 1007 W. 32nd Avenue, Anchorage, AK 99503. (Minimum one year commercial production experience). No phone calls. EOE.

Promotion director: ABC affiliate in 35th market looking for an experienced promo-pro to supervise four person department under direction of program manager. If you have what it takes to create great campaigns and execute them to success send your 3/4-inch reel and resume to: Personnel Director, WLOS-TV, Box 1300, Asheville, NC 28802. No phone calls please. EOE.

Small market network affiliate in the Northeast, seeks promotion director with strong production skills. Experience preferred. Resume and salary history to: Box Q-24. EOE.

News promotion producer: WTVC, Chattanooga is looking for a creative, self-starter with 1-2 years of on-air promotional experience. Must have excellent writing, editing and communication skills. Must be able to work well with people and produce quality promotion under pressure and tight deadlines. Shooting and/or directing experience a plus. Send resume, 3/4" tape and salary history to Ronnie Minton, Marketing Manager, WTVC-NewsChannel 9, 410 West Sixth Street, Chattanooga, TN 37402. EOE.

Promotion manager: We're an ABC affiliate looking for a forward thinking, innovative individual to lead our talented promotions/graphics department. Must have experience with Co-op, radio, print and multi-media campaigns. Experience in news promotion critical. Strong leadership and organizational skills necessary. WBRC-TV is an equal opportunity employer. Applicants should send resume and non-returnable reel to: General Manager, WBRC TV, PO Box 6, Birmingham, AL 35201.

Promotion photographer/editor: We are looking for a hot shot photographer/editor with 3-4 years experience to join our creative promotion team. Applicant must have knowledge of post production... on and off-line edit systems, including use of ADO, AVA, Grass Valley switcher, Quantel picture box... Must have excellent lighting and audio mixing skills and a terrific attitude. Film experience a plus. No beginners or phone calls please. Rush resume tape with only your best spots to: Lori Shea, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer.

Chicago's #1 station WLS-TV has immediate opening for a supervising producer for its weekly prime-access magazine show. Minimum three years major market experience. Strong creative and supervisory skills a must. EOE. Send non-returnable demo tape and resume to Sherry Burns, Program Director, WLS-TV, 190 North State Street, Chicago, IL 60601.

Top ten independent needs sports producer/director to handle live telecasts, sports promotion and sales projects and misc. production duties as needed. Candidate should have 3 years experience producing/directing live sports, editing experience and a working knowledge of video and audio operations. Send resume and tape to: Human Resources, WDCA-TV, Paramount Stations Group, 5202 River Road, Bethesda, MD 20816. Deadline: November 1. WDCA is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Operations/engineering manager: Twenty five years experience including four UHF start-ups; budgets, design, construction, automation, staff training and supervision. Available immediately due to Hurricane Andrew. Reply to Box Q-25.

Former general manager of successful station that has been sold looking for a position in sales or management. Prefer under performing stations where creativity is required. Reply to Box Q-26.

SITUATIONS WANTED TECHNICAL

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

25 years broadcast engineering. 14 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply to Box Q-13.

SITUATIONS WANTED NEWS

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

Sports broadcaster: 12 years experience. Reporter/producer/anchor. Available immediately. Reasonable salary. Call 318-343-9730.

Assistant news director, medium market, seeks news director position in smaller market. Twelve years experience. Former award winning anchor/reporter with hands-on management experience. Skilled administrator and effective leader and motivator. Willing to make commitment. Call 205-423-6271.

Reporter: News junkie looking for station to get a fix on. Black female with 3 years news experience. Stanford B.A. in English. Salary negotiable. Call 602-938-1277.

CABLE

HELP WANTED SALES

Account executive/advertising sales: National Cinema Network expanding again! National entertainment medium seeking qualified, energetic self-starter to sell local and regional advertising in Atlanta, New York, Baltimore, Cincinnati, Dayton and Indianapolis markets. 1 to 2 years advertising sales experience (cable or radio preferred). Base plus commission. Great benefits package. Comprehensive training program. EOE. Please send resumes to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041 Attn: Stuart Hoffman.

ALLIED FIELDS

HELP WANTED INSTRUCTION

The School of Journalism at the University of Montana: Dean. The University of Montana School of Journalism is the second-oldest undergraduate journalism school in the nation. It is accredited by ACEJMC and offers B.A. degrees in Journalism and Radio-Television and an M.A. in Journalism. The University of Montana is a comprehensive liberal arts institution with seven professional schools, 10,500 students and 400 faculty. The University is one of six units of the Montana University System and the center of liberal arts education in Montana. It is the only university in the state with a school of journalism. The dean is the academic, administrative and professional leader of the school. Duties include general administration, teaching, advising, outside fundraising, directing the academic program and serving as the school's advocate on and off campus. Qualifications include: 1. Distinguished professional experience in print or broadcast news; 2. Distinguished college-level teaching experience; 3. Administrative experience, preferably in an academic institution; and 4. An advanced degree and professional accomplishments commensurate with appointment at the rank of professor. The position is tenurable. The salary is competitive. Applications must be postmarked by Dec. 1 and should include a statement of interest, professional resume and transcripts. Nominations are encouraged and must be received by Nov. 16. Applications and nominations should be sent to: Search Committee, School of Journalism, University of Montana, Missoula, MT 59812. The University of Montana is an equal opportunity/affirmative action employer.

West Virginia University: The P.I. Reed School of Journalism seeks candidates for a tenure-track assistant professor position in broadcast news. Professional broadcast news and college-level teaching experience are required. Ph.D. or ABD is preferred, but candidates with MA and strong professional experience will be considered. Teaching assignments may include introduction to broadcasting, radio/television news, introduction to mass communications, basic journalistic writing, media research methods and graduate courses. The position requires teaching, research, service and student advising. Screening of applications will begin Nov. 1, 1992 and continue until the position is filled. Appointment begins either Jan. 5, 1993 or Aug. 15, 1993. The 50-year-old school is one of 93 fully accredited by the ACEJMC and is the site of the first RTNDA campus chapter. There are 43 graduate students and 430 undergraduates, of whom 102 are broadcast news majors. There are 16 full-time and several part-time faculty. WVU is an equal opportunity/affirmative action employer. Applications to: Prof. William Seymour, BN Search Chair, School of Journalism, West Virginia University, Morgantown, WV 26506-6010. WVU is located 70 miles south of Pittsburgh in the beautiful West Virginia hills.

Chair, broadcast program, Northwestern University Medill School of Journalism: Applicant must have recognized industry stature, advanced journalism degree, minimum 10 years industry service. Full range of broadcast experience preferred, including line producing or reporting plus news management in a top 20 market within the past 5 years. Knowledge of basic ENG equipment, videotape editing, electronic newsroom and control room operations preferred for direction of state-of-the-art electronic newsroom. Prior teaching experience and interest in academic research desirable. Chair teaches undergraduate and graduate students and coordinates curriculum and newsrooms in Evanston, Chicago and Washington, D.C., including the broadcast arm of Medill News Service. Please send letter and vita by December 1, 1992, to Donna Lefk, Chair, Faculty Search Committee, Medill School of Journalism, 680 N. Lake Shore Drive, #818, Chicago, IL 60611. Northwestern University is an affirmative action/equal opportunity employer. Hiring is contingent on eligibility to work in the U.S.

Doctoral assistantships: The University of Tennessee seeks outstanding candidates for doctoral study. Coursework emphasizes communication theory and research with broadcasting, journalism, and advertising concentration. M.S. degree helpful. GRE required. Program requires 2-3 years in coursework, depending on educational background, plus dissertation. Teaching/research assistantships possible. Application for fall 1993 due March 1. Also, calendar-year M.S. program in media management. Contact Dr. H. H. Howard, Communications, University of Tennessee, Knoxville, TN 37996-0347. EOE.

Ayers Professor, Department of Communications: Jacksonville State University and the department of communication are pleased to announce an Ayers Professor position for Fall 1993, supported in part by the Communication Endowment. This is a full-time tenure-track position at assistant or associate professor rank. Broad background in media and specialization in at least one communication discipline required. Earned doctorate in appropriate communication discipline required — no exceptions. Journalism and public relations knowledge desirable. Person hired will be expected to engage in regular faculty duties, such as teaching, scholarly activity, advising, curriculum development, etc. Additionally, he/she will be expected to provide creative insight and expertise, collegial setting. Salary competitive. The department of communication is located in modern Self Hall, which housed production facilities for the newspaper and yearbook, two TV studios and post-production facilities, two audio production rooms and a FM radio station associated with NPR. The department has 200 majors in communication and a minor in journalism. Send letter of application, resume, three current letters of reference, and official transcripts to: Personnel Services, Jacksonville State University, 700 Pelham Road N, Jacksonville, AL 36265-9982. Deadline for applications: December 7, 1992, or until suitable candidates identified. EEO/AA employer.

HELP WANTED SALES

The AdValue Network is looking for two experienced sales representatives for stations and agencies in the top ten markets. If you want to be part of the future of television and radio advertising and have a feel for current technology, along with a solid station or agency media background, this could be the right opportunity for you. The AdValue Network is a nationwide computer network designed to efficiently connect the buyers and sellers of television and radio advertising. It's a system that uses cutting edge technology to deliver never-before-possible accuracy and reliability in media transactions. As a partnership of Westinghouse Broadcasting and Safeguard Scientifics, it's got the resources to make it happen. Do you want to be part of it? Send resume to: President, The AdValue Network, 888 7th Avenue, 10th Floor, New York, NY 10106. An equal opportunity employer.

EMPLOYMENT SERVICES

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

Act now or lose! Bonafide TV radio job leads. Entry to execs. Send \$10.00 money order to Media Market, Suite 155, 2047 Victory Blvd., Staten Island, NY 10314.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

AM and FM transmitter, used, excellent condition. Guaranteed. Financing available. Transcom. 215-884-0888. FAX 215-884-0738.

Lease-purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

LPTV 1 kw UHF transmitter, excellent condition, extra tube. Also antennas and more! Available immediately. 708-887-5100.

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

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SALES TRAINING

**LEARN TO SELL
TV TIME**

Call For FREE Info. Packet
**ANTONELLI MEDIA
TRAINING CENTER**
(212) 206-8063

BUSINESS OPPORTUNITY

Existing 465' television tower and 10 acre site FOR SALE and lease back to station and others. Located central Ohio in vicinity of intersections I-70 and state highway. \$500,000 cash. Qualifications with letter to Box Q-28.

ALLIED FIELDS

EMPLOYMENT SERVICES

1-900-40-RTNDA Radio and Television News Jobs

RTNDA Job Service

75 cents a minute. Job openings listed free. Call 202-659-6510 (Fax 202-223-4007).



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

JOBPHONE

Inside Job Openings, Nationwide

- Press 1 Radio jobs, updated daily
- 2 Television jobs, updated daily
- 3 Hear "Talking Resumes"
- 4 To record "Talking Resumes" and employers to record job openings
- 5 Entry level positions

1-900-726-JOBS

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(5627)

EMPLOYMENT SERVICES CONTINUED

BEGINNING A TV NEWS CAREER?

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**WANT TO BUY FMs
Commercial/NCE
Also CPs
Send Particulars
Write Box Q-14**

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\$750,000 - all cash
Contact exclusive broker:

**Richard L. Kozacko
KOZACKO MEDIA SERVICES
607-733-7138**

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800 393-7292

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**Class C FM/10KW AM
KMCM/KMTA Miles City, Montana.**
Top audience share, Regional signals
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Mint Equipment, Sales growth
Steady economy, \$595,000.
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Low price/generous terms.
Contact: Bob Austin,
Satterfield & Perry, Inc.
303-740-8424

**Operating LPTV
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Ready for your marketing plan... With or without real estate (studio), production equipment or programing.
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Medium Market, Full A!**

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AM CORNING, NEW YORK**

For more information,
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WILLIAM R. RICE CO.
9102 N. Meridian, Suite 500
Indianapolis, Indiana 46260
(317) 844-7390

UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF MASSACHUSETTS

STATE STREET BANK & TRUST COMPANY
and BAY BANK BOSTON, N.A.
Plaintiffs,

Civil Action
No. 92-11436-WD

vs.

ARROW COMMUNICATIONS, INC
ARROW COMMUNICATIONS OF ALABAMA, INC.,
and ARROW COMMUNICATIONS OF UTICA/ROME, INC.

Defendants.

RECEIVER'S NOTICE OF SALE

PLEASE TAKE NOTICE:

William R. Rice, Receiver ("Receiver") of Arrow Communications of Alabama, Inc. and its affiliated companies ("Arrow"), intends to sell all of the assets, tangible and intangible, real, personal or mixed, used in the operation of radio stations WTNW-AM and WFFX-FM ("Assets"). The sale will be in accordance with the terms of a proposed purchase agreement attached to an application filed by the Receiver for authority to sell the assets ("Purchase Agreement"). Counteroffers are hereby being solicited.

The terms and conditions of the proposed purchase are set forth in the Purchase Agreement, a copy which may be obtained by interested purchasers by contacting the Receiver at the address shown at the foot of this notice. Under the Purchase Agreement, the proposed purchase price for the assets is \$900,000, plus 60% of the face value of all outstanding accounts receivable existing at the time of closing, together with the assumption of certain contractual and leasehold obligations associated with such radio station operations (the "Purchase Price"). It is anticipated that outstanding accounts receivable at the time of closing will be \$100,000. Competing bids must be at least \$50,000 in excess of the offer.

The Buyer will receive a Receiver's Deed and a Bill of Sale from the Receiver pursuant to an Order of the United States District Court for the District of Massachusetts.

IN ORDER TO BE CONSIDERED, A COUNTEROFFER MUST BE FILED WITH THE RECEIVER PURSUANT TO THE PROCEDURE ESTABLISHED BELOW.

All persons interested in bidding for the Assets must submit their counteroffers to the receiver by the date set forth below and must appear at the hearing scheduled on the sale. The deadlines established below shall control any further bidding or counteroffers.

Parties interested in submitting a counteroffer may obtain a copy of the Purchase Agreement by contacting William R. Rice, the Receiver herein at the address and telephone number listed below.

The Counteroffer procedure established hereby is designed to encourage, not discourage, further bids for the Assets, and higher offers will be welcomed by the Receiver. Counteroffers accompanied by a deposit in the amount of Ten Thousand Dollars (\$10,000) are welcome, but must be submitted within the scheduled time set forth below. If any counteroffer is accepted by the Court, an additional \$90,000 must be deposited in escrow upon such approval. The balance of the Purchase Price shall be required to be paid in cash at closing.

All interested parties are invited to submit counteroffers for the purchase of the Assets. Any counteroffer must be submitted in writing to the Receiver at the address shown below, before the 29th day of October, 1992, and filed with the Clerk of the U.S. District Court of the District of Massachusetts, U.S. Post Office and Courthouse, Boston, Massachusetts 01209. To be considered as a qualified counteroffer, the counteroffer delivered to the Receiver must be accompanied by a deposit in the amount of Ten Thousand Dollars (\$10,000), in the form of a certified or bank check payable to William R. Rice, Receiver. (Please write the appropriate tax identification number on the check.) At the hearing, any qualified counteroffer and the original proposed purchaser may be requested to file a new written bid. The deposit of the successful bidder will be forfeited if the successful bidder fails to complete the purchase. All other deposits will be returned.

A hearing on counteroffers on the proposed sale, if any, and the authorization for the sale, will be held in the United States District for the District of Massachusetts, U.S. Courthouse, Boston, Massachusetts, on the 5th day of November, 1992, at 3:30 o'clock P.M. If you have submitted a counteroffer for the purchase of the Assets, you will be expected to be present at such hearing. The hearing may be continued from time to time by the Court without further notice.

Date: Oct. 1, 1992

William R. Rice, Receiver for Arrow
Communications, Inc. et al

FOR INFORMATION CONTACT:

William R. Rice, Receiver
William R. Rice Company
9102 N. Meridian Street, Suite 500
Indianapolis, Indiana 46260
Telephone: 317-844-7390

FOR SALE STATIONS CONTINUED

**FOR SALE 50KW AM AND CLASS
C FM IN FAST GROWING SOUTH-
WESTERN TOP 50 MARKET CITY.
SERIOUS BUYERS ONLY.
P.O. BOX 25670,
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**FOR SALE OR TRADE
100KW CENTRAL WYOMING
AT 106.9 FM
FAX INTEREST AND QUALIFICATIONS
702-883-5704**

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FOR SALE EQUIPMENT

FOR SALE

GRASS VALLEY KALEIDOSCOPE DPM-1
\$79,000.00
CONTACT: DIANE STAFFORD
GREENE, CROWE & COMPANY
(818) 841-7821

**EARLY DEADLINE
NOTICE**

**Due to the
Thanksgiving
Holiday the
deadline for the
November 30th
issue will be
Wednesday,
November 18th
at noon.**

**BROADCASTING'S
CLASSIFIED RATES**

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

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

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.60 per word, \$32 weekly minimum. Situations Wanted: 80¢ per word, \$16 weekly minimum. All other classifications: \$1.60 per word, \$32 weekly minimum.

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

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

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING 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, 1705 DeSales St., NW, Washington, DC 20036.

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.

**For subscription information
call 1-800-323-4345.**

Date Book

Highlighted listings indicate major meetings.

OCTOBER

Oct. 10-12—Tennessee Association of Broadcasters annual convention. Radisson Read House, Chattanooga. Information: (615) 399-3791.

Oct. 10-13—Association of National Advertisers annual meeting and business conference. Homestead, Hot Springs, Va.

Oct. 11-16—Ethical decision-making seminar sponsored by **Poynter Institute**. Institute, St. Petersburg, Fla. Information: (813) 821-9494.

Oct. 12—Cable Television Administration and Marketing Society Northeast regional cable management conference. Trop World Casino and Entertainment Resort. Atlantic City, N.J. Information: (703) 549-4200.

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

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

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

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

Oct. 14—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: William Samuels, chairman and chief executive officer. ACTV Interactive. Copacabana, New York. Information: (212) 768-7050.

Oct. 14—"Careers in Sports," career development seminar for communications professionals wanting to break into sports communication. Sponsored by **National Academy of Television Arts and Sciences, New York chapter**. Mickey Mantle's Restaurant and Sports Bar, New York. Information: (212) 768-7050.

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

Oct. 15—International Radio and Television Society newsmaker luncheon. Speakers: Tom Brokaw, NBC; Peter Jennings, ABC, and Dan Rather, CBS. Waldorf-Astoria, New York. Information: Maria DeLeon, (212) 867-6650.

Oct. 15-16—Howard University School of Communications, 21st annual conference and job fair. Main Campus, Washington. Information: Virginia Steward, (202) 806-7690, or Carol Dudley, (9202) 806-5807.

Oct. 15-17—National Religious Broadcasters, Eastern chapter, convention. Sandy Cove Conference Center, North East, Md. Information: David Eshleman, (703) 896-8933.

Oct. 16—The Annenberg Washington Pro-

gram in Communications Policy Studies of Northwestern University, technological tutorial, "The Technological Underpinnings of Telecommunications Policy: The Technologies of Common Carrier." Same seminar repeated on Oct. 23. The Willard Office Building, Washington. Information: Christine Love, (202) 393-7100.

Oct. 17—1992 Mid-Atlantic Emmy Awards ceremony honoring Fred Rogers of Mister Rogers' Neighborhood. Adams Mark Hotel, Philadelphia. Information: Grace Stewart, (215) 233-4554.

Oct. 19—Seventh annual John Bayliss Broadcast Foundation annual media roast, honoring Dr. Ruth Westheimer, former radio talk show host. Plaza, New York. Information: Kit Hunter Franke, (408) 624-1536.

Oct. 19—Women in Cable, Washington, D.C. chapter, annual benefit gala honoring Geraldine Laybourne, president, Nickelodeon. Omni Shoreham, Washington. Information: Lynn Levine, (202) 872-9200, or Jeanine Taylor, (703) 378-3430.

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

Oct. 27—International Radio and Television Society, sports division, seminar "Radio: The Conscience of Baseball." Time Life Building, New York. Information: Julie Furman, (212) 867-6650.

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

NOVEMBER

Nov. 4-8—National Black Media Coalition 19th annual media conference. Hyatt Regency, Bethesda, Md. Information: (202) 387-8155.

Nov. 7—NAB Radio Manager's Roundtable for small and medium markets, including Q&A with FCC Mass Media Bureau Chief Roy Stewart. Holiday Inn Palo Verde. Tucson, Ariz. Information: (202) 429-5402.

Nov. 9—"Where Are the Ratings Systems Headed?" tele-workshop sponsored by **National**

ERRATA

Kalil & Co. brokered sale of WMIN(AM) Minneapolis and co-brokered with Media Services Group sale of KBBX(AM)-KBCK(FM) Salt Lake City ("Changing Hands," Sept. 14).

Donald Griffin is new general manager of WLQT-FM Dayton, Ohio, not James Jensen, as printed in Sept. 21 "Fates & Fortunes."

An item in the Aug. 24 issue about political broadcasting complaints put wxIA-TV Atlanta in the wrong broadcast group. It is owned by Gannett.

Association of Television Producers and Executives Educational Foundation. Workshops are fed live, via satellite. Information: Susan Davis, (310) 453-4440.

Nov. 10-13—Society of Motion Picture and Television Engineers 134th technical conference and equipment exhibit. Metro Toronto Convention Center, Toronto. Information: (914) 761-1100.

Nov. 19-22—Society of Professional Journalists national convention. Stouffer Harborplace, Baltimore. Information: (317) 653-3333.

DECEMBER

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

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

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

JANUARY-APRIL 1993

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

Jan. 24-28—NATPE International/Association of Independent Television Stations. NATPE's 30th annual program conference and exhibition and INTV conference. Moscone Convention Center, San Francisco. Information: Nick Orfanopoulos, for NATPE, (310) 453-4440, and Angela Giroux, for INTV, (202) 997-1970.

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

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

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

April 16-21—MIP-TV, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4420 or 750-8899.

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

For the Record

As compiled by BROADCASTING from September 28 through October 2 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KPOM-TV Fort Smith, AR** (BALCT920911KH; ch. 24; 2,510 kw-V; 251 kw-A; ant. 1,040 ft.)—Seeks assignment of license from J.D.G. Television Inc. to NWA Television Inc. for \$3.5 million. Sale of station last year for \$4.383 million was approved but did not close. Assignment includes satellite station KFAA(TV) Rogers, AR (see below). **Seller** is headed by William S. Kennedy. Griffin Enterprises, 83.33% stockholder of assignor, is licensee of KWTW(TV) Oklahoma City. **Buyer** is headed by John M. Thomas, and is owned by The R. Hemreich 1987 Family Trust. Filed Sept. 11.

■ **KFAA(TV) Rogers, AR** (BALCT920911KI; ch. 51; 79.4 kw-V, 500 kw-A; ant. 476 ft.)—Seeks assignment of license from J.D.G. Television Inc. to NWA Television Inc. for \$3.5 million (see KPOM-TV Fort Smith, AR, above). Filed Sept. 11.

■ **KTIE(FM) Bakersfield, CA** (BALH920918HX; 107.1 mhz; 6 kw; ant. 164 ft.)—Seeks assignment of license from Moosey Communications Inc. to Buck Owens Production Co. Inc. for \$900,000. **Seller** is headed by Margaret Garza, and has no other broadcast interests. **Buyer** is headed by Alvis E. Owens Jr., and is licensee of two AM's, two FM's and one TV. Michael L. Owens, officer and director of assignee, has interests in KGEE(FM) Monahans, TX. Filed Sept. 18.

■ **KKUR(FM) Ojai (Oxnard-Ventura), CA** (BAPLH920921HT; 105.5 mhz; 100 w; ant. 1,358 ft.)—Seeks assignment of CP from Eric-Chandler Communications of Ventura Inc. to Buena Ventura Inc. for \$725,000 ("Changing Hands," Oct. 5). **Seller** is headed by Robert Geddes, and is also licensee of KHJJ(AM)-KGMX(FM) Lancaster-Palmdale, CA. **Buyer** is headed by George Duncan, and is also licensee of KOGO(AM)-KBBY(FM) Ventura, CA. Filed Sept. 21.

■ **KOLA(FM) San Bernardino, CA** (BALH-

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.

(BALH920921HJ; 99.9 mhz; 31 kw; ant. 1,630 ft.)—Seeks assignment of license from KOLA Inc. to SBR Broadcasting Corp. for \$5 million. **Seller** is also licensee of KMET(AM) Banning, CA. **Buyer** is headed by Timothy K. Sullivan, and is licensee of KCAL-FM Redlands, CA. Filed Sept. 21.

■ **KKJZ(AM) Santa Barbara, CA** (BAL920917EC; 990 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from Cutler Productions Inc. to Seaview Broadcasting Inc. for \$450,000. **Seller** is headed by Ron Cutler, and has no other broadcast interests. **Buyer** is headed by Manuel A. Cabranes, who is 51% owner of KWNK(AM) Simi Valley, CA. Filed Sept. 17.

■ **WFYV-FM Atlantic Beach (Jacksonville), FL** (BALH920916HA; 104.5 mhz; 100 kw; ant. 984 ft.)—Seeks assignment of license from Metroplex Communications Inc. to Evergreen Media Corp. of Atlantic Beach for \$8 million ("Changing Hands," Sept. 28). Metroplex is also selling WPRD(AM)-WMGF(FM) Winter Park-Mt. Dora, FL (see below). **Buyer** is headed by Scott K. Ginsburg, and is also licensee of two AM's and four FM's. Filed Sept. 16.

■ **WVRI(FM) Orlando, FL** (BALH920918HK; 101.1 mhz; 100 kw; ant. 1,598 ft.)—Seeks assignment of license from Capitol Broadcasting Co. Inc. to Paxson Enterprises Inc. for \$6.7 million. Paxson Enterprises is also purchasing WPRD(AM)-WMGF(FM) Orlando, and WFYV(AM) and WAIA(FM), both Jacksonville, Florida ("Changing Hands," July 6, and individual stations, above). **Seller** is headed by

James F. Goodman, who has interests in two FM's and two TV's. **Buyer** is headed by Lowell W. Paxson, who recently sold WHVE(FM) Cocoa Beach, FL ("Changing Hands," Sept. 28). Paxson is licensee of five AM's and eight FM's. Filed Sept. 18.

■ **WPRD(AM)-WMGF(FM) Winter Park-Mt. Dora (Orlando), FL** (AM: BAL920918HU; 1440 khz; 5 kw-D, 1 kw-N; FM: BALH920918HV; 107.7 mhz; 100 kw; ant. 1,584 ft.)—Seeks assignment of license from Metroplex Communications Inc. to Paxson Enterprises Inc. for \$5.6 million (see WVRI(FM) Orlando, above). **Seller** is headed by Norman Wain, and is also selling WFYV-FM Atlantic Beach (see above). He is also licensee of four AM's and three FM's. Filed Sept. 18.

■ **WZGC(FM) Atlanta** (BALH920921HE; 92.9 mhz; 100 kw; ant. 910 ft.)—Seeks assignment of license from Inlet Radio License Partnership Ltd. to Infinity Broadcasting Corp. for \$100 million (see WZLX(FM) Boston, below). Filed Sept. 21.

■ **WQBX-FM Omega, GA** (BALH920911HL; 107.5 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Sunbelt Broadcasting Inc. to Kenneth R. Strawberry for \$10,000. **Seller** is headed by Shirley Marchant, and has no other broadcast interests. **Buyer** has no other broadcast interests. Filed Sept. 11.

■ **WAIA(FM) St. Marys, GA** (BALH920918HZ; 93.3 mhz; 50 kw; ant. 462 ft.)—Seeks assignment of license from Rowland First City Radio Inc. to Paxson Enterprises Inc. for \$1.6 million (all cash) or \$2.1 million (terms) (see WVRI(FM) Orlando, below). **Seller** is headed by Marshall W. Rowland, and owns four FM's. Filed Sept. 18.

■ **WIXY(FM) Champaign, IL** (BAPH920921HF; 100.3 mhz; 12.9 kw; ant. 138 m.)—Seeks assignment of CP from Holiday Broadcasting Inc. to Saga Communications of Illinois Inc. for \$250,000. **Seller** is headed by W. Russell Withers Jr., and is licensee of two AM's, three FM's and five TV's. **Buyer** is headed by Edward K. Christian, and is licensee of six AM's and nine FM's. Filed Sept. 21.

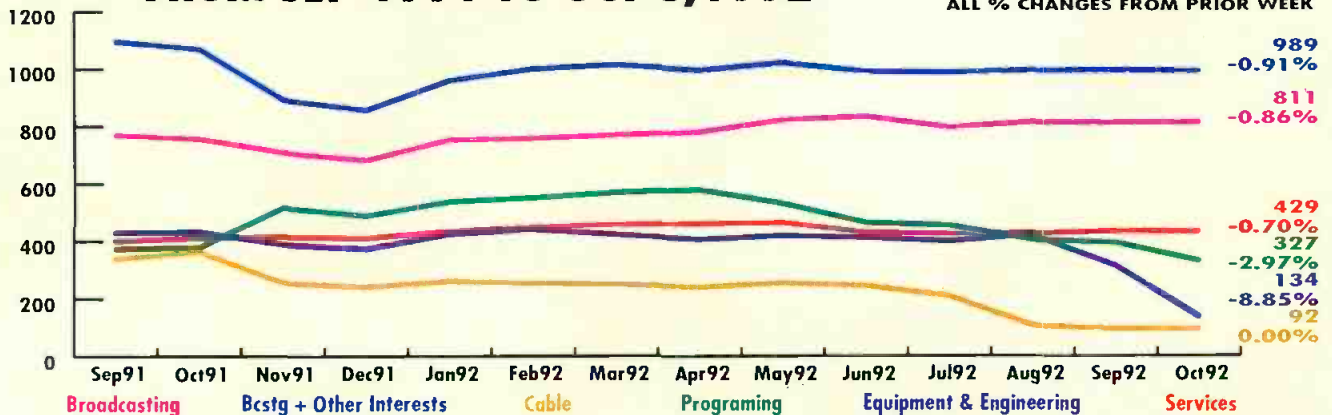
■ **WUSN(FM) Chicago** (BALH920921HH; 99.5 mhz; 6 kw; ant. 1,171 ft.)—Seeks assignment of license from Cook Inlet Radio License Partnership Ltd. to Infinity Broadcasting Corp. for \$100 million (see WZLX(FM) Boston, below). Filed Sept. 21.

■ **WZLX(FM) Boston** (BAPLH920921HG; 100.7 mhz; 20 kw; ant. 718 ft.)—Seeks assignment of license from Cook Inlet Radio License Partnership Ltd. to Infinity Broadcasting Corp. for \$100 million

STOCK MARKET PERFORMANCE AVERAGES FROM SEP 1991 TO OCT 6, 1992

NASDAQ: 570.55 (-1.23%)
S&P Ind.: 477.00 (-2.65%)

ALL % CHANGES FROM PRIOR WEEK



(see "Broadcasting," Aug. 24). Sale includes WUSN(FM) Chicago and WZGC(FM) Atlanta (see above). Seller is headed by Dan Douglas, and is also licensee of one AM and three FM's. Buyer is headed by Mel Karmazin, and is licensee of seven AM's and eleven FM's. Filed Sept. 21.

■ **WHDH(AM) Boston** (BAL920917EE; 850 khz; 50 kw-U)—Seeks assignment of license from WHDH-AM Inc. to Atlantic Radio Corp. for \$3 million. Seller is also licensee of WHDH-TV Boston. Buyer is headed by Joseph L. Winn, and is licensee of two AM's and two FM's. Filed Sept. 17.

■ **KZLS(FM) Billings, MT** (BAL920909HK; 97.1 mhz; 35 kw; ant. 295 ft.)—Seeks assignment of license from Mountain West Broadcast Investments Inc. to Land Development Inc. for assumption of debt. Seller is headed by Richard L. Frankovic, and is also licensee of KUUS(AM) Billings, MT. Buyer is headed by Raymond A. Blackman and is owned by Citizens Development Co.; it has no other broadcast interests. Filed Sept. 9.

■ **KORK(AM)-KYRK-FM Las Vegas** (AM: BAL920917EA; 920 khz; 5 kw-D, 500 w-N; FM: BAL920917EB; 97.1 mhz; 50 kw; ant. 1,950 ft.)—Seeks assignment of license from Anchor Media Ltd. to Lotus Broadcasting Corp. for \$1.425 million. Seller is also licensee of two AM's, two FM's and four TV's. Buyer is headed by Howard A. Kalmenson, and is subsidiary of Lotus Communications Corp., licensee of seven AM's and six FM's. Filed Sept. 17.

■ **KIVA(AM)-KRZQ(FM) Corrales, NM** (AM: BAL920918ED; 1310 khz; 5 kw-D, 500 w-N; FM: BAL920918EE; 105.1 mhz; 100 kw; ant. 1,937 ft.)—Seeks assignment of license from Star Management of New Mexico Inc. to Progressive Broad-

casting Inc. for \$850,000. Seller is headed by Carl C. Tutera, and has no other broadcast interests. Buyer is headed by Peter Baumann, and is licensee of KLSK(FM) Santa Fe, NM. Filed Sept. 18.

■ **WKQT(FM) Newport, NC** (BAPLH920921HI; 103.3 mhz; 100 kw; ant. 600 ft.)—Seeks assignment of CP from Recycled Radio Co. Inc. to New East Communications Inc. for \$262,581. Seller is headed by Bruce R. Naegelen, and has interests in WBTB(AM) Beaufort, NC. Buyer is headed by Henry W. Hinton Jr., and is licensee of WCZI(FM) Washington, NC. Filed Sept. 21.

■ **WKZL(FM) Winston-Salem, NC** (BAPLH920916GE; 107.5 mhz; 100 kw; ant. 500 ft.)—Seeks assignment of license from HaPa Inc. to Dick Broadcasting Co. Inc. of Tennessee for \$6.5 million. Assignment includes WGFY(FM) Gallatin, TN (see below). Seller is headed by Victor H. Rumore, who has interests in KFRR(AM) Englewood, CO. Buyer is headed by James A. Dick, who has interests in three AM's and four FM's. Filed Sept. 16.

■ **KZBB(FM) Poteau, OK** (BALH920903HJ; 97.9 mhz; 100 kw; ant. 2,000 ft.)—Seeks assignment of license from Arrow Communications Inc. to Arkla-homa Communications Co. for \$355,000. Seller is headed by William R. Rice, receiver, and is also receiver for WTNW(AM)-WFFX(FM) Tuscaloosa, AL ("Changing Hands," Sept. 28). It is also licensee of one AM and four FM's for which Rice is also receiver. Buyer is headed by George Hochman, who is 14.3% shareholder of licensee of two AM's and three FM's. Filed Sept. 3.

■ **WLHV(FM) Hardeeville, SC (Savannah, GA)** (BALH920918HY; 101.1 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from Jessup Broad-

casting Ltd. to Savannah Radio Partners; asset purchase agreement will be filed as amendment in near future. Seller has no other broadcast interests. Buyer is headed by Benjamin M. Tucker. Opus Media Group Inc., general partner of assignee, is licensee of WSOK(AM)-WAEV(FM) Savannah, GA. It is also licensee of WKXI(AM)-WTYX(FM) Jackson, MS, with LMA agreement with WKXI(FM) Magee (Jackson), MS. Filed Sept. 18.

■ **WGFY(FM) Gallatin, TN** (BALH920916HC; 104.5 mhz; 49 kw; ant. 1,312 ft.)—Seeks assignment of license from HaPa Inc. to Dick Broadcasting Co. Inc. of Tennessee for \$6.5 million (see WKZL(FM) Winston-Salem, NC, above). Filed Sept. 16.

■ **KALL-AM-FM Salt Lake City** (AM: BAL920916EC; 910 khz; 5 kw-D, 1 kw-N; FM: BALH920916ED; 94.1 mhz; 40 kw; ant. 3,030 ft.)—Seeks assignment of license from Communications Investment Corp. to Apollo Radio of Salt Lake City Inc. for \$1.88 million. Seller is headed by George C. Hatch, and also has interests in KVEL(AM)-KLCY-FM Vernal and KUTV(TV) Salt Lake City, both Utah. Buyer is headed by William L. Stakelin, and has interests in one AM and four FM's, including KKAT(FM) Ogden (Salt Lake City), UT. Filed Sept. 16.

■ **KYSN(FM) East Wenatchee, WA** (BALH920916HL; 97.7 mhz; 3 kw; ant. -150 ft.)—Seeks assignment of license from Stephenson Broadcasting Inc. to Sunbrook Wenatchee Ltd. for \$230,000. Seller is headed by Brian L. Stephenson, and has no other broadcast interests. Buyer is headed by Danny L. Sollom, and is licensee of KXAA(FM) Rock Island, WA. Limited partner Sunbrook Communications II recently sold KAAR(FM) Medical Lake, Wash., and KCSJ(AM) Pueblo, Colo. ("Changing Hands," Aug. 3). General Partner of assignee is Sunbrook Communications Corp., general partner of Sunbrook Communications Ltd., licensee of four AM's and four FM's. Filed Sept. 16.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,969	186	5,155
Commercial FM	4,723	937	5,660
Educational FM	1,561	296	1,857
Total Radio	11,253	1,419	12,672
Commercial VHF TV	557	13	570
Commercial UHF TV	585	163	748
Educational VHF TV	124	4	128
Educational UHF TV	236	10	246
Total TV	1,502	190	1,692
VHF LPTV	465	129	594
UHF LPTV	819	861	1,680
Total LPTV	1,284	990	2,274
FM translators	1,913	377	2,290
VHF translators	2,507	81	2,588
UHF translators	2,406	423	2,829

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses.

¹ Construction permit.

† Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting's own research.

NEW STATIONS

Applications

■ ***Cedar Creek, FL** (BPED920918MC)—Cedar Creek Public Radio Inc. seeks 89.5 mhz; 3 kw; ant. 91 m. Address: 1688 Yellowstone, Cocoa, FL 32922. Applicant is headed by Daniel Murphy, and is licensee of WEJF(AM) Palm Bay, FL. Filed Sept. 18.

■ **St. Augustine Beach, FL** (BPH920914ME)—Visitor Information Radio of Florida Inc. seeks 105.5 mhz; 6 kw; ant. 98 m. Address: P.O. Box 5102; St. Augustine, FL 32085. Applicant is headed by C. Lockwood Smith, and has no other broadcast interests. Filed Sept. 14.

■ **St. Augustine Beach, FL** (BPH920915MB)—Carl C. Tutera seeks 105.5 mhz; 3 kw; ant. 100 m. Address: 357 Ocean Shore Blvd., Ormond Beach, FL 32176. Applicant is selling KIVA(AM)-KRZQ(FM) Corrales, NM (see "Ownership Applications," above). He also owns licensee of KZRQ-FM, Santa Fe, NM. Filed Sept. 15.

■ ***Houghton, MI** (BPED920928MA)—Michigan Technological University seeks 91.9 mhz; .1 kw; ant. 5.4 m. Address: West Wadsworth Hall, Houghton, MI 49931. Applicant is headed by Curtis J. Tompkins, and has no other broadcast interests. Filed Sept. 28.

■ ***Calverton-Roanoke, NY** (BPED920928MC)—Sabbath Inc. seeks 107.3 mhz; 6 kw; ant. 41 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill, and has no other broadcast interests. Filed Sept. 28.

■ **Calverton-Roanoke, NY** (BPH920928MD)—John Rose seeks 105.3 mhz; 6 kw; ant. 89 m. Address: 59 Sunset Avenue, Selden, NY 11784. Applicant is also seeking FM at Westhampton, NY (see below). Filed Sept. 28.

■ ***Southampton, NY** (BPED920925MA)—Connecticut Public Broadcasting Inc. seeks 92.9 mhz; 6

kw; ant. 89.3 m. Address: P.O. Box 6240, Hartford, CT 06106. Applicant is headed by Jerry Franklin, and is licensee of three FM's and four TV's. Filed Sept. 25.

■ **Westhampton, NY** (BPH920928ME)—John Rose seeks 98.5 mhz; 6 kw; ant. 86 m. (see Calverton-Roanoke, NY, above). Filed Sept. 28.

Actions

■ **Prescott Valley, AZ** (BPH910628MA)—Granted app. of Mic Rathje for 98.3 mhz; .875 kw; ant. 770 m. Address: 6745 N. Chapultepec Circle, Tucson, AZ 85715. Applicant has no other broadcast interests. Action Sept. 23.

■ **Prescott Valley, AZ** (BPH910701MD)—Dismissed app. of Oasis International Communications for 98.3 mhz; 50 kw; ant. -43 m. Address: 5331 Mount Alifan Dr., San Diego, CA 92111. Applicant is headed by Mike Macintosh, and is parent of licensee of KWDS(AM) Prescott Valley, AZ. Action Sept. 23.

■ **Pine Bluff, AR** (BPED911021MC)—Granted app. of Board of Trustees of University of Arkansas for 89.7 mhz. Address: P.O. Box 1123 South University Ave., University Tower Building, Suite 601, Little Rock, AR 72204. Applicant is headed by B. Alan Sugg, and is licensee of two noncommercial FM's. Action Sept. 25.

■ **Paso Robles, CA** (BPH911024MD)—Granted app. of Jean Yang for 103.1 mhz; 1.2 kw; ant. 220 m. Address: 685 E. California, Pasadena, CA 91106. Applicant has no other broadcast interests. Action Sept. 15.

■ **Christiana, DE** (BPED911024MG)—Granted app. of World Revivals Inc. for 89.1 mhz; .001 kw-H, 1.2 kw-V, ant. 20.3 m. Address: 179 Christiana-Stanton Rd., Newark, DE 19702. Applicant is headed by Steve Hare, and has no other broadcast interests. Action Sept. 24.

■ ***St. Augustine, FL** (BPED910318MB)—Granted app. of Flagler College for 88.5 mhz; 6 kw; ant. 43 m. Address: 74 King St., St. Augustine, FL 32084. Applicant is headed by John D. Bailey Sr., and has no other broadcast interests. Action Sept. 18.

■ ***Lansing, MI** (BPED911104MC)—Granted app. of Lansing Community College for 89.7 mhz; .1 kw; ant. 30 m. Address: 521 N. Washington Square, Lansing, MI 48901. Applicant is headed by Abel B. Sykes Jr., and has no other broadcast interests. Action Sept. 15.

■ **Chesterfield, SC** (BPH910923MD)—Granted app. of D, D & D Broadcasters of Chesterfield for 107.3 mhz; 3 kw; ant. 100 m. Address: P.O. Box 125, Chesterfield, SC 29709. Applicant is headed by Albert W. De Hope III, who also has interests in two AM's. Action Sept. 22.

■ **Charlotte Amalie, VI** (BPCT920121KY)—Granted app. of Atlantic Broadcasting Corp. for ch. 17; 75 kw; ant. 442 m. Address: P.O. Box 1605, Milwaukee, WI 53201. Applicant is headed by Gregory H. George, and has no other broadcast interests. Action Sept. 14.

CALL LETTERS

Grants

Existing FM's

- KYSR(FM) KXEZ KXEZ Inc.; Los Angeles, CA
- WEFG-FM WPBK-FM Pyramid Broadcasting Inc.; Whitehall, MI
- WEHM(FM) WQEH Chester Associates; East Hampton, NY
- WILL(FM) WJZQ Independence Broadcasting Corp.; Kenosha, WI

- WJBX(FM) WZCR Schefflera Inc.; Ft. Myers Beach, FL
- WJLC(FM) WYPA Virgilina Broadcasting Inc.; South Boston, VA
- WKLN(FM) WHWY Visitor Information Radio of Fla.; St. Augustine Beach, FL
- WNNV(FM) WRFE Aurio Matos; Aguada, PR
- WNDD(FM) WJFC-FM Defuniak Communications Inc.; Jefferson City, TN
- WNUC(FM) WEZQ Casciani Communications Inc.; Arcade, NY
- WRZX(FM) WFX-FM Win Communications Inc.; Indianapolis
- WTHQ(FM) WCKP Shelby County Broadcasting Inc.; Shelbyville, KY
- WTLC-FM WTLC Panache Broadcasting of Indiana Inc.; Indianapolis
- WWWW-FM WWWWW Shamrock Broadcasting Co. Inc.; Detroit
- WYSR(FM) WIOF Greater Connecticut Broadcasting Inc.; Waterbury, CT
- WZZP(FM) WKVF Baldridge Shelton Partnership; Kankakee, IL

Existing TV's

- KOIN(TV) KOIN-TV KOIN-TV Inc.; Portland, OR
- KRXI(TV) KCHZ Nevada Television Corp.; Reno

Corrections

- KCOT(FM) San Augustine Cable TV Inc.; San Augustine, TX
- WMAX(AM) WUNI Saginaw Broadcasting Corp.; Bay City, MI

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Fates Fortunes

TELEVISION

Stephen Ste. Marie, former senior VP, American Television & Communications Corp., Englewood, Colo., and principal managing director, Egon Zehnder International, Los Angeles, joins DirecTV there as VP, sales, marketing.

Appointments at King World International, New York: **Melanie New-**

Dan Springer, anchor/general assignment reporter, KSBW-TV Salinas, Calif., joins WXYZ-TV Detroit, as general assignment reporter.

Kathryn Larsen, associate producer, scheduling, WNET-TV New York, joins American Program Service, Boston, as program administration associate.

Craig Weber, weathercaster, KTSM-TV El Paso, joins KYW-TV Philadelphia as weekend weathercaster.

assistant, WLWT-TV Cincinnati named part-time news writer.

Bob Mackowiak, promotion manager, WLOS-TV Asheville, N.C., named director, programing, promotion.

Ernest Harris, account executive, WGNT-TV Portsmouth, Va., named local sales manager.

Appointments at WSMV-TV Nashville: **Bruce Cramer**, managing editor, WCIV-TV Charleston, S.C.,



Stephen Ste. Marie



Danelle Black



David Ozer



Brian Glicklich



Jane Linn

man, manager, international sales operations, named director; **Clifford Tendler**, syndication manager, Picture Scores Inc., New York, joins as director, international operations.

Lena Megale, senior research manager, King World Productions, New York, named manager, research data services.

Tom Connor, executive director, advertising, promotion, Paramount Pictures, Domestic Television Division, Hollywood, named VP, creative services.

Danelle Black, director, prime time programs, NBC Entertainment, East Coast, New York, named VP, prime time, daytime programs, NBC Entertainment, East Coast.

Dennis Phillips, chief meteorologist, WCJB-TV Gainesville, Fla., joins WJAR-TV Providence, R.I., as weekend weather anchor.

Lee Foley, executive producer, WEWS-TV Cleveland, joins WAUB-TV Cleveland as managing editor.

John Yeager, reporter, KXLY-TV Spokane, Wash., joins KIRO-TV Seattle as feature reporter.

Jerry Desmond, managing editor/anchor, KRBC-TV Abilene, Tex., joins KAVU-TV Victoria, Tex., as news director.

Bob Bradley, new business sales director, KMEX-TV Los Angeles, joins KVEA-TV Corona, Calif., as local sales manager.

Lynn Espinoza, weather reporter, KOMO-TV Seattle, named co-anchor, KOMO-TV's *Morning Express*.

Doug Conrad, sales manager, Post-Newsweek Cablevision, Norfolk, Neb., and Sioux City, Iowa, joins Nebraska Television Network, Grand Island, Neb., as retail sales manager.

Appointments at Worldvision, New York: **Michael Chinery**, local sales analyst, named manager, domestic sales research; **Damon Zaleski**, research consultant, named research coordinator.

Sara Macy, prop/floor-production

joins as producer; **Annie Price**, feature reporter, KGW-TV Portland, Ore., joins as air personality/feature reporter; **Lee Owens**, sports anchor/producer, WTHR-TV Indianapolis joins as sports anchor/feature reporter; **Tim Jensen**, photographer/editor, KMTV Omaha, Neb., joins in same capacity.

Appointments at Iwerks Entertainment, Burbank, Calif.: **Kristine Eubanks**, executive VP, Elixer Entertainment, there, joins as VP, marketing; **Therese Andrade**, director, IMAX Theatre at the California Museum of Science and Industry, Los Angeles, joins as director, sales.

David Ozer, account executive, southeastern division, Twentieth Television, Atlanta, joins Columbia Pictures Television, New York, as division manager, northeast division.

Steve Caminis, news director, WOOD-TV Grand Rapids, Mich., and WOTV Battle Creek, Mich., named president-GM, WOOD-TV Grand Rapids, Mich.

RADIO

Ernest Jackson, VP/GM, WBSK(AM)-WOWI-FM Norfolk, Va., joins Noble Broadcast Group, Houston, as VP/GM of KYOK(AM)-KMJQ-FM-KHYS-FM there.

Brian Glicklich, grocery marketing director, KTAR(AM) KKLTV-FM Phoenix, joins CBS Radio Representatives, New York, as director, special marketing.

David Saxe, account executive, KEX(AM) Portland, Ore., named local sales manager.

Deb Tharalson, account executive, KFAN(AM) St. Paul, joins Minne-

Katz Radio, Chicago, as account executive.

Jane Linn, advertising manager, WKAR-TV Michigan State University, East Lansing, Mich., joins WKAR(AM)-FM there as corporate development associate.

Ken Pauli, morning anchor WCNN(AM) Atlanta, assumes additional responsibilities as operations manager.

Appointments at WRHL-AM-FM Rochelle, Ill.: **David Van Drew**, former assistant manager, news, sports director, WZOE-FM Princeton, Ill., joins as GM; **Rick Green**, assistant GM, named sales manager.

Appointments at The Interep Radio

Springs, Calif., joins Group W Radio Sales, Los Angeles, as account executive; **Rachel Elster**, account executive, HNWH Radio Sales, Los Angeles, named account executive, McGavren Guild Radio, there; **Holly Pratt Aguirre**, broadcast buyer, DMB&B, St. Louis, joins McGavren Guild Radio there as account executive; **Dan Chambers**, account executive, HNWH Radio Sales, Los Angeles, named regional manager, director, sales.

CABLE

Appointments at VH-1, New York: **Eddie Dalva**, director, acquisitions,



Eddie Dalva



Jack Sussman



Lisa Lewis



Craig Muckle



Scott Stone

sota News Network there in same capacity.

John Smith, account executive, KPPR-FM El Paso, joins KTSM(AM)-FM there in same capacity.

Mike Bettelli, programmer, MOR Contemporary format, Broadcast Programming, Seattle, named programmer, Soft Spectrum format.

Bill Summers, production director, KRNA-FM Iowa City, Iowa, named assistant program director.

Gary Reynolds, programming director, WXFB-FM-KFXB-FM St. Louis, joins KCDU-FM Dallas in same capacity.

Appointments at Katz Communications, New York: **Bill Klotz**, account executive, Katz Radio, Detroit, and **Dan Merrifield**, account executive, Katz Radio, New York, named senior account executives; **Philip Beswick**, senior VP, Birch/Scarborough, Englewood Cliffs, N.J., joins Katz Radio, New York, as account executive; **Anna Dunning**, sales manager, KMOX(AM) St. Louis, rejoins

Store, New York: **Alan Harrison**, account executive, Christal Radio, New York, joins Major Market Radio there in same capacity; **Marlaina Teich**, sales assistant, McGavren Guild Radio, New York, named junior account executive; **Andrew Lipset**, account executive, HNWH Radio Sales, New York, named assistant New York sales manager; **Marianne Zaren**, manager, Schubert Radio Sales, Philadelphia, named director, Major Market Radio, there; **Scott Hyber**, senior account executive, WPAT(AM)-FM New York, named account executive, Dupretti & Associates, there; **Cindy Loftus**, sales associate, The Interep Radio Store, Network Division, named account executive, Dupretti & Associates, New York; **Richard Topper**, national sales manager, KLZ(AM)-KAZY-FM Denver, joins McGavren Guild Radio, Chicago, as director, sales; **William Neinstedt**, account executive, Christal Radio, Detroit, joins McGavren Guild Radio there in same capacity; **Mike Iverson**, national sales manager, KCMJ(AM)-FM Palm

co-productions, named VP; **Jack Sussman**, executive in charge of production, Globalvision, New York, joins as VP, production, original programming.

Appointments at Black Entertainment Television, Washington: **Lisa Lewis**, promotions manager, named director, consumer marketing, promotions; **Craig Muckle**, public relations manager, named director, public relations, communications.

Kay Delaney, executive VP, international sales, Turner Broadcasting Sales, New York, elected to board of trustees, Marymount College, Tarrytown, N.Y.

Leona Teneburso, VP, consumer public relations, Showtime Networks, New York, named VP, special projects, Showtime Entertainment Group, there.

Kathy Flynn, manager, national promotion, MTV, New York, named director.

Jim Dotson, VP, controller, TCI Central, Inc., Denver, named director,

BEA'S NEW BOARD

The Broadcast Education Association announced its board of directors for the 1992-93 academic season. Seated (l-r): Jim Smith, State University of New York at New Paltz; J. William Poole, chairman of the board, WFLS(AM)-FM Fredericksburg, Va.; Ray Carroll, immediate vice chair, University of Alabama, Tuscaloosa; Ramsey Elliott, Fuller-Jeffery Broadcasting, Granite Bay, Ca. Standing (l-r): Ken Sidel, University of South Carolina, Columbia; Gay Russell, Grossmont College, El Cajon, Calif.; Lynne Gross, Pepperdine University, Malibu, Ca.; Peter Orlik, Central Michigan University, Mount Pleasant. —MB



internal reporting, budgeting, TCI, Englewood, Colo.

TECHNOLOGY

Lynn Wunderman, senior VP, director, strategic planning, information management, Ogilvy & Mather Direct, New York, joins Marketing Information Technologies there as president-CEO.

Scott Stone, former regional director, HBO, San Francisco, joins DMX, Los Angeles, as western region VP.

DEATHS

Jim Feather, 66, general manager and part owner of WRHL(AM)-FM Rochelle, Ill., died Sept. 20 of heart failure at his home there. Feather was general manager and part owner of WRHL since 1971. Prior to WRHL, he worked in radio for 11 years in Morgantown, W. Va. He is survived by his wife, Louise, and a son and two daughters.

Bill Aiken, 34, producer, MTV Networks, New York, died Sept. 30 of cancer at his home there. Aiken joined the company in 1981 at its Network Operations Center and helped launch MTV: Music Television. Among shows he developed and produced was *The Half Hour Comedy Hour*. Aiken left MTV Networks briefly to serve as supervising producer of original programs for HBO's Comedy Channel, where he oversaw production on *Rich Hall's Onion*

World, Mystery Science Theater 3000 and *Night After Night with Allan Havey*. He returned to MTV Networks in February 1991 to work for Nickelodeon as executive in charge of production on the sitcom *Clarissa Explains It All*. He was instrumental in the development of Nickelodeon's *Hit List* and *Nick Arcade*. He is survived by his wife, Moya, and a son.

C. Edward Lively, 43, chief engineer, KULF-FM Brenham, Tex., died Sept. 15 in an automobile accident outside Spartanburg, S.C. Lively also served as director of engineering of eight radio stations for Jimmy Swagert Ministries and owned his own consulting firm for AM directional stations in Simpsonville, S.C. He is survived by his wife, Kathy, and a daughter.

PUBLISHER SOL PAUL DIES AT 72

Sol J. Paul, 72, former BROADCASTING reporter and advertising manager and founder of now-defunct *Television/Radio Age* magazine, died Oct. 5 in Princeton, N.J., of complications following a stroke. Paul's journalism career began at the *Washington Post*, followed by a brief stint as Washington correspondent for the Gannett newspapers. He joined BROADCASTING in 1941 as a New York-based writer, moving to Chicago the following year as Midwest manager and returning to New York in 1946 as advertising manager. During the 1940's he also co-authored two radio series.

Paul left BROADCASTING to start *Television Age* in August 1953—the year the FCC lifted its freeze on TV station license grants. Begun as a monthly, the magazine went to twice-monthly in 1956. Its focus was not news, but more developed stories on the business of the industry, including "how-to" features. Radio was added in 1970. In 1981 Paul began a separate cable magazine, which lasted as a stand-alone publication for about three years before being folded into *Television/Radio Age*. Other publishing endeavors included an international edition of the magazine and a financial newsletter. *Television/Radio Age* folded in November 1989.

Paul was president of the Broadcast Pioneers and a member of the board of the International Radio and TV Foundation, as well as a member of the advisory board of Alpha Epsilon Rho, the honorary communications society. He is survived by his first wife, Eilene Phillips, and their daughter, Celia, and his second wife, Margaret Reed, and their two children, Abigail and John. A memorial service is scheduled for 5 p.m., Oct. 26, at the Lotos Club in New York.



JAMES COPPERSMITH

Sometimes a tucked-away piece of parental advice can come in handy when you least expect it. Jim Coppersmith realized that more than 20 years ago when he took a job as general sales manager of KTTV(TV) in the fiercely competitive Los Angeles market.

His father's advice went something like this: Try never to get into a fight; but if it looks like you're going to get into a fight, the time to hit somebody is when he is thinking about hitting you. Coppersmith has been trying to get the jump on the competition since.

It is a competitive strategy that has worked well for Coppersmith, whose career in local TV sales and management approaches 30 years. He is currently enjoying a 10-year run as general manager of WCVB-TV Boston, the Hearst-owned ABC affiliate that maintains the highest ratings for all four of the local newscast time periods and whose local production output surpasses that of most stations around the country.

Coppersmith has clearly set his stakes in Boston over the past decade, a marked change for an executive whose early sales career spanned the country. The first 20 years of his career in television led Coppersmith and his family on a tour that included about nine stops.

Coppersmith's earliest taste of the business came in 1949 when, as a high school student in Johnstown, Pa., he served as announcer for a radio play that aired on the local station.

"I was amazed at how many people in town heard it, and it gave me a vague, stirring, nascent idea of the power of broadcasting," he says. But it would be a few more years before he would actually embark on a career in the field. With the exception of a one-year stint as a salesman at WCAE(AM) Pittsburgh in 1955, Coppersmith spent the first nine years after college working in a variety of jobs outside of broadcasting that included stints as a public relations director for a Pittsburgh hospital, a jack-of-all-trades at Pittsburgh ad agency Feldman & Kahn and a sailor in the U.S. Navy.



The job that set Coppersmith on his career track in TV was as a sales trainee at WTTG(TV) Washington. After about a year on the job, he moved up to the station's parent rep company in New York, Metro-media TV Sales. Two years after that, opportunity came knocking in an unusual way when the manager of Metro-media TV Sales's Los Angeles office left the company to become an Episcopal missionary in Ecuador.

Coppersmith took the Los Angeles job in 1967 and eventually moved to company-owned KTTV(TV) as general sales manager. By 1971, he returned to the East Coast to take on the same role at the company's New York station, WNEW-TV.

Next came Coppersmith's first general manager job at CBS affiliate WNAC-TV Boston (1973-77). It was a heady experience for the then 40-year-old executive. "In a little over eight years, I went from a sales trainee to a general manager in Boston," he says.

But the best was yet to come. Coppersmith was tapped to head up Metro-media's flagship WNEW-TV New York. Three years later, he joined Hubbard Broadcasting as general manager of WTOG-TV Tampa-St. Petersburg, a position that would eventually lead to a brief stint as president of Hubbard's television division. In 1982, Coppersmith returned to Boston and WCVB-TV.

"Unless my owners become displeased with me, this is where I'm going to stay until I start what Norman Lear calls Act III," says Coppersmith of his current position. Under his leadership, WCVB-TV has enjoyed a strong reputation for the breadth of its original production—which accounts for about 25% of its schedule—some of which airs nationally via such outlets as A&E Network. The station has also captured attention with its award-winning news operation.

"It is impossible to exaggerate the importance of news to a station," he says. "Local television news and other forms of locally produced programs are quite simply the only thing that separates an over-the-air ad supported TV station from its new technology competitors."

Coppersmith says he does not understand why some stations would consider backing away from the local news business, even during tough financial times.

"It may be conceivable that there may only be enough meat on the news table for two eaters, but any station that I'm running is going to be

eating meat and eating the lion's share of the meat. We'll kick, bite, scratch and maim any operator that tries to get in our way." ■

President and general manager, WCVB-TV Boston; b. Feb. 21, 1933, New York; BA, journalism, University of Pennsylvania, Pittsburgh, 1955; sales, WCAE(AM) Pittsburgh, 1955; Navy, 1956; public relations director, St. Francis Hospital, Pittsburgh, 1957-60; various positions, Feldman & Kahn, Pittsburgh, 1960-64; sales, WTTG(TV) Washington, 1964; sales, Metro-media TV Sales, 1965-66; Los Angeles manager, 1967-68; VP and West Coast manager, 1968-69; general sales manager, KTTV(TV) Los Angeles, 1969-71; general sales manager, WNEW-TV New York, 1971-73; general manager, WNAC-TV Boston, 1973-77; VP and general manager, WNEW-TV, 1977-80; general manager, WTOG-TV Tampa-St. Petersburg and president, F&F Productions, 1980; president of TV division, Hubbard Broadcasting, 1981-82; VP and general manager, WCVB-TV, 1982; current position since August 1990; m. Janice Goldman, Dec. 22, 1964; children: Scott, 25; Cathy Beth, 21.

Broadcasting

In Brief

WADB(FM) Point Pleasant, N.J., was sold by Pleasant Broadcasters Inc., headed by Adamant Brown, to Seawood Broadcasters Inc. for **\$4 million**. Buyer is headed by former radio group owner Arthur Shadek. *Broker: Gary Stevens & Co.*

KIVA(AM)-KZRQ(FM) Corrales, N.M. (Albuquerque), was sold by Star Management of New Mexico Inc., headed by Carl C. Tutera, to Progressive Broadcasting Inc. for **\$850,000**. Buyer, headed by Peter Baumann, is also licensee of KLSK(FM) Santa Fe, N.M.

KKJZ(AM) Santa Barbara, Calif., was sold by Cutler Productions Inc., headed by Ron Cutler, to Seaview Broadcasting Inc. for **\$450,000**. Buyer is headed by Manuel A. Ca-

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 27. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.6/221/97
2. Star Trek	11.0/244/99
3. Jeopardy!	10.8/211/98
4. Oprah Winfrey Show	10.1/235/99
5. Entertainment Tonight	8.2/178/94
6. Current Affair	7.5/179/95
7. Married...With Children	7.3/182/96
8. Inside Edition	7.2/166/94
9. Wheel of Fortune	5.8/181/75
10. Cosby Show	5.5/196/96
10. Donahue	5.5/219/99
12. Sally Jessie Raphael	5.2/216/98
13. Hard Copy	4.8/151/92
14. American Gladiators	4.7/203/98
14. You Bet Your Life	4.7/137/87

branes, who has interests in KWNK(AM) Simi Valley, Calif. *Broker: Hogan & Feldman Inc.*

WHAT VIEWERS SAY VERSUS WHAT THEY WATCH

The relative popularity of TV stations will likely be a bargaining point in retransmission-consent negotiations. On that subject, a new *TV Guide* poll said that TV viewers care less about broadcast stations than their recorded viewing would suggest. Asked if they had to choose between watching only "broadcast television stations, such as ABC, CBS, NBC and Fox," or "cable television stations, such as CNN, ESPN, HBO and TBS," 56% of respondents said they would choose cable, while only 39% said broadcasting (5% were not sure).

Network news also fared poorly in the survey. Asked whom they trusted more "to provide reliable and accurate news," 46% of those polled gave the nod to local news, while 37% chose network news programs—9% said they were equal, 5% said neither and 3% were not sure. Almost half of those polled, 45%, said they would find it "acceptable" if the three broadcast networks discontinued their "national news programs," forcing them to rely on CNN and C-SPAN, with 4% saying it wouldn't make any difference—47% found it "unacceptable," while 4% weren't sure.

Peter Hart, whose research firm conducted the national survey of 1,007 adults for the magazine, was not available to explain why the survey results differed significantly from what actual television ratings seem to indicate.

But the poll also found Americans value television highly—46% said they would refuse to give up watching TV for anything under \$1 million, while another 25% said that even that figure wouldn't be enough. Those polled also said "excessive violence" on the tube was more objectionable (46%) than "sex scenes that are too explicit" (24%) and 23% said both were equally objectionable.

—SM,GF

Final Appeal and What Happened?, two of NBC's new reality series **will be pulled** from the lineup following their Oct. 23 airing. *Final Appeal* will have seven episodes left from a 13-episode order. The remaining episodes may be folded into episodes of *Unsolved Mysteries*, from which the new show was culled. The four remaining episodes of *What Happened?* may return later as a series of one-hour specials. The network remains undecided on whether Aaron Spelling's *The Round Table*, also on Friday, will receive its back-end order.

CBS and NBC have refused to let their reporters serve as moderators or panelists for the presidential and vice presidential debates, citing displeasure in allowing the political campaigns to have authority to choose and reject journalists. For the first presidential debate this past Sunday, PBS's Jim Lehrer moderated, and the panel consisted of ABC News's White House correspondent Ann Compton; John Mashek, a White House reporter for the *Boston Globe*, and freelancer Sander Vanocur, formally an economic reporter at ABC and NBC. The second debate—between the vice presidential candidates—on Tuesday, Oct. 12, will have a sole moderator—expected to be Hal Bruno, ABC News political director.

The FCC tentatively awarded pioneer preference status to Cox Enterprises, American Personal Communications (70% owned by The Post Co.) **and Omnipoint Communications for eventual personal communications services licensing.** At the same time, Cablevision Systems Corp. and Associated PCN Co. (APCN) each announced major market PCS test plans they say will demonstrate to the FCC interference-free frequency sharing

with fixed microwave service at 1850-1990 mhz. Both say their systems can dynamically change coverage areas to achieve "frequency agility."

Ross Perot continues to buy advertising. He is running a flight of 60-second spots on eight cable networks and the three broadcast networks. Perot has also bought his third infomercial, this one an hour scheduled to air on ABC Saturday, Oct. 17, at 8 p.m. The cost is \$520,000. Perot paid \$620,000 for a half-hour ad on the network last Friday (Oct. 9) at 9:30 p.m.

President Bush appears set to veto the tax bill, among whose provisions are codification of intangibles amortization. The provision would permit write-down over 14 years, for tax purposes, of acquired FCC licenses and government franchises. Such depreciation, which would apply to acquisitions after July 25, 1991, would increase taxable expense for media companies, thereby reducing the amount of taxable income and, thus, taxes eventually paid. The bill passed the Senate last Thursday 67-22, but an earlier House vote was veto-vulnerable at 208-202. J. Michael Hines, partner at Dow Lohnes & Albertson, noted that the President might be able to pocket veto the bill as Congress was set to adjourn.

The Electronic Industries Association's Consumer Electronics Group called passage of the Cable Act of 1992 a "victory for consumers." Said Gary Shapiro, group VP: "By requiring the commercial availability of converter boxes and remote controls, this law breaks the cable monopoly and allows consumers to shop for competitive pricing on those products from sources other than their cable operator. Features such as picture-in-picture will be fully usable when the FCC issues rules."

The Electronic Industries Association has requested technical HDTV closed-captioning technology proposals. The Decoder Act of 1990 requires closed captioning be built into all TV sets 13 inches and larger by July 1, 1993. "HDTV's digital properties call for a re-examination of how closed captioning is encoded, transmitted, decoded and displayed,"

said EIA Consumer Electronics Group VP Gary Shapiro. On Oct. 15, EIA will conduct a closed-captioning seminar via satellite. Contact Maxine Stone at (202) 457-4975.

Through Dec. 31, **TV syndicators and other video programmers can ob-**

tain satellite capacity aboard AT&T's Telstar 301 or 302 for as little as \$100 per hour and \$25 for each additional quarter-hour. The special, part-time Skynet Transponder Service rates are based on a minimum period of one hour (at \$80 for existing Skynet customers).



Turner Broadcasting celebrated the Oct. 1 launch of its latest cable channel, The Cartoon Network, with a party at New York's Cartoon Saloon. On hand were (l-r): Stan Welz, senior VP, sales, children's programming; Betty Cohen, Cartoon Network executive vice president, and toon stars Yogi Bér and Fred Flintstone.



The National Academy of Television Arts and Sciences last week unveiled "Creating Critical Viewers," a nationwide project offered free to high schools to make students into discriminating television viewers. The project features a 10-chapter work kit that focuses on various aspects of television—how entertainment and news programs are produced, how TV influences feelings about ourselves and others, how to evaluate content and differentiate from fact and opinion. The project was developed and funded by public broadcasting's Pacific Mountain Network and NATAS, and is endorsed by the National Education Association, the American Federation of Teachers and the Association of Secondary School Principals. Pictured in New York at the project's unveiling are (l-r): Joseph P. Zesbaugh, president, Pacific Mountain Network; Dr. Dorothy Singer, co-director, Family Television Research Center, Yale University, and Dr. Alvin Poussaint, psychiatrist and educator.

Editorials

WHAT PRICE VICTORY?

Broadcasters everywhere will rejoice with Eddie Fritts and the NAB at winning the biggest legislative victory of the past decade. Establishing retransmission consent as the law of the land took firepower, persistence and timing. This was not to be cable's year, and broadcasting seized the moment.

This page was never keen for the other elements of the cable bill: program access (which establishes the principle that what's yours is mine) and rate regulation (which establishes a precedent that can haunt all media, and particularly the electronic).

As feared, the bill's passage marked the beginning of what promises to be a long and acrimonious fight over the law's contents. We predicted cable would be in court in a 'Denver minute.' It turned out to be an 'Atlanta minute,' as Turner immediately filed suit in U.S. district court challenging the retransmission/must-carry provisions in the bill as unconstitutional. And even as DBS operators and home dish owners were patting themselves on the back for securing program access guarantees, you can bet the house, backyard dish included, that somewhere a roomful of communications attorneys was preparing a case against those access provisions on constitutional grounds, with a challenge of rate regulation thrown in for good measure.

At the FCC, meanwhile, Al Sikes was trying to figure out how to stretch an already busy staff and reduced budget to cope with the additional burden of two dozen rulemakings in the next year to establish operating procedures for the rules, as well as the ongoing enforcement of rate regulation.

The inevitability of some kind of rate regulation now seems clear. (We wish we had a dollar for every "three times the rate of inflation" intoned from the Senate floor.) The political momentum of the rates and service issues helped push an omnibus bill with provisions of questionable constitutionality—the courts have thrown out must carry not once but twice—past a President in opposition and through a Congress that had never overridden a veto before.

The result of all that effort: a broadcasting industry with the renewed hope of a second revenue stream but also the certain realities of court battles and likely tough retransmission-consent negotiations, and a cable industry returned to the yoke of municipal governments and forced to hand the keys to its programming store to its competitors.

Broadcasters may be forgiven for basking in the euphoria of last week, but not for long. This is not the end of the broadcast/cable tug and pull, but only the beginning of the next phase. Happily for broadcasters, they go into it with the wind at their backs.

TOOLS FOR RETOOLING

BROADCASTING received a letter from the FCC a week or so ago asking that we pass along a request for help. "American broadcasters made a critical contribution to winning the Cold War, and could also help win the peace," wrote Kenneth Robinson, senior legal adviser to Chairman Al Sikes. This is the substance of his petition:

The bipartisan Commission on Television Policy is looking for a tax-deductible contribution of working or repairable video equipment to be donated to the independent republics of what was once the Soviet Union. The commission, whose purpose is to encourage the development of free television in the region, has made bedfellows of Chairman Sikes, Senator John Danforth, Congressman Al Swift, a number of broadcast and cable executives and even former President Jimmy Carter. The commission has a meeting in November in Kazakhstan with communications executives and officials in the former Soviet Union (an invitation has been extended to the network heads in all the former Soviet republics). The commission would like to indicate at that time the potential equipment support from the U.S.

The news presidents of the three major networks and CNN are members of the commission, as is PBS President Bruce Christensen, so those organizations should have already gotten the word. But anyone else with spare equipment to donate is encouraged to contact Kenneth Robinson at 202-632-6600 (fax: 202-632-0163).



Drawn for BROADCASTING by Jack Schmidt

"There seems to be some problem with the cable, senator."

On August 24, 1992, South Florida residents lost their shirts, coats, shoes, VCR's, socks, mattresses, clock radios, umbrellas, slow wave ovens, soccer balls, coffee mugs, guitars, bowling balls, basketballs, end tables, tennis balls, golf clubs, perfume, chairs, pet collars, towels, roofs, flip-flops, weight benches, fishing rods, bicycle wheels, refrigerators, baseball gloves and bats, tires, makeup, desk dryers, curlers, throw pillows, blue jeans, golf balls, dishes, clock radios, nail polish, dog leashes, headbands, hair brushes, gas grills, toothbrushes, notebooks, baby cribs, picture frames, toys, beds, couch cushions, doorknobs, vase, underwear, ceiling fans, doors, blenders, ties, countertops, watering cans, tools, Bibles, routers, handbags, gloves, bunk beds, mailboxes, shakers, pillowcases, heavy boats, binoculars, Christmas decorations, screwdrivers, lamps, window shades, high heel pumps, sweaters, telephones, pantyhose, brooms, denture cases, CD players, punch bowls, menorahs, recliners, teacups, cookbooks, swing sets, watches, wagons, lawn chairs, mirror, picnic tables, tool sheds, bookcases, steak knives, sneakers, earrings, remakers, cowboy boots, lingerie, calculators, ink pens, luggage, violins, patio furniture, area rugs, answering machines, bathrobes, pens, belts, cookie jars, candy dishes, erasers, organizers, scissors, wicker baskets, vacuum cleaners, motor oil, tennis rackets, dog food.

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Think of the Miami DMA as the eye of a furious buying frenzy. While only 7% of the population was dramatically affected by Hurricane Andrew, these consumers will pack spending power upwards of 30 billion incremental dollars on everything from bikes to boats and bathing suits to swimming pools. The Miami DMA. Spending like never before.

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